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The state of the Art and its Sustainability

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Editor:
Badaruddin Mohamed

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Preface

This proceedings compiles papers presented at the Regional Conference on Tourism Research, held at Universiti Sains Malaysia, Penang in 2010. The conference is organized by the Social Transformation Research Platform of Universiti Sains Malaysia, Penang with collaboration of the Tourism Research Circle of the School of Housing, Building & Planning. The conference, an expanded version of National Conference on Tourism Research, provides a venue to stimulate multidisciplinary discussions and sharing of tourism related researches and findings to further enhance and enrich the knowledge of the tourism stakeholders, including academicians, practioners, professionals as well as students of tourism. As tourism is regarded as one of the priority areas in the National Key Economic Areas (NKEA) set by the Government, more integrated and directed researches are needed to provide insightful information towards good planning and development of tourism products. The conference theme 'The State of the Art and Its Sustainability' spells out the quest for knowledge on the level of tourism development and researches in this region and the sustainability of the sector. All papers presented went through strict peer-reviewed before final papers being selected.

The author wishes to acknowledge the contributions of all members of the Scientific Committee and also the conference the secretariat with the hope that results from the papers presented in the conference would be translated into meaningful and real cases.

Badaruddin Mohamed
The Editor

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Antalya Region Tourism Cluster: To Measure the Impact of Tourism Cluster on Regional Development

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The patterns of regional development clustering and location have become increasingly significant in sustainable economic development literature and practice. Clusters have become central players in revitalization in spreading the development from centre to urban areas. Geographic concentrations of interconnected firms are a striking feature of cluster based development of regions. The prevalence of clusters reveals important insights about the core of competition and role of localizations in exploitations of competitive advantage. Clusters represent a new way of thinking about national and local economies. Furthermore, they necessitate new roles for companies, government, and other institutions in enhancing competitiveness. In the region where tourism is dominated by the clusters businesses closely interacting each other and play a key role in providing adequate products and services to tourists by responding to their most specific requirements. The objectives of the this paper were to examine the structures of clusters in the regions Antalya/Turkeys through cooperation with different institutions and the business environment, to elaborate map of the cluster, pointing the main business subjects and their links with suppliers, clients, non-governmental organizations, educational institutions and other companies from different spheres. Diamond analysis was used by the study. The result of the study indicated that he cluster map is cantered on the four pillars of tourism: accommodation, restaurant and food service, transportation, and attractions. Overall successes of the regional development were depending on the performance of the cluster. On the other hand successes of the clusters were also depending on the success of businesses in clusters.

Key words: regional development, tourism cluster, competitiveness, sustainability

Introduction

In the conditions of global competition, it is getting harder everyday to obtain a competitive position. Even if a country, or an organization, has advantage, it may still fall behind its rivals unless it carries out continuous improvement and modernization. On today's world map, forms that are called clusters have strong influence (Bernini, 2009). Clusters are bodies that exhibit extraordinary competitive success in critically

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important localities (Bergamn and Feser, 1999). A striking characteristic of the clusters is the fact that they exist in every national or regional economy, particularly in the countries that have thriving economies. Silicon Valley and Hollywood are the most widely-known clusters. Clusters are not unique; as a matter of fact they have extremely typical characteristics, which is a situation that creates a paradox. Firm competitive advantages of a global economy gradually move to regional phenomena such as information, motivation and relation, which the competitors cannot simulate. The long-term success of a nation lies behind creating competitive advantage and holding it (Porter, 1998, Novelli et al., 2006). Therefore, countries and regions need to carry out competition strategy. In this study Porter's diamond model were used. According to this model economic growth depends on clusters and its interactions. This model consists of four main factors, as demand statuses, production statuses, structures and strategies of the related and supporting industries and companies, and their competitive capacities; and external factors. Although the interest shown towards geographical networks, clusters and their roles in economic growth has increased in the recent years, it draws one's attention that, regarding the studies in this field, the researches on production and technology based sectors are common but the number of the researches on service sectors, such as tourism, is inadequate. As it is known, economies grow with the formation of regional agglomerations and business networks (Novelli et al., 2006). And tourism sector is mostly consisted of small and medium sized enterprises and the networks created by them. For this reason, decoding the tourism networks and clusters in tourism destinations, and analyzing their structures are the pre-requisites of forming a successful cluster.

Objectives of the study were to evaluate the impact of tourism cluster on local development, and the interaction, competitiveness and sustainability of tourism cluster on economy, society and environment. The theoretical basis of the study in search of finding interactions of businesses in regional development were founded on the adaptation of cluster concept and typology, and the integration of the concepts of systemic competitiveness and sustainability within economic, social, cultural, environmental and political dimensions (McRone, 1969). Interdisciplinary and with a holistic view to the sectors, the proposed model will show the role, impact and performance of tourism in local development, and the way how and to what extent its performance can be improved (Flowers and Easterling, 2006). No sooner had the model reached desired performance level it will be possible to establish a strategic development model. By means of this model, various strategies can be implemented by all organizations for competitiveness, cooperation and a sustainable development in the tourism industry (Ferreira and Estevao, 2009, Dwyer and Kim, 2003). The role of Tourism in the Regional development of Antalya, geographical networks, clusters and defining them and emphasizing on their importance in the context of their contribution in economic growth were the main emphasis on this study. It has been aimed to maximize the benefits of the clusters and networks, which play a role in the economic and social life of Antalya Region, by determining their contributions. In this context, it will be attempted to take solid steps intended for the development of the region and the sector on a basis where all the players are represented, by establishing a tourism cluster in the Region of Antalya.

Antalya's tourism industry relies heavily upon its historical and natural resources. Economic structure of the regions was shaped by cluster which closely inter related to each other. The theoretical bases for this paper were founded on cluster concept and typology. The cluster is informal economic union that generates new possibilities for raising the competitiveness of the involved in companies. First of all this is an informal economic system, whose moving parts /the cluster members/ are working in one defined geographically territory. The aims of this paper, therefore, were to illustrate the “Antalya Region Tourism Cluster” and to measure tourism cluster impact on regional development. Each company or organization on this territory has been trying to develop its priorities towards its competitors and to introduce something new and more attractive to the market – internal or external. And, when an organized form of partnership and interaction between the direct competitors and their suppliers and the supporting organizations and associations, presents in that environment there would be professional dialog and “know-how”, information and ideas exchange. When there are mutual actions in support of preliminary outlined direction for the achievement of defined and profitable for everyone goals, it may well be expecting tangible improvement of the competitiveness.

Antalya Diamond Analysis

Due to the characteristics of the tourism cluster, local development programs consider it as a local strategy for combating regional disparities and social inequality. Porter (1998) emphasizes that tourism does not depend only on the appeal of the main attraction (beaches or historical sites), but also on the comfort and service of hotels, restaurants, souvenir shops, airports, other modes of transport and so on. As the example shows, the parts of the agglomerate are generally effectively dependent on each other. A bad performance of one may prevent the success of the others.

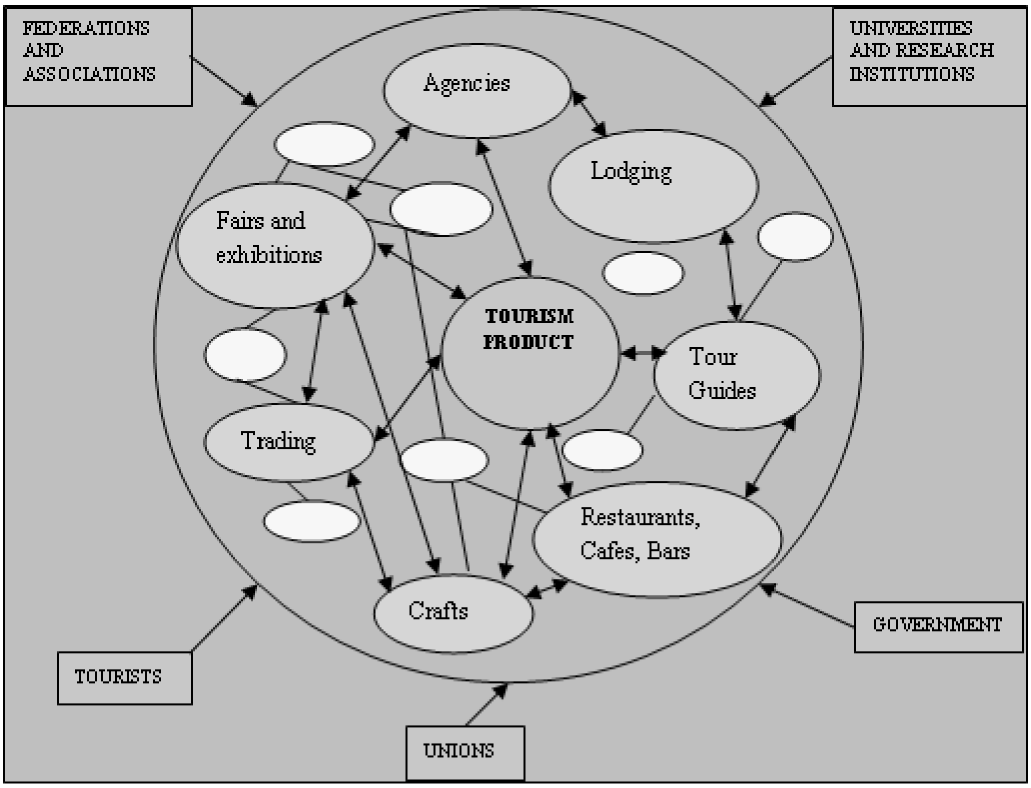

Figure 1. Tourism Cluster Map in the Regions of Antalya **(**Implicated from Cunha and Cunha, 2005)

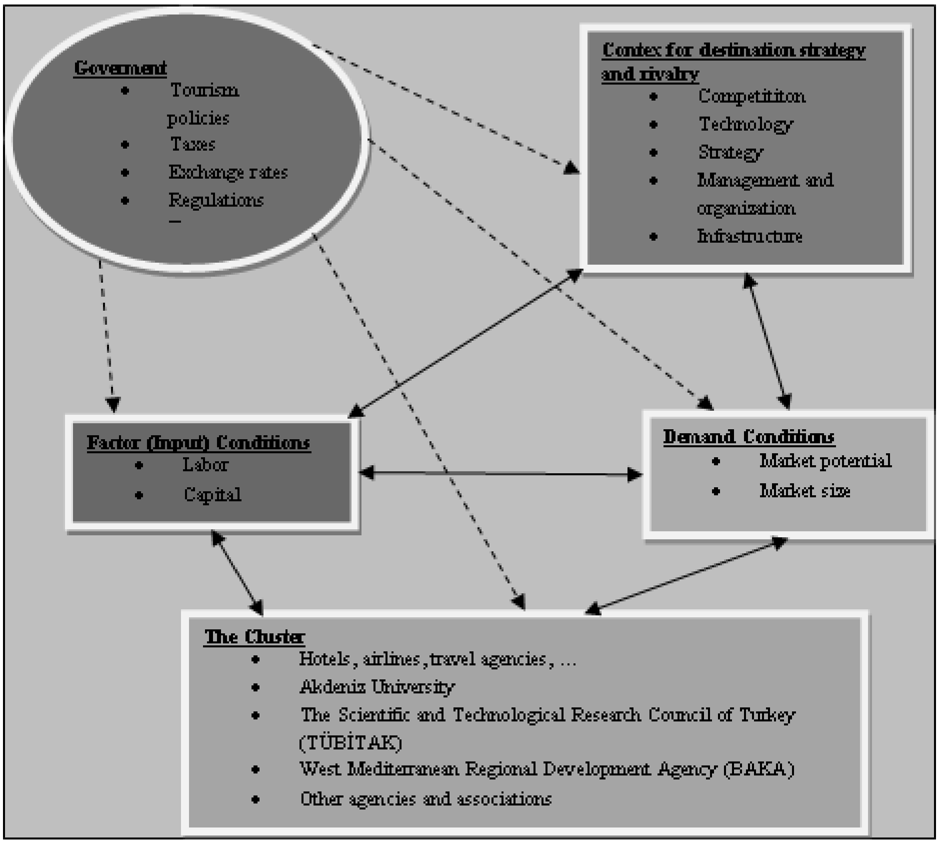

Figure 2. Antalya Tourism Cluster Diamond Analyses **(**Adapted from Porter's Diamond Analysis)

According to Porter (1998) cluster is a geographic concentrations of interconnected companies and institutions in particular field cluster include splendid array of linked industries and other entities significant to competitions. Through the applications of the definition tourism five main factors can be counted as component of clusters in Antalya. Porter's diamond model necessitates good understanding of competition and considerable interest in forming linkages among businesses. However, the local industry is fragmented and fraught with internal divisions. Hence, kind of sticky substance needed to join and hold the cluster together seems to be absent. On the other hand, stronger social networks and local leadership are needed to enhance the development of such social capital might ensue.

Follow the Table 1 shows us findings about Antalya Tourism Cluster.

Table 1. The Antalya Tourism Cluster (Adapted from Jordanian National Competitiveness Team / Ministry of Planning, Hashemite Kingdom of Jordan: The Tourism Cluster, 2000)

Government	Strategy, Structure, and Rivalry	Demand	Factor Conditions	The Cluster
+ Stable and secure country +/-Gov't focus mainly on developing sites Sea - Weak promotion and marketing plan - Lack of a local tourism plan - Lack of continuity in policy and actions - High frequency in changing Ministers of Tourism - Heavy regulation of industry	+/-Competition is mainly in prices +/-Cheaper rates for locals - Minimal tourism promotion abroad - Lack of focus on customer and service orientation - Lack of feasibility studies for projects before investment	+ High domestic and international market demand for high quality medical and educational services +/-60% of tourists are Russian, %40 German, %10 English - Approximately 40% of Turkish travel abroad for business or pleasure - Non scheduled stops on most Holy sites tours	+ Large number of historical, religious, environmental and natural sites + Good internal roads, two international airports (AYT and Gazipasa) + Good variety of accommodation + Trained human resources - Poor Infrastructure	+ High quality medical, educational institutions + Various airlines access both international airports + Hotels are increasing in number and quality + Environmental Protection Institution - Overall lack of coordination among firms in cluster - Most souvenirs are imported - Conflict of interest with other industries, - Low re-investment of on-site receipts

Performance levels of the component organizations of Antalya clusters determine the overall economic development of the city. On the other hand, due to interrelations in clusters any problem in one clusters give rise unrecoverable problem in others.

Conclusions

Due to the increasing unemployment, budget deficit and inadequate development level between the regions policy makers are needs to be turn to labour intensive tourism as a way stem to flow, the general lure of beauty and tranquillity, adventure and gastronomy can attract bring new business to certain region and then rural part of the region. In order to achieve this goal, traditional economic development models are needed to be augmented with those incorporating an appreciation of customer demand and service rather than a reliance on the economies of production and distribution.

It is possible to conclude that tourism in the Antalya is a rapidly growing cluster without serious government support up until now. However, it is still trailing behind regional rivals such as Valencia and Athens. In order to encourage growth potential of the region, the government needs to improve the business environment of Antalya' and infrastructure by providing an enabling political, legal and social environment. By this way it may be possible to draw attentions of high-value customers from rich countries to regions. Vigorous cluster-based efforts should also be made to encourage the linkage between the healthcare industry, the tourism sector and supporting industries such as telecommunications and advertising in terms of packaging products, coordinated marketing and upgrading of the cluster.

Regional products and services are used as one of the tools to increase diversification of tourism portfolio of Antalya aiming at attracting and retaining more visitors into the region. The residents and the visitors to this area are need to be aware of the variety of opportunities available, and through the developing inter related businesses in clusters are encouraged to operate. Besides cluster theory focuses on the advantages of economies of agglomeration and on the role of social capital interactions in the development of a region. In the light of national trends, this project has in fact been designed to stress the importance of using local resources and of the health-related practices. Local and regional products and services are used as one of the means to increase visibility and diversify the Antalya tourism portfolio aiming at attracting and retaining more visitors into the region.

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A Study on Sustainable Tourism Development in Batavia, Jakarta, Indonesia

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Since the late of 19th century, the beginning era of modern tourism, Batavia has become a tourist's attraction especially for Europeans. Batavia is an old town, the origin of Jakarta, the capital city of Indonesia. Similar to other historic town, Batavia also facing the issue related to sustainable development, where achieving sustainable development at urban heritage tourism is unique. The relationship between heritage and tourism bring many problems which is frequently characterized by contradictions and conflicts as compromising conservation goals for profit. These raise the question: Is it possible to achieve sustainability in tourism development at Batavia? As a part of a research proposal, this paper discussing how to find out the behavior and interaction pattern between locals and tourists within the issue of achieving sustainable tourism development. As a medium of activities, urban spaces and buildings shaped by both locals and tourists interaction activities and behavior correlations in the heritage area. This become more interesting by the present of built heritage that tied by the past as element of conservation that often ignored in the development process. This paper is focus on social aspect of sustainable tourism development, and at the end proposed methods suitable for the research.

Key words: sustainable tourism development, urban heritage tourism, authenticity, locals and tourists interaction

Background

Today, sustainable development, including tourism sector, is a must. Sustainability of tourism development is important because, as stated by Harrison and Hitchcock (2005), tourism is now widely regarded as one of the largest industrial sectors alongside financial services and manufacturing, and careful attention needs be paid to the global repercussions of this many-sided phenomenon. But, achieving sustainable

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development at urban heritage tourism is unique. The relationship between heritage and tourism bring about many subsequent problems which is frequently characterized by contradictions and conflicts as compromising conservation goals for profit (Nuryanti, 1996; Garrod & Fyall, 2000; Wager, 1995).

Batavia has become a tourist's attraction especially for Europeans since the late of 19th century, the beginning era of modern tourism. Batavia, the name of ancient Jakarta given by the Dutch Colony, now becomes a heritage site which has potencies for tourism objects. Similar to other historic town, Batavia is also facing the issue related to sustainable development. There are 5 heritage locations in Batavia old town that can be developed as interesting tourism destinations but the conditions are getting worse each year. They are the Maritime Museum, the Fish Market (Hexagon Market), the VOC Shipyard Building which is now converted into a café, Luar Batang Sacred Mosque, in Kelurahan (Sub District) Penjaringan and the Sunda Kelapa Harbour (Adi, 2010).

Tourism in *Kota Tua* (Oud Batavia): A Historical Perspective

Since the late of 19th century, the beginning era of modern tourism, Batavia has become a tourist's attraction especially for Europeans (Braousson, 2007; Nugraha, 2007). Tourism in Indonesia became popular after Soekarno, the first president of Indonesia proclaimed the word 'Pariwisata' which means Tourism in 1958 (Ramly, 2007). Similar to other Asian developing countries, in Indonesia most of the local people does not have any role in tourism, because tourism is still controlled by some certain groups with huge economic capital. The local people and its community is still considered as tourism object, not the subject. On the other hand one of the goal of Jakarta tourism is to build town and community and the community is one of its potency. It was stated in Basic Pattern of DKI Jakarta Development (Pola Dasar pembangunan Daerah DKI Jakarta) (Ramly, 2007).

Old Batavia, the embryo of Jakarta, the capital city of Indonesia, has been started in 16 century (1527) when Fatahillah or Faletehan conquered Sunda Kelapa and changed the name into Jayakarta (Haris, 2007; Kusumawijaya 2004; Nas and Grijns, 2007). In the 17 century under the Dutch colony the name Jayakarta changed into Batavia, and it grew into a thriving trading town and called 'Queen of the East' (Ratu dari Timur) because of its strategic location (Nas and Grijns, 2007).

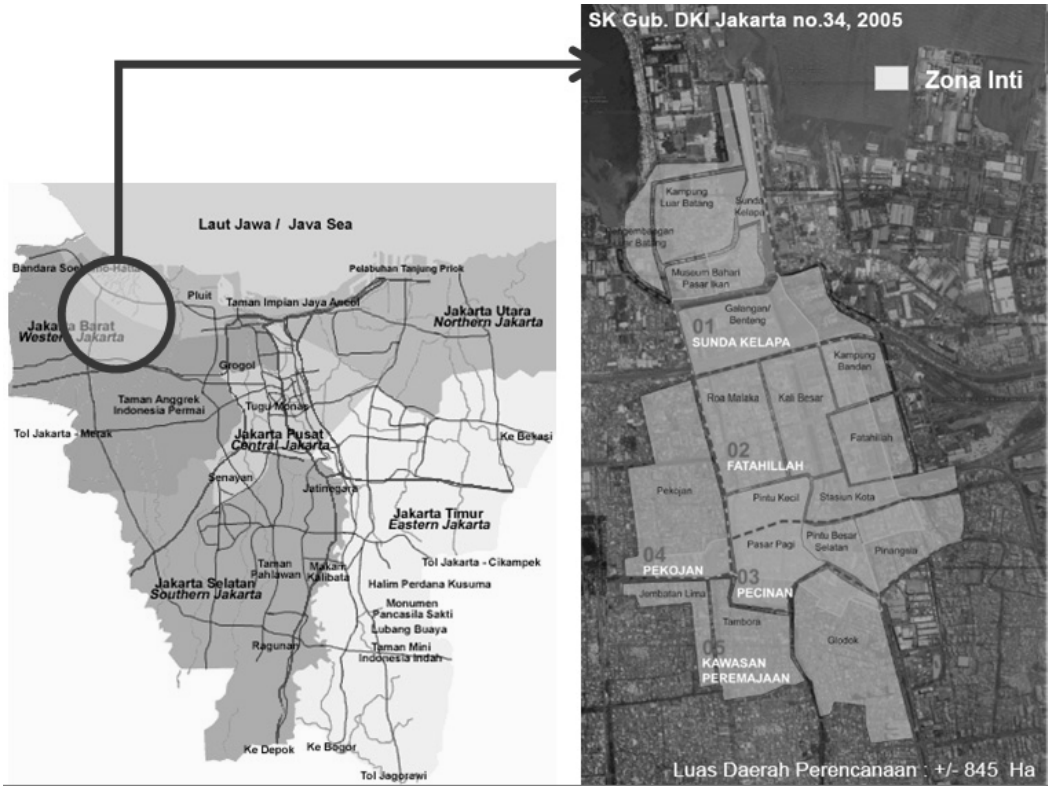

Figure 1. Location of Oud Batavia

The Dutch Governor, JP. Coen, made significant changes to Batavia. He destroyed all the old town buildings, including the native settlements and built it again copying Holland cities which surrounded by wall (fort) (Kusumawijaya, 2004; Nas and Grijns, 2007). At that time Batavia with its beautiful buildings and canals was admired. Traders and sailors from various places in the world lived in this place besides the native people and the VOC. Life in this location at that time was more cosmopolitan than other cities in the rural (Haris, 2007). In the year of 1806, Daendels, the Dutch Governor at that time moved the central government to the downtown area which is called Weltevreden and known as Niew Batavia, because the old Batavia became deteriorated (Kusumawijaya 2004, Nas and Grijns, 2007).

Became abandoned, Oud Batavia still served as a business center, where many of the representative office of Dutch and European companies existed in the region (Fakih, 2005; Nas and Grijns, 2007). While the second layer is dominated by Tiong Hoa people with their row of stores and shop houses (Nas and Grijns, 2007). Until the mid-19th century, there were two cities Nieuw Oud Batavia and Batavia (Kusumawijaya, 2004), while several indigenous villages laid in between (Nas and Grijns, 2007).

After the Indonesian Independence, Soekarno, the first President of Indonesia changed the face of Jakarta on behalf of removing all the Dutch and Japanese trails. As mentioned by Fakih (2005), Soekarno built new centers to change the existing centers and reorganized the meaning of the Centres. Senayan sport Complex, Hotel Indonesia, Thamrin Street and new houses at kebayoran Baru were new centers built by Soekarno and promoted Jakarta's icons.

In the New Order under the government of President Soeharto, the Old Batavia has been set as heritage tourism area and stated in the DKI Jakarta Governor's Decree No. 4486/1999. Activities at this location is aimed at capturing the past (nostalgia), so that the effort of organizing the environment and conserving the buildings are to accommodate those activities (Ramly, 2007).

Heritage Tourism and Local Community: The Role of *'Kampung'*

Batavia grew from the interaction of various cultures of the ethnic groups of Indonesia, India, China, Arab (Islam), Ambon, Makassar, Bugis, Madurese, and Europe (Haris, 2007; Raben, 2007). Mixed culture between Western and Eastern culture in the Batavia settlements was the embryo of Betawi culture and Betawi ethnic (Nas and Grijns, 2007; Blusse, 2007; Raben, 2007; Haris, 2007). Other things that affect the mixing of ethnic groups, as mentioned by Raben (2007), are the liberation of slavery, military service, and mixed marriages. As further told by Nas and Grijns (2007), ethnic Betawi dominated Batavia until 1942, although only a marginal role.

As told by Kusumawijaya (2004) that the fact of cities are very objective and permanent. Relics of the past still leave their tracks. What changed is human perception. However, in history, often perception is reality itself, or at least wrap the reality. Thus, in addition to physical assets associated with all the changes of power interests (political), Batavia also has social assets which are very potential to be developed as a tourist's attraction that can be found in a place called 'kampung'.

Kampung (a local term for urban villages) was one of center point at that time. Blusse (2007) and Adi (2010) mentioned that colonial government managed its citizens in separate villages and have their own local authorities and their leaders given the rank of captain. Mona Lohanda (in Adi, 2010) told that one village is equivalent to 1 company. Generally, these villages were built around the fort for easy control (Raben, 2007). However, the grouping system was never strictly applied, so that is why ethnic mixing occurred. This happens because of the social closeness on religious and cultural approach, rather than geographical origins (Raben, 2007). Javanese people typically live farthest from the castle, the people of Europe and Mestizoter concentrated near the fort along the Ciliwung river, while The Mardijker, Chinese and Moorish traders who largely dominate the outskirts of the city on the East side, West, and Southwest (Raben 2007). Currently several kampungs are still remain in this area, such as Kampung Tugu which population was originally from Portuguese, Kampung Arab at Pekojan, Chinatown at Pancoran Glodok, Kampung Ambon at Jembatan Merah and kampung Melayu at Gedong Panjang (Adi, 2010).

Discussion: Enhancing Sustainable Tourism Development in Batavia

Tourism Development Should Adjust to the Local Necessity

As stated by ICOMOS (1993), conservation is usually the last line item to be included in national budgets and the first line item to be cut. As mentioned by Herbert (1995), changing and conflict between preservation and access has emerged as the dominant issue in heritage places. According to him, all assets in heritage area are for local people interest life rather than only passive preservation to get tourism benefits (Herbert, 1995). Tourism must not be over planned. The aim of tourism is for locals' development. As argued by Gunn (1994), the tendency toward contrived tourism development must be curbed rather than fostered by new planning concepts and processes. Modern tourism infrastructures and facilities are not really needed in a heritage enclave. As Herbert (1995) stated, heritage places are products. Simple word, tourism benefit actually can be get by focus on develop infrastructures and facilities for local need. For example, Guesthouse or home stay as tourists' accommodations will grow by itself although the local authority only focus on upgrading quality of local housing, or heritage attraction can be created by giving more attention to local activities or industries, even home industries that not related to tourism product. Giving some incentives and guidelines can be offered to them. As Baker's (1983) opinion, tourist's motives (especially in heritage place) are including temporary escape from normal day-to-day surroundings, the fun of a day out, personal experiment, seeing life in different places, sampling food, and entertainment.

Controlling Tourists by Controlling Experience

'Interaction' is key to either bottom-up approach, whether it is the user approach or the actor-centered approach (Al-hagla, 2010). As mentioned by McKercher and Du Cros (2002), the best way to control tourists and, therefore, to limit the adverse impacts of tourism on cultural heritage, is to control the tourism experience by ensures that people on limited time and budget can experience the essence of the attraction, while wasting their time consuming elements that are not essential to the core experience. Nuryanti (1996) argued that local economic benefits are based on the mutual needs that these interactions are set to satisfy. For tourism, local people, as an integral part of the ''heritage locus,'' can contribute vitality to an area and thereby assist in the maintenance of an atmosphere conducive to tourism (Nuryanti, 1996). For local people, Al-hagla (2010) argued that tourism can promote the rehabilitation of historic areas, thus improving the lives of residents. For local people, the most important benefits of tourism are likely to be economic, in the forms of increased incomes and job opportunities (Al-hagla, 2010).

The Concept of Living Museum

As argued by Lynch (1972), (historical) city can be a historical teaching device (Lynch, 1972). Heritage assets (both cultural and colonial) in Batavia must be promoted as one package, not separated by buildings or cultures. Batavia should be analogized as a museum, exactly a living museum, with entire heritage assets become the main shows. The International Council of Museums (ICOM, 2008) defines a living museum or open-air museum as a distinct type of museum exhibiting its collections out-of-doors. Open-air museums are variously known as museums of buildings, living farm museums, living history museum and folk museums. Common to all open-air museums, including the earliest ones of the 19th century, is the teaching of the history of everyday living by people from all segments of society.

The Concept of Tourism Village

One of interesting recommendations is to create 'Kampung Wisata' (Tourism Village), compile the housing concept with tourism development concept, especially heritage tourism. According to Nuryanti (1993) and Inskeep (1991), Tourism Village is one of the integration forms between attractions, accommodations, and supporting facilities that shown in a society life structure that unite with local norms and traditions. By this concept, except we get the proper housing, by housing and environment improvement, the economic in the location can grow up too. According to UNDP and WTO (1981), the interaction form between locals and tourists could be indirect interaction, semi direct interaction and direct interaction. Indirect interaction:

The approach model with the method that village should get benefit without direct interaction with tourists. Semi direct interaction: performed as one-day trip, tourists' activities such as lunch, interaction with locals, and then return to their accommodations. Principle of this type is tourists only transit and not stay more than a day with the local community. The last is direct interaction, where tourists can stay one night or more in that village and using local accommodations. The impacts can be controlled by carrying capacity and the potencies of local society.

The Concept of Heritage Trail

A concept that can maximize the interaction of the tourists and the local community, as part of basic components of tourism in heritage fields: site, locals, and tourists (Middleton and Hawkins, 1998; Galt, 1995), is heritage trail concept as proposed by Al-hagla (2010) in his previous research. A heritage trail is one of the direct applications of the local 'bottom- up' approaches to the creation of heritage tourism (Al-hagla, 2010). As mentioned by Chang et al. (1996), these approaches give a larger role to the visitors' imaginations in shaping the processes that underlie the development of these fields of unique heritage. Each player adopts a set of needs that he or she tries to meet through these interactions (Al-hagla, 2010). As mentioned by Al-hagla (2010), a heritage trail is one physical manifestation of the interactions between tourists, locals, and the host place. This model, according to Al-hagla, focuses on the importance of learning, self-discovery, and exploration as motives for, and activities in, tourism. This implies a mutual relationship between tourists and heritage sites that the heritage trail is configured to fit. In view of this, a heritage trail adds value to cultural tourism in old cities. Furthermore, as a self-guided tour, it permits tourists to directly interact with locals within the built-heritage attractions (Al-hagla, 2010). Al-hagla argues that heritage trail concept is a direct application of the Krippendorf model of 'human tourism' that 'animation' should have a central role in tourism. The role of animation is to help remove barriers and encourage the exploratory spirit, creating openness for new contacts (Krippendorf, 1987).

Proposal: Research Framework

As main actors, locals and tourists have an important role to achieving sustainable tourism development at Kota Tua (Oud Batavia). According to Wober et al. (2003), decision making in tourism planning and development is most critical at the local level, especially in urban areas. As a medium of activities, urban spaces and buildings shaped by both locals and tourists interaction activities and behavior correlations (McKercher & du Cros, 2002; Li et al., 2008; Dutta and Husain, 2009; Russo, 2002). In the heritage area, those behavior and interaction patterns become more interesting by the present of built heritage that tied by the past as element of conservation (Lynch, 1972) that often ignored in the development process (Ruijgrok, 2006). The term 'built heritage' refers to monuments, groups of edifices and sites of historical, aesthetic, archaeological, scientific, and ethnological or anthropological value (Dutta and Husain, 2009).

Geography method by social mapping used as main method in the research. According to Crouch et al. (2005), geography methods in tourism are concerning to involved character of the tourist and her/his interface with space in relation to particular context. As mentioned by Rudito and Famiola (2008), social mapping is description and identification of norms, morals, values, and rules that used by local community to organize their interaction relationship.

Conclusion

The history of Batavia as an old town of Jakarta was influenced by the role of many ethnics who lived in Batavia and developed the city social and economic aspect. Besides of the heritage buildings in the old town, there are some abandoned old kampungs that can be developed to create Tourism Village by involving the community to take part in the tourism business. But commonly, in enhancing sustainable development, especially in tourism sector, urban planners, architects and designers often focus on physical planning and development only. Social aspect, such as the life of local inhabitants and the community's structure often forgotten and not considered as the main factor in the planning process.

As conclusion of discussions above, sustainability in tourism development at Batavia is possible to achieve by involving local's potencies. The role of local community should be stimulated by training them to be aware of the potencies of their village. Keeping the environment clean, develop the small harbor, the canals, opening little souvenir shops and cafes will improve tourism facilities in that area. By doing all those things, the local community could improve the average income and gradually also improve the quality of the environment. Community Based Development Program is the best way to invite the member of the community to take part in developing their kampung. They are the main actor, while the government and other parties function are as enabler.

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Towards Sustainability of Thailand Tourism Industry: Between Action Plans and Implementation

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Thailand has long earned the recognition as an international tourism destination, receiving more than 14 million of tourists annually and revenue of USD 16 billion respectively in year 2008. Notably in the recent forecast by Travel & Tourism Economy, Thailand falls on the seventh place in terms of percentage of annual real growth which estimates to create more than 5.8 million jobs that will contribute about 9.2 per cent annual real growth in visitor export earnings. Given the importance of the tourism to the country, Thailand has developed initiative and actions to ensure sustainability of the industry. As such, this paper discusses the sustainable tourism initiatives by key stakeholders of the tourism sector in Thailand. A critical review of the planned initiatives in Thailand by the various parties such as the government, the local community, NGOS as well as those done through the public and private sector partnership and their implementation by the relevant parties are undertaken in this paper. Since sustainable tourism is an approach designed to provide a context which can guide choices, bringing together stakeholders and help decision-makers be more visible and clear in balancing between the positive and negative impacts of tourism development, evaluation of the future success and challenges of Thailand's tourism industry based on the initiatives drawn and actions taken are also discussed in this paper.

Key words: sustainable tourism, Thailand, private-public partnership

Introduction

Studies have showed that tourism can certainly bring destruction to environment and evident suggested that tourists are becoming increasingly aware and concerned about the environment of destinations they tends to visit. Also by other studies, indicated that 75 per cent of interviewed customers claimed that they were environmentally-minded consumers and would choose hotels that demonstrated concern for the environment (Feiertag, 1994, cited in Wilco Chan & Kenny Ho, 2006). In a more recent survey by the International Tourism Partnership and International Ecotourism Society revealed that tourists actually willing to fork for premium prices in terms of hiring tour operators and staying in hotels that practices triple bottom line; economic, social and environment (Bangkok Post, 2007).

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Also, Cook et al. (1992, cited in Wilco Chan & Kenny Ho, 2006) pointed out that business in the travel industry was required to adapt to new environmental realities and to implement environmental policies and strategies. Thus, in showing their concerns on the environment, hotels have been adopting sustainable business practices. Sustainable business is enterprise that has no negative impact on the global or local environment, community, society, or economy.

Among the many areas that concerned by these hoteliers included, recycling of waste, waste management, clean air, energy and water conservation, environmental health, maintenance of permits such as building permits and compliance with legislation, purchasing policy and environmental education. These areas are mostly associated to the effort of driving down operational cost while increasing the profit margin with an additional plus points such as positioning hotels as an environmental-friendly hotel and ensuring the sustainability in the long run period.

On the other hand, government is also moving toward concerning the sustainability of tourism sector as a whole with rapid development of the nation and increasing number of population which parallel to the advancement of health medical and the access to basic needs such as food, shelter and clothing are now within the reach of most population. In addition, the exploration and development in rural areas including inhabitant islands under the name of tourism too spark the government's concern regarding the impact toward the local community and the effect towards surrounding environment.

In this paper, discussion on initiatives in sustainable tourism industry by key stakeholders will be undertaken and as well as a critical review on the planned initiatives in Thailand by the various parties. Hence, the objective of this paper is to evaluate on the future success and challenges of Thailand's tourism industry based on the initiatives drawn and actions taken. In order to achieve this, firstly the paper looked into the overview of Thailand's tourism industry. Secondly, a close examination is made on the cooperation between public-private partnership from the early days until present and to the future. Finally, an evaluation is done to assess on Thailand's future success and challenges might faced.

Thailand's Tourism Industry

One of the most famous tourist destination pit stop in Asia is Thailand. Thailand, or in short famously known as Thai is located in Southeast Asia. Its neighbors are Burma (Myanmar) on the north and west, Laos on the north and northeast, Cambodia on the east, and Malaysia on the south. Thailand is about the size of France with total square kilometer of 513, 120 square kilometers with a population of 570 million people (CIA, 2010). Tourism is one of Thailand's major sources of income where it constitutes approximately 6 per cent of the country's Gross Domestic Products (GDP). In 2008 alone, 14.54 million foreigners travelled to Thailand (Tourism Authority of Thailand and Ministry of Tourism and Sports, 2009). This is due to the fact that the country can offer a wide variety of holiday destinations, ranging from white sand beaches, tranquil valleys and mountains to a colourful nightlife together with a land known for its religious and cultural harmony with all sorts of festivals celebration throughout the year.

Tourism Authority of Thailand (TAT) is one and the foremost active player that has been promoting on Thailand's tourism and as well as the campaigning on Thailand going green. Established in 1960, TAT has been fostering cooperation between both local and international agencies, regardless of public and private ones by having the establishment of “Green Leaf Foundation” which main objective is to help hotels improve their efficiency in saving energy, water and other resources, focusing on facilitating the efficient use of energy and natural resources (Green Leaf, 1997). Although TAT is not part of the government body of Thailand and does not have ministerial status but acting as an independent state enterprise. Over the years, TAT has been working closely with the Ministry of Tourism and Sport and other private tour operators and hotels in promoting Thailand through various campaigns and also has been outlining policies in support toward the government calling for Thailand’s sustainable tourism development plan.

Sustainable Tourism-Concepts and Definitions

Butler (1991, cited in Kasim, A., 2006) is one of the first researcher defining sustainable tourism as the long-term viability of a tourism entity (products, services) in an area. Later he redefined the definition after the realization of the competition of tourism in competing with other economies activities for resources. In his improved definition,

> Tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (physical, human) in which it exists to such a degree that it prohibits the successful development and well-being (sic) of other activities and processes (Butler, 1993, cited in Kasim A., 2006).

In 1998, Mowfort and Munt (cited in Kasim A., 2006) gave a more detailed definition of sustainable tourism which included six dimensions, namely: (1) environmental sustainability, for example, avoiding or minimizing the environmental impact of tourist activities via the utilization of tools such as carrying capacity; (2) social sustainability, for istance, the ability of the community, whether local or national, to absorb inputs, such as crowding for a short or long periods of time and to continue to function without or with minimum social disharmony; (3) cultural sustainability, such as the ability of people or individuals to retain or adapt elements in their culture which distinguish them from other people; (4) economic sustainability, for example, sufficient economic return of tourism activity either to cover the cost of any special measures taken to cater for the tourist and to mitigate the effects of the tourist’s presence, or to offer an income appropriate to the inconvenience caused to the local community visited–without violating any of the other conditions–or both; (5) having an educational element, for instance, providing greater understanding of how our natural and human environment works as the goal of the activity; and (6) having local participation, such as, inclusion of the local population.

Nonetheless, the concept of sustainable tourism still remains vulnerable to interpretation of different people. In fact, many have such narrow views on it that it fails to recognize the impact of tourism does not only directly interacts with environment but as well as tour operators especially in transporting activities, accommodation and entertainment can too have caused environmental damage. Besides that, each of these activities is also indirectly causing certain level of damage towards the lifestyle or cultural of the host countries. Furthermore, job opportunities created through the existence of tourism industry will have a series of social issues such as employees’ wages, welfare, benefits and safety should also be considered as part of sustainable tourism (Kasim A., 2006).

Hence, by the multitude of tourism impact and the rising needs of addressing them, in order to have a concise definition of sustainable tourism, one have to consider on the vast account and the fragmented nature of the industry and in implementing sustainable tourism practices would need united and coordinated effort from all related parties or it will be unlikely to succeed.

Cooperation between Public-Private in Sustainable Tourism Development

In the Early Days

Since from the beginning, TAT has been playing a crucial role in synchronizing between public-private sector activities as the partnership with the private sector meaning including them in the three major processes: (i) planning, (ii) implementing and (iii) auditing and policy-making. Under the planning process, both representatives of public-private came together helping TAT to plan future directions for the industry and setting budget allocation by providing two-ways information. Private representatives' present also help to smoothen the relationship between these two parties, thus making planning easier and more effective.

Besides that, the partnership between the public-private sector in the implementation process has also bear fruit when they managed to liberalize the visa policy, providing matching funds, promoting shopping and organizing shopping festivals, organizing joint tourism trade fairs and shows. Other successful projects included the light and sound presentation on the Rivers of Kings to celebrate the King's birthday in 1999, the consortium of TAT and 77 domestic tour operators to promote the "Thais Tour Thailand" campaign and the ecotourism project, Kiriwong Tourism Development Project that located in southern Thailand (United Nation, 2001).

On the third process which involved auditing and policy-making, the collaboration between the public-private has enable them to work closely in designing new policies related to tourism, nature and cultural heritage conservation. In addition, with the public agencies such as Tourist Police that has power of enforcement and TAT encouragement on self-enforcing by the private sector, a more sustainable tourism development is under the way. One of the efforts is bringing in together the local communities and these local officials when making plans and policies and having them to express their views on how tourism can fits into their environment and the way of life (United Nation, 2001).

Continuous Effort

The continuous effort between the two partnerships now focuses on the bigger players in the tourism industry, realizing their huge impact on the tourism sector. Example, the expanding hospitality and increasing number of tour operators has been contributing high carbon footprint and causing global warming from their operational activities. Thus, the establishment of Green Leaf Programme in 1997, it has been actively launching "Green Hotels Fair and Seminars" for period of two years throughout five provinces in Thailand, spreading words and creating awareness on effective environment practices while promoting the efforts of those hotels whose has already contributed to the protection of environment. In following the success of this seminar, a certification programme called Green Leaf was created to help hotels with implementation of environmental practices and set guidelines for hoteliers. Through this programme, certification will be given to hotels according to the level of efficiency in managing energy, environment and other resources.

The manual for Green Leaf Programme is a simple yet comprehensive documentation that consists of 3 types of questionnaires, (i) a screening questionnaire, (ii) a qualifying questionnaire and (iii) a grading questionnaire (Green Leaf, 2009). The 3 areas of questionnaires has all necessary areas in hotel operational activities covered, ranging from guest rooms to back-of-house activities in the kitchen and laundry, landscape and including the various training activities of staff and community relations. The overall process included the filling of questionnaire by hoteliers, audit team visiting the particular hotel and lastly the calculation of scores. Once score are calculated it will be compared to the Standard score derived from 20 reference hotels. Then based on the findings result, a number of Green Leaves (Table 1) as shown on the certificates will be awarded to each hotel, reflecting the hotel's environmental achievements in management and resources efficiency. The Green Leaf Audit is conducted and reassessed every 2 years for all hotels and up-to-date, there are 93 hotels being awarded with the Green Leaf certification (Green Leaf, 2009).

Table 1. The Environment Standard for Green Leaf Certified Qualification

The First Standard scores for Green Leaf Hotel to be qualified:		
Less than 45.34 per cent	The hotel will receive	1 Leaf certificate
From 45.34-55.89 per cent	The hotel will receive	2 Leaf certificate
From 55.90-66.44 per cent	The hotel will receive	3 Leaf certificate
From 66.45-77.99 per cent	The hotel will receive	4 Leaf certificate
More than 77.99 per cent	The hotel will receive	5 Leaf certificate

The Second Standard scores for Green Leaf Hotel to be qualified:		
Less than 52 per cent	The hotel will receive	1 Leaf certificate
From 52-56.8 per cent	The hotel will receive	2 Leaf certificate
From 56.90-61.7 per cent	The hotel will receive	3 Leaf certificate
From 61.8-66.5 per cent	The hotel will receive	4 Leaf certificate
More than 66.5 per cent	The hotel will receive	5 Leaf certificate

Source: Green Leaf Programme, 2009

The Green Leaf continues it effort by introducing legislation of curbing smoking in public places. Besides banning smoking in public areas, they have also created smoke-free work-place, and most recently, government offices with hotels also included. By far, a total of 17 hotels have set a new smoke-free hotel standard (Green Leaf, 2009) with the cooperation between Green Leaf Programme and Action on Thai Health Promotion Foundation. This campaign aims to increase the standard bar of environmental and as well as service quality to chart a new course for the Thai hospitality industry. The campaign is not only targeting the tourists but also on the local people as well. Alongside with the tourists, all level of staff are also been encouraged to stop smoking through the introduction of this campaign.

Present and Future Partnership of Public-Private

In the latest effort by Green Leaf Foundation is the newly published guidebook called Green Hotels and Resorts Thailand, partnership alongside with TAT in hope to benefit for all stakeholders in tourism industry, visitors and the interested public. The guidebook main aim is to promote green tourism that requires a balance between tourism promotion and environmental protection. Hence together with the published guidebook, TAT is also developing a programme to ensure long-term sustainability of the Thailand's tourism industry that has four key initiatives which are promoting Thai green tourism by raising awareness, rewarding role models, organizing educational seminars, meetings and conferences and implementing a "Seven Green" programme – Green Heart (tourist social responsibility), Green Logistics (transport), Green Destinations Green Communities (conservation of environment and local culture), Green activities, Green Service and Green Plus (CSR that gives back to the community) (Green Hotels & Resorts Thailand, 2010). Furthermore, the inclusion of all green practices by role model hotels can be viewed as the second aims of this published guidebook; to promote and encourage others to follow the footsteps.

The Pattaya Amazing Comeback 2010 (TAT, 2010), is another project undertaken by public-private sector in the effort to reinvent Pattaya as international tourist destination yet embedded with environmental friendly features during the redesigned and rebuilding of Pattaya. Located in the southern part of Thailand, Pattaya alone is able to attract more than 5.8 million tourists which generated tourism revenue of 48.6 billion baht in 2008. Thus, the new outlook of Pattaya is expected to drive up both the number of tourist and tourism revenue as many new exciting events unveil themselves. The project can also be viewed as the effort of positioning Pattaya as a new sustainable tourism destination in Thailand as learning from their past development mistakes and fulfilling the demand of new realities without further harming the environment.

In ensuring the continuous of sustainable tourism development in Thailand, TAT has outlined new sustainable tourism policy which incorporated with His Majesty the King's "sufficient economy" concept. The new policy aims to balance the triple bottom line: economy, society and environment. As mentioned by the TAT's governor, Phornsiri Manoharn that,

> The future of Thai tourism is being shaped actively by the sufficiency economy. This concept will see us emphasize more on quality over quantity, and slowly move away from the numbers game, a policy that we feel will gain importance as ecological interests outstrip economic ones (Bangkok Post, 2009).

Hence during drafting of policy, TAT work closely with Ministry of Tourism and Sport together with the consultation of Fiscal Policy Research Institute for the success of policy outlined. The policy covers several areas including, agriculture, occupational training, education, traditions and culture. Furthermore, the entire sustainable development plan has three main objectives to be achieved: expand the market, increase the rate of repeat tourists and enhance Thailand's reputation (Bangkok Post, 2009).

Evaluation on Future Thailand's Tourism Success and Challenges

According to Sharpley (2000, cited in Kasim A., 2006), explained that there are three basic requirements for sustainability, namely: (1) the existence of national and international cooperation to facilitate the adoption of sustainable tourism policies, (2) the utilization of technology to contribute to sustainable tourism use and (3) the adoption of new social paradigm relevant to sustainable living. Thus, in evaluating the future Thailand's tourism success, we first must look into the Tourism Development Plan that span over a 5 years period. Each of this plans reflected the shifts in its objectives as well as responses to various pressures including dynamic changes in market demand. The cycle of every five-years of the master plan provides policy-makers a clear idea of where the industry will be heading and what are the policies needed to respond appropriately to pressures created by tourism activities on the economic, environmental and cultural sustainability.

The very first Tourism Development Plan was implemented from 1977 to 1981 with the objectives of generating foreign exchange revenues, create more job opportunities and income for its people but as the same time Thailand gained the reputation as a sexual paradise in Asia. Hence, over the years, many marketing plans were carried out to severe the image ties between Thailand and prostitutions. The first 5 years plan was actually incorporated into the 4th National Economic and Social Development Plan (1977 – 1981) (Pradesh Phayakvichien, 2010). After the implementation of the 5 years plan, the result was overwhelming. The number of tourists that visited Thailand increased by almost 80 per cent from year 1977 to 1981, which is from 1.2 million tourists to 2.01 million of tourists that resulted in contribution of tourism revenue from 4.6 million baht to 21.4 million baht (TAT, 1991). However, after the execution of the first planning, tension between the economic and cultural sector arises as it was not being addressed. Environmental issues was also being neglected as government only implied strict rules as a tool for environmental protection rather than addressing the actual root cause in proper ways. For example, the lack of knowledge in the conservation effort by both the government and private sector in construction activities had caused misused of land which resulted in deterioration of coastal destinations.

Following into the 2nd 5 years Tourism Development Plan which was incorporated into the 5th National Social and Economic Plan, the government remained its commitment in developing mass tourism and the objectives outlined clearly stated that it will continued its focus in expanding the tourism industry through marketing tools, providing support public investments to develop tourist destinations and private sector investments in service industry (Apichat Pongsirirushakun and Kiratipong Naewmalee, 2003). The number of tourists keeps increasing throughout the implementation of 5 year plan. However, the mounting problem between economical and cultural problems due to tourism was neglected even though criticisms were pouring in. In fact, the government has no definite strategies or even policies in neither responding towards either criticisms nor providing the solution towards the arising problems.

In the 3rd 5 years Tourism Development Plan, the government has outlined the plan accordingly to overcome the economical crisis they faced; balanced of trade deficit, unemployment and unevenly distribution of income (Apichat Pongsirirushakun and Kiratipong Naewmalee, 2003). Hence, the new plan was viewed as a tool in realizing the national's target. In order to flourish the tourism sector, TAT was approved on increment of allocation from 20 million baht a year to 150 million baht and many campaigns were launched to lure in more tourists. Apart from that, the government finally addressed on the issues between economical and cultural by approving addition loan projects worth 1.5 billion baht to first improved on tourists' facilities, preserving the environment and lastly on developing convenient transport routes (Apichat Pongsirirushakun and Kiratipong Naewmalee, 2003). Under this period of plan too, the government successful turned Thailand into shopping paradise through the promotional of Thailand Arts and Crafts Year 1989.

The environment problem finally grew out of control as according to a survey done, Thailand was being ranked as the second dirtiest and most polluted tourism destination after India, leading the government in developing the 4th Five Year Tourism Development Plan that emphasized on renovation, restoration and maintenance of tourism resources (TAT, 1996). Consequently, the number of tourists dropped in 1991 as many regard environment as important aspect in choosing a tourist destination (TAT, 1996). Realizing a more concrete effort must be carry out in order to overcome the crisis, the 4th plan focuses more on sustainable tourism as the government is changing its strategies in order to maintain stable growth and pushing for achieving higher quality in tourism. As a matter of fact, government begins to foster cooperation between public and private in overcoming the environment problems arises in tourists' destinations.

In developing the 5th Five Year Tourism Development Plan it was based on the principles laid in the 4th plan. Hence, the focuses were on deploying strategies toward environmental protection that will lead to sustainable development. Some of the objectives included, reducing the volume of pollution, established proper criteria for garbage and waste management with an emphasis on recycling, reuse and reduce and encouraged ecotourism by local communities (Apichat Pongsirirushakun and Kiratipong Naewmalee, 2003). Furthermore, the plan has the objective align with the National Development Plan that placing sustainability as their main focus. Thus, from the 4th 5 year plan, the government has realized the importance of sustainability and is on the pathway moving toward sustainable tourism.

Looking into the 6th Five Year Tourism Development Plan, the government effort in emphasizing careful management on tourism resources after the realization as the driving force behind the conservation of Thailand's unique cultural and nature heritage are clearly seen (TAT, 2006). In addition, the recognition of the government towards the central role played by tourism industry as an economy activity in the future of both economic and social development in Thailand showed the conscience of government learning from previous mistakes on how the overdeveloping of destinations bring upon negatives effects. Hence, based on the analyzed, the success of Thailand in creating sustainable tourism developed lies not only in the five-year master plan but also in their ability of acknowledging their mistakes, the fast actions undertaking the corrective measures, realizing and emphasizing on the importance between public-private cooperation, protecting and preserving the environment help to shape the current Thailand's successful tourism sector.

On the negative side on tourism industry booming, environment seems to be the badly affected area. The best example will be the uncontrollable growth of city as the result of economic booming has caused major problem especially the congested traffic and pollution, notably air pollution with the emission of carbon dioxide from the million vehicles on Thailand's roads (TDRI, 1997). Hence, alternative such as monorails, or other large scale mass transit transportation should be looked into to solve the traffic problem. Besides in major cities, other tourist areas in upgrading should also be Thailand's top priority in order to achieve maximum sustainability in all aspects. In addition, the increase effectiveness on management capacities in the major cities such as Bangkok as upgrade is needed in order to ensure that big cities can cope with the increasing garbage and also pollution.

Furthermore, human resource development for town planning and management is vital to the future development of the scenic cities. Development of cities without proper planning will have problems arise including overcrowded, traffic congestion and bringing negative impact towards the environment. Other challenge

Thailand is facing is on the task on reducing the impact of human activities that have on tourism industry, more specifically on the environment factor. As many are aware, major attraction areas in Thailand lies in islands and beautiful beaches which are relative fragile in terms of marine ecology. The over developed on these areas to fulfill the huge demand of tourists and lack of management often has leaded these places beyond its carrying capacity. In long run, if no further action were taken to control and limit the number of visiting tourists, such places may not last in near future.

In addition, the growth of tourism sector in Thailand must also be balanced up with the awareness on variety of unexpected natural disaster. The December 2004 tsunami disaster caused by the Sumatra-Andaman earthquake that measured 9 on the Richter scale was considered as the deadliest tsunami ever recorded in history. It devastated not only the shore of southern Thailand but also many other countries including Malaysia, Indonesia, Bangladesh, India Maldives, Myanmar and Sri Lanka. In Thailand alone, the number of death hit more than 5000 people with almost half of the total accounts for foreign tourists while the rest remained missing (United Nations Economic and Social Council, 2005). The after-effect of tsunami left not only the people in terror-state but also almost crushes the tourism sector as almost 400 hotels, restaurant and souvenir shops were closed, leaving 5000 people unemployed and revenues of Phuket in 2005 were only 24 per cent of its normal earnings (United Nations Economic and Social Council, 2005).

Conclusion

Thailand has come a long way from the early days of developing its mass tourism sector then up till currently, shifting its focuses on implementing ecotourism and sustainable tourism development. The changes showed the growth and maturing of the country in understanding the fact that development need to go hand-in-hand with environmental factors and should not be neglected. In addition, Thailand must also continuously address on the issue of carrying capacity as they continue developing on the tourism sector to ensure sustainability.

Hence, the real challenge for Thailand now will be finding ways to continue tapping tourism as the main creator for job opportunities and source of income to the nation while on the other hand maintaining the sustainability of the tourism sector. One of the ways is that, tourism businesses especially hotels who are the key actor of tourism, need to be collectively and having conscious effort in integrating responsible environmental and social considerations into tourism planning and policy-making, hand-in-hand with the authority and TAT. On the other hand, although the natural disasters are unpredictable but one of the most important steps is to be able to recognize the existence of risk in order to minimize the risk exposure. Authority should also be planning on all necessary safety measures are in placed to ensure both local people and tourists alike receive maximum safety.

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Systems Thinking for Sustainable Tourism in the Cat Ba Biosphere Reserve of Viet Nam

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Cat Ba Archipelago in Viet Nam has been recognised as a world biosphere reserve. This biosphere is identified as area of highest biodiversity in the country and recognized priority for global conservation. Cat Ba Island is the largest Island in the archipelago which also features diverse topography, remarkable traditional values. Because of these unique features, the Island has become a popular tourist destination. It is experiencing a strong growth in tourism. However, a number of challenges pose threats to sustainable development of tourism in Cat Ba region, including environmental degradation, high level of poverty, overuse of underground water, lack of fresh water and electricity, lack of skilled labours, poor tourism infrastructure. This paper explains how a complex and dynamic tourism systems model can be developed and used as a framework for decision making and capacity development for the local government and private stakeholders, who share the responsibility of sustaining the system. The causal loop diagrams, and stock and flow models have been developed with the participation of diverse stakeholders. Alternative scenarios will be analysed to explain how tourism in the biosphere may change in the next 10-20 years as a result of changes in the external environments.

Key words: Cat Ba Island, Viet Nam, tourism system model

Introduction

In recent years, systems thinking approach in the development planning process has been widely applied by academics, scholars, managers, planners, and policy makers (Winch 1993; Macadam et al. 1995; Andrew & Petkov 2003; Schianetz et al. 2009). This approach derives from the theory and practice of Systems Thinking and the Learning Laboratory (Maani & Cavana 2007). It is a scientific methodology that consists of a set of tools to deal with complexity, ambiguity and mental models underlying our most present social, economic, ecological, and political challenges. The main objectives of the approach are (i) to focus on the whole system and the constituent parts as well as their interactions, (ii) to provide a framework for managing change and complexity through the understanding of dynamic feedback embedded in complex systems, (iii) to allow decision makers to anticipate the long-term consequences of their decisions and actions, and the unintended consequences of polices and strategies, as well as (iv) to provide a common language for diverse

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stakeholders for deep dialogue and consensus building.

In the field of tourism, the literature agrees that tourism is an open, dynamic, and complex system (Leiper 1990; Butler 1991; Gunn 1994; Mill & Morrison 1998). The system includes many interacting components, and involves diverse stakeholders. Each of whom holds different management objectives. Hence, it becomes difficult to manage it towards sustainability. In order to achieve sustainable development of tourism, the system can not be tackled as an individual dimension. This paper presents the use of Systems Thinking as an unique methodology in dealing with the dynamic and complex nature of the tourism systems with a special focus on the Cat Ba Biosphere Reserve (CBBR).

The systems thinking methodology commonly includes identifying key stakeholders from relevant sectors at different levels, defining initial issues, building consensus, and group model building. In the case of the CBBR, the key stakeholders included local community representatives, local authorities, tour operators and international aid agencies. The stakeholders participated in key informant in-depth interviews or focus group discussions to identify drivers and inhibitors that assist or impede sustainable development of tourism in Cat Ba Island. These stakeholders also participated in the consensus building stage to develop a conceptual tourism system model of the Island. In this stage, diverse and sometimes conflicting views about the important system parameters were discussed in a one-day intensive stakeholder workshop. The outcome of the workshop was a road map for the development of a system dynamic model which is the conceptual framework outlined in this paper.

Backgrounds

Cat Ba is the largest of 366 islands in the Cat Ba Archipelago, and also the second largest limestone island (200 km^2) in the coastal zone of Vietnam (Tran 2008). It is located in the north – east of Vietnam in the northern section of the Tonkin Gulf, and adjacent to Ha Long Bay (the world natural heritage site). The Island has a similar geology as the spectacular and romantic flooded karsts landscape of Ha Long bay, and is situated at the gateway of an important line of sea transportation for the area, and within the triangular zone of the economic growth in northern Vietnam (Hanoi – Hai Phong – Quang Ninh).

Cat Ba island has a significant biodiversity value as it is home to a number of rare and endangered species of plants and animals with the world's rarest primates – ***the Golden-headed Langur*** (FFI. 2003). It is identified as one of the areas of highest biodiversity importance in Vietnam and is recognized as a high priority for global conservation (WB 2005; Zingerli 2005; Brooks 2006). In 1986, 15,200 ha (approximately half of the island's total land mass) of terrestrial and marine area was allocated to the National Park (VNMAB 2003). The Park was declared as the Vietnam's first national park that included both land and marine ecosystems. It also differs from others because of the unique variety of landscapes and ecosystems, including sandy beaches, mangrove, freshwater swamp forest, tropical evergreen forests, small freshwater lakes and streams, and many coral reefs and seagrass beds (Viet & Lin 2001). Beside biological and geological values, the island also has remarkable cultural and historical values. Therefore, it is considered as one of Vietnam's most favour and beautiful places (Nguyen et al. 2002). In 2004, most of the Cat Ba Archipelago was designated as an UNESCO Biosphere Reserve with a total area of 26,241 ha (HPPC 2005). The National Park now covers a majority of the Biosphere's Core Zone

Tourism Development on Cat Ba Island

Prior to 1979, the human population in Cat Ba Island was relatively low. However, since then a large number of migrants from the mainland have settled on the island for fishing (Hien 2009). Tourism has developed significantly over past 10-15 years and is expected to grow in the future. The industry has created employment opportunities and economic development of the region. As a result, the island has attracted migrants from other regions of Vietnam. In 2009, the island was inhabited by about 15,500 people, of which 96.17% is Kinh people (the majority population in Vietnam) and the remaining is Chinese borned Vietnamese, who live in six communes and the Cat Ba town. Before the 1990s, the Island's economy was basically based on agriculture and fishery sector. Tourism has then developed, the agriculture and fishery sector's share has been gradually decreased. Tourism has become the leading sector of the Island's economy.

Presently, approximately 40% of Cat Ba's population lives in rural areas engaging in agriculture. Most of them live in poverty according to the UN poverty indicator which sets the level at under US$1 per day (World Bank 2001), especially, in some ecological sensitive areas in the core zone of the biosphere reserve, such as Viet Hai (US$ 0.56) and Hien Hao (US$0.64). Due to poverty, local people have illegally over-exploited the resources of the National Park (Nadler & Ha 2000; Viet & Lin 2001). In addition, a shortage of arable land has led to illegal land clearing and fragmentation of the island's natural areas including encroachment into the National Park. The island communities have limited education and receive poor health care services. The livelihoods of local villagers are built mainly upon subsistence agriculture and aquaculture, including unsustainable and often illegal practices, such as trading coral for cement and sale to tourists, destructive fishing and gathering of shellfish.

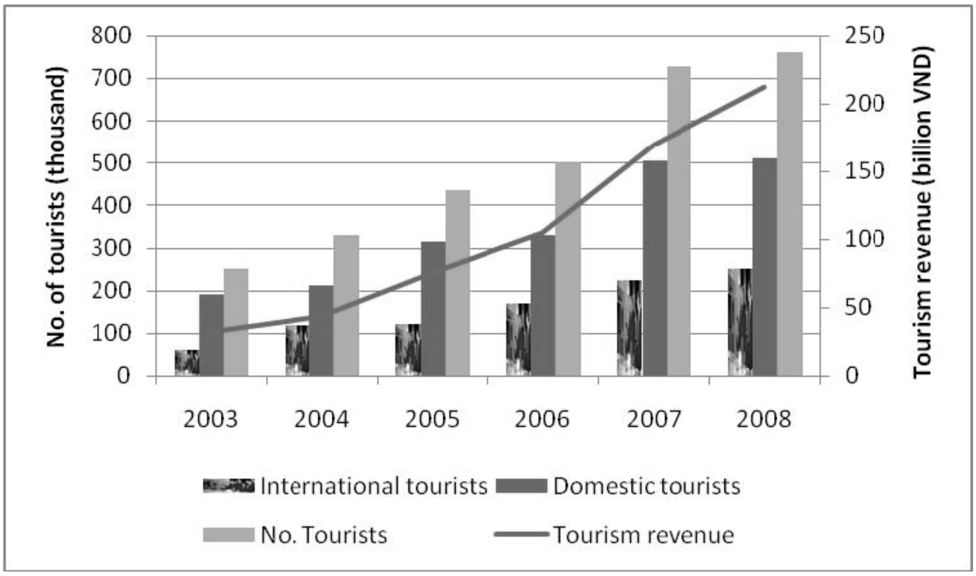

Figure 1. Tourism Growth in the Cat Ba Island

Because of the spectacular scenery and a high diversity of landscapes, Cat Ba Island is a special place and has become an outstanding destination for national and international tourists. The remarkable cultural and historical values on the Island provide other attractions to tourists. The number of tourists has increased dramatically in recently years with an annual growth rate of 22.16% particularly since the island was recognized as a world Biosphere Reserve.

Despite the recent global financial crisis, according to figure 1, 0.76 million tourists visited Cat Ba Island in 2008; 1.0 millions in 2009, and 1.5 millions expected in 2015 and 2.0 millions in 2020. As the number of tourists increased, many related services such as hotels, restaurants, and transportation have developed. In 2003, there were 74 hotels with 1,300 rooms. After five years, the number rose to 107 with nearly 2,000 rooms offering a large ranges of services from basic to high end quality, and these rooms can accommodate about 5,000 visitors per day. As a result, tourism revenue has rapidly increased and become the largest contributor to the local economy. Total revenue from the tourism sector was 170.1 billion VND in 2007 (equivalent $ 11 million), and 212.5 billion VND (equivalent $ 13 million), and is expected to be 1,100 billion VND (equivalent $ 69 million) in 2015, and 1,700 billion VND (equivalent $ 106 million) in 2020.

However, the Island is facing a number of severe and urgent environmental problems. These include biodiversity degradation and environmental pollution, high levels of poverty in several communes (Bosch et al. 2007), overuse of underground water, lack of fresh water and electricity (especially in the summer – tourist season), lack of skilled labours for the tourism industry, as well as poor infrastructure and recreational facilities. These problems pose serious threats to sustainable tourism development in the Cat Ba region

System Thinking Methodology: Process and Results

Maani & Cavana (2007) propose a five-phase process of Systems Thinking and Modeling, including problem structuring, causal loop modeling, dynamic modeling, scenario planning and modeling, and implementation and organization learning. This paper focuses on the first three phases, involving knowledge elicitation processes for developing a mental model obtained from relevant stakeholders and tourism experts.

Problem Structuring

In this stage, 76 participants from 8 groups of stakeholders (Table 1) participated in focus group discussion (FG) or key informant in-depth interview (KI) during the period of May to July 2009 to identify key issues, potentials as well as challenges for sustainable tourism development in the Island.

Table 1. Stakeholders" Participation in the Interview

No.	Stakeholder Group	No. of interviews	No. of people involved	Interview mode	Gender	
					Male	Female
1.	Local community representative	4	34	FG	27	7
2.	Cat Ba National Park	2	14	FG & KI	14	0
3.	Local authority	12	12	KI	10	2
4.	Transport supplier	3	3	KI	3	0
5.	Travel agent	2	2	KI	2	0
6.	Hotel operator	1	7	FG	5	2
7.	NGOs	1	2	KI	1	1
8.	Tourism advisor	2	2	KI	2	0
	Total	26	76		64	12

According to Table 2, respondents reflected differently on the issues which are subjected to stakeholders' backgrounds. The main issues identified were: (i) an increasing impact of tourism development on the environment in terms of marine pollution, sewage, waste disposal, and biodiversity degradation; (ii) limitations of natural resources, particularly domestic water and land; (iii) poor infrastructure and tourism facilities, and lack of recreational activities; and (v) temporary immigration.

Table 2. Key Identified Issues for Sustainable Development of Tourism in Cat Ba Island

Tourism economy	**Natural resources**	**Social-demography**
Poor infrastructure	Lack of land for recreation facilities	Low education quality
Poor and insufficient tourism facilities	Lack of domestic water	Lack of skilled labour
Solid waste disposal systems		Islander's welfare
High number floating farms, boats		Temporary migrant
Pollution (marine and area near by rubbish dump)		Social evils (drugs and prostitution)
Pollution of underground water		High living cost
Failure of crops (lack of fresh water and wild birds)		Illegal forest exploitation (hunting/poaching)

These main issues are grouped into three broad categories: Tourism economy, social-demography, and natural resources as summarised in Table 2.

Developing Causal Loop Model

The relationship amongst those issues was elicited through an intensive one-day stakeholder workshop which was held in Cat Ba Island. Twenty six representatives from eight groups of stakeholders, and key institutions in charge of development planning policy for the Cat Ba Island were selected. The participants consist of local governmental planning committee (including tourism, agriculture and forestry, industry, natural resources, education, transportation, national park and the Cat Ba biosphere reserve office), practitioners (hotel manager, travel agent, and tourist information center), community leaders, and NGOs. About 30% of workshop participants was aware of systems thinking and system dynamic knowledge as they had attended an intensive one-day workshop on "System Thinking" held in Hai Phong city by the University of Queensland's experts. The remaining has not had any knowledge and experience in this respect. Therefore, these stakeholders were introduced to acquire the knowledge of System Thinking at the beginning of the workshop. The workshop was critical in developing a mental model, identifying important components of the system, and establishing general inter-relations between these components. The outcome was validated by various tourism experts. The causal loop diagrams of the Island's tourism system, presented below, were then refined based on the outcome of the workshop and validations of tourism experts.

Economy and Natural Resources Diagram

Growth in the number of tourists usually requires the expansion of infrastructure (roads, waterways, electricity, water supply, schools, hospitals, sewage treatment, and solid waste disposal), and tourism facilities (hotels, restaurants, recreation facilities, transport systems), which leads to increasing land transformation for development, and competes for natural resources, particularly water and land. These are also reflected in the Cat Ba Island where water and land resources are the most limiting factors. The Figure 2 indicates that requirement of land area affects on conservation area, and then it impacts on the attractiveness of Island through natural amenity. On the other hand, development of infrastructure and tourism facilities brings an impressive image of the region that attract tourists. The main water supply source for Cat Ba town, where the most tourism activities are' is from underground water, but its availability level is dependent on the number of tourists to the Island. These inter-relations are illustrated on Figure 2.

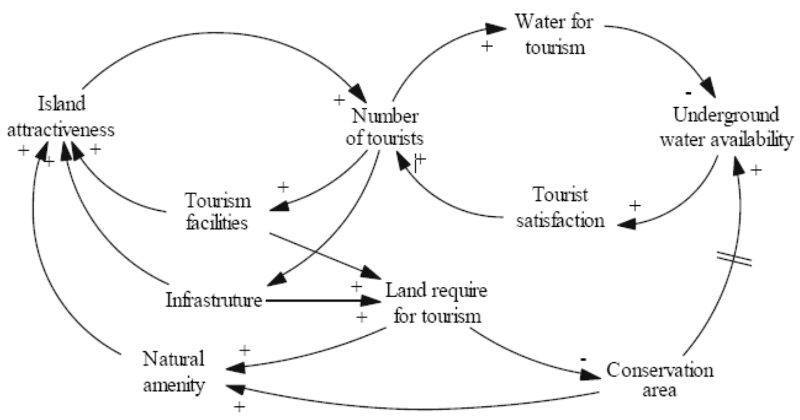

Figure 2. Inter-relations between Economy and Natural Resources

Socio-demography and Nature Resources Diagram

Development of tourism in the Island creates employment opportunities through a variety of tourism related services such as hotels, restaurants, and transportation, which then attract in-migrants to the Island. As a result, the population of Island increases. As the more populated it is, the more production of waste and pollution are, thus affects on underground water and on islanders welfare.

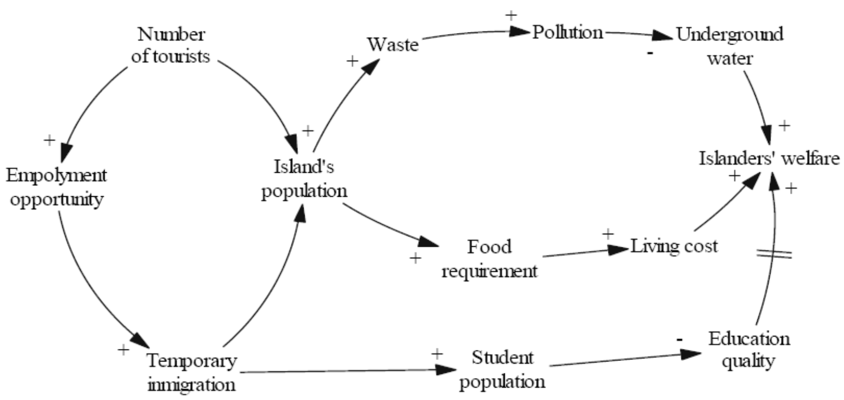

Figure 3. Inter-relations between Socio-demography and Natural Resources

Increasing food demand is another factor that also affects to Islanders" welfare because of increasing living cost. In addition, the quality of education is also affected by temporary students due to temporary in-migrants. Consequently, welfare of the islanders is also affected. These inter-relations are illustrated on Figure 3**.**

Socio-demography and Economy Diagram

Figure 4 presents that increasing tourist numbers will demand more on natural products that encourages local islanders to exploit the forest products illegally, such as hunting, poaching. Subsequently, the attractiveness of the island is degraded.

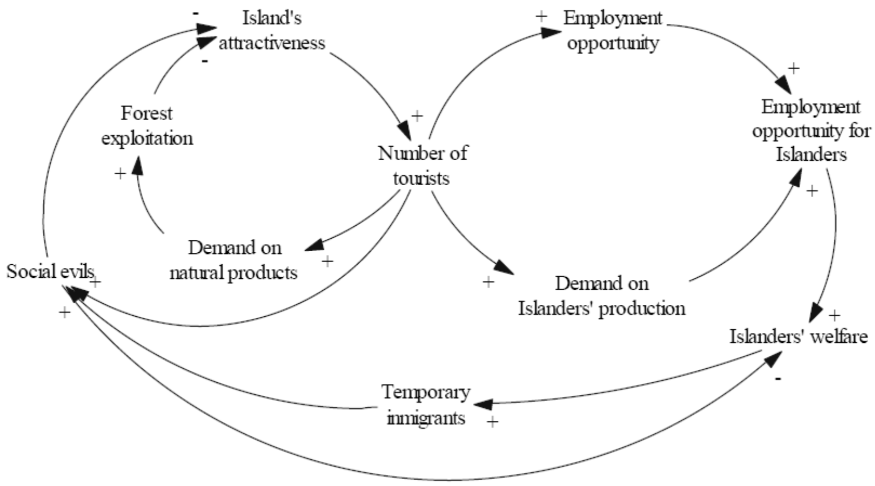

Figure 4. Inter-relations between Socio-demography and Economy

On the other hand, it also creates employment opportunities for islanders that have positive impact on their welfare. This attracts temporary migrants. The existence of tourists and migrants influences social evils on the Island, such as drugs and prostitutes. This negatively affects on Islanders" welfare. These inter-relations are illustrated on Figure 4.

Causal Loop Diagram of Tourism System of the Cat Ba Biosphere Reserve

The inter-relations between sub-systems of tourism in the Island were defined during the stakeholder workshop held in Cat Ba Island in July 2009. Among a number of variables within the sub-systems, only main variables are included in this model (Figure 5). A number of "leverage points" for systemic interventions were also identified by the workshop. The outcomes were then consulted with tourism experts from the MAB office (Man and Biosphere), the Sustainable Development Institute in Vietnam and School of Tourism, the University of Queensland, Australia.

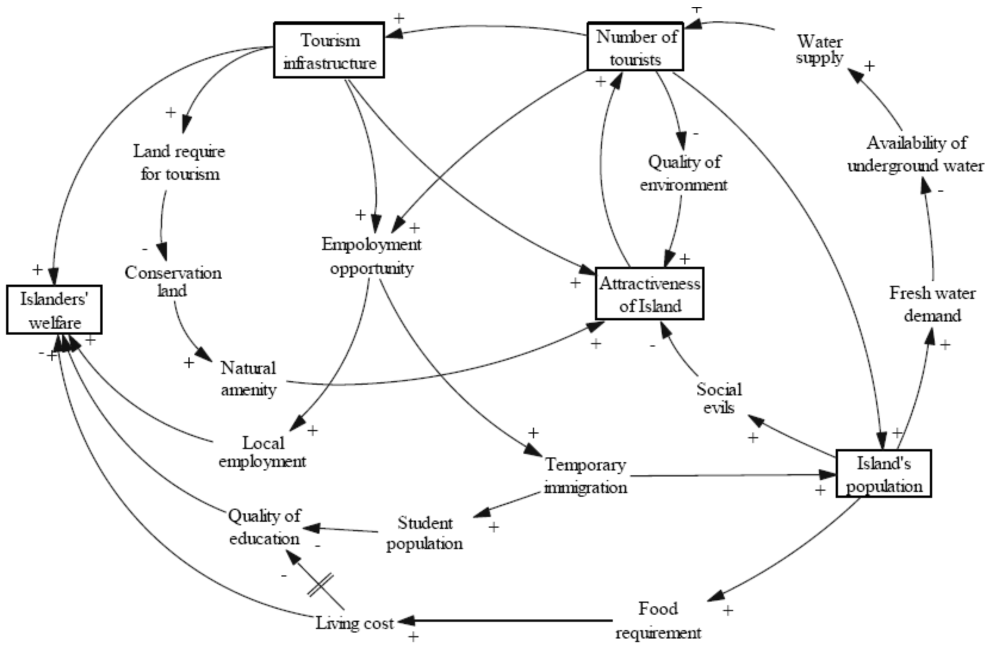

Figure 5. Causal Loop Diagram of Island's Tourism Systems and Key Leverage Points

In addition, the model was also presented and received feedback from the Conference of The International Society for the Systems Sciences (ISSS) held at The University of Queensland , Australia in July 2009. The final model and its key leverage points (Figure 5) were refined through discussions with the advisory teams at Queensland University.

Dynamic Modeling

The conceptual model (Figure 5*)* was then translated into a simulation model by using the *ithink* software. The full model of the sustainability of tourism need to incorporate three key components comprising tourism economy, the environment and social demography. The reduced stock and flow model is conceptualized. The main objective of the model is to gain insights into how tourism in Cat Ba may change in the next 10-20 years as a result of changes in the external environment.

Currently, we are in the process to parameterise the model using historical as well as primary data from field interviews. Once the model is populated and tested, it will be used with the stakeholders to test various scenarios in a Learning Lab environment. Over time this process is expected to help institutionalise group learning leading to deeper understanding of complexity, shared vision, collaborative decision making, and alignment of actions - necessary ingredients for sustainability.

Conclusion

Cat Ba Biosphere Reserve has a vast potential for tourism development. Tourism represents a dynamic and complex system. The system includes three interacting sub-systems of economy, environment and socio-demography, and involves diverse stakeholders each of whom holds different objectives. The process of developing and using the simulation model would help governmental agencies, managers and planner to understand complex relationships and to develop and test alternative management policies. Aligning divergent mental models is of particular importance in this regard.

Commenced in 2007, in less than 3 years, the Cat Ba Biosphere sustainability has become a notable project in Viet Nam involving senior politicians from district to central government, academics, donor organisations, field officers and managers at various levels of the government as well as villagers and commune residents. Specifically, the CBBR project addresses tourism development, cultural and ecological degradation and persistent poverty in a systemic and participatory cross-sectoral framework in the context of a „Learning Laboratory.

System thinking has proven an effective and powerful tool to explain the complexities of the Cat Ba Island tourism system. System Thinking has also helped simplify, clarify and integrate isolated problems associated with the industry and has provided a mechanism for group learning and decision making.

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Community Tourism Development and Emotional Intelligence: The Case of Kwam eMakana

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This paper presents an interpretive exploratory review of a South African government Local Economic Development initiative for poverty reduction; the Kwam eMakana case of community tourism home stays run by women. Using a phenomenological approach the paper analyses the effects of Emotional Intelligence levels for community tourism development. The major findings are: a) the women are lacking entrepreneurial steering reflected through the absence of tourism development strategies and marketing of their home-stays, as well as a heavy reliance on traditional distribution channels b) A majority (74.25%) of the women have low levels of Emotional Intelligence. The paper argues that disadvantaged groups with low Emotional Intelligence levels will struggle with development and capitalization of opportunities presented to them. It concludes, to achieve community tourism development there is need for a paradigm shift to one that attends to emotional intelligence issues for the women to graduate from aid recipients to successful entrepreneurs.

Key words: emotional intelligence, sustainable community tourism development, local economic development, poverty reduction, entrepreneurship, South Africa

Introduction

In recent years community tourism related Small Micro Medium Enterprises (SMMEs) have increasingly become recognized by international funding agencies and governments as appropriate tools for poverty reduction (WTO, 2002). The WTO (2002) asserts that the benefits and power of tourism should be widely spread in society, and harnessed to address the problems of poverty more directly. To achieve these goals, an agreement between WTO and UNCTAD (United Nations Conference of Trade and Development), was established at The World Summit on Sustainable Development held in Johannesburg in 2002. The agreement which culminated with the Sustainable Tourism as a tool for Elimination of Poverty (ST-EP) programme with the main goal of decreasing global poverty by up to 50 percent until 2015. There has

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also been an increase in the number of developing countries (DCs) seeking benefits from community tourism development, home-stay tourism has emerged as a popular choice. Malaysia, Costa Rica, Nepal and Thailand are examples of countries where home-stays have been successful (Rea, 2003). Home-stay tourist SMMEs provide a potential economic empowerment strategy for the marginalised particularly women. This notion is motivated by the promise of jobs and additional income, new business opportunities with minimum capital requirements (Dahles and Bras, 1999).

Home-stays are favoured as a Local Economic Development (LED) strategy ([3]), the idea is to accommodate tourists with a host family, enabling tourists to experience and learn about local lifestyle, culture, nature and food (Rea, 2002). As a term home-stay is used variously to refer to types of accommodation where visitors or guests pay directly or indirectly to stay in private homes. It covers a range of accommodation types including farm stay accommodation, rural/village host families and urban homes. Financial standing of homes varies; anyone with a home can share their space.

For South Africa (SA) tourism is a key economic development strategy it was reported (Njovane, 2009) to have contributed 5 percent to the Gross Domestic Product (GDP). However, the country's apartheid regime deterred it from achieving its full tourism potential, leaving a legacy of widespread disparity and poverty resulting in a high level of socio-economic inequality (DEAT, 1996). Against these challenges the Department of Environmental Affairs and Tourism's (1996) White Paper highlights the importance of developing the tourism sector along sustainable guidelines with the intention of economically empowering previously disadvantaged groups. Home stays have the advantage of lower capital outlay; this provides many of the marginalized communities' access to the tourism pie (Njovane, 2009).

Research has largely failed to bridge the chasm between poverty reduction practitioners, who do not know much about tourism and secretly doubt whether anything that pampers the elite can really help the marginalised. With tourism industry players on the other hand who are too busy watching their tight margins or arrival statistics to worry much about poverty. Between these two camps, much of the 'tourism and development' academic literature has dedicated itself to cataloguing the 'perils' of inappropriate exploitation of the environment, the local economy, culture and the people (Ashley and Mitchell, 2005). Tourism seems best avoided unless it is so small-scale, indigenously owned, environmentally sensitive and 'authentic' that it disappears from mainstream view (Ashley and Mitchell, 2005). Understanding both the potential and pitfalls of tourism as a tool for LED is a necessary first step towards making community tourism more sustainable. What is absent from most micro-level analyses of SA's LED strategy, is an investigation of how the operators of initiatives being people who receive assistance as opposed to being entrepreneurially driven influence the course of LED initiatives.

Sustainable community tourism development trajectory in SA (Binns and Nel, 2002) emphasizes the importance of participation in the decision making process of the marginalized. The challenges according to Sinclair (1997); Scheyvens, (2002) arise because the structures within most DCs do not allow for this as development initiatives are almost always predetermined from the top, be it by governments or funding agencies. Mkandawire and Soludo (1999) concur that the poor for whom development initiatives are supposed to be benefiting are generally not given the opportunity to define what development would mean to them within their context and to participate meaningfully in 'development' processes as defined by the powers that be". Mkandawire and Soludo, (1999) also outline how development is largely seen as a donor and aid operation where an agent brings financial support and relief and their development models. Against this background the paper proposes that disadvantaged groups will struggle with achieving economic empowerment and entrepreneurship (capitalization of opportunities) unless they have high levels of Emotional Intelligence (EI). The impacts of alternative forms of community tourism such as home-stays (often run by women) and its potential to enhance the livelihoods in communities have rarely been analyzed from an EI perspective.

Emotional Intelligence

The theory of Emotional Intelligence

The construct of emotional Intelligence has received a great deal of interest since Goleman‘s (1995) book (Emotional Intelligence: Why it matters more than IQ) formally introduced the concept (Emmerling and Goleman, 2003). There has been a heated debated since then on the definition of the construct (Ashkanasy & Daus, 2005; Landy, 2005; Becker, 2003). According to Goleman (1995) emotional intelligence encompasses emotional awareness, emotional management, motivation, empathy, and social skills.

Mayer and Salovey defined Emotional intelligence as the ability to monitor one’s own and others’ feeling and emotion, to discriminate among them and to use this information to guide one’s thinking and actions (Mayer and Salovey, 1990:189). According to the refinement of this model, 3 parts of mental functioning were identified which are cognition, affect, and motivation and they argue that emotion and cognition are connected (Mayer and Salovey, 1997:4). However, there is a broad agreement by researchers that emotional intelligence is a crystallized intelligence because it draws on and develops with life experiences (Salovey & Mayer, 1997; Mayer, Salovey & Caruso, 2000). Generally Emotional Intelligence is defined as the ability to sense, understand, and effectively apply the power and acumen of emotions as a source of human energy, information, connection, and influence (Cooper and Sawaf, 1997; Dulewicz and Higgs, 2003). In other words emotional intelligence is a multifunctional array of interrelated emotional, personal, and social abilities which influence our overall ability to actively and effectively cope with demands and pressures (Bar-on & Parker, 2000). From these definitions it is clear that there is a strong connection between one’s personality, performance level and potential for advancement.

Emotional Intelligence is claimed to affect a wide array of work behaviors, such as employee commitment, teamwork, and development of talent, innovation, quality of service and customer loyalty, as well as team conflict resolution and leadership (Zeidner et al., 2004; Jordan & Troth, 2004). Recent research has examined its relationship with stress and coping (Gohm, Coorser & Dalsky, 2005) and they were found to be positively related. Abraham (2006) associated EI with dynamic leadership, satisfying personal experiences and success in the workplace. He identified EI competences such as self awareness, self regulation, and motivation as essential for success as they improve an individual’s ability to recognise personal strength and weakness, develop good self esteem, maintain integrity, demonstrate flexibility, take responsibility for personal actions, take initiative, and strive for excellence (Abraham, 2006).

The critical success factors for work and life according to this theory of emotional intelligence are predicted by scores on the Emotional Intelligence assessment (Freedman, & Van Dijk, 2008). This suggests that emotional Intelligence is an essential element for professional and personal success and this raises great hopes for obvious reasons. Most people have probably experienced in their own lives severe problems that come with human interactions of various kinds under different systems. Manipulation, and deception form one example of the dark side of human interactions, other common problems have more to do with the sheer lack of understanding (Engelberg & Sjoberg, 2004). For women tourism entrepreneurs in South Africa the former Apartheid system represent the dark side of human interactions with a lot of manipulation, deceptions, racial segregation with an emphasis on white supremacy which in a way created a dependency on the supreme race.

Emotional Intelligence and Apartheid

This paper argues that the legacy of apartheid is a force that has to be understood to determine its possible impact on the attitudes and behaviour patterns of the communities towards participating in community tourism initiatives. Sixteen years after South Africa got its independence (freedom) South African people still exhibit a lot of dependency with a slight shift from depending on the supreme race to dependency on the government. People often face grave difficulties having their roots in lack of social and emotional skills. Policy making in society runs into severe difficulty when people‘s skills levels are overlooked. It therefore has potential relevance for both selection of people to benefit from governmental initiatives and for training. This paper basically tries to explore the relationship between emotional intelligence and community tourism development; the economic empowerment of women entrepreneurs in post apartheid South Africa using the case of Kwam eMakana in Grahamstown in. The argument is that unless stakeholders strive to help the women to improve their emotional intelligence levels, the women will remain economically underpowered or even disempowered.

Emotional Intelligence and community tourism research

Academic insight on how the aid model to sustainable tourism can impact achieving Entrepreneurial Economic Empowerment (EEE) through community tourism development is still limited. This paper maintains that alternative tourism forms such as home-stays should not be placed on a pedestal where they are immune to critique; rather they should be subject to vigorous analysis on the interplay of issues present, their potential and shortfalls for attaining equitable forms of development. In this paper the researchers based their argument on Goleman‘s (2001) model of emotional intelligence which is a refinement of his 1995 work and is a competence-based model of Emotional intelligence. This mode is much broader than that of Mayer and Salovey (Roberts, Zeidner & Matthews, 2001). This model was designed specifically for workplace application. According to this model people have learned capabilities based on emotional intelligence that results in outstanding performance at work (Goleman, 2001:27). According to this model the competencies underlie four general abilities namely: Self- awareness, self - management, Social awareness and relationship.

Adopting an EI outlook the paper illustrates how current literature on community tourism development in SA does not give due academic attention to the possible role apartheid played in shaping the development consciousness of the marginalised. This gives rise to the question why previously disadvantaged South Africans appear to need so much leverage from government or stakeholders? When this inquiry is juxtaposed with the literature that seems to treat them as a people needing assistance, a very relevant interrogation is revealed. Studies (Rogerson, 2002) on participation of the marginalised in community tourism development in SA have not explicitly queried the emotions planted and nurtured by the peoples' long history of engagement with apartheid and how this can affect the viability of poverty reduction strategies.

Kwam eMakana

This paper details an in-depth interpretative exploratory analysis of the Kwam eMakana a tourism home-stay pilot project established in 2004 under the government LED initiative for poverty reduction in Grahamstown Eastern Cape the poorest province. The province has the most significant disparity between the rich and poor (Njovane, 2009) the initiative is tasked with redressing inequalities. The initiative was designed around the annual Grahamstown Arts and Culture festival. The project introduced community tourism home stays to accommodate the high tourist influx experienced during the festival. This initiative is interesting because it was started as a government LED strategy; most examples (Indonesia, Malaysia, Nepal even Port Elizabeth, SA) of successful home stays have been entrepreneurially driven (Dahles and Bras, 1999). Against the aim of the White Paper (DEAT, 1996) the authors argue that success would result in the marginalized graduating from the initial status of aid recipients to entrepreneurs fully steering the growth of their home stays. Therefore the paper examines the relationship between EI levels and community tourism development through a review of Kwam eMakana.

Methodology

This section outlines the research methodology used to illuminate the effects of EI levels for community tourism home stay development. We took into account research ethics by informing the participants about the purpose, methods and intended uses of the research, what their participation in the research entails. Confidentiality and anonymity of information supplied was guaranteed. Respondents were informed that participation in was voluntary and no coercion of any kind was used.

In order to probe multiple realities that are likely in a review of Kwam eMakana a government LED poverty reduction initiative a case study approach was selected. Foddy (1993) argues that a case study is more exploratory and less constrained by the predetermined protocols, and associates a case study approach with more 'breadth' and its non-limitation to only a small number of variables. We elected to use key informant semi-structured interviews because they allow probing of lines of enquiry that can arise and the elaborating of points of interest enabling the attainment of "real", "rich" and "deep" data and there is emphasis on the interviewee elaborating points of interest (Denscombe, 2003). This method was selected because observations involve the researcher in watching, recording and analysing events of interest over a period of time. Furthermore, participant observations are intended to capture what people actually do rather than what they say they do (Foddy, 1993).

We also administered a questionnaire survey at Nduna library in Makana Township. Prior to this session we carried out a week long training workshop with 10 female native Xhosa/English speaking university students to translate the questionnaire. The translators were coached not to lead the women to a perceived desired response; we were present at the session. The response rate was 44 (95.65 %) women who were present out of the total 46 women. The survey focused on a) Biological variables, b) Dependence level c) The EI levels of the women. In each section we designed the questions to illuminate the phenomena under investigation. With the exception of section d on EI, here we adopted a 4-point Likert scale EI measurement instrument from Helriegel et al. (2009, p. 42-43). To obtain a collective view, rather than the aggregate view we carried out a discussion session after administering the questionnaire. This method places value on the interaction within the group as a means for eliciting information, rather than just collecting each individual's point of view (Denscombe, 2003).

This research is within the phenomenological research paradigm which takes the premise that knowledge and understanding are embedded in our everyday world. Emphasis is placed on "how this affects me as researcher … to describe the researcher's experience and the idea that this is all research is or can ever be" (Loflan and Lofland, 1995, p.14). Phenomenology is a method of inquiry based on the premise that reality consists of objects and events as they are perceived or understood in human consciousness and not of anything independent of human consciousness. According to (Lofland and Lofland, 1995), interpretive methodologies provide conceptual grounds for understanding why research, writing, and reading should be intertwined. It is fairly common to think about a double hermeneutic that researchers interpret actors' interpretations a tenet of both.

For the sake of clarity in this paper, we use the terminology of 'interpretive' rather than 'qualitative'. Proponents of interpretive research (Foddy, 1993; Denscombe, 2003; Lofland and Lofland, 1995) assert that interpretive data preserves the chronological flow and derives fruitful explanations. The argument implies that, when using the constructive-interpretive approach, one can "accidentally" discover interesting themes especially while looking for something else entirely. Thus to derive insight from the case under investigation on complex issues like LED and EI we contend that thick descriptions that interrogate emerging themes during the research process are necessary.

Results

In this paper we report on the findings pertaining to the age breakdown of the participants, their educational levels, their EI levels, the dominant distribution channels and promotional methods of Kwam eMakana.

The age composition of the Kwame eMakana members

Below is a diagram illustrating of the age composition of the home stay owners.

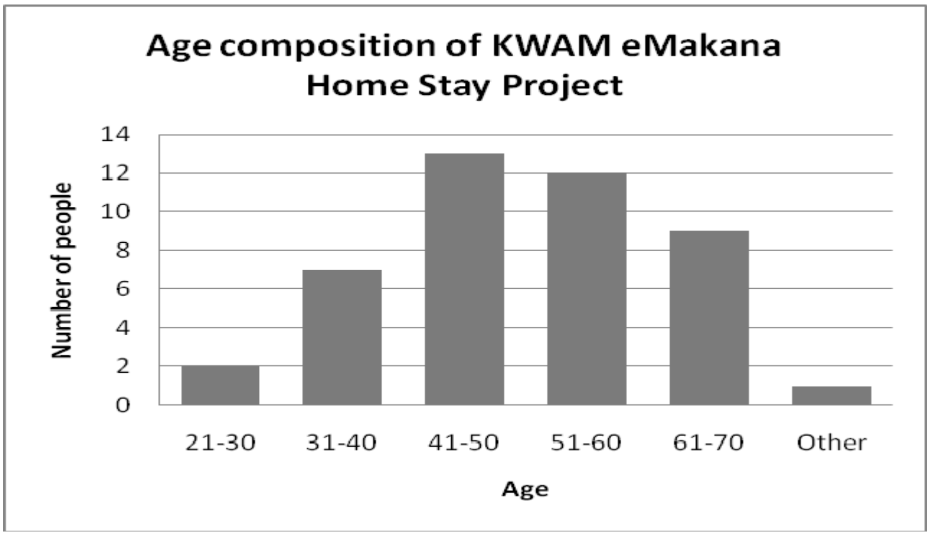

Figure 1. Age Composition of KWAM eMakana Home Stay Project

All the respondents were women and the largest age groups of the participants were between the ages of 41-70 years, there is a total of 34 (73.91%) women represented in this age group as detailed in Figure 1 above.

Levels of Education

The education levels of the home stay owners a presented in the diagram below.

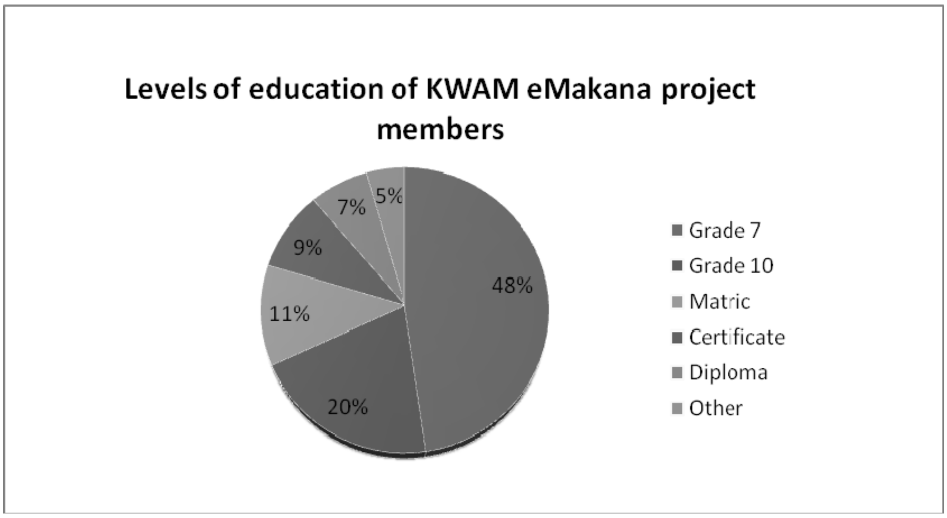

Figure 2. Levels of Education of KWAM eMakana project members

A total of 79% of the respondents have up to a high school matriculation with the majority 48% having attained grade 7 level, with 20% having completed grade 10 and 11% having qualified with a high school leaving certificate (Matric). 9% and 7% hold Certificates and Diplomas respectively as illustrated in Figure 2 above.

Emotional Intelligence

Below is a tabular representation of EI competency scores.

Table 1.

Score	Self Awareness (%)	Social Awareness (%)	Self Management (%)	Social Skills (%)
Below	86.4 *{-36}*	81 *{-18}*	68.2 *{-24}*	61.4 *{-18}*
On-par	6.8 *{36}*	10.9 *{18}*	20.5 *{24}*	22.7 *{18}*
Above	6.8 *{+36}*	8.1 *{+18}*	11.4 *{+24}*	15.9 *{+18}*

Scores 'below' *{-36}; {-18}; {-24}* and *{-18}* indicates low scores in the respective competencies
Scores 'on-par' *{36}; {18}; {24}* and *{18}* indicates pass scores in the respective competencies
Scores 'above' *{+36}; {+18}; {+24}* and *{+18}* indicates high scores in the respective competencies

According to ([11]) the higher the score in each of the four criteria the more emotionally intelligent an individual is. The results indicate that the EI levels of the majority of the women of Kwam eMakana are very low (refer to Table 1 above) and see a detailed interpretation of these results below.

a) Self-awareness

Only 6.8% each scores for On-par and Above represent the percentage that recognizes their emotions and their effects on others and can accurately assess their strengths and limitations and have a strong sense of self-worth. While 86.4% of the respondents had a low score (less than 36), this score indicates that they cannot recognize their emotions and their effects on others; they cannot accurately assess their strengths and limitations and have a limited sense of self-worth and capability (Helriegel et al., 2009, 20). This situation was evident to the researchers during the open ended discussion session, the women did lament on various issues that can be attributed to the lack of a positive self-awareness see the extracts from conversions below:
<u>Extract 1.1</u>
Interviewer: *"Why are you not advertising your home stay more?"*
KMHS –IP/0023: *"I am scared that people will not like my food and my house"*
Interviewer: *"Why do you think that people will not like your house and food?"*
KMHS –IP/0023: *"The food I can afford to make is 'our' food, and my kitchen and bathroom is old"*

b) Social-awareness

Most of the respondents 81% obtained a low score (less than 18) on social awareness indicates a poor understanding of others, taking an active interest in their concerns, and empathizing with them, and have problems recognizing the needs others have. 10.9 % scored 18 and 8.1% scared higher than 18 showing that they had increased levels of social awareness. ([20]). Below is an extract that illuminates the degree to which social awareness can be low with the participants of the pilot home stay project.
<u>Extract 1.2</u>
Interviewer: *"Do you spend time with the guests (interact)?"*
KMHS-IP/0010*: "No, I would not know what to say to them most of the time the guests are not 'our' people"*

c) Self-management

A low score (less than 24) on self-management means individuals cannot keep disruptive emotions and impulses under control, and it's difficult to maintain standards of integrity and honesty, they are not conscientious, and have problems adapting behaviour to changing situations, and do not have internal standards of excellence that guide behaviours 78.2% of the respondents were in this category ([20]). Extract 1.3 below from the discussion session illustrates the indicator above *do not have internal standards of excellence that guide behaviours.* 10.5% and 11.4% scored 24 or greater respectively this points to the ability to keep disruptive emotions and impulses under control, maintain standards of integrity and honesty, they are conscientious, and have problems adapting behaviour to changing situations, and do have internal standards of excellence that guide behaviours.

Extract 1.3

Interviewer: *"Would you like to have more clients through out the year?"*

KMHS-IP/0008: *"Yes, I would have money to finish extension to my house."*

Interviewer: *"Are you advertising your home stay?"*

KMHS-IP/0008: *"No, sisi I don't feel comfortable asking people to come and pay to stay with me, [pause] so I wait for the through the tourism office"*

Interviewer: *Why are you not comfortable?*

KMHS-IP/0008: "*My place is … [looks away] it is not up to standard"*

d) Social-awareness

A low score (less than 18) is representative of 71.4% of the respondents on social skills suggests problems sensing others' developmental needs, problem with leading and inspiring groups, have problems with sending clear and convincing messages, have problems with building effective interpersonal relationships, and have problems working well with others to achieve shared goals. Refer to extract 1.4 below for a corroborating view from the discussion panel. On the other hand a high score (greater than 18) points to individuals who can sense others' developmental needs, inspire and lead groups, send clear and convincing messages, build effective interpersonal relationships, and work well with others to achieve shared goals (Helriegel et al., 2009).

Extract 1.4

Interviewer: *"Do you encourage the women to go out and make links with possible partners, such as local restaurants, museums or other tourism sites?"*

KMHS-CL/0001: *"No we have never done it, didn't think about it [pause, shuffles in seat and leans in],"our people have an inferiority complex"*

Distribution Channels of Kwam eMakana

The figure below presents the breakdown of the distribution channels.

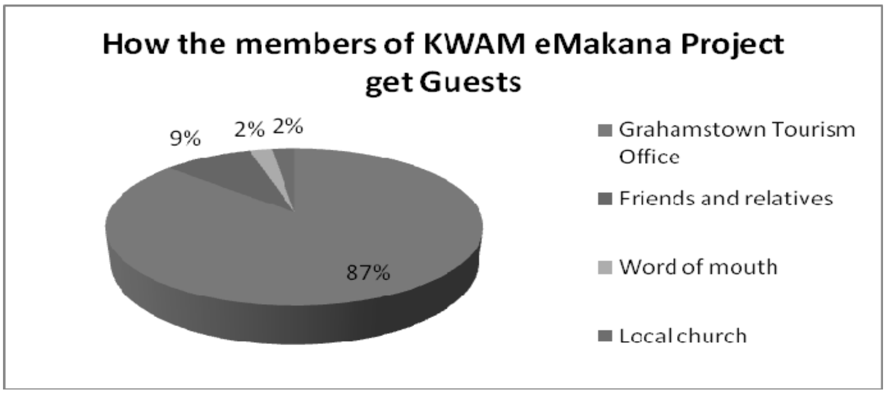

Figure 3. How the members of KWAM eMakana Project Get Guest

Most of the respondents 87% said most of their clients knew of them through the Grahamstown Tourism Office (GTO), while 9% answered through friends and family with 2% each representing word of mouth and local church. Respondents were asked to state the busiest period in their homestay, all (100%) of the respondents answered that it was during the Grahamstown festival.

Promotional Methods

The diagram below demonstrates the percentages of advertising methods used.

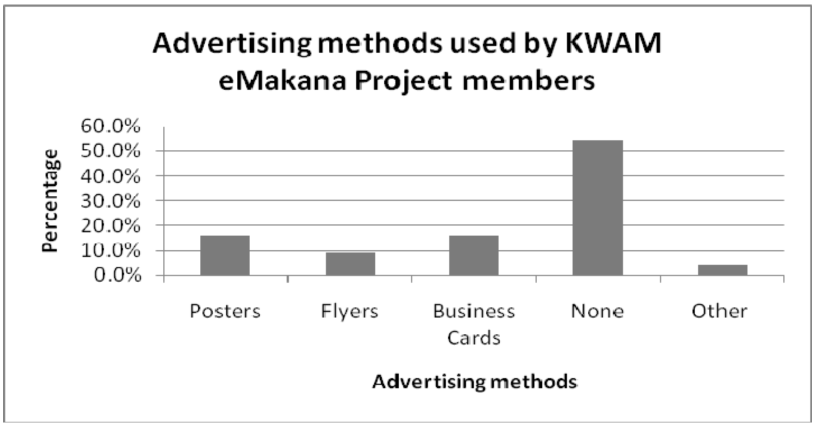

Figure 4. Advertising Methods Used by KWAM eMakana Project Members

When asked if they had made any promotional material 55% indicated that they had not made any with 15% each representing posters and business cards. While 10% stated they had made fliers and 5% using other methods. With the benefit of hindsight it is important to mention that the use of the interpreters could have resulted in data contamination. Sometimes vocabulary in another language does not have an exact translation as intended. Additionally the women might have assumed there was a more correct/desired response and gave that instead.

Conclusions and Recommendations

Conclusions

More than five years after the inception of the Kwam eMakana home stays are still operating within the initial set parameters, they have not advanced. This project was developed around the Grahamstown festival with the Grahamstown Tourism Office (GTO) being responsible for booking occupancy for the various government affiliated guests visiting the festival. From the results more than half of the women have not independently advertised their home stays. There is low awareness of the product outside of the government officials already patronizing the establishment during the festival. As such the women are dependant on the government through the GTO for occupancy, the women are not aggressive in pushing their home stays instead they seem resigned to receiving guests for two weeks annually during the festival. The high percentage of participants who are above the age of 40 and the low educational level is a point of concern as according to (Abraham, 2006). EI is a crystallized intelligence because it draws on and develops with life experiences. The answer to why these women have not developed their EI levels is a very necessary interrogation that is relevant in the formulation of LED and poverty reduction strategies.

The foregoing suggests that the motivation of these people to integrate themselves into the economic mainstream of community tourism activities can be affected by their EI level and their view of development initiatives. In their own assessment, they can see that their participation will see them partaking in activities that will have no significant impact on their poverty situation. This is similar to labelling theory (Becker, 1963) in sociology, after consistently viewing the communities' role through the lenses of 'small-scale ventures' and 'micro-credits', the communities also tend to see their role in such a limited way. Findings corroborate with existent views on community participation (Tosun, 2000) in the manner in which it largely attributes the failure of community participation on either or both governments' and technocrats' attitudes and management practices. The discourse also seems to suggest that local communities must be helped to set up small ecotourism projects, and receive training and various support from outside forces. Communities are more likely to have more control over small scale ecotourism projects (Scheyvens, 2002). The argument advanced in this study, is that the marginalised seem to be presented as naturally belonging to the world of 'small scale ventures' and 'micro credits'. The women of Kwam eMakana appear to have adopted a similar outlook; they do not envisage their homes taking off as a result of their own entrepreneurial steering and growing into large tourism establishments that have high occupancy rates throughout the year.

The scores of EI were low on all the four competencies this reveals in part why the participants face difficulties in assimilating into the economic mainstream as a result of lacking in self awareness, social awareness skills, self management and social skills. The roots of these low EI have to be understood to determine its possible impact on the attitudes and behaviour patterns of the women towards participating in economic mainstream activities.

Development initiatives in society run into difficulty when people's concerns are overlooked. It therefore has relevance for both the selection of people to benefit from governmental initiatives and for training. Maybe then can the women be able to make decisions that do not disadvantage them at the end. Theory makes the assertion that the limitations to economic empowerment have to be reduced by focusing attention on the creation of a mentally and physically accommodating and conducive operating environment, one that encourages 'approach behavior' (Zeithamal and Bitner, 2000). We borrow from the work on community participation adopting the view that the marginalized should be allowed to "seize back their creative initiative" (Ngugi, 1981, p.6) and feel intrinsically motivated and "encouraged" to immerse themselves in the productive processes of engaging the environment sustainably for their economic and social benefits. Chambers (1995) argues that research has since shown that the marginalized can perform equally well, activities that used to be thought, could be done better by outsiders, 'literate or non-literate'. Outsiders however have a role to play in encouraging, confidence building "… they can do it" (Chambers, 1995, p. 37). This role of confidence building is integral to the raising of the self esteem of the marginalised. Lack of confidence and self belief could actually explain why local communities are not so active in the management of resources at their disposal (Chambers, 1995).

Recommendations

As already outlined there is a strong positive relationship between EI levels and community tourism development as seen through the distribution channels and promotional methods as well as many other qualitatively elaborated home stays concepts. The women scores were low on all the four competencies and the few community tourism development elements were also very low which means for them to really come to terms with the realities of the project they need to be conscientious about EI, their EI levels and the impact it has on their success. The stakeholders can design programs to help these women raise their emotional intelligence levels (helping) them to deal with the legacy of the Apartheid system. However, the impact of the biological variables cannot be underestimated. The average age group of the participants were between 41-50years. According to EI literature, EI levels go up with age thus, the group really needs special attention with regards to raising it up. The educational levels of the participants also indicate that some educational programs could also be designed to help them cope with the requirements of the project, however, taking into cognizance of the relationship between IQ and EQ as outlined in the EI theory. The stakeholders of Kwam eMakana can design programs to help these women raise their EI awareness and at the same time EI levels taking into consideration the relationship between EI and success as outlined in the theory. Partnerships and joint ventures with existing tourism entrepreneurs and companies can also provide access to expertise on marketing of establishments.

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Tourism Development and the Deterioration of Values on Local Residents in the Taman Kinabalu Park

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Since the opening of Kinabalu Park to the public, the number of tourists has increased each year where only 829 people visited the park in 1965 and the number rose to 2,300,428 people in 2008. The analysis on the impact of tourism against the local residence revealed that it could increase their income and standard of living, developing the local economy and increased the employment opportunities. It also promotes cross-culture exchange. This study attempts to identify the effects of tourist presence felt by the local people which consist of indigenous communities around the Kinabalu Park. Based on the questionnaires posed to 300 respondents comprising of local residents, the effects of tourism were assessed according to the tourism impact scale on 22 items. From the mean measured, the most effects felt by the local residents were the effects that associate with the cost of living while the issues relating to environmental matters were the least affecting them. This study will also untie the question of whether there exist significant differences between the demographic variables and the local residents' attitude towards tourism industry through the variance analysis.

Key words: local residence, tourism benefits, attitudes, cross-cultural exchange.

Introduction

Tourism is a tool to accelerate the economy of local residence especially those who live far in the interior. This sector becomes a rescuer when heavy industry and factories as well as other services sector are unable to reach the remote areas to lift the quality of life of this remote community. Since a decade ago, the number of visitors or tourists that arrive at Kinabalu Park, Sabah has increased. Until June 2009, the total number of tourists has reached 1,104,903 with the local tourists at 158,044 while the international tourists at 49,578. As for the same period in 2008, the total numbers of tourists recorded were at 1,125,903. There is a slight dropped, but averagely the difference is very small (Research Division for Sabah Tourism Board, 2010).

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The numbers of tourists are continuously increasing. The tourism industry in Kinabalu Park is experiencing a growth even though the national and the world economy is looking for a shrinkage. Is the healthy growth for the tourism sector in Kinabalu Park is going to be fully shared by the local residence? This is the issue on the research and it will be the main focus of this working paper. Research done in the world globally such as in United States (Luloff, Bridger, Graefe, Mary, Kenneth & Richard, 1994), Africa (Binns, 2002), The European Union, the Caribbean Island, Middle Asia such as Turkey and also South East Asia such as Laos acknowledged some findings. Local research also provides a lot of feedback such as research in Redang Island, Terengganu, Langkawi and also Labuan.

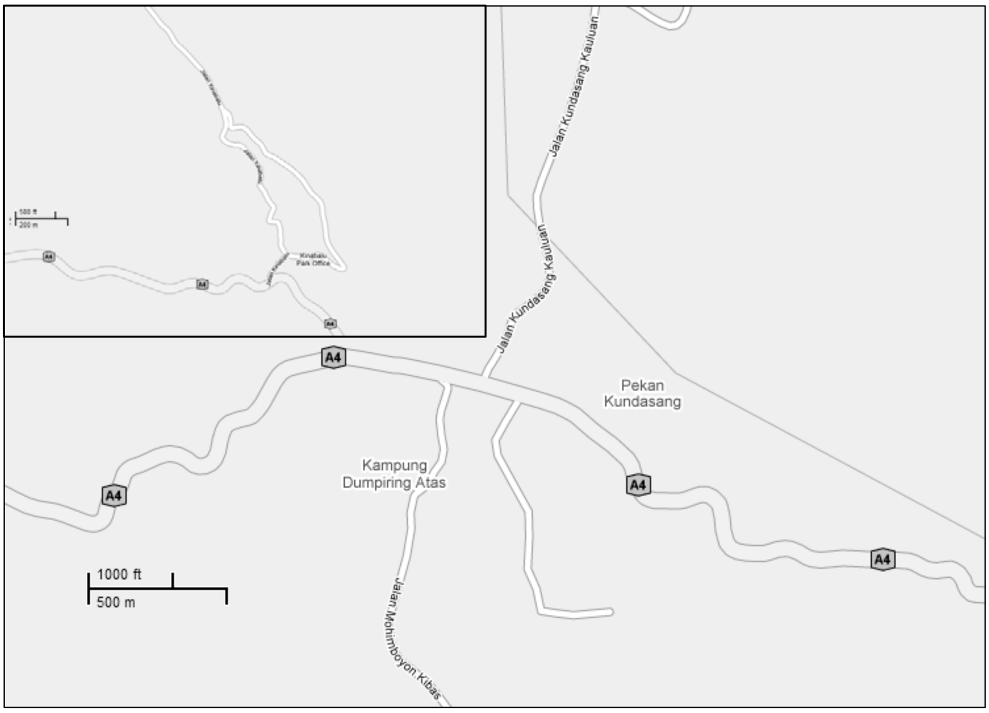
Most of the findings can be concluded into two aspects that is the positive impact and vice-versa. Every impact was elaborated from various research disciplines and angle. It is not just focussing on the research of humanities and social sciences but also involved the science and environmental disciplines. The humanities research did not just touch on the aspects of arts and cultures but also on the geography, history and religion aspects. Social sciences does not alleviates the economical impact (Mouth & Mattila, 2000; Kreag, 2001), anthropology, gender, medical, education and psychology. The science and environmental disciplines provide a research impact on the environment and pollution.

Literature review

Tourism was among the largest and fasters growing industries globally, trough the industry is recovering the economy rollercoaster.

Area of research background

Kinabalu Park was developed since 1964. At the early stage of development, the numbers of tourists recorded were only 680 but 40 years later the number had reached 232,213 in 2008. The area of research enclosed a population with a radius of 10 kilometres from Kinabalu Park which includes several nearby settlements such as Kundasang town and Dumpiring (Map 3) that measures 754 square kilometres surrounding Mount Kinabalu. Located on 6 5’N 116 33’E is the bearing of Mount Kinabalu, the fourth highest mountain in South East Asia with 4095.2 metres in height above sea level. The park which is recognised by UNESCO as a world heritage site in 2000 is actually 88 kilometres away from Kota Kinabalu, Sabah.



Map 1. The nearest town to Kinabalu Park, Sabah. Pekan Kundasang. The small map shows the location of Kinabalu Park.
Source: Google Map (with modification)

Methodology

This research uses a simple approach in analysing the impact of tourism in Kinabalu Park against the local communities. The model used is aimed in analysing the possibilities range to estimates the economic impact sparked due to the tourism industry towards the areas surrounding the park. The National Park Service's model of "The money generation model" is a simple method that needs only to fill in the form as to estimates the economic impact of the tourism sector. The variables considered to observe the tourism economic impact are the number of visitors or tourists, the average expenditure of every visitors and the aggregates constant of sale used to estimate the total sales and the direct impact from every visitors or tourists expenditure. The sales impact is change to income using the ratio income to sales and employment to sales. The taxation impact upon every tourist expenditure could also be estimated using the local taxation rates. The engineering approach in considering the costs for every trip for example could be done by simply listing every input item. If there are four visitors staying for two nights with the room rates of RM 50.00 per night, RM 20.00 for food, RM 10.00 for fuel and RM 50.00 for souvenirs, the total expenditure per trip for every visitor would be RM 320.00.

Questionnaires were distributed to the local residents so as to analyse the tourism impact on their standard of living. The perception research using the Linker scale is used to obtain the response of the residents on this issue. 1. Did not know 2. Most Decreased 3. Medium Decreased 4. Unchanged 5. Slight Increased 6. Most Increased. Based on this scale, those respondents that believed the local economics were raised due to tourism is determined by the score of 5 or 6 for that item. This means if the respondents through their evaluations believed or enjoyed the changes in their standard of living, they will choose the score 5 on the item for the socio-culture factor and score 6 for the economy, environment, services and costs of living factors.

The highest score indicates the existence of a strong perception and most enjoyed regarding the impact sparked by the activities of tourism at the Mount Kinabalu Theme Park, Sabah. A low score indicates a weak perception and less enjoyed towards the related items.

Findings and Discussions

The research demography respondents if observed from the gender aspect, 66.4 percent were female and the rest were male. While the proportion base on age showed that the majority of respondents were between 31 and 45 years old and this group makes up 67.2 percent from the whole population of respondents. The second largest group were those respondents with the age between 21 and 30 years old (16.1%) followed by those of the age exceeding 45 years old (13.9%) and the group of those less than 21 years old (2.9%). As for marital status, the majority were in the married group (77.4%) followed by the unmarried (16.1%) and the rest were either divorced be it the single father or mother. The majority of respondents were those having tertiary education (35.8%) followed by the Sijil Pelajaran Malaysia (SPM) holder (29.9%), the Penilaian Menengah Rendah (PMR) holder totalling 11.7%, the Sijil Tinggi Pelajaran Malaysia holder 10.95% while the rest were primary schooled and diploma holder (Table 1).

Table 1. Respondents demography profile (N=137)

	Frequency	Percentage	Cumulative percentage
Gender			
Male	46	33.57664	33.57664234
Female	91	66.42336	100
Age			
Nce	4	2.919708	2.919708029
21 to 30 years old	22	16.05839	18.97810219
31 to 45 years old	92	67.15328	86.13138686
More than 45 years old	19	13.86861	100
Marital Status			
Unmarried	22	16.05839	16.05839416
Married	106	77.37226	93.43065693
Divorced	3	2.189781	95.62043796
Single Mother	6	4.379562	100
Education Level			
Primary School	13	9.489051	9.489051095
SRP / PMR	16	11.67883	21.16788321
SPM	41	29.92701	51.09489051
STPM	15	10.94891	62.04379562
Diploma	3	2.189781	64.23357664
Degree	49	35.76642	100
Monthly Income			
Below RM 500	37	27.0073	27.00729927
RM 501 - RM 1000	22	16.05839	43.06569343
RM 1001 - RM 1500	20	14.59854	57.66423358
RM 1501 - RM 2000	15	10.94891	68.61313869
RM 2001 - RM 2500	3	2.189781	70.80291971
RM 2501 - RM 3000	20	14.59854	85.40145985
More than RM 3000	20	14.59854	100

Employment			
Student	4	2.919708	2.919708029
Farmer	39	28.46715	31.38686131
Businessman	2	1.459854	32.84671533
Government servant	76	55.47445	88.32116788
Private worker	7	5.109489	93.43065693
Others	9	6.569343	100
Living Period			
Less than 5 years	23	16.78832	16.78832117
5 - 10 years	11	8.029197	24.81751825
11 - 15 years	12	8.759124	33.57664234
More than 15 years	91	66.42336	100
Total (N)	137	100	

The income of majority of the respondents was less than RM 500 (27%). It was more obvious the tourism impact towards them would be very much felt when the households price increased in their area. The group with an income between RM 501 and M 1000 was the second largest group (16.1%) followed by those with an income between RM 1001 and RM 1500, the income group between RM 2501 and RM 3000 and those earning a monthly income of more than RM 3001 were each with 14.6%. The rest of respondents were those with a monthly income of between RM 1501 and RM 2001 and between RM 2001 and RM 2500.

From the aspect of employment, Figure 1 shows the majority were those working in the public services sector or the government servants (55.5%) followed by farmers and those working in the private sector (5.1%). There were also some respondents who were still studying, doing business along with some doing other jobs. The scattered living periods for the respondents surrounding the Kinabalu Park were between less than five years and more than 15 years. The majority of respondents have been living there for more than 15 years (66.4%), obviously having watched a lot of changes due to the effect of tourism developments in the park. While those respondents who lived less than five years were the second largest group with 16.7%. The third largest group of respondents were those living in between 11 years and 15 years (8.8%) followed by those living between 5 and 10 years (8%).

The main objective of this research is to observe the big impact produced by the tourism sector which is developing greatly in Kinabalu Park towards the standard of living of local residents. The analysis on the findings of the research would further showed very important information regarding this issue. What were the impacts of the tourism sector in the interior areas against the value of traditional land owned by the local residents? How were the prices of sold items in shops near the tourist locations and were there exist any distributive difference of income between residents due to tourism development in Kinabalu Park, Sabah.

Table 2. Residents' Perception towards the effect of Tourism

Variables	N	Total score	Mean Average	Std. Dev.	Rank
Education Opportunity	137	558	4.072992701	0.854358	15
Various restaurant	137	495	3.613138686	1.072711	22
Living Style	137	462	3.372262774	1.084702	24
Culture facility	137	495	3.613138686	0.917543	21
Entertainment	137	365	2.664233577	1.113271	25
More understanding	137	494	3.605839416	0.894079	23
Historical left	137	541	3.948905109	0.860243	17
Recognition	137	555	4.051094891	0.788904	16
Employment Opportunity	137	690	5.03649635	1.024758	3
Resident income	137	662	4.832116788	0.862361	6
Living Standard	137	661	4.824817518	0.961752	7
Local Economy	137	661	4.824817518	1.056477	8
Shopping facility	137	647	4.722627737	0.880591	9
Quality of Building	137	664	4.846715328	0.830401	5
Environment Quality	137	530	3.868613139	1.449227	18
Activity Benefits	137	619	4.518248175	1.000751	10
Recreation Facility	137	500	3.649635036	1.054341	20
Services Quality	137	700	5.109489051	0.509885	2
Adequate Manpower	137	616	4.496350365	1.20125	11
Financial Sources	137	562	4.102189781	1.61466	14
Adequate Finance	137	575	4.197080292	1.479464	13
Investor Status	137	581	4.240875912	1.560192	12
Land Value	137	682	4.97810219	1.536168	4
Household Cost	137	723	5.277372263	1.167765	1
Distributive Diff. Income	137	518	3.781021898	1.789328	19

Table 2 shows the attitude or perception of the residents towards the impact of tourism. The mean averages for every impact items were calculated. Impact item regarding the costs of living of the local residents was found to have the highest score. The rising price of households was the most obvious impact greatly felt by the local residents (5,278). Still under the item on the same tourism impact, the value of land (4.98) also showed an increased and it also caught the attention of the local residents. Following the residents living costs was the residents perception towards some items on the services of the local council and the state authority. The tourism impact also showed the quality of services from the local council such as the availability of public amenities which includes schools, health centre, roads, telephones, electric power and water supply (5.11) were higher. Some items on the economic developments towards the tourism impact also showed the highest score such as the tourism impact on employment opportunities (5.04), residents incomes (4.83), standard of living (4.82, the impact on local economy (4.82) and shopping opportunities (4.72). Tourism impact towards the environment was only more weightage when it involved the quality of buildings and the planning of villages, smaller or bigger towns surrounding Mount Kinabalu Park (4.85). Bigger aspect on the environment such as quality of the natural environment, opportunities to achieve or getting the benefits from the activities or programs on public areas and recreations facilities and sports were the impact variables mostly ignored or less appreciated by the local residents.

The tourism impact item from the aspect of socio culture was also less appreciated by the local residents. All of the items in the socio culture factor just took the rank from the 15th to the last (25) in the priority list of the local residents. Besides the socio culture item, the item based on the services of the local and state authorities were also given less weightage by the local residents, so were their attitudes towards the tourism impact upon their distributive income differences. The attitudes of less appreciative or ignorance would made the income differences between the local residents and those working in the tourism sector becoming bigger. If this difference still exists, then the benefits from the developments of tourism would definitely be difficult to reach the local residents and they would still remained at the same old level.

Correlation of tourism impact and demography item

As an effort to test whether there exist any significant relations among demography variables with the local residents attitudes or perceptions towards tourism, a total of 25 variables were tested using the variance analysis (ANOVA). The demography groups involved in this test were:

- Age
- Marital Status; Single, Married, Single Mother, Single Father
- Education Level
- Monthly income
- Employment
- Living period

From the correlation analysis, it was found that between seven local residents demography variables surrounding Kinabalu Park and 25 items considered to show the tourism impact towards the five main impact factors that were socio culture, socio economy, the quality of environment, the services of local authority and the costs of living, the significance relations between the variables used were showed as in Table 3.

Table 3. The influence of tourism towards the residence costs of living surrounding the Kinabalu Park.

Items	Analysis	Gender	Age	Marital Status	Education Level	Monthly Income	Employment	Living Period
Land Value	Pearson Correlation	-.030	.274**	.103	-.025	.018	.192*	.413**
	Sig. (2-tailed)	.725	.001	.232	.770	.833	.024	.000
	N	137	137	137	137	137	137	137
Household Costs	Pearson Correlation	.143	.285**	-.211*	.247**	.193*	.228**	.278**
	Sig. (2-tailed)	.096	.001	.013	.004	.024	.007	.001
	N	137	137	137	137	137	137	137
Distributive Diff. Income	Pearson Correlation	.138	.055	.017	-.071	-.078	.144	.279**
	Sig. (2-tailed)	.108	.524	.844	.409	.368	.093	.001
	N	137	137	137	137	137	137	137

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Based on Table 3, the tourism sector that was brought to the interior should be able to spark an economic development to the local communities. For costs of living of the local residents factor, three items that were asked to them and their response gave an interesting justification in this research. The first item looked upon was whether the development of tourism sector could give any new input to the land value including the value of houses in their area. Six Likert scale were used and the majority (49%) concurred that the value of land rose greatly, another 30 percent of residents concurred that the value of land raised marginally while 8 percent said that the value of land was unchanged and 13 percent do not know. The value of land there did not dropped.

Based on 21 F value obtained from the bivariate correlation analysis, there was 47.6 significance that is 70 percent from the significance was at 0.01 level and the remaining significantly at level 0.05. The factors of age, marital status, education level, monthly income, type of employment and the living period surrounding the Kinabalu Park believed that there exists tourism impact on the items used. Except for gender factor, all the other main factors placed faith in the rapid tourism developments at Kinabalu Park have had significant relations towards the increased in daily households cost surrounding Kinabalu Park.

For the item on the increased in the land value there were meaningful relations with the living period of respondents here, age and type of employment. Interestingly those who lived longer surrounding Kinabalu Park, Sabah also placed great faith towards the tourism impact on the distributive differences of income among the local residents and those migrating workers from outside but working at Kinabalu Park.

Looking from another analysis angle, the item of households costs had a meaningful relation with almost all other demography variables used in this research. Only the gender variable did not show any meaningful relation whether at level $p \leq 0.01$ or $p \leq 0.5$. This showed that households costs were taken concernedly by everybody without respect of age, marital status, level of education, monthly income position, type of employment and also the living period there. The increased in households costs were the most basics in their life. Hence, the residents were very concerned on the increased in households costs more than other items or other factors. A simple calculation on why these situations occurred was that it relates with the local economic developments brought by the in fluxed of tourists to Kinabalu Park. Considering that every tourists spent RM 320 per trip or per entry, hence for 2008, tourists that came have had spent almost a total of RM 736.1 millions. Until June, 2009, 1,104,903 tourists were here and their estimated spending totalled RM 353.6 millions.

Where do their spending went when they came to Kinabalu Park, Sabah. They used the services of rooms at hotels, motels, rented houses, resorts and home stays. They ate at restaurants, coffee houses, warung and even roadside stalls. The travelled using transportations offered to them within the World Heritage Site here. The demands of tourists every month averagely exceed 200,000 and this would initiate the economic growth to the local economy system but adversely it would put pressure towards the buying force of the local residents. The high demand for food would raised the price of products related to the food sector and these would effects the local residents. The cost of vegetables and basic products would increase. These would certainly unease them. All of a sudden, the value of their money became small. This situation would force the local residents to change their perceptions on the style of living. They would emphasise more on materialistic values compared to other socio-culture values. They would see that monetary is more important than cultural ties and their traditional community values. The right steps should be taken so as the effect on the local residents would not be worsened as experienced in Hunan, China (Jianying Xu, Yihe Lu, Liding Chen & Yang Liu, 2009; Stone, 2003).

Conclusion

The conclusion from Likert and Correlation analysis showed that socio-culture factor was the very last choice made by the local residents while costs of living was their main concerned in tourism impact. Dogan (1980) states that tourism development would caused in deterioration of good values on local residents such as the increased in materialistic value among members of the society. When communities started to feel the intensity of higher household costs, they would gradually lose the attributes relationships that were not base on economy and the spirit of brotherhood among the villagers. In addition, for a remote community surrounding Kundasang and Ranau, an increased in foreign tourists would increased in congestion or busier for their village, town or city especially during holiday seasons and would caused a noisier situation, pollution and traffic jams. A condition brought about uncomfortness to the local residents was also shared by the residents of Kusa Dasi, Turkey (Ekrem Tatoglu, Fuat Erdal, Huseyin Ozgur & Sedat Azakli, 2001).

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Proposed Integrated Project Management Tools for Marine Park Development

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Marine Park has been a major tourist attraction around the globe. However recent developments have raised concerns on the management of Marine Parks. The coral bleaching, over exploitation, over populated visits have been century long issues being discussed in improving and safeguarding the Marine Parks. The Integrated Coastal Zone Management (ICZM), Zoning, Carrying Capacity and Environmental Management System (EMS) has long been lauded as tools for the effective management of Marine Parks. However, the lack of comprehensive Project Management in developing Marine Park has been contributed negatively to the state of "health" of Marine Parks. The Project Management for Marine Parks will look into comprehensive guidelines for developing Marine Parks. It is hypothesized that the integration of ICZM, Zoning, Carrying Capacity and EMS into Project Management processes will help to improve the development of Marine Park and create a better sustainable development.

Key words: the integrated coastal zone management, marine parks, sustainable development

Introduction

Marine Parks are one of the main attractions of eco-tourism in Malaysia. This marine park has become a national priority and has been gazetted as a marine park in 1994 under the Fisheries Act 1985 (Amended 1991). In December 1994, 38 islands were gazetted as Marine Park Malaysia. Out of this 35 islands are in Peninsular Malaysia and another three are in Sabah and Sarawak. These islands have been acknowledged one of the most significant areas for marine biodiversity in Malaysia.

However, the past twenty years observe a significant acceleration in the decline of marine ecosystems throughout the world with concurrent loss of biodiversity, species richness and structural complexity (Robert et al, 2002). Resources for conservation measures especially among developing nations are often

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seriously lacking, making affective management of protected areas well beyond their means (Bellwood et al, 2004).

Malaysia is also exceptional. Even eco-tourism has been contributed significant amount of income to the tourism sector but the success rate of the marine park has become a big question. The high number of tourist visiting the island everyday does not satisfy people over the damage on the environment beauty, the corals, reef, and water pollution. UNDP Report (2001) has identified three major immediate threats to the marine parks in Malaysia that are loss of ecosystem integrity, direct physical damage to fragile marine environments and anthropogenic activities causing depletion of species abundance and diversity. Furthermore, NST, 12th September 2002 highlights

> The Island is already exhausted with the burden of tourists that is generating so many problems. It definitely does not need human inhabitant. After all, it is well that land-based pollution contributes significantly to the degradation of the marine development.

The problems getting more serious when Department of Marine Park has put an immediate action to close nine famous diving locations around the nation on July 2010. These six Marine Parks have been closed from 2nd July 2010 till 31 October 2010 due to the serious coral bleaching. The locations being closed are as follows:-

1. Pulau Payar, Kedah : Teluk Wangi, Pantai Damai dan Coral Garden;
2. Pulau Perhentian, Terengganu : Teluk Dalam, Pulau Perhentian Besar, Tanjung Tukas Darat and Tanjung Tukas Laut;
3. Pulau Redang, Terengganu : Teluk Bakau, Pulau Tenggol, Teluk Air Tawar;
4. Gugusan Pulau Tioman, Pahang : Pulau Chebeh dan Batu Malang;

In the whole world, there is nearly a thousand marine parks or marine protected areas cover over 98,000km2 or 18.7% of the world's coral reef habitats, but only less than 9% have effective management (Peters and Hawkins, 2009). (Andersson, 2002) also stressed that the reef archipelago are affected by human disturbances. This disturbance consists of eutrophication and sedimentation from land-based activities such as infrastructure development for tourism, agriculture sources, industries and domestic wastes. In Malaysia, Badaruddin, 2002, also has stressed the seriousness of the damage done on the Marine Park such as Pulau Payar. He articulated Pulau Payar Marine Park depicts the impacts if conventional tourism agency is allowed to run an ecosystem site. In relation to this, Day (2008) argued that effective management could be one of the key important aspects in managing any marine area.

The above discussion shows the serious problems and great impact of destruction happen in Marine Park development. We hypothesized that this problems arise due to weak management of the marine parks. Thus this study will look into the island management as this is very important to ensure right and correct measures taken to safeguard the asset and the island itself. The objective of this paper is to propose a framework of integrated project management tool for marine park development.

Project Management

Project Management Institute, USA (2000) defines project management as the application of knowledge, skills, tools and techniques to project activities to meet project requirements. Qureshi et al, (2009) views project management as "the manner of implementation, of expertise, paraphernalia, knowledge and modus operandi to an extensive range of activities for the fulfillment of prerequisite of the specific project. He argued normally, the research commonly relates Project Management to a range of activities within a limited time frame in order to achieve the goal of the projects. More specifically, PMBOK, (2000) defines Project Management as a series of activities and tasks that have specific objectives with defined start and end dates. To commence a project, we need to have resources such as people, equipment, facilities, materials, money, information, and technology.

Jurison, 1999 views the fundamental objective of project management is to deliver a project within time, cost and to specification. Project Management Institute, USA (2000) stressed that in general, project management is accomplished through the use of the processes such as initiating, planning, executing, controlling and closing. Practically, all projects are planned and implemented in line with social, economic and environmental context. Organizations are increasingly accountable for impacts resulting from a project for example accidental destruction of archeological sites in a road construction project and also the effects of the projects on the environment such as the destruction of a pristine environment (PMBOK, 2000).

Project Management Tools and Marine Park Development

From literature review, very limited study has been conducted to look into Project Management of tourism projects more over in Marine Parks. As per literature search done on the study area, the researcher could not find a specific study conducted on Project Management and Marine park development. Soderland (2004) has put forward in his paper that research of Project Management on ecologies has only been given modest interest. For example in the famous International Journal of Project Management (IJPM) there is only one article that touches about environment. This indicates very less study has been done on this area. However, there are few previous researchers proposed concepts on the subject of environment and tourism related projects.

Deploying a project management methodology can have a positive impact on the organization and the success of the project (Garcia, 2005). Grabher and Ekinsmyth, 2002 stressed the importance of the interrelationships between project management and the environment in ensuring the success of tourism related projects that take place in the environmental sensitive areas. Lack use of Project Management methods contributes to poor overall performance of projects (Abbasi and Al-Mharmah, 2000). Thus it shows the importance of adopting Project Management approach in developing marine parks.

Project Management is a universal tool that can be applied in any single project (Lundin RA, 1995). Forrester, 2006 also has stressed that Project Management methodology is flexible and can be customized to suit the needs of an organization. With that note, this article will continue to look at the Project Management of Marine Park with the four widely used tools, namely ICZM, zoning, carrying Capacity, and Environmental Management Systems **(**EMS).

1) *Integrated Coastal Areas Management (ICZM)*

ICZM can be defined as a process of resource-management aimed at the sustainable development of coastal and marine areas (Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas, 1997). The European Commission defines the ICZM as a dynamic, multidisciplinary and iterative process to promote sustainable management of coastal zones. It covers the full cycle of information collection, planning (in its broadest sense), decision making, management and monitoring of implementation.

Gallagher (2010) put forward that ICZM is based on 6 main principles that are:-planning, participation, communication, integration, responsibility and balance. For the successful implementation of ICMZ, Hills et al., (2009) views that the implementation of ICMZ may need to adopt the following principles such as a long term view, a broad holistic approach, adaptive management, working with natural processes, support and involvement of all relevant administrative bodies, use of a combination of instruments, participatory planning and reflecting local characteristics. In conserving marine park development, researcher has put forward 7 steps (Bin et al., 2009), that are determination of management boundaries of biodiversity conservation, background survey, ccomprehensive impact assessment of human activity in coastal zones on biodiversity, planning of marine biodiversity protection based in ICZM, management system of marine biodiversity conservation, establishment of monitoring network for marine biodiversity and comprehensive decision support system.

2) *Zoning*

Zoning is defined as "a technical planning instrument which can be used to establish Natural Protected Areas (NPA), allowing organizing the territory in terms of its conservation and the representativeness of its ecosystems, taking into account the natural vocation of the land and its current and potential use, in conformity with the objectives outlined in this declaration. (Lozano et al, 2009). The European Union, Maritime Policy describes marine spatial planning as a means to manage the competition among various uses and objectives of the marine environment and to ensure consistency between land and marine systems. Wong (1996) views planning the Marine Park through zonation and the provision of buffer zones are important toward the protection of the Marine Park.

In Marine, Bill White Paper presented to parliament in London on March 2007 also stresses that zoning or spatial planning in the marine environment is a means to create and establish a more rational organization of the use of marine space and the interactions between its uses to balance demands for development with the need to protect the environment in planned. Douvere (2008) explains that marine spatial planning or zoning aims to provide a mechanism for a strategic and integrated plan-based approach for marine management that makes it possible to look at the "bigger picture" and to manage current and potential conflicting uses, the cumulative affects of human activities, and marine protection.

The Zoning of Marine Parks is a viable and effective management procedure whereby different zones within a Park define what uses are limited, to what extent and by what means (White, 1998). Zoning which originally used for town planning technique now has been applied to biosphere reserves, parklands, fisheries and Marine Protected Area (Portman, 2007). The technique can be traced back to 1920's where it has been implemented in America's cities. (Mills, 1979). Douvere (2008) also stressed that the evolution of zoning or Marine Spatial Planning (MSP) and ocean zoning has become a crucial step in making ecosystem-based, sea use management a reality. Zoning is especially effective for multi-use areas like Marine Parks and is recommended Ecotourism guideline for Marine Parks, as stated in the National Ecotourism Plan (WWF Malaysia 1996).

CoastNET Report from University of London, 2003 also echoed the inspiration of zoning or marine spatial planning. The reports says that zoning provides an opportunity not only to better manage and understand the marine environment , but also allows a long-term planning in a way that processes become more transparent with greater certainty in permitting, planning and allocation for both developers and environmental managers.

The declining health of marine ecosystems around the world is evidence that current governance is inadequate to successfully support healthy coastal and ocean ecosystems and sustain human uses of the ocean. One proposed solution to this problem is zoning or marine spatial planning. It is a process that address the spatial distribution of activities in the ocean so that existing and emerging uses can be maintained, use conflicts reduced, and ecosystem health and services protected and sustained for future generations (Foley et al, 2010).

3) Carrying Capacity

Baud-Bovy (1977) quotes a definition of carrying capacity, as the `number of user-unit use-periods, that a recreation site can provide (each year) without permanent biological and physical deterioration of the site's ability to support recreation and without appreciably impairing the quality of the recreation experience. While Mathieson and Wall (1982) defines carrying capacity by considering the physical impact of tourism on a destination, from the environmental and experiential aspects, as `the maximum number of people who can use a recreational environment and without an unacceptable decline in the quality of the recreational experience.

Getz (1982) defines carrying capacity as exemplifies the need to maintain development and activities at a level that is both ecologically and socially sustainable. It is related to the concept of resilience and implies that there are limits or thresholds, beyond which a system will not facilitate further changes or increase. The World Tourism Organization defines it as *"the level of visitors use an area can accommodate "***.** Williams & Gill (1991) views Carrying capacity as a planning and management tool to enable planners and managers to determine, not, how much is too much? But how much change is acceptable?

Carrying Capacity recognized for approximately 150 years and its use has waxed and waned during this time (Hartvigsen, 2001) In the late 1960s and early 1970s the discussion about looming limits of the Earth's carrying capacity due to population and economic growth initiated the widespread development of environmental awareness (Ehrlich and Meadows, 1972).The Reverend Thomas Robert Malthus' (1766–1834) *An Essay on the Principle of Population* (Malthus, 1986, 1st edition of 1798) has undoubtedly been a long-lasting, broadly discussed and culturally absorbed contribution to the overall views of the 19th and 20th centuries. His theory about human population growth can be considered as providing a basis for the concept of carrying capacity. Tourism Carrying Capacity (TCC) emerged as an important concept in the 1970s and 1980s. It developed as a result of mounting concern with the environmental consequences of tourism and was seen as a way to assess such impacts (Coccossis and Mexa, 2006).

This concept has increasingly applied to tourist destinations, which means a level of tourist and recreation development and activities beyond which environmental degradation occurs, facilities become saturated or visitor enjoyment diminishes (Hovinen ,1982 , Mathieson & Wall, 1982). This indirectly means that a tourist destination which has reached or over the maximum carrying capacity will be decreasingly desirable. Saveriades (2000) also echoed these previous researchers. He views the concept of recreational carrying capacity has diffused into studies of tourism due to the increasing concern for the negative impacts of tourism and the realization that destination areas display cycles of popularity and decline (cycle theories).

The tourism carrying capacity definitely will help the development and the management of the Marine Park by implying appropriate management actions be taken to manage the levels of visitation, limit visitor use such that the marine environment is not degraded, visitor satisfaction is met and adequate facilities are provided, (Lim, 1998). Lim also views Carrying capacity is an effective tool to signal the stakeholder to take some measure of control to limit or avoid any damage to the natural. It is understood that every thing has its limit so does the natural. It can only take certain number or quota at any point of time.

Carrying capacity can be further grouped into four main components of ecological, physical, social and economic carrying capacity. The physical capacity means the threshold limit for space, beyond which facilities are, saturated (Getz, 1982). Lim (1998) however stresses that there are no standards have been set for a particular carrying capacity. Each study case is being studied individually.

4) Environmental Management Systems (EMS)

EMS is based on the management philosophy known as the Deming Cycle, which was originally introduced by W. Edwards Deming. Deming Cycle has been the platform for the evolution of EMS (Tribe et al, 2000). Tribe, Font, Griffiths, Vickery and Yale, 2000 have highlighted that EMS basically consists of four points of simple and sound management practice summarized as Plan-Do-Check- Act of Deming Cycle (PDCA) using the PDCA cycle ensures an orderly approach to problem solving. This framework draws upon scientific method and thus provides rigorous data analysis and verification of results**. (**Lynne et al., 2008)

The increasing consciousness of environmental protection has fostered the development of environmental management systems (EMS) (Pun et al., 2001). Environmental sensitive areas require a different way of management and development compared to the conventional way. EMS provides a systematic approach by which the wider environmental issues that incorporates long-term strategies and day-to-day operations. EMS specifically aims to identify and incorporate the management of environmental issues and consequences related to an organization's operations within its management framework (Tribe et al. 2000).

EMS is widely practiced around the world in promoting environmental friendly development. EMS will discuss the process, benefit and implementation of EMS in project management. ISO 14001 is an EMS process recognized internationally as a way forward for sustainable development. ISO 14001 is an international standard that provides guidance on the establishment and maintenance of EMS. Its principles and compliance requirements can apply to manufacturing, processing, services and other industries (ISO, 1996).

This EMS will if implemented can ensure the risks to the environment posed by the organizations are identified and minimized. It can be an effective tool for company to ensure it is complying with the environmental legislation and minimizing its impact on the environment. The criteria for an EMS is essentially 'Say what you do, do what you say and prove that you do it' (ILAM, 1998).

Conclusions

The above discussion has discussed about the four project management tools applicable in marine park. In viewing that project management should be incorporated along the project duration i.e. from initiating, planning, executing, controlling to closing, we proposes the below framework for integrated project management tools in marine park development. Knowing that project management should be exercised through out the project life-cycle, this model could provide a significant contribution to generalize the project management concept in marine park development.

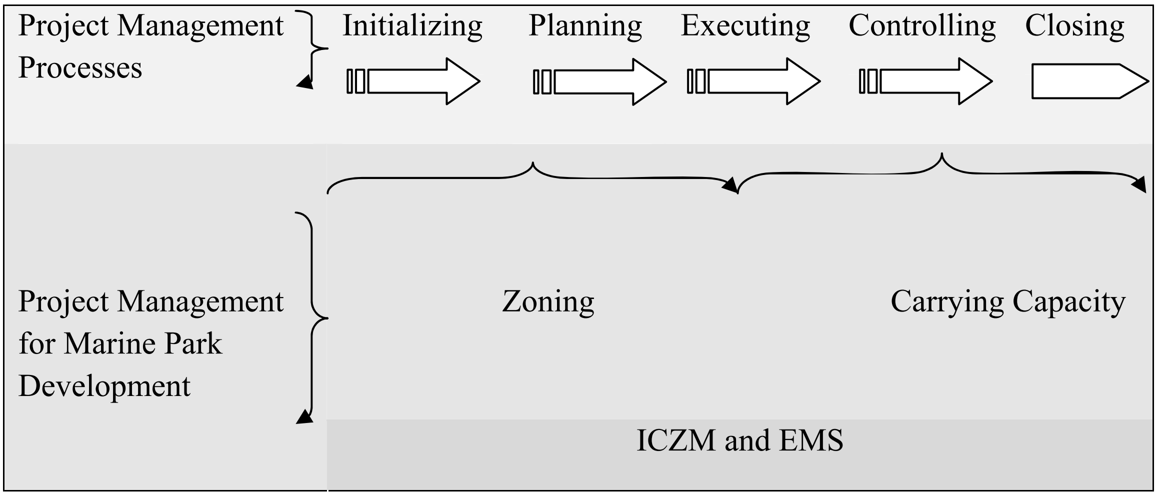

Figure 1. The application of project management tools on different phases of marine park development processes

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The Challenges of Community-Based Homestay Programme in Malaysia.

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Community-based tourism (CBT) is viewed as a tourism development that can benefit the members of the community, particularly in rural areas. In Malaysia, the community-based homestay programme (CBHP), which is a collective project undertaken by community members, is promoted to rural villages by the Malaysian government as a development strategy. In fact, the homestay programme has the potential to generate additional income for the villagers and provide an avenue for them to participate in tourism development. It also offers cultural exchange between the hosts and the guests, and incorporates the surrounding environment, including farms and the rural landscape, as the main attractions. Nevertheless, these benefits cannot be sustained if challenges are extensive. Community-based tourism will then be a failure. Hence, understanding the challenges faced by the homestay programme is mandatory for planners and policy makers. This understanding enables them to react appropriately to achieve a sustainable community-based programme, which can continuously develop the community members. Research on three homestay villages in Langkawi Island, Kedah and Selangor, which was undertaken in 2007, shows that homestay programmes are vulnerable to internal and external challenges. These numerous challenges are embedded in the policy at the various ministerial levels, the system of the homestay organisations and the characteristics of the community members. A total of 90 interviews were undertaken in three homestay villages, in addition to another 10 interviews with representatives from the government and the Malaysian Homestay Association. Semi-structured interviews provided primary data for this study while secondary data was sourced from document analysis.
Besides exposing the challenges, this paper provides an understanding in the conflicts between various stakeholders in the community-based homestay programme.

Key words: Malaysia tourism, homestay, community based homestay

Putting Community-Based Tourism in Context

Beeton, 2006; Britton, 1983; Bryden, 1973; Harrison, 1992). The role of tourism development in contributing to the development of local community is taken up by the community-based tourism (CBT) programmes. CBT has some characteristics of alternative tourism, including small-scale and bottom-up approach. It is said to have

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less negative impacts than mass-tourism since the community approach is the best way to examine opportunities and difficulties associated with rapid tourism development (Murphy, 1985). In addition, CBT is closely linked to Pro-Poor Tourism (PPT) and it runs parallel with community development when local participation and local control are at the core (Harrison, 2008; Ife & Tesoriero, 2006). It also focuses on long-term benefits (Blackstock, 2005). The emphasis on local participation and the bottom up approach puts the local community at the centre of tourism development and therefore, in theory, will benefit them both economically and socially. Thus, tourism is seen as an approach to develop local communities. In Malaysia, community-based homestay programme (CBHP) is regarded as a tool to reduce poverty among the communities in rural areas.

Community-Based Homestay Programme in Malaysia

The government of Malaysia realises the significance of the homestay programme as a strategy to develop the community in the rural areas and strongly supports it. There is extensive involvement from the various government bodies, at the federal and also the state level. These government ministries and agencies, given their different priorities and objectives, cooperate in the development of the homestay programme. They all recognise the potential of the programme to develop the rural community. For example, since 2003, the Ministry of Rural and Regional Development (MoRRD) started to adopt the homestay programme as a strategy to combat poverty in rural areas, specifically, in their development lands.It has positive economic potential as homestay programme can generate additional income for the settlers who mainly work on palm or rubber plantations.

As a result of this increased emphasis on the programme, in 2005, the MoRRD allocated almost RM2 million for the development of the homestay programme in eight villages, which involved 220 participants. It is hoped that the homestay programme will bring a supplemental income to the generally poor rural communities in the land administered by the MoRRD. Homestay programme will assist them to gather an additional average income of RM350.00 a month for a family. This will indirectly help the communities in the rural areas to exit from the poverty loop, when the poverty level is where the income is below RM416.00 a month.

Besides the interest from MoRRD, Ministry of Tourism (MOTOUR) has also emphasised this programme as an alternative accommodation to visitors. The community-based homestay programme is one of the many tourism products offered to tourists.

The homestay programme is defined by the Ministry of Tourism Malaysia (previously known as the Ministry of Culture, Arts and Tourism-MOCAT) as able “to provide supplementary source of income to the host besides providing a choice of alternative accommodation to the tourist” (MOCAT, 2002, p.1). Practically, it is a programme run collectively by the community members, not only those villagers who have registered with the Ministry of Tourism to become hosts. The collective effort of the community differentiates the homestay programme in Malaysia from the typical concept of homestay based on one, single operator, such as bed and breakfast. While host participants are involved in the homestay programme as they offer accommodation, other members of the community participate in the preparation of meals, cultural performances and tour guiding. Technically, the benefits from tourism are therefore, shared by the members of the community through their participation. Hence, it is understandable why this homestay programme is regarded as a development strategy by the Malaysian government. However, due to some challenges within the homestay community and challenges contributed by factors outside the community, the potential of CBHP as a development tool for rural communities is marginal.

This paper presents the result of a study which analyses how a homestay programme may have contributed to sustainable community development in three villages in Malaysia. As the homestay programme is regarded as a strategy for developing rural areas, it is important to assess the challenges of such a project. In this paper, focus is given to internal and external factors that contribute to these challenges. Three different categories of homestay villages were selected; active, moderately active and not active. However, the names of the selected homestay villages are not disclosed. In each of the homestay villages, 30 villagers were selected to represent three different groups relevant to the homestay programme: the host participant, non-host participant and non-participant. This study uses a qualitative research approach to investigate the issues relating to the homestay programmes. In addition to the villagers themselves, ten representatives from the government and Malaysia Homestay Association (MHA) were interviewed to provide their perspectives on the programme as a sustainable development strategy.

Challenges of the CBHP

These challenges emerge from within the community as well as from outside the community. In this paper, challenges derived from within the community are described as internal, while challenges contributed by factors outside the community are termed as external challenges.

External Challenges

Misconception of homestay programme

To ease the planning, development and promotion process, the MOTOUR encourages the community homestay hosts to register. Registration with the MOTOUR is not compulsory and is voluntary in nature. Nevertheless, hosts are advised to do so as there are noticeable advantages. By registration, the MOTOUR can undertake a collective approach in promotion by publishing the homestay directory with all the names of the registered hosts in it. As part of host registration, the applicants had to attend homestay courses. It was compulsory for these applicants to attend the basic homestay course, jointly organised by the MOTOUR, MoRRD and Malaysia Homestay Association (MHA), for their application to be approved by the MOTOUR. Another requirement is the house inspection. The inspection panel includes representatives from:

1) the MOTOUR, usually the officers at the State Tourism will represent the Ministry,
2) health department, and
3) the MHA.

Having attended the Basic Homestay course and receiving the endorsement from the inspection panel, an applicant is considered successful. A registration certificate bearing the host’s name and his/her address will then be produced by the MOTOUR. However, in the registration process, some host respondents observed that there were some deviations between the theory that they learnt from the course and the expectations of the inspection team for the registration to be approved. This led to dissatisfaction and confusion because of the discrepancies between what the host participants learnt from the course and the actual requirements, particularly by the inspection panel. Some comments from respondents include:

> When we went to the course, we learnt from the course. They sent us to attend a course in the state of Pahang. In Pahang, we stayed with a foster family with 12 children. The house was crowded and the bed sheet was worn out. But, when we returned here, we were required to make our house at par with the hotel standard. Where could we get the capital? It is different with what we learnt from the course. It was different back then, when we attended the course, and it is different from what we actually do. We are confused. They (members of inspection team) want luxury (Host 15).

Hence, State Tourism Action Council (STAC) was seen as a barrier to villagers who wanted to participate in the homestay programme. Nonetheless, there are limitations to the quantity of local participation in the homestay programme. As much as the government would like to develop the rural villages through the homestay programme, it can be argued that government too acts as a barrier in increasing the participation from the local villagers. The priority of the MOTOUR to focus on commercialisation and tourism earning has implications in terms of setting a higher benchmark and raising the requirements for host applicants. It was found that some villagers' applications to become registered hosts were declined during the inspection because their houses were not equipped with the necessary facilities for the comfort of tourists. Similarly, Liu (2005) found that shabby, wooden houses were not considered proper for tourists. These requirements eliminate participation from the poor.

In summary, it was apparent that the deviation from the theory in the course resulted from the high expectations of the inspection group, which normally included the representative from the MOTOUR. Applicants were required to upgrade the facilities in the house to maintain the standard. Accordingly, more capital was needed for the purpose and these villagers did not have the capital to invest.

Method of Payment

Most of the visitors to homestay programme were from government agencies' programmes. For instance, the MoRRD has the role of developing rural areas through related courses targeted at increasing the income of the villagers. These roles were delivered by its agency, the Institute for Rural Advancement (INFRA). Through the INFRA, many domestic guests had been supplied to the homestay programme around Malaysia. They were largely villagers from other parts of Malaysia. There were two main components of villager guests supplied by INFRA:

i) The participants of homestay management course who were undertaking practical training in homestay villages as part of their host registration requirement.
ii) The participants of the 'Village Integration' programme, who were brought by INFRA to see the development in successful homestay villages as an inspiration to develop their own villages. The group usually comprised Village Development and Security Committee (VDSC) members of other villages.

Although such programmes are capable of bringing a large number of visitors to the homestay villages, the income from these visitors cannot be earned instantly due to the payment by LO (Letter of Order). Villagers frequently experienced late payments from trip organisers and therefore, constrained their cash flow. This LO takes almost three months to be cashed. As homestay programme is regarded as a business entity, cash flow is an essential element. The problem of late payment was significant as one of the homestay villages in this study relied heavily on groups organised by government bodies. Most of the time, the Chairman had to use his own money to pay the hosts when payment by government bodies was delayed. "Where would the villagers get the money for the next two, three months? All of them would run away from the programme. I don't want that to happen. The villagers do not know what is LO" (Host 60, Present Chairman Homestay Programme, Village Y).

Beside the two challenges related to external bodies, there are also challenges from within the community.

Internal Challenges

Unbalanced Demography

In one of the three villages under study, the composition of the age groups was not balanced. Due to its remote location, this homestay village suffered a migration problem among the youngsters. Most of them migrated to the nearby towns for employment opportunities, leaving the elders behind. The participation from the youngsters in the homestay programme was limited. In this village, the registered host group consisted of hosts aged 40 and above. The lack of youngsters means a lack of replacement of homestay hosts which can affect its vulnerability and sustainability. When a community is facing migration from its young members seeking jobs outside the village, there is a risk associated with its human resources if only older people are left to do the work. Sustainability of the homestay programme is also at stake with this unbalanced demographic structure because future replacement of the hosts is limited.

1. Passive community

A passive community is a challenge in the development of the homestay programme. The respondents from state tourism agency agree that the participants of homestay programme need help. However, there seems to be a problem that when government continues to help, the community expects even more help on a continuous basis.

> The problem is, when we helped them, they want more help. And the problem with these Malays, they just do not want to initiate things on their own, subscribing to the needs, to the requirements and to the wants of the tourism segment itself, the homestay segment (State Tourism L).

Most of the homestay villages are incapable of being independent. They need closer monitoring from the government and once they are ignored by the government agency, the homestay programmes end. The villagers need close and constant supervision in terms of regular visits from the representative of state tourism agency to ensure the programme progresses. Thus, the homestay programmes are not self reliant and are dependent upon government officers making regular checks on them.

This challenge is contributed by the leader of the homestay programme, who could not mobilise the community. As the community is dependent on the government, a sudden discontinuation of the government's support increases its vulnerability.

2. *Leadership problems*

The challenge can also be in the form of the type of leadership. In one of the villages under study, the homestay programme was very successful (from the year of establishment, 1996, until 2000) with groups of guests from Malaysia and abroad. Following the change of leader in the village, the programme slowed down dramatically. There were various reasons associated with the leader such as poor communication, poor external relations, lack of transparency and alleged corruption. Good leadership style can successfully mobilise the community towards greater development.

3. *Informal organisational structure*

The challenge can also be detected from the organisational structure of the homestay association. There was no formal system in place in the homestay organisation as there were no working committee and no meetings in one of the homestay villages under study. It was entirely informal and revolves around one man – the Chairman of the village's Homestay Association. There is also a lack of recorded data in the operation of a homestay. The homestay entrepreneurs are not exposed to methods of recording and things are done informally. Consequently, information regarding this homestay segment is hard to retrieve and is not normally updated.

The lack of records means correct statistics cannot be obtained and the growth of the homestay programme cannot be identified when the guest numbers are missing. This is attributable to the lack of an efficient system to collect the data when there is no formal homestay management.

4. *Over-commercialisation*

One village under study is regarded as a successful homestay village. The expansion of business relations with private travel agents enables the growth in the demand of the homestay programme. However, commercialization can also be a challenge when it requires the management of the homestay programme to be more analytical in prioritizing. Although the tourist number is generally the yardstick to determine the success of a homestay programme, it is perhaps unsuitable to measure the overall development in the community. In this village, the link with private sectors only benefits a certain group of villagers, while the benefits to the majority have been marginalized. Driven by commercialization, self-interest among the leaders of the village has replaced community interest. Leaders and local elites striving for personal interests have been found to be a common failure factor in the community-based tourism initiatives in Kenya (Manyara & Jones, 2007). Similarly, the trend is starting to emerge in the homestay programmes under investigation. This is because they have access to financial resources as well as political advantage (Kayat & Mohd Nor, 2005).

5. *Conflicts in the community*

The basic requirement for a successful homestay programme is the acceptance from all community members. In one of the homestay villages, the conflict between its community members, particularly between VDSC and Homestay Association, has seen the homestay programme being suspended as a way of preventing further deterioration in the situation. There was a negative attitude towards the Homestay Association committee members, especially from those who did not obtain any benefit from the programme or among those in power (particularly members of VDSC) who felt they were being neglected. The management of the Homestay Association was regarded as poor by some respondents, including its own members, due to the lack of transparency. These conflicting parties threaten the sustainability of the programme as a development strategy and the integrity of the community as a whole. In this case, the tourism development project has failed to develop the community. Thus, the community-based tourism project is capable to deteriorate (instead of developing) the community when it is not accepted by the community at large. When unity cannot be achieved, the homestay programme may not be successful. The benefits from the homestay programme can no longer be received by the community when the programme is suspended and the costs in terms of disintegration are borne by all community members. This study recognizes and places an importance on unity and harmony within a community in order to sustain a homestay programme as a development strategy.

Conclusion

The community-based homestay programme has potential to develop the community members in rural areas. It can be seen as providing a platform to achieve development since the homestay programme focuses on local participation and local resources. However, there are challenges that may reduce its potential as a development strategy. These challenges may derive from both external and internal factors. Misconception of the programme when theory of homestay diverts from its practice and the slow method of payments imposed by government agencies are external challenges which are beyond the villagers' control. Nevertheless, it can be amended at the government level. Although some of internal challenges, such as unbalanced demography, are hard to manage, other challenges are manageable at the community level.

A community-based initiative like the homestay programme can only be successful when the villagers perceive that it benefits the general community members. Acceptance by the general community leads to the programme being sustained when it continues to benefit the community at large. In return, the community continues to accept the programme. As a result, this type of development programme will continue to develop the community in the present as well as in the future.

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Defining Ecotourism and Ecotourists: Proposition for Future Research

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Eco-tourism is the attraction of new tourism products in Malaysia. The presence of the eco-tourism is vital to ensure the conservation and preservation of nature on an ongoing basis to benefit future generations. The objective of this paper is to provide a detail review of eco-tourism. This paper began by describing the definition of eco-tourism of some individuals who are experts in the field of tourism. Then, this paper continues by explaining the relevant principles of eco-tourism and the characteristics of the visitors to the eco-tourism area. With the many definitions of ecotourism, the primary contribution of this review is that it develops a conceptual framework of the characteristics of the ecotourism and ecotourist so that it can serve as a guide for future ecotourism research.

Key words: ecotourism, ecotourist, tourism industry

Introduction

Ecotourism developed within womb of the environmental movement in the 1970s and 1980s (Honey, 1999). Ecotourism plays an important role in today`s environmental management. Ecotourism is identified as the new tourism product in Malaysia by the National Tourism Policy. As a country rich with beaches, rainforest, caves and rivers, Malaysia can easily to become ecotourism spot in the world. The definition of ecotourism can be divided into two words, eco and tourism. The term eco originates from the word ecology. According to Collins English Dictionary ecology is the study of relationships between organisms and environment. According to Mill (1990), tourism is the term given to the activity that occurs when tourists travel. An understanding of the ecotourism is essential to ensure that tourism development not ignore environmental aspects in addition to teaching visitors about importance of preserving and conserving the natural environment. It is important to make sure that natural resources are there at the moment to be enjoyed for next generations.

Despite the many interest in ecotourism, there is little consensus on what ecotourism is. The differences in ecotourism definitions has created confusion among the stakeholders and contributed to the negative impact to the environment and local culture that ecotourism activity depends (Diamantis, 1999). But, a study by Bjork

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(2000) found that the core dimension of ecotourism almost the same. Three elements must exist for ecotourism which are natural-based, educational and sustainable management including economic and social issues (Diamantis, 1999). In the development of ecotourism, it is important also creating a balance between economic development and environmental conservation (Grenier et al., 1993; Shanklin, 1993).

Similar problem goes with the characteristics of ecotourists. Previous studies tend to define ecotourists from behavioural perspective (Juric et al., 2002). Therefore the objective of the paper is to know more details about ecotourism and ecotourists. In particular it provides the definition and principals of ecotourism. Next, this paper continues with the characteristics of ecotourists. The practical contribution of this paper is to guide the resort operators and local authorities to plan the development and setup new development policy for ecotourism area.

Definition

Historically, the term ecotourism was adopted in order to describe the nature-tourism phenomenon (Wallace & Pierce, 1996). Ceballos-Lascuráin (1991) is credited with first using the term ‘ecotourism’. He defined ecotourism as

> Tourism that involves traveling to relatively undisturbed or uncontaminated areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in the areas.

Fennell’s (2003) analyzed of 15 definitions of ecotourism presented and has emphasized different aspects of nature, relationships with local people, conservation and preservation. For example, the Australian Ecotourism Strategy defines ecotourism as nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition recognizes that the natural environment includes cultural components and that ecological sustainability involves an appropriate return to the local community and long-term conservation of the resources.

Next, Honey (1999) defined ecotourism as travel to fragile, pristine, and usually protected areas that strives to be low impact and (usually) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights. Honey (1999) believes that ecotourism may contain elements of nature tourism, wildlife tourism, and adventure tourism, but that they are not all necessarily identical types of tourism.

Malaysia on the other hand, adopted the definition by the World Conservation Union (IUCN). They define ecotourism as environmentally responsible travel to relatively undisturbed natural areas in order to enjoy and appreciate nature (and any other accompanying cultural features). In short ecotourism definition must have 3 elements; travel to undisturbed natural area, enjoy the nature and appreciate it.

Principles of Ecotourism

An analysis of definitions point out three dimensions represents the main essence of the concept. According to the interpretation, Blamey et al. (2001) identified three dimensions of ecotourism which are nature based, environmental educative and sustainably managed. Beaumant (1998) identified that ecotourism is a subset of nature tourism which in turn, is a subset of tourism. Figure below show an inclusive approach to defining ecotourism using three key principles.

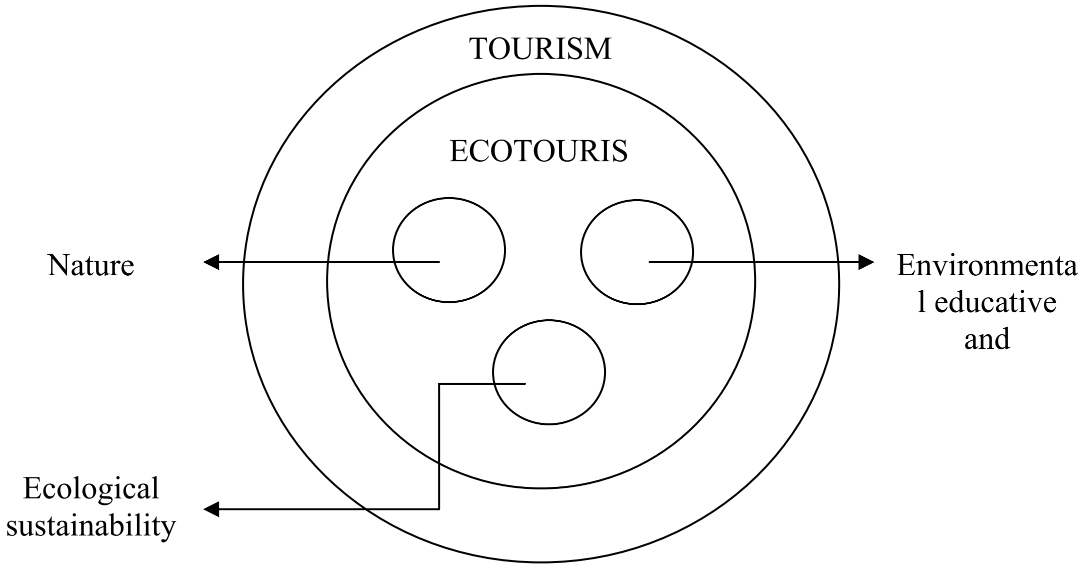

Figure 1. An inclusive approach to defining ecotourism using three key principles
Source: Beaumont (1998), Australian Tourism and Hospitality Research Conference.

The most obvious characteristics of ecotourism are nature based. Valentine (1992) defines nature based as 'primarily concern with the direct enjoyment of some relatively undisturbed phenomenon of nature'. A variety of motivations for nature-based identified by Whelan (1991) including the desire to escape the pressures of everyday life, seeing wildlife before it is too late, and specific interests and activities such as trekking, birdwatching, canyoning and white-water rafting and kayaking (Whelan, 1991).

Valentine (1992) identified three main dimension of nature based pertaining to the experience, style and location. In terms of the type of experience involved, different nature-based experiences vary in nature dependency, intensity of interaction, social context and duration. Different styles are associated with different levels of infrastructure support, group size and type, cultural interaction factor, willingness to pay and length of visit. Locations vary in terms of accessibilities (remoteness), development contribution and fragility (Valentine, 1992). Fennell (1999) suggested that important variables in establishing the nature of ecotourism include environmental awareness, employment skills or actions in the pursuit of the primary activity; the degree to which one subscribes to the conservation ethic and finally the degree of impact caused by the type of tourism.

On the other hand, environmental education and interpretation are important tools in creating an enjoyable and meaningful ecotourism experience (Stephen, 2002). Interpretation is the art of helping people to learn and it is a central tenet of ecotourism (Weiler and Davis, 1993). Ecotourism education can influence tourist, community and industry behavior and assist in the longer-term sustainability of tourist activity in natural areas and also be useful as a management tool for natural areas (Stephen, 2002). The quality of the environment and the visibility of its flora and fauna are essential features of their experience (Stephen, 2002). Weiler and Ham (2001) emphasized that intellectual, emotional and even spiritual connections between people and places are important ingredients of ecotourism experiences, and that interpretation is the key to establishing links between people and places.

The third dimension of ecotourism is sustainably managed. Blamey (2001) identified two sustainability principles that are commonly highlighted in the ecotourism context are the ecotourism should; i) support local economies and ii) support conservation. The Australian National Ecotourism Strategy recognizes that natural environment includes cultural components and that ecologically sustainable involves an appropriate return to the local community and long term conservation of the sources (Allcock et al., 1994). Bramwell and Lane (1993) outline four basic principles of sustainable development and sustainable tourism development: i) holistic planning and strategy-making; ii) preservation of essential ecological processes; iii) protection of both human heritage and biodiversity; and iv), development to ensure that productivity can be sustained over the long term for future generations.

Tourism Concern (1991) developed principles and guidelines in association with the Worldwide Fund for Nature (WWF). Each of the ten sustainability principles listed below is accompanied by a list of recommendations.

1. Using resources sustainably

   The conservation and sustainable use of resources (natural, social and cultural) is crucial and makes long-term business sense.
2. Reducing over-consumption and waste

   Reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism.
3. Maintaining biodiversity

   Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry
4. Integration tourism into planning

   Tourism development which is integrated into a national and local strategies planning framework and which undertakes environmental impact assessments (increase the long-term viability of tourism).
5. Supporting local economies

   Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account both protects these economies and avoids environmental damage.
6. Involving local communities

   The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.
7. Consulting stakeholders and the public

   Consultation between the tourism industry and local communities, organizations and the institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.

8. Training staff
   Staff training which integrates sustainable tourism into work practices, along with recruitment of personnel at all levels and improves the quality of the tourism product.
9. Marketing tourism responsibly
   Marketing that provides tourist with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.
10. Undertaking research
   Ongoing research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits to destinations, the industry and consumers.

According to Goodwin (1996), ecotourism should contribute significantly in the preservation of species and habitats either directly through conservation efforts or indirectly, by providing revenue to the local community sufficient for them to protect the wildlife heritage area as a source of income. Laarman and Durst (2003) stressed that the visit should combine both, recreation and education. Wallace and Pierce (1996) emphasized that true ecotourism addresses six principles.

- It contributes to the conservation and management of legally protected and other natural areas.
- It should generate economic and other benefits
- It should minimize negative impacts to the environment and to local people.
- It should increase the awareness and understanding of an area's natural and cultural systems and the subsequent involvement of visitors in issues affecting those systems
- It should increase participation of local people in the decision-making process that determines the kind and amount of tourism that should occur.

The International Ecotourism Society (2006) stated that ecotourism is about *uniting conservation, communities, and sustainable travel*. This means that ecotourism activities should follow the following ecotourism principles:

- Minimize impact.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries' political, environmental, and social climate.

Therefore, it is known that the principle of ecotourism includes three important aspects which are nature based, environmental educative and sustainably managed. In planning the development of eco-tourism, there are need to apply the elements found in the principles of ecotourism.

Characteristics of Ecotourist

Kusler (1991) identified three main groups of ecotourist. The largest is the ‘do-it-yourself’ ecotourists who have a high degree of flexibility, stay in a variety of accommodations and have the mobility to visit any number of settings. The second group is ‘ecotourists on tours’ who travel to exotic destinations and expect a high degree of safety, comfort and organizations on their tour. The third category comprises 'scientific groups'. This group focused around environmental education or scientific research and they stay in the same region for long period of time. On the other hand Lindberg (1991) suggested four types of ecotourists existed based on the motivation and/or interest level of the participants.

- Hard core - scientific researchers or members of educational or conservation
- Dedicated - means people who visit protected areas to learn about local natural history;
- Mainstream - people who visit unique natural area destinations just to take an unusual trip
- Casual - people who partake of nature incidentally as part of a broader trip

Laarman and Durst (1987) identified a different between the 'hard' and 'soft' dimensions of ecotourism. 'Hard-core' ecotourists have a deep level of interest and, often, expertise in the subject matter (Mat Som, 2005). Mat Som (2005) also emphasized a 'hard' ecotourist is prepared and may even desire to live basically, with few comforts, and to live in difficult circumstances for long periods within a wilderness context in order to truly 'experience' nature. On the other hand, the 'soft' ecotourist has casual interest in the natural attraction but wishes to experience that attraction on a more superficial and highly mediated level (Ahmad Puad Mat Som, 2005). Normally, "hard' ecotourist are engaged in specialized ecotourism level, while 'soft' ecotourists engage in ecotourism as one, usually short duration" element of a multi-purpose and multi-dimensional travel experience (Orams, 2001).

Mowforth (1993) identified classification of ecotourists is useful in that it incorporates the different motivations of ecotourists in relation to the pursuits they engage in as well as the organization and cost of the experience. The differences between traveler and packaged form of tourism, ranging from the individualized through to tour-operated form of ecotourism experience, was also implicit in Mowforth (1993) classification together with the age profile of ecotourists. Even though this classification may illustrate the scope of the criteria and characteristics of ecotourists, it also important to recognize that ecotourism is also an attitude of mind – an experience and a perceived element, which cannot be readily classified (Mat Som, 2005). Table 1 below shows A threefold classification of ecotourist.

Table 1. A threefold classification of ecotourist

Feature	The rough ecotourist	The smooth ecotourist	The specialist ecotourist
Age	Young-middle-aged	Middle-aged-old	Young-old
Travelling	Individually or in small groups	In groups	Individually
Organization	Independent	Tour-operated	Independent + specialist tours
Budget	Low: cheap hotel/B&B; local/fast food; uses buses	High: 3 star/5 star hotels; luxury cafes; uses taxis	Mid-high; cheap-3 star hotels; mid-luxury cafes; as necessary
Type of tourism	Sport and adventure	Nature and safari	Scientific investigation/ hobby pursuit

Source: Mowforth (1993)

Therefore ecotourist can be classified into several groups. Understanding the characteristics of ecotourist important in order to know the needs of tourists. Thus, development of ecotourism area should take into account all aspects including the ecotourist. The differences between ecotourist groups show the different products and services to be provided.

Conclusion

This paper provides understanding of the characteristics and principles of eco-tourism. It is important for planning development in ecotourism area in order to ensure the conservation and preservation of the environment. This paper also gives the guideline to resort operators to develop ecotourism area by ensuring that the principles of ecotourism applied for each ecotourism development. 3 essential elements which is nature based, environmental educative and sustainable managed need to be developed for further in term of meaning, concepts and principles so that a clearer understanding for future research.

In addition, this paper gives us understanding about characteristics of ecotourist. The identified factors such as age, type of travelling, organization of traveling, budget and type of tourism gives the guideline to the resort operators and local authorities to provide tourism product based on tourist`s need. This is to ensure tourism destination continues to sustain and remain as tourist attraction. A more comprehensive study should be carried out in order to classify the group of tourists. This division is needed to see the needs and demands of tourist from different background. In conclusion an understanding of ecotourism and ecotourist important in development of ecotourism destination in order to ensure that the natural environment is preserved and conserved as well as boost the economy though tourism.

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Success Indicators for Ecotourism Site

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This paper outlines the success indicators for ecotourism site taking several ecotourism destinations in Sabah as examples. These indicators provide a basic framework for managing ecotourism business while ensuring local community participation processes benefited the community and the area as well. A set of success indicators have been developed from all stakeholders by understanding their perspectives in-depth. The original research employed qualitative approach by using comparative case studies with plan and policy analysis as methodologies. The findings outlined the unique ranking process using perceptions to develop the success indicators. The findings also discussed the success of ecotourism site on a thematic scheme. This research innovates the success measurement, a departure from the normal quantitative index and also ensures the sustainability of the ecotourism projects.

Key words: ecotourism, site, local community participation, success indicator*s*

Introduction

Ecotourism industry in Sabah is mainly private sector-led. These are mainly urban-based tour operators and there are also a handful of local-run sites. The government and NGOs are supportive of this industry, and encourage private enterprises to get involved, develop and promote ecotourism destinations in the country based on the guidelines prepared by the relevant authorities. The private sector is mainly involved in developing ecolodges, organising tours and marketing products, and conducting training programs for members through various business associations.

Although the development of the tourism industry is mainly private sector-led, the Malaysian Government is also doing its share to support ecotourism development. In addition to the planning and coordinating functions, both the federal and the state governments have been providing funds to develop infrastructure facilities at various ecotourism destinations, as a stimulus to the private sector.

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Success Indicators

The study is mainly focusing on developing the indicators for success of ecotourism sites in Sabah. The operational definition of ecotourism selected for this research is illustrated to give the background of what an ecotourism site amounts to. The definition is adapted from the World Conservation Union (1996).

> Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations.

Success in general is often perceived as objective criteria subject to quantifiable analysis. In the ecotourism industry, success is usually based on the desired outcomes and achievement from the operations. Path to success for ecotourism sites can also be closely indicated to ecotourism accreditation which is usually used for benchmarking excellence of ecotourism operations (National Ecotourism Plan, 1997).

Methodology

The approach for this study is qualitative. The principal purpose of the indicators that are developed from this research is to help stakeholders learn how to assess the success of an ecotourism site. Stakeholders may use these indicators to develop practical ways to measure success, ensure efforts are justifiably spent, and appropriate strategies and activities are carried out.

Indicators' Analysis Framework

Each of the indicators that were derived from the interviews and survey analysis were then clustered into groups based on the themes that emerged from the data where the themes form the basis for indicators analysis and success analysis. The themes may be initially generated inductively from the raw information or generated deductively from theory and prior research (Boyatzis, 1988).

However, indicator identification needs to address the issue of the weight of the importance of each indicator or determining which indicator is more important than the other. This can be based on the variables sequence, depending on the data collection process. The variable sequence is developed through the interpretation of qualitative data. The next step would be to rank the importance established to the indicators. In order to do this, the variables sequence should be formed in a logical way, based on the observation of the data by the researcher. This logical sequencing can be used as the basis in analysing the success indicators.

In the logical sequence, there are two important variables involved, which are the stakeholders and the sites. The stakeholders' variables are sequenced based on each stakeholder's involvement and how much they are affected by the local community participation process. At the top of the sequence is the stakeholder that has the most involvement and is most affected by local community participation and ecotourism. At the bottom of the sequence is the group that has the least involvement and is least affected by local community participation and ecotourism. The sequence of stakeholders (Figure 1) is as follows:

No.	STAKEHOLDERS
1	Local community
2	Government & NGOs
3	Business
4	Tourist

Most involved and affected

Least involved and affected

Figure 1. Stakeholder's Sequence
Source: Pengiran Bagul (2009)

The second variable, the sites, are sequenced based on the initiative of ecotourism and local community participation. The top of the sequence is where the local community owns and operates the sites, and the bottom is where the local community has the least involvement. The sequence for the sites (Table 1) is as follows:

Table 1. Site Sequence

No.	Sites	Initiatives
1	Kampung Bavanggazo	Owned and managed by local community
2	Batu Puteh	Managed by local community with an international NGO and government with high stake for local community
3	Rantai	Managed by local community with local NGO
4	Sukau	Dominated by business with some local community involvement and initiatives
5	Rafflesia Information Centre	Run by the government with a handful of local community workers

Source: Pengiran Bagul (2009)

There are certain limitations to this model. This is because the model does not categorize the indicators as 'output' or 'input' indicators. The indicators that are based on 'output', show that the sense of success of the local community participation and ecotourism sites are as a result of the ventures. The indicators based on 'input', on the other hand, show the sense of what contributes, or something that enters to the process, which resulted in the success of local community participation and ecotourism site for any ventures. Indicators that are based on 'input' and 'output' are usually measured based on its own objective, which is what this research is set out to do.

These indicators will ultimately help planners and managers of tourism to anticipate ecotourism business strategies, which may lead to its success. The indicators can also be the tools for managers today and an investment in the future, since it can reduce the risk in decision-making. Local communities may use these indicators to develop practical ways to measure progress for both themselves and locally established goals in term of outputs, activities and inputs. It helps them measure concrete results of ecotourism development efforts.

Research Findings – Success Indicators

There are 21 indicators for ecotourism site success that emerged from the fieldwork of this research based on the survey and interviews with respondents (Table 2). At this stage, the indicators are clustered into emerging themes. They will be the basis of the indicators analysis that is done in the later section of this chapter. The first indicator is visible and high level of local community participation in the ecotourism site. The local community displays good cooperation and demonstrates a spirit of unity among themselves in many instances such as in gotong-royong events, and their support towards organizations that run the ecotourism operations. The second indicator is the high number of tourists. Most of the stakeholders suggested that a high number of tourists is an indicator of a successful ecotourism site. The high number suggests a strong pull attraction of the site and an ability to attract a high number of tourists to the place. The third indicator is a well-managed site. A well-managed site shows that the site is properly maintained and operated as a profitable business entity. The strengths of the site are enhanced and the weaknesses are minimised. The site is also a business operation; thus, it has to be profitable to be financially sustainable. The fourth indicator is improvement to the local community's standard of living. Many of the stakeholders suggest that improvement of the living standard of the community at the site indicates a successful ecotourism site. The local community noticed that there is an increase in their income with the ecotourism experience. The fifth indicator is the improvement to infrastructure. Infrastructure is improved with the introduction of ecotourism where it needs to have better access (land, water, air) and facilities such as jetties, village halls, and headquarters and so on. This indicates that ecotourism is progressing well and growing. The sixth indicator is seeing that the ecotourism project objectives are met. In every ecotourism venture, there is usually a set of objectives that set the operation's direction, which are specific to a site and may vary from site to site. Stakeholders normally strive to meet these objectives and when they do, the site is considered successful.

Table 2. Ecotourism Site Success Indicators

1	Visible local community participation/ high level of participation
2	High number of tourists
3	Well managed site
4	Clear improvement in live and livelihood
5	Improvement to infrastructures
6	Meeting objectives
7	Good cooperation among stakeholders
8	Practice good ecotourism management/ sustainable in every way
9	Promote conservation of natural resources
10	Preservation of culture
11	Number of ecotourism establishment
12	Happy and motivated community
13	Benefits to community
14	Being informative and educational
15	Satisfied tourist
16	Link to other good tourism site
17	Good high quality ecotourism products
18	High reputation
19	Properly developed site
20	Ability to draw interest with a 'wow' factor
21	Ability to capitalise strengths

Source: Pengiran Bagul (2009)

The seventh indicator is good cooperation among stakeholders. The success of ecotourism largely depends on the good relationships between its stakeholders. Ecotourism stakeholders have their own important role to play within the industry. Conflicts among stakeholders can cause problems to the industry, and good support from every one of them indicates the site is successful. The eighth indicator is good ecotourism management practice and sustainability in every way. The ecotourism concept requires certain practices to be observed. Many sites employ these eco-practices as part of their ecotourism operation. The implementation of the 3Rs (Recycle, Reduce and Reuse) is a standard environmental practice. Some sites have projects that try to conserve the environment.

The ninth indicator is the conservation of the environment. Natural resources are the basis of the ecotourism product, and their conservation is essential for the environmental cause (including the local community) and to sustain the industry. Some sites have efforts to conserve the environment that incorporate the stakeholders including tourists. Most of the sites use ecotourism as a tool for conservation of the surrounding areas. The tenth indicator is preservation of culture. Culture can be preserved with the creation of ecotourism. Ecotourism promotes local culture as one of the products. A lot of cultures have changed through the process of modernisation. Ecotourism has started a trend where the local community revived some aspect of their culture that has not been practised for many years. The ecotourism industry also reinforces the culture of the local community where it creates a platform for the locals to practice and exhibit their culture for the tourists.

The eleventh indicator is the number of ecotourism establishments. This indicator takes into account the number of ecotourism establishment available at the site. The more there are, the more successful the site is. The high number of ecolodges available in one site shows the high intensity of the ecotourism business there. The twelfth indicator is a happy and motivated community. If the local community is motivated to be involved, put some effort into the industry and are happy with the way ecotourism is operating in their area, it is considered a successful ecotourism site. The stakeholders agree that there must be a win-win situation for any ecotourism venture, where everybody is happy with the process and outcome of the ventures.

The thirteenth indicator is the benefits to the community. There are many aspects of benefits that the community can receive through ecotourism. These are collective benefits such as employment opportunities, culture appreciation and meeting new people. There are also individual benefits such as income earned from ecotourism, valuable experience and self-appreciation. The fourteenth indicator is information and education. Awareness is an important element in ecotourism. The stakeholders including the tourists should know why ecotourism operates in such a way. They must know the value of conservation and how they can contribute to it. Awareness is usually done through information dissemination and education.

The fifteenth indicator is a satisfied tourist. A successful ecotourism site must meet the expectations of its clients or visitors, the tourists. Ecotourists come to the site with a set of expectations that include the availability of a pristine environment to experience along with cultural activities with the locals. Ecotourism products such as the flora and fauna, geographical features and culture must be of high quality. The sixteenth indicator is a link to other good tourist sites. The main tourist site may tie up with other tourist sites for better and more enriching experiences, and give opportunities for tourists to extend their stay. The site becomes an icon for the area.

The seventeenth indicator is a good high quality ecotourism product. There are many aspects of a high quality ecotourism product. Most of the sites iconic and endemic produts which are both very valuable in terms of its tourist value. The high-biodiversity, the uniqueness of the people, area and product all make for a high quality ecotourism product. This is an indicator of a successful ecotourism site. The eighteenth indicator is high reputation. Some of the sites enjoy a high profile and international reputation. It is usually a combination of the stakeholders' efforts to develop and promote the site.

The nineteenth indicator is a properly developed site. A well-planned site is a pathway/ roadmap to a successful site. A properly developed site ensures that the goals and objectives of the site are achieved in due course. A well-planned site maximises the benefits received in an area and by its population. It also minimises the adverse impacts to the environment and the people that live in that area. The site will also be sustainable and most probably have a long life cycle. The twentieth indicator is the ability to draw interest with a 'wow' factor. A site that has the potential to draw interest is considered a successful site. This can be contributed to the tourism assets that they have. Tourism assets may be of high quality and unique and there is also good promotional effort put into it.

The twenty-first indicator is the ability to capitalise on strengths. Every site has its strengths and weaknesses. It can also identify its opportunities and threats. From these four elements, a site will know how to capitalise on its strengths to get an 'edge' in the ecotourism industry. A site may choose to be 'value for money' to attract more budget ecotourists. It also may choose to target the luxury market based on their products to reduce the number of tourists to within its carrying capacity and yet increase the number of tourist dollars coming to the site at the same time.

Conclusion

In conclusion, it is revealed in this research that each stakeholder's similar context in viewing what constitutes success for ecotourism site, as each stakeholder is an individual with his/her own perspectives and motives but is capable of having similar opinions on what constitutes success for local community participation. These indicators also suggested that elements of ecotourism, community

Notes

1. Government & Non-Government Organization, Businesses, Community and Tourists.
2. Kampung Bavanggazo, Kampung Rantai, Sukau, Batu Puteh, Rafflesia Information Centre.

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The Use of Delphi Technique to Determine Variables for the Assessment of Community-Based Ecotourism

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Ecotourism is the fastest growing sector of tourism which provides educational opportunities for both visitors and host communities. It also has advantages for environmental and biodiversity conservation while feeding local people economically. The social dimension of ecotourism implies a form of ecotourism called "Community-Based Ecotourism" (CBET) where local communities have substantial control and involvement in the ecotourism project. Different approaches have been used to discern CBET but the best way to discern and implement it, is to consider all aspects of this venture hence, it is necessary to identify factors or indicators which form CBET. Based on literature review, 63 tentative CBET variables under 6 main criteria were established. The Delphi technique was then employed to solicit expert opinion on the most essential variables for CBET to succeed. The Analytical Hierarchy Process (AHP) was subsequently applied to rank the 6 main CBET criteria. The Delphi panel then reached a consensus on the most important variables after 3 rounds of evaluation. Finally the 63 original variables were narrowed down to 42 variables. In addition, the AHP result showed that local community empowerment criterion was ranked as the most important, local community education was ranked second while environmental and cultural conservation were given the lower level of priority.

Key words: community-based ecotourism (CBET)**,** community-based ecotourism variables, delphi technique, analytical hierarchy process (AHP)

Introduction

Ecotourism as the fastest growing sector of tourism industry has a lot of advantages for rural areas in terms of economic contributions to local community and also in terms of environmental conservation and biodiversity (Panos, 1997 cited by Scheyvens, 1999, Ceballos-Lascurain 1996). As UNEP argues; Ecotourism can foster visitors and host communities, and it can lead to educational opportunities for both groups (UNEP, 2001).

There is another dimension which is social dimension that implies a form of ecotourism called Community-Based Ecotourism (CBET). WWF believes that community-based ecotourism provides a more sustainable form of livelihood for local

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communities, and encourages communities themselves to be more directly involved in conservation and generates more goodwill towards, and local benefits from, conservation measures such as protected areas (WWF International, 2001).

Different approaches have been used to discern community-based ecotourism, but the best way to discern and implement CBET, is to consider all social, economical and environmental aspects of this venture hence, it is necessary to identify and apply factors or indicators which form community-based ecotourism in order to assess it. Therefore the goal of this study is to determine practical and the most important CBET variables.

Based on reviewing theoretical and practical literatures related to community-based ecotourism, 63 tentative CBET variables under 6 main criteria were established. The Delphi technique was then employed to solicit expert opinion on the most essential variables for CBET to succeed. The Analytical Hierarchy Process (AHP) was subsequently applied to rank the 6 main CBET criteria. Finally the 63 original variables were narrowed down to 42 variables and were put under AHP ranked CBET 6 main criteria.

Study Objectives

As it is stated before; the best way to discern and implement CBET, is to consider all social, economical, and environmental aspects of this venture; therefore, it is necessary to identify and apply factors or variables which form community-based ecotourism to assess CBET. With the aim of determining CBET variables, the researcher undertook to determine: (1) all community-based ecotourism variables; (2) the most important CBET variables; (3) rank and finalize CBET variables based on their importance by using AHP method through a Delphi technique.

Study Design

Method

In this study, Analytical Hierarchy Process method (AHP) was used to rank 6 main criteria of community-based ecotourism and finalize the CBET variables. Therefore, in order to find the importance of each variable in CBET and also to employ AHP in ranking CBET 6 main criteria, Delphi technique was used where the researcher asked ecotourism experts to rate 63 tentative variables based on a defined scale.

Sampling

The sampling procedure used in selecting Delphi panel was based on experts' knowledge and experience in field of ecotourism. The researcher chose 10 ecotourism experts during World Ecotourism Conference in Kuala Lumpur (WEC2010) according to their knowledge and experience in field of ecotourism.

Data collection

According to tentative variables and aim of the study, a questionnaire was developed in 2 parts. The first part of the questionnaire included all tentative CBET variables under 6 main CBET criteria where ecotourism experts were given a "0 – 6" Likert scale and they were asked to rate each variable considering its importance in CBET by using the scale, and in the second part of the questionnaire, the researcher provided the Delphi panel members with a 6*6 pair wise matrix of 6 main CBET criteria and asked them to compare these criteria against each other based on a "1 – 9" scale.

The first round of Delphi technique was held during WEC 2010; the researcher gave the questionnaire to all of 10 chosen ecotourism experts and explained aim of the study to them clearly, then the panel members were given time to answer the questionnaire thoroughly and return it to the researcher; therefore, all of 10 ecotourism experts gave the questionnaire back during 3 days of the conference. For the next rounds, the researcher sent the results and new questionnaires to the Delphi panel members by E-mail which took another two rounds.

Data analysis

Following the procedure of Delphi technique, the researcher had to collect all responds and summarize them. As the final goal of Delphi technique is to reach a consensus on the issue so the researcher should look for the consensus in summarized total responds. In this study, "(number of Delphi Panel members/2) +1" was considered as the consensus so for each variable that got this number, the researcher announced consensus for it and put it out of future questionnaires.

The 10 responds to the first round questionnaire were collected and summarized but there was no consensus for any variable. Consequently, the first round result and second round questionnaire were sent to all Delphi panel members by E-mail. Unfortunately, after 3 weeks and some follow up E-mails from the researchers, only 7 of them sent their responds back so the researcher had to continue the Delphi technique with these 7 ecotourism experts.

The researcher summarized the 7 responds of the second round; the results showed Delphi panel consensus on second part of questionnaire (AHP 6*6 pair wise matrix) so this part was put out of the third round questionnaire, the panel also reached to consensus on rating 40 CBET variables consequently, those 40 variables were excluded from the third round questionnaire. The 23 remained CBET variables were given to Delphi panel to rate them in third round questionnaire. The answers to this round were collected after 3 weeks and the result of this round confirmed the Delphi panel consensus on all remained 23 variables.

At this time, the researcher was ready to rank and finalize CBET variables; therefore, MATLAB and Excel software were applied to calculate the AHP matrixes and find AHP final result which is shown in table1 and table2 in the next page.

Table 1. The Result of 6*6 Pair Wise CBET Criteria Comparison Matrix (M) (After Delphi Technique Consensus)

	A	B	C	D	E	F
A	1/1	1/1	1/1	5/1	3/1	3/1
B	1/1	1/1	3/1	3/1	1/1	5/1
C	1/1	1/3	1/1	5/1	3/1	3/1
D	1/5	1/3	1/5	1/1	1/3	1/5
E	1/3	1/1	1/3	3/1	1/1	1/1
F	1/3	1/5	1/3	5/1	1/1	1/1

Definition of 6 criteria

A. Local community education
B. Local community empowerment
C. Environmental and Cultural conservation
D. Ensuring market realism and effective promotion
E. Partnership (working together on an agreed strategy)
F. Quality of ecotourism products

Table 2. The Final Result of Ahp Method (After Calculating M2 (M^2), M4 (M^4), and M16 (M^16) and Also After Applying Ahp Principles)

Ranking	6 Main CBET Criteria	M16 result
1	B (Local community empowerment)	0.287
2	A (Local community education)	0.242
3	C (Environmental and Cultural conservation)	0.213
4	E (Partnership (working together on an agreed strategy)	0.118
5	F (Quality of ecotourism products)	0.097
6	D (Ensuring market realism and effective promotion)	0.043

Study result and output

The result of this study is achieved when AHP final result and Delphi technique final result are considered together. As it is previously stated, Delphi panel was asked to rank 63 tentative CBET variables under 6 main CBET criteria based on a "0 – 6" scale, and as the aim of this Delphi technique was to determine the most important CBET variables for the assessment of community-based ecotourism; therefore the "5" and "6" scale which mean the variable has a very or extremely strong importance in CBET, were chosen. Based on choosing "5 – 6" scale, 42 of 63 variables were rated to have this importance in CBET so these 42 variables have been chosen as the final CBET variables which are listed in table3 under the related criteria in order based on AHP ranking (for criteria) and their weights achieved from Delphi technique result.

Table3. Study Result (Final CBET Variables Based on Their Ranking)

1. Local Community Empowerment

1.1. Economic Empowerment

- Level of local community's access to productive resources in their area which is now targeted by ecotourism
- Number of local men and women entrepreneurs
- Level of difference in local community brought income due to ecotourism
- Percent of income leakage out of the community
- Numbers of employment and business opportunities created by ecotourism venture
- Amount of equitable distribution of ecotourism economic benefits

1.2. Social Empowerment

- Existence of social development infrastructures in the area, such as; water supply systems, health clinics
- Level of community's sense of cohesion and integrity
- Existence of strong community groups like; youth groups, religious groups, and women groups
- Number of workshop / meeting/ activity in a year
- Local community health

1.3. Psychological Empowerment

- Level of local community's pride in their culture and traditions
- Local community satisfaction toward tourism development
- Level of self confidence among members of the local community
- Number of optimistic people in the community

1.4. Political Empowerment

- Local community power to influence decision making procedures in their area
- Local community's control and management over ecotourism venture in their region
- Presence of tourism authority or planner in local community

2. Local Community Education

- Number of trained local tour guides
- Type of educational programs
- Level of local community readiness towards ecotourism venture in their area as a result of special educational programs
- Level of local community understanding of ecotourism business in their region as a result of special educational programs
- Number of people participating self/ co-financing training program

3. Environmental and Cultural Conservation

- Improvement of natural resources by ecotourism in the region
- Improvement of cultural resources by ecotourism in the region
- Conservation of endangered /threatened plants
- Indigenous species preservation
- Local communities' awareness about the uniqueness of their culture
- Cultural sites maintenance level
- Frequency of environmental accidents related to tourism

4. Partnership (working together on an agreed strategy)

- Existence of a clear strategy for ecotourism; understandable to local community and all other ecotourism stakeholders
- Links between local community representatives and relevant NGOs, conservation agencies, local entrepreneurs, tour operators and regional or national government bodies
- Level of cooperation among stakeholder groups

5. Quality of ecotourism products

- Quality of ecotourism products in the region
- A mix of natural and cultural products
- Safety and security of tourist while consuming ecotourism products
- Authenticity, originality and uniqueness of ecotourism product
- Tourists feedback and their satisfaction with the product
- Quality of accommodation services in the area
- Quality of food services

6. Ensuring market realism and effective promotion

- Existence of a marketing plan for the ecotourism product in the area
- Establishment of relationships with specialist tour operators

Conclusion and Recommendation

As the study result has indicated, local community empowerment **(**particularly economic and social empowerment) has the highest priority in community-based ecotourism while some researchers focus more on environmental aspect of CBET which is in the lower rank than local community empowerment. In the same way, main ecotourism stakeholders that implement CBET projects in rural areas such as NGOs, emphasize more on environmental conservation rather than focusing on local community empowerment; therefore, this study highlights local community empowerment as the most important criterion of community-based ecotourism and recommends that researchers who want to assess CBET or organizations which implement CBET projects should consider local community empowerment as their first priority.

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Global View on Environmental Carrying Capacity Assessment in Ecotourism

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The environmental tourism carrying capacity (ETCC) can be defined as the maximum number of tourist that can be contained in a certain destination area. The capacity is dictated by how many tourists are wanted rather than how many tourists can be attracted. The concept of carrying capacity is often presented as a useful approach for determining the intensity of tourism development that can be supported by a region. The rapid but unplanned tourism activities have been creating various social and environmental concerns. If appropriate planning measures are not derived from the consideration of the carrying capacities of these sites, tourism centres will be overloaded, tourism quality will be degraded and therefore the benefit obtained from tourism activities will be reduced.

Key words: environmental tourism carrying capacity (ETCC), intensity tourism development, unplanned tourism activities, impact towards ecotourism

Introduction

As up to today, ecotourism in Malaysia are still in an immaturity stage. Public awareness of ecotourism is not clear at all. Theories and methods of ecotourism are very loose. The contradictions of regional distribution and source markets lead that many ecotourism resources have not been fully utilized. The contradiction of supply and demand is always the basic factor, which restricted long term development of ecotourism. Extreme arrival of tourists into the sightseeing areas brought up many problems of tourism environment so that the industry based on environment and resource was in an uncomfortable situation, which would lose the foundation.

Therefore, the study of carrying capacity of ecotourism is on the agenda. This is a foundation for the development, planning, and management of ecotourism and also towards protect environmental impact of ecotourism site.

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Characteristics of Environmental Tourism Carrying Capacity of Ecotourism

In any locality there is a strong relationship between society, economy and environment. Environmental and other geographic features create locational advantages attracting people and economic activities. Human activities and patterns of living are often based on local environmental conditions and resources while at the same time they may affect them. Quite often the degradation of the environment may have impacts on people and their activities as in the case of tourism. To the extent that such effects do not significantly disturb the structure and dynamics of local human and natural ecosystems there is a perceived state of balance or harmony perceived in a dynamic sense of continuing gradual change and adaptation. A critical issue in this perspective is the capacity of a system to assimilate change, which also brings forward also the notion of its thresholds or limits. This is the conceptual basis of carrying capacity in tourism planning and management.

Early definitions of carrying capacity have concentrated on one-dimensional perspective (unidisciplinary) – eg. From biology. Some other issues related for example to the impacts of tourism on local economy or society (economic and social capacity) were also gradually introduced. (O'Reilly, 1986). Recent interpretations underline the need for a multi-dimensional approach (PAP/RAC, 1997). Definitions have attempted to relate the capacity issue to qualitative aspects such as visitor satisfaction.

The existence of three different types of carrying capacity – environmental, physical and perceptual or psychological – of an area has been suggested by Pearce (1989), referring mainly to negative impact from tourism such as degradation of the environment, saturation of facilities and decline in enjoyment by visitors. It thus became evident that carrying capacity needs to be determined not only in terms of ecology and generally the deterioration of the area but furthermore it needs to incorporate the visitors experiences thus human values (Manning, 2002). There are various definitions of tourism carrying capacity (TCC), none of which is universally accepted, and there is no unique, standard procedure for assessing tourism carrying capacity (Saveriades, 2000), developing a quantitative methodology for measuring carrying capacity is various sites, satisfying different management needs is considered a "mission impossible" (Kun, 2002). Most definitions of tourism carrying capacity combine two aspects: the "capacity issue" of a destination (how many tourists are wanted, or how much tourism can be accommodated before negative impacts are evidenced) and the perception of capacity issue, (how much tourism is acceptable before a decline in the level of satisfaction and ensuing decline in tourism).

Criticism of the Environmental Tourism Carrying Capacity Concept

In tourism planning, carrying capacity is often interpreted as the maximum acceptable level of tourism development in an area. Although at a conceptual level carrying capacity is easily understood and accepted, in operational terms it meets with considerable difficulties (Williams, 1998). There are several interrelated factors, which need to be considered, rendering the determination of a desirable "unique" number difficult, or in general of explicitly carrying capacities and consequently the application of tourism carrying capacity in tourism planning and management. This difficulty has led some researchers to characterize carrying capacity as a 'flawed concept' (Sofield, 2002). To overcome such limitations some site or destination managers prefer to focus on the acceptable changes in the environment or recreation experience instead of trying to estimate the magic number of user's inputs.

Empirical evidence in Europe (EC, 2002) indicates that the analysis of tourism carrying capacity is often exhaustive, although at the implementation stage the focus is on a few critical factors (consumption of scarce resources like water, the relationship or ratio between inhabitants and tourists, and so on). To extent that this reduction is based on a broad consideration of both the structure and the dynamics of the system under study, it can probably overcome the dissonance between the concept and its operationalization identified earlier. Monitoring evaluation and appropriate adaptation could provide the core of a process in applying tourism carrying capacity assessment.

Limitations of Tourism Carrying Capacity Assessment

As noted earlier carrying capacity is not a matter of identifying a fixed value. It can change overtime due to several internal or external factors. Carrying capacity can also take various values at a given time as well. For example different perspective or emphases on a certain dimension or component may lead to different measurement of tourism carrying capacity. These are limitations. These usually focus on two issues, "capacity" and the "perception of capacity". They reflect difficulties in understanding and measuring tourism dynamics in identifying which impacts are caused or to what extent by tourism , to difficulties arising from the fact that there are different types of impacts on the host community that need to be studied (McElroy and de Albuquerque 1998) but also to difficulties in determining how much impact is too much, or what is the maximum amount of crowding or of some other condition or impact which might be acceptable (Manning, 2002).

Furthermore the environment is dynamic and varied as both natural and human ecosystems are characterized by change and adaptation, while any human presence will influence and eventually modify the environment. Ecological capacities are difficult to define. In reality there is a complex pattern of interaction among levels deriving from the composite character of tourism and the dynamic nature of systems involved (Pearce, 1989). Furthermore ecosystems are characterized by complex feedback loops making the assessment of cause and effect relationships related to tourism particularly difficult. It has been suggested that tourism carrying capacity is rooted in a false assumption that of a stable ecosystem, characterized by harmony (McCool and Lime, 2001).

Emergence of Approaches to Carrying Capacity for Tourism Assessment

Carrying capacity can be a powerful concept for policy making although from a scientific perspective it has met with considerable controversy due to the analytical difficulties in arriving at a calculated capacity threshold or limit. This difficulty as noted stems from the multiple dimensions of the concept and the inherent constraints in estimating limits in natural and human ecosystems. It is for this that several researches prefer to use other vocabulary like "limits of acceptable change" because it better encompasses their understanding of the critical interaction between human and natural systems at every level (Howard and Potter, 2002).

In recent literature the interest in carrying capacity has shifted from an objectively assessed threshold to policy useful desired conditions providing more advantages to planning and decision making. Instead of searching for precise limits concerning the number of users who would be sustained by an area it was recognized that a number of alternative capacity level exist, some based on human preferences. Following this, emphasis was placed on management policies that meet visitor expectations and preferences rather than on determining limits to use.

Alternative concepts have been suggested reflecting Management-By-Objective (MBO) approaches such as Visitor Impact Management (VIM), Limits of Acceptable Change (LAC), Visitor Experience and Resource Protection (VERP), Tourism Organization Management Model (TOMM) and so on. These tools are based on a more or less similar process (Manning, 2002). They indicators and standards of quality can be used to determine carrying capacity, furthermore managed with the help of a monitoring program.

The LAC approach aims at defining those conditions which are recognized as desirable in an area and sets up management strategies to maintain or restore these conditions and achieve specified goals. This approach does not search for use limits; it utilized land use zoning where a set of desired conditions in term of social, ecological, physical and economic impacts are maintained. Standards are defined and indicators utilized to identify when unacceptable impacts emerge, along with appropriate actions so as to achieve management objectives. Indicators may relate to the various types of tourism impacts. (McCool, 1994; Stankey et al., 1985; Glasson et al., 1995; Ahn et al., 2002).

The VIM approach identified what are considered to be unacceptable visitor impacts, their likely cause and the appropriate actions to anticipate the problems. Like LAC approach it does not seek a numeric value, instead it identified a set of standards which can be used to compare with existing conditions. VIM is a process of adaptation, which desribes desirable conditions and evaluates current activity as a basis for setting tourism management objectives. It does not consider tourism in isolation but integrates the sector within other socioeconomic development activities, thus forming an element of comprehensive local and regional as appropriate development plans. (Graefe et al., 1990; Glasson et al., 1995).

The VERP framework had been initially applied for park management. VERP constitutes of four main phased. The first comprises in a way all preparatory activities such as the establishment of an interdisciplinary project team, the development of a strategy to ensure public participation during the entire process and last but not least the development of statements with reference to the purpose, significance and primary interpretive themes. The second phased is the analysis of resources and of existing visitor use. The third phase includes the description of a potential range of visitor experiences and resource conditions on the basis of which potential prescriptive zones will be identified. Specific indicators and standards will then be selected with the aim to develop a monitoring plan. The final phase of the VERP process is the monitoring and management phase. (Manning, 2002).

Pre-requisites Applying Environmental Tourism Carrying Capacity

Seven requirement that need to be satisfied so as to render carrying capacity a useful framework: agreement on the type of desired social and resources conditions, agreement on the desired level of these conditions and thus the standard for each indicator, known relationship between use levels and impacts for each indicator, use level must be more important than other factors such as visitor behavior or management actions in determining the amount of impact, the management agency must have the legal, human resource and financial ability to limit access to the area, there must be agreement on the rationing system, such as price of first come, first served used to limit access the gain to admitted visitors must implicitly outweight the loss to excluded visitors.

As the researcher, my suggestion these requirements are rarely if ever, met. This is the reason of a shift from how many to what are the desired conditions? That encouraged the development of various approaches such as LAC, VIM, and VERP. The requirement introduced reflect a more or less rational approach, based on several assumptions, according to which cause-effect relationships can be trace, agreement can be achieved on the basis of scientific evidence, trade-offs can be estimated (cost benefit analysis is possible), decision making is rational, implementation is given and is not the result of a continuous struggle involving a lot of uncertainty, the power of the agency responsible for implementation is given and so on. However reality does not resemble such an ideal situation, suggested preconditions are rarely met. In implementing tourism carrying capacity some of the aforementioned preconditions need to be regarded more as expected or desirable outcomes, goals to be pursued. For example agreement may not be the starting point for TCCA but it may emerge though a process of dialogue and negotiation among the actors involved. Carrying capacity needs to be regarded as an ongoing process.

Incremental decisions may be taken often based on incomplete knowledge concerning for example, the relationship between use levels and impacts. Visitors expectations and satisfaction levels need to be incorporated and balanced over long-term conservation goals, while gains and losses from applying TCC may not always be possible to identify.

Conclusion

Beyond criticism, tourism carrying capacity, remains a powerful concept and as such can serve planning and management towards sustainable tourism. Long term considerations are inherent in the carrying capacity concept. Sustainable tourism development is defined as the development that is both in volume and in direction of development evolving in such a way that the pressure on the natural environment remains below the level of the carrying capacity for both the present and the future generation.

Regarding criticism of tourism carrying capacity, mainly rooted in the limitations previously discussed it should be stressed that limitations on carrying capacity are closely linked with expectations often unrealistic, related among others to scientific progress increased knowledge could lead to an increased capability in providing answers to all problems to institutional and planning settings to the rational character of decision making and so on. Given that these expectations are to a great extent either unrealistic or conditioned to several other factors it become evident that as far as the success of the decision for implementing tourism carrying capacity is linked to all these limitations factors no progress is expected to be recorded. Limited implementation of tourism carrying capacity will no doubt inhibit the understanding of several methodological issues related to measurement of tourism carrying capacity.

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Potentials of Ecotourism around Shella, East Khasi Hills District, Meghalaya.

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The area around Shella selected for the present study is an interesting area with an evolutionary history, uniqueness and individuality of its own. The study area has great potential for ecotourism owing to the presence of a rolling topography, vast hills and deep valleys and associated landforms with varied and complex features. The area also has dissected plateaus, scarp zones with numerous waterfalls and flood plains. As this area is located very close to the Bangladesh border, no study related to development of ecotourism, has so far been carried out particularly in this area; therefore, an attempt is made to assess the landscape from aesthetic point of view as a means to identify sites or places of tourist destination. The area is also known for its rich biodiversity of oriental region, where a variety of indigenous flora and fauna are encountered, some of which are rare in the world. The area is also known for its rich culture and tradition which usually have a very strong bondage with the natural environment. Physical features have attracted man from time immemorial and many of the features that make a landscape attractive are mostly of Geomorphological interests. In fact, the most attractive place of tourist interest is the geomorphic sites such as escarpments, waterfalls, rivers, gorges, etc. In such a way the physical landscape can be considered like any other natural resource which can be used for recreational purposes. So keeping in mind these facts, the present research has been carried out. Hence, in this light, the landscape and its associated features of the study area shall be investigated and assessed from aesthetic point of view to identify and record ecotourism destination.

Key words: ecotourism, aesthetic, southern slope.

Introduction

The areas around Shella located in the southernmost part of the Meghalaya Plateau lies between 25° 12’N to 25° 8’N latitudes and 91° 38’E to 91° 42’E longitude. The region covers 129 sq.kms of area. Shella is situated on the lowest of the southern slopes of East Khasi Hills bordering on the Sylhet plains of Bangladesh. The area is drained by rivers Umiew and Sonai and their tributaries later on flowing south and meeting to Surma in Bangladesh. The area has dissected plateaus, scarp zones extending in east-west direction with numerous waterfalls and floodplains. The main objective of the paper is to identify potential ecotourism sites.

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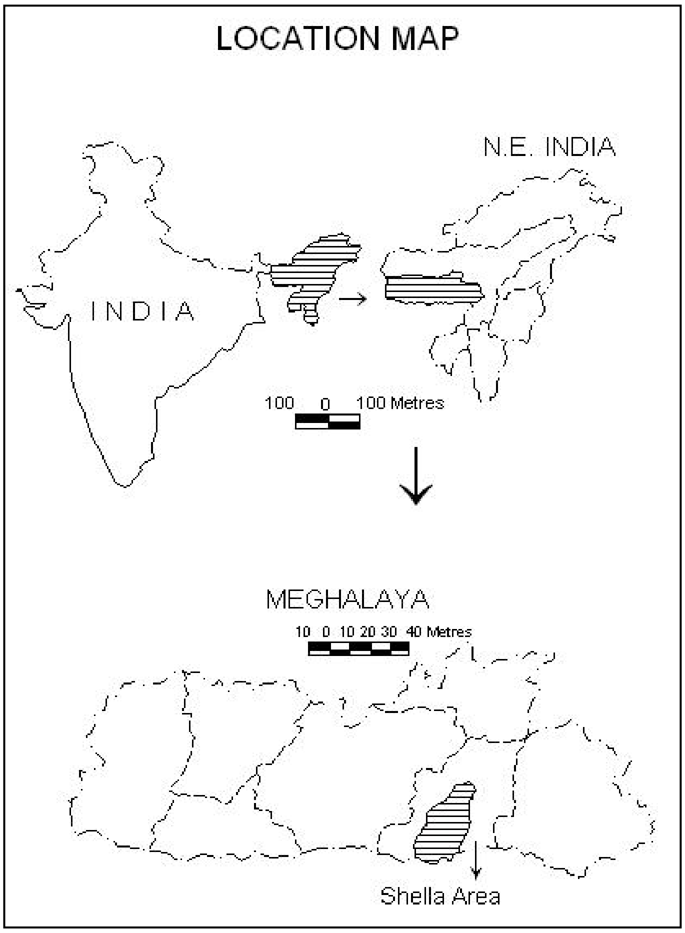

Figure 1. Location Map

Database and Methodology

The proposed research was based on the primary data collected through field work, personal observation and interaction with tourists that visit the study area. Apart from this, secondary data related to the topic were collected from different sources which include tourist inflow, flora and fauna found in the study area along with plant species, existing culture of the area and the historical background of the area, from promotional pamphlets, relevant books and articles in magazines and local newspapers, literatures, journals, Dissertations, PhD. thesis (published and unpublished) and statistical data from government offices. Climatic data and geological data were also collected from the meteorological centers and also from the Geological and Meteorological Survey of India at Shillong. The proposed research work shall be carried out in the following manner:

First of all a preliminary survey was carried out in the study area to collect information about the physical features of the landscape having tourist interest. Topographical map provided the basic information about the drainage, relief, slope, longitudinal profile of the area under study. Base maps were prepared using the survey of India topographical maps with R.F.1:50,000.

Field work was carried out in and around Shella area to collect primary data and information related to the topic. Field work is an essential tool of Geomorphological analysis; various features of landform not shown in the topographical map were verified during field work. Thus information on different Geomorphological aspects like landform characteristic and slope characteristics of the study area was obtained. The geomorphic features were identified by superimposing the various maps. Data was analyzed and was presented graphically in the form of maps and charts. At the same time satellite imageries were consulted and land use maps were prepared. These geomorphic features are the locale for ecotourism development. The physical landscape was studied and interpreted to identify sites of ecotourism. Photographs were also taken to support the research.

People and Population

Majority of the population belong to the Indo-Chinese Linguistic community of which the two important sub-families are *"Monkhmer"* and *"Tibeto-Burman"*. The region is rich in cultural heritage and ethnological diversity. The study area composes of three main tribes, the *Khasis, Jaintias* and the *Garos* having their own traditional political institutions and matrilineal society in nature. One striking feature of the Khasi-Jaintia culture is their inclination to erect *mawbynna* or monoliths/megaliths, dolmens and cromlechs all over the place. Some of those monoliths are said to be commemorative stones erected as sweet remembrances to the departed heroes, while some others have some religious connotations. Some Khasi scholars say that the upright Mawbynna represents manhood and the flat dolmens signify the womanhood. The Khasis and the Jaintias are generally short and sturdy. They are hard working and fun-loving. They also have a great penchant for gold ornaments.

The British rule brought along with it Christianity, western culture, education and other forces of modernity which led to a transformation in the Khasi society bringing considerable change in the society.

Physical Base

Although a part of the Indian Peninsular region, the topography of the study area is marked by rugged hilly terrain in the north at 700m a.s.l. and low altitudes plains to the south upto 60m a.s.l. To the north, the land rises abruptly to the higher altitudes of the plateau whilst to the south, the land slopes gently to the plains of Bangladesh. To the east, the land slopes gently forming a gorge through which the river Umiam flows. To the west, the land rolls with hills of different elevations. There is an extensive belt of limestone depicting Karst topography.

Geologically, the rocks of the area form a part of the cretaceous–tertiary sedimentary sequence that occupies the southern fringe of the Meghalaya plateau. The climate of the study area is sub-tropical type where seasons can be classified as:

- Summer (March-April)
- Pre-Monsoon (May-Mid June)
- Peak-Monsoon (Mid June-October)
- Post-Monsoon (October-November)
- Winter (December-February)

All the climatic features discussed above reveal one important aspect that the area under study is under sub-tropical climate where dry and hot season are followed by a wet and rainy season.

The principal river Umiam or Umiew or Bagra flows in the north-south direction by cutting deep valleys through the Cretaceous (chalky) sandstone and limestone. The study area has several perennial water sources. The entire plateau is devoid of soil, while the slopes, have some soil cover but does not show the soil profile. The soil is characterized as sandy clay loam in texture. The soil in crevices is reported rich in organic carbon. Soil in some areas is observed to be generally loamy texture containing high humus and with nature varying from slightly alkaline to alkaline. The flood plains are significantly rich in soil due to alluvial deposits.

The area has a vast stretch of fairly dense mixed vegetation and rich in flora and fauna. The area is famous for its large variety of orchids some of which are almost endangered like the *"king of orchids",* it is also a home of the insect eating "pitcher plant" *(Nepthenes Khasiana)* .The region is also a home of a large variety of animals like the *Hoolock Gibbon, clouded leopard, civet cat* and *bats* are some of them.

The land use pattern in the north of the study area is mainly cultivation of betel nut and other horticultural crops, while to the south people engage themselves in agriculture and growing paddy.

Findings

Identification of Potential Ecotourism Sites

The current paper on identification of potential ecotourism sites has been undertaken relying on the previous research that was done, and with regards to the geomorphology of the area and the identification of various landforms and geomorphic features. The area under study does not only have dissected plateau, scarps, uplands, floodplains, etc. but it has numerous fascinating landforms. Geomorphic features like waterfalls, isolated hillocks, plunge pools, springs, and karst features like caves, stalactites, stalagmites, potholes etc. are eye-catching and attract the Geologists, Geomorphologists, Environmentalists as well as the lovers of nature. These geomorphic features which form an attraction in the study area can be developed as potential sites for ecotourism.

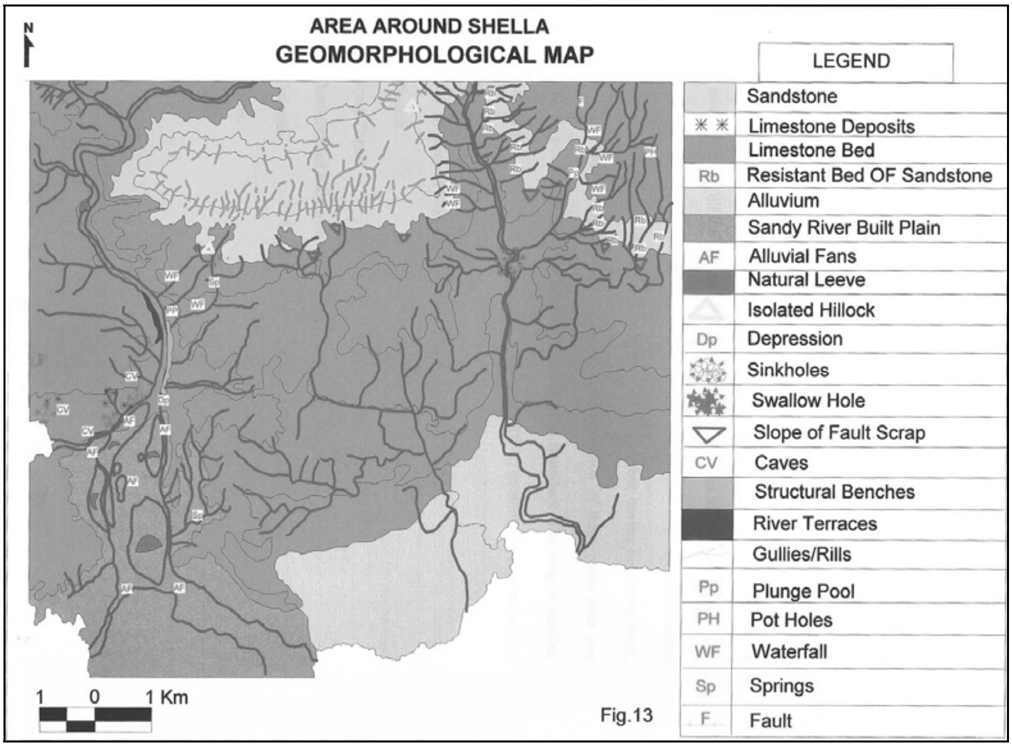

Figure 2. Area Around Shella – Geomorphological Map

Therefore this paper has been devoted to discuss and analyse all the identified ecotourism sites.

a) Thangkarang Park

Roughly 10 kms further south on Shella road, the Thangkarang park is constructed over high rocky cliffs overlooking the vast plains of Bangladesh and imposing Kynrem falls just across. There is a little greenhouse where many varieties of exotic orchids and greens are on display. The park is under the management of the state Forest Department. This is a very popular place for picnickers.

b) Khoh-Ramhah

Also known as 'Mothrop' is an imposing single drop formation in the shape of a giant cone. According to legend this was the fossilized cone shaped basket of an evil giant. In close proximity two other very similar rocks standing like a pair of giant sentinels, with streams flowing between them and the cascading waterfalls presents a breath taking beauty.

c) Mawsmai Cave

About 3 Kms from Cherrapunjee and is famous for its scenic beauty spot. The cave can be divided into two parts (old and new) of the new cave is yet to be lighted. Inside the cave there are beautiful stalagmites and stalactites highlighted more beautifully by the shimmering lights. This is the only illuminated cave in the state managed by the local communities.

In its vicinity there are several more caves, some of them are yet to be explored and surveyed. They are however not open to the general public for safety reasons. Mawsmai Village with its rich cultural heritage and famous historical background has also in its fold a number of sacred groves, which are located in and around the village. In all, there are four sacred groves, though they are no longer considered as sacred; they are now regarded as village protected forests only. However, they are still well-preserved and managed by the concerned authorities. The famous Mawsmai falls situated is situated 1 km south of Mawsmai village has become an important tourist attraction. A panoramic view of Bangladesh`s rolling plains can be seen from the Mawsmai falls.

d) Kynrem Falls

Located 10 kms from the Thangkharang park, Kynrem falls cascade down in three stages from the top of the hill. It is the highest waterfall in Meghalaya, falling from a height of 1000ft with a width of 50 ft. Kynrem is a flow fall along the rock cliff. Surely this is one of the most imposing waterfalls in the state.

e) Laitkynsew

15 kms away from Cherrapunjee is the Mawshamok hill which has numerous waterfalls and steams flowing the escarpment like silvery threads from the surrounding hills. On this hill lies Laitkynsew Village a beautiful spot of tourist attraction. The Cherrapunjee Holiday Resort is the best place for staying. Perched on top of the rounded hill it commands a wide panoramic view of the vast plains of Bangladesh to the south. The drive to the site is amidst picturesque landscapes through the winding hill road that passes through a section of the David's Scott trail which are amazingly still in good condition even after more than a century, numerous waterfalls most of them of very impressive height and sizes cascade down.

One can experience the thrill of caving or go on nature treks, or a spring bath. The Resort is run and managed by a private party and give excellent hospitality services.

The century old living root bridge at Umnoi roughly 2 kms down the step stone path way is worth a visit. The path passes through green arecanut orchard to a small but turbulent stream during the monsoon. This is called the Living Root Bridge because the bridge was artificially trained from hair thin roots of a certain banyan tree endemic to the southern slopes of Khasi-jaintia Hills and allowed to grow naturally till they become big and strong to serve as the foot bridge for the people to cross. This particular living Root Bridge is said to be more than 100 years old. The bridge is actually 30 ft in length. It takes about 45 minutes only to reach the site through the slippery stone steps past the village and arecanut orchard but may take as long as 2 hours to slowly climb back to the resort, especially if one is not used to such steep terrain.

The two-tier living root bridge at Nongriat is another bio-engineering wonder. This is the only exciting double-decker bridge as is commonly known. The trek to the bridge is two and a half hour steep decent of approximately 2200 ft from the village. Along the way one would encounter four smaller living root bridges of various shapes and sizes. One has to traverse across an iron cable bridge hovering 45ft. above a chasm of roaring waterfall whose waters are colours of jade. A trek certainly not for the faint hearted but is one experience that will linger on forever.

f) Sohbar

A little further 6 kms, from Thangkharang Park lie the village of Sohbar. The village is rich in history and culture. The village once witnessed war with the Britishers and came under the British rule. There is a graveyard where British Missionaries and their close relatives lay buried near the village. A series of giant pillars or megaliths have been erected in the corner of the village to commemorate great deeds or to honour dead chieftains. The Menhirs and dolmens are an amazing attraction in the village.

To get a glimpse of the Khasi traditional dance and attire, one can watch the "Shad-phore", a religious dance performed to pay respect to the forefathers who have died long time ago. It is a three day dance festival performed outside the sacred orchard of the village. The festival is held once in two years.

g) Shella

The Shella area consists of various limestone features that interest researchers. The area has several caves and inside the caves one can witness various erosional and depositional karst features. The area has several perennial water sources. The Umiew River that flows in the area is also called the Shella River which serves as a common picnic spot.

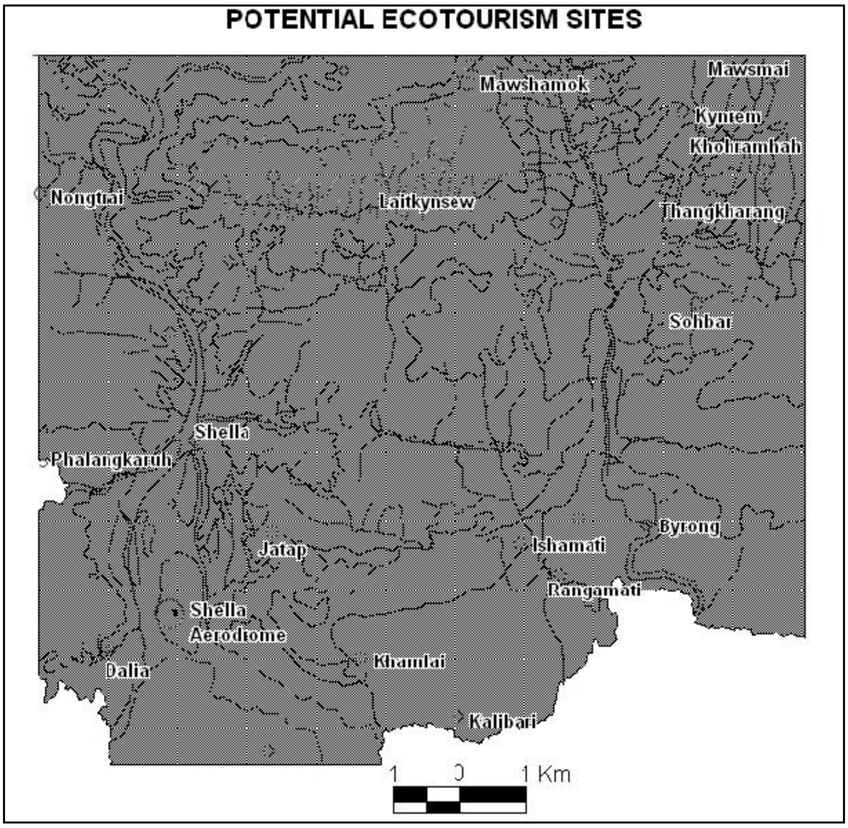

Figure 3. Potential Ecotourism Sites

Table 1. Spot-attraction

Spot	Attraction
Thangkharang Park	Botancal Nursery, Children’s Park, Picnic Spot.
Khoh Ramhah	Waterfalls
Mawsmai Cave	Cave, Sacred Grove, waterfalls
Kynrem Falls	Highest waterfall in the state
Laitkynsew	Holiday Resort, trekking route, living root bridge, Double-decker bridge
Sohbar	Historical impotance, Khasi Culture, Monoliths
Shella	Beautiful river viewing, caves, picnic spot.

Conclusions

The state has a long way to go before it can compete with tourism nationally and internationally. The state government will have to co-ordinate with other departments and develop the infrastructure for tourism purposes. Travel agencies and other tourism service providers will also have to play an important role as outlined in the policy for tourism development, which will together bring about integrated and healthy tourism development.

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Ecotourism Situation in Songkhla Lake Basin: the Opportunity and Challenge

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The ecotourism, more than two decades, plays crucial role in protect environmental resources from tourism activities, create participation of tourism resources use, profit to involving communities and boost learning to tourists from its activities. Songkhla Lake Basin (SLB) the largest lake of Thailand, located in the south, average 1.6 million people use its abundance for multi purposes including tourism activities because there are a plenty of potential tourism resources suitable for ecotourism activities for example, mountains, forest, paddy fields, lake, river. In term of ecotourism activities, the SLB has contained of trekking, hiking, kayaking, bird watching, boating, cycling, and also tourism activities in the communities: fruits collection, weaving, rice farming etc. While the national park, local government, communities and private sectors are the main running organizations for ecotourism. Ecotourism situation in SLB in term of attraction, activities, management and local participation which are the vital components worthwhile to review its main factors both success and failure. Moreover, the implement of ecotourism principle to use sustainable resources, stop deforestation, intruding the public areas both mountain and lake and hunting in non-hunting areas, reduce the poverty, allocate income and participate in resource management is the desire and opportunity of SLB to reduce the confrontation from resources use confliction of all stakeholders from upstream communities to downstream residents. However, there are still many challenges to develop and promote ecotourism in SLB consisting of ecotourism human resources development, law enforcement, fund supporting, policies making of involving organizations: governments and non-government and also the marketing consistence of behavior of tourists with tourist attractions and activities. This research has pointed the process of ecotourism driving in the SLB from past until present day.

Key word: Songkhla lake basin, ecotourism management, tourism resources

Introduction

The primary of ecotourism might begin in 1990's early era when the TIEs and Ecoclub.com defined that (Laura Ell, 2003:3 quoting in TIEs and Ecoclub.com) *"Responsible travel to nature areas that conserve the environment and improve the welfare of local people"* and *"genuine Ecotourism as tourism that financially support*

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environmental conservation, monitors and tries to minimise its environmental impact, increases environmental and cultural knowledge, allows sincere communication between guest and host, and operates with the consent and participation as equals of the host community" defined Ecoclub.com. The ecotourism concept mainly concerns with natural resources and local people benefit. It is similarity to the World Conversation Union (IUCN) defines the ecotourism as *'environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features – both past and present) that promotes conservation, has low negative impacts, and provides for beneficially active socio-economic involvement of local populations*' (quoting in Sam Sesega, 2001:3). It is not difference from the definition of ecotourism by the Ecotourism Association of Australia (1996 quoting in James E. S. Higham, 2001:9) stresses that *Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation*.

However, about ten years after first ecotourism definition by the TIEs and Ecoclub.com, a lot of things have changed and the term of ecotourism is more cleared meaning (Stine Bruun Sørensen et al, 2002: 12). Wevear (2001 quoting in James E. S. Higham, 2001:9) defined that *ecotourism is a form of tourism that is increasingly understood to be (1) based primarily on nature-based attractions, (2) learning-centred and (3) conducted in a way that makes every reasonable attempt to be environmentally, socio-culturally and economically sustainable*. According to the United Nation Environmental Program (UNEP, 2002) the term of ecotourism has two dimensions: *(1) the ecotourism is a sustainable development tool and (2) the ecotourism is a form of alternative (nature based) tourism*. Tourism Authority of Thailand (TAT), the national tourism organization (NTO), which responding for tourism development and promotion defined (TAT, 2002) *ecotourism is responsible travel in area containing natural resources that possess endemic characteristics and culture or historical resources that are integrated into the area's ecological system. Its purpose is to create awareness among all concerned parties of the need for and the measure used to conserve ecosystems and as such is oriented towards community participation as well as the provision of a joint learning experience in sustainable tourism and environmental management.*

Most of distinguished organizations or personal have pointed the importance of nature to ecotourism and avoiding the impact including providing the benefit to local people equally. There are many definitions of ecotourism (James E. S. Higham, 2001:9) make some mention of conservation, education, local ownership, small scale, economic benefit for local communities, a relevance of cultural resources, minimum impacts and sustainability.

The potential of ecotourism in Thailand is high due to the country's abundant natural resources and a unique cultural capital. These attracted both Thai and foreigner tourists. There are more than 600 attractions suitable to be developed as ecotourism destinations (*Eurblarp Sriphnomya, 2002: 237-239)* and most of them are in the National Park. The ecotourism in Thailand initially began from the environmental problems. The attempt has been made to learn from past mistakes and come up with a sustainable development plan. That is things that TAT has pushed for through the researches. The result of researches indicated that the tourism has started to be more responsible, paying attention to its sustainability. The ecotourism concept has been emphasized as one of the strategies to be used to meet the principle of sustainable development. The overall goal of ecotourism development consists of (1) developing a sustainable industry (2) maintaining a healthy natural and social environment and (3) fostering self-reliance. TAT has agreed to promote Umphang as a pilot area for ecotourism development in Thailand by collaboration of the Umphang District,Tak Province, the Wildlife Sanctuary and the Royal Forest Department. Its aims are to conserve area, prepare the destination, attract the target group and create job and income to study area.

Meanwhile, Songkhla Lake Basin (SLB) which is a lake of lagoon system, located in 12 districts of Songkhla, every inch of Patthalung province and two district of Nakhornsithammarat (Ratanachai *et al*, 2005). There are about 1.6 million of people live around the SLB. It is fertile with the tourism resources both nature and culture so it has a plenty of tourism attractions around its area. The important tourism resources are mountains, lake, rivers, waterfalls, hot spring, fruit orchards, Buddhist temples, monument, folklore museum, tradition, way of life, handicrafts etc. SLB also has a various types of tourism (TAT, 2009) for example, ecotourism, cultural tourism, spiritual tourism, agro-tourism, ethnic tourism, communities based tourism.

Methodology and study area

The Songkhla Lake Basin (SLB) located in 12 districts of Songkhla, every inch of Patthalung province and two district of Nakhornsithammarat as shown in the map.

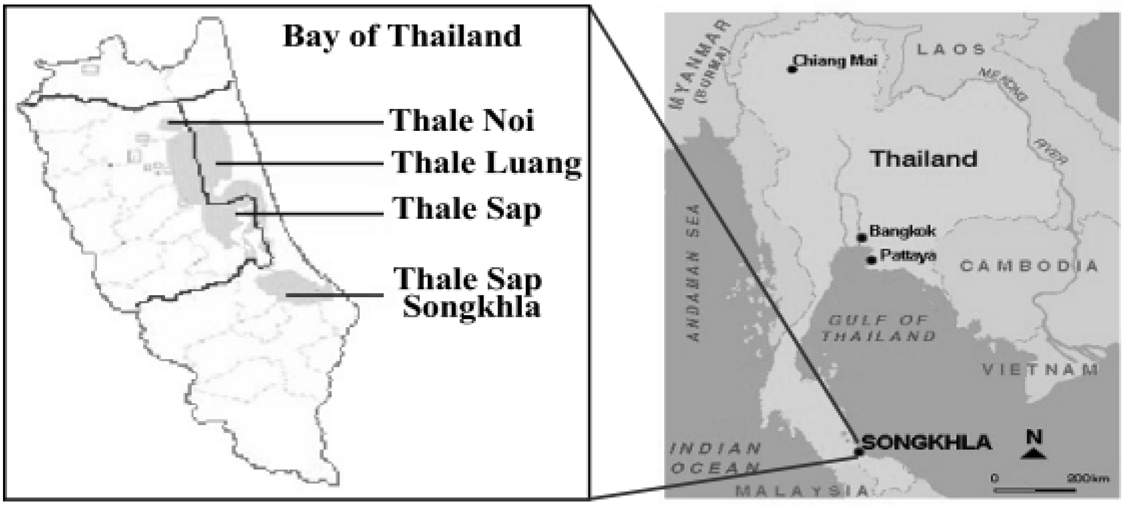

Figure 1. Map of Songkhla Lake

This paper based on the experience of four years of working in area of SLB about the tourism development and promotion. Almost every week through two years since the May 2008, the area survey has been carried on. The in-depth interview with the communities, the local government organizations and the entrepreneurs were made continuously. The Focus Group Discussion (FGD) among the involvement organizations on tourism also was managed in different area. There are many times of interoperability of local government organizations, the national tourism organizations (NTO), the media in the area and the entrepreneurs to determine the tourism model in the term of activities design, development and promotion. The Secondary data also were collected from research publications, government documents consultancy and newspaper reports was used. Therefore, the objective of this paper was to:

1. To examine the movement of situation of ecotourism

2. To create the cooperation among the involvement stakeholders to develop and promote ecotourism in SLB
3. To find the opportunity of SLB gaining from ecotourism development and the challenge from ecotourism development in SLB

Result

Ecotourism is expected to use as a tool to reduce the expensively environmental consumption through the tourism activities in worldwide. However the ecotourism frameworks were concerned with a plenty of components: area, activities, management including the participation process of stakeholders directly and indirectly. The component of standard of ecotourism consist of four aspects as (TAT,2001:3 National ecotourism action plan) (1) Ecological resources (2) Sustainable tourism management (3) Environmental education activities and (4) Local communities participate in local tourism administration. SLB is rich with tourism resources and well known among the domestic and international tourists for some attraction. Its potential of ecotourism can divide into four aspects

Physical component

A significant tourism resources of SLB area consisted of the mountain, forest, lake, river, estuary, waterfall, catchment, dame, island etc. Those potential areas have been supported ecotourism activities in area more than 10 years, especially the Tale Noi Wildlife Sanctuary, Koh Yor and Ton Nga Chang waterfall. They are obvious and well known ecotourism sites in SLB which have been promoted and developed by local and central government in the initial time of ecotourism trend. The eco-tourism sites scattered in everywhere of the SLB. The study shows that the western and lake area of the basin are highly potential for ecotourism development, most of these parts are endowed with lush green forests, wildlife as well as rich cultural heritage.

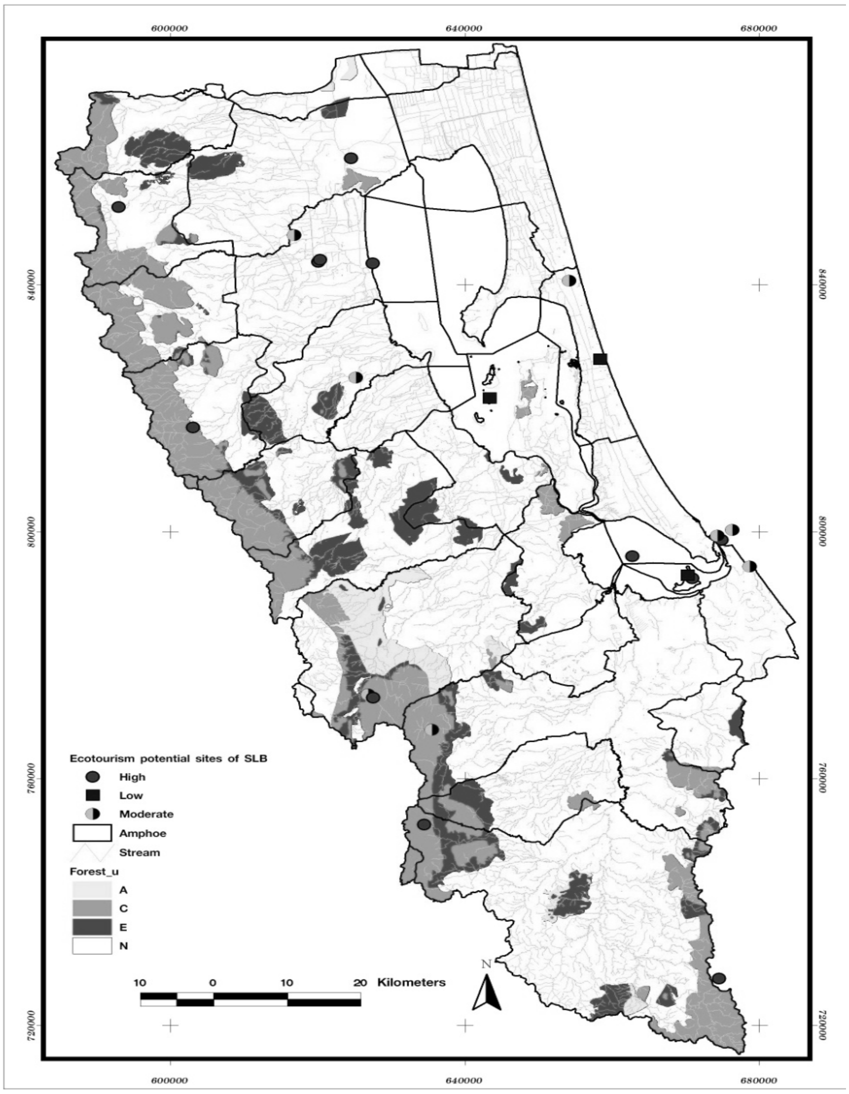

Figure 2. Ecotourism Potential Index (EPI)

Management component

The most of ecotourism sites located in the national park, protected and reserved areas and public area. Thus the type of ecotourism management in SLB was mainly arranged by three key stakeholders: government bodies, the communities and tour operators as follows:

1) Government organizations

It is said that the beginning of ecotourism in SLB originated from the management the natural resources in protected area which controlled by the government conservation organizations as below:

- Khao Pu Khao Ya national park
- Ton Nga Chang sanctuary
- Tale Noi nom-hunting area
- Songkhla sanctuary
- Khao Hua Chang municipal office
- Phanangtung municipal office

- Koh Yor sub-district administration organization
- Klong ree sub-district administration organization

2) Community organizations

The ecotourism should be able to help the local business dramatically increase revenue because it can bring people closer to local market (Bernardo Duhá Buchsbaum, 2004:28). It is similar to the movement of communities around the SLB. They have continuously attempted to manage their natural and cultural resources as tourism destinations for several years. Especially, the local communities at the foothill of Bantad mountain range and the group of people close to the lake have set the organizations to manage resources for tourism as follows:

- Thahin conservative tourism organization
- Tamod temple council court
- Kritsila home stay
- Pabon conservative agricultural tourism organization
- Long keang Srikesorn organization

3) Tour operators

Even there are many of tour operators registered with the office of tourism business and guide of register, there are a few of them offer the ecotourism programs by using the SLB tourism resources as the main products. Here are the name lists of tour operators for ecotourism in SLB:

- Phatthalung kayaking and adventure
- Advance Tour
- Amazing Green Tour

Activity component

SLB is rich of natural tourism resources with mountain, forest, paddy field, lake, waterfall, island, the community way of lives and traditional culture since there are diversities of ecotourism activities to welcome the eco-tourists. The well known ecotourism activities in SLB comprise of:

- Trekking in the Bantad mountain range
- Bird watching and long-tailed boat riding to see abloom lotus in Tale Noi Wildlife non hunting area
- Kayaking to watch the community way of life at Pakpra estuary
- Rafting along the river at Tonhinlard waterfall and Bhumee canal
- Cycling around the Songkhla Lake
- Walking on nature trail at Ton Nga Chang waterfall etc.
- Collecting fruits (Slucca, rambutant, durian, mangosteen, etc.) in local people orchards
- Wildlife observation
- Learning the mangrove forest ecosystem at the Cha-aud communities forest

- Watching the southern traditional dance *"Manora" and* puppet Shadow
- Learning about local life around Songkhla lake

Involvement participation

The participation to manage ecotourism among the involving stakeholders in SLB has been tied with many organizations: local government, national park, local communities, tour operators, village leader and religious leaders etc.

The pattern of ecotourism in SLB conformed according to the ecotourism principle and be similarity to any place in worldwide. However the potential of how to management, participation, perception and awareness of all stakeholders in ecotourism should been trained intensely. Especially, the certainty of local politician of sub-district administrative organization has drawn the ecotourism activities to make him reputation without the awareness or comprehension of ecotourism principle at all.

Ecotourism Situation in SLB

As we know the ecotourism principle and concept have mentioned in the worldwide for two decades, a great number of government in many countries have contained ecotourism concept to their tourism development and promotion policy. Thai government also approved the national ecotourism action plan in 2001 presented by Tourism Authority of Thailand (TAT) by cooperating with involving organizations: department of royal forestry, department of fishery, department of national park and local communities and NGOs etc. That is bible for developing ecotourism in Thailand that many organizations both government and non governments adjusted to themselves ecotourism development plan. For the Songkhla lake Basin, the ecotourism development was determined as important strategy to restoration and conservation of arts and culture, historical and archeological sites, tourism sites and local wisdom (Wiwat Sutiwipakorn, Chatchai Ratanachai, 2008: 50). The ecotourism situation in SLB can be classified roughly into two aspects as following:

1. The general ecotourism situation in SLB
2. Local government's action plan and policy for ecotourism development in SLB

The general ecotourism situation

The complement of ecotourism development consists of tourist attractions, activities, and ecotourism staffs. The ecotourism sites in SLB mostly located in protected and conservative areas administrated and managed by the national park and sanctuary unit. There are a few destination located in the communities or private sectors. Thus the development engaged in government's fiscal year budget which some site was not supported as well in some year. The barrier of ecotourism development in SLB is not only lack of funding to develop infrastructure but also the less people were trained for operating and how to service ecotourism. Though, the Ministry of Tourism and Sport, Tourism Authority of Thailand, the local governments and academic institutes have trained for ecotourism lesson but most of trainees are pupils or students that can not give a full service to tourists because of time limitation or condition of other responsibility. Moreover, there is no any institute established the curriculum of ecotourism guide for SLB even if there are four government universities and one private university located in SLB area.

Basic complement of ecotourism in SLB

The infrastructure for ecotourism to service the tourism is very important as well. When the ecotourism continues to grow and tourism sector to be the major stakeholder in the use of nature environment (Sam Sesega, 2001:2), thus the ecotourism design must consider to the sustainability of natural environment. The ecotourism activities need to beware to environmental impact extremely, because natural tourism resources are easy fragile to damage by tourism activities. Ecotourism infrastructure in SLB was developed continuously by the national park office, national tourism organization, local government and some private sector. Basically, the ecotourism infrastructure complements are nature trail, boardwalk along the mangrove forest, bird watching tower, boat route, buoy, Kayaking route, tourism sign, bicycle route around the lake, tourist visit centre, ecotourism handbook etc. The local guide and communities interpreters are also service to the tourists.

Ton Nga Chang waterfall locating in Ton Nga Chang sanctuary, Tha Lae Noi Wildlife Sanctuary, Khao Pu Khao Ya National Park and Tinsulanonda Historic Park are well known to ecotourism management among the tourists who visit SLB for along time. The communities of Koh Yor, Thahin, Klongdaen and Tamod, the eco-tourists can learn how to communities based tourism (CBT) management and also the type of culture and tradition of local people in SLB. Ecotourism activities like fresh water rafting mostly found in Bantad mountain range carried out by community organization, also Kayaking and bird watching operated by tour operator in lowland close to the lake. Generally, the ecotourism activities are the method that the tourists receive the direct experiences on environmental education and also increase the awareness of understanding conservation issues. (Bernardo Duhá Buchsbaum, 2004:23).

The popularity of ecotourism activities in SLB largely concerned to soft adventures like rafting in river or canal, kayaking in botanical garden and mangrove forest, long tailed boat riding to educate lake eco-system, trekking to Bantad mountain range and birds watching. The domestic tourists are the main clients purchasing the package and taking an adventure in the area. In the other hand, the cultural tourism sites, Buddhist temple, religious ritual and Chinese shrine, received both domestic and international tourists. Since most of Malaysian and Singapore tourists believing in Buddhism always visit to SLB every year. The handicraft, handmade, weaving, carving products and dried food were mostly bought by tourists visiting Thale Noi wildlife Sanctuary, Koh Yor and Wat Pa Kho.

In 2009, NTO collaborating with the local government, municipal office, sub-district organizations and communities, arranged the biking activities in 5 routes around the lake. The main objective for initiative is to promote tourism around the lake by using the bicycle to travel. The prince of Songkhla University (PSU) by the faculty of environmental management established the odd unit to coordinate tourism involvement organizations in SLB and seek for collaboration among all stakeholders in SLB to develop and promote ecotourism together in the model of tourism network. The established unit held the workshop meeting in the December 2009 to evaluate the potential of tourism resources and the model of tourism management from the main stakeholders in SLB: local government, national park, communities and entrepreneurs.

Still, there are many local government organizations and private operators have initiated schemes to develop ecotourism in their responsible areas. For example, in the early of 2010, Cha-aud sub-district organization working together with the community organizations, academic institute and tourism researchers have surveyed the ecotourism sites to evaluate their potential and have proceed the pilot project by holding meeting the stakeholders in the area. They also held tourism event marketing to promote the tourism sites in SLB by inviting the tourism entrepreneurs around the SLB to joint. The certain of ecotourism entrepreneurs boosted and sold their programs as well in the three days event.

The movement of tourism in SLB has been conducted continuously in the term of activities promotion, academic researches, seminar and meeting of involvement organizations etc. There are certain of activities engage with ecotourism directly as the Wetland day in 2010 the PSU by the faculty of environmental management held the activities to conserve the wetland area located in The Talea Noi Wildlife Sanctuary by meeting the youth group selected from around SLB and exploring ecotourism activities like bird watching, Kayaking in the lake and walking on nature trail in botanic peninsula garden.

There are 8 communities based tourism organizations around the SLB which they have broadly set unit for communities based tourism network around SLB. The travel to educate and exchange the experience of the SLB communities based tourism network frequency managed which ecotourism activities were contained in their program. Moreover, tourism education groups from near and far area, sub-district organizations, youth group and academic institute, always visit to ecotourism site and enjoy the activities: rafting, Kayaking, hiking, boat riding etc.

The perspective of ecotourism in SLB is in the high potential in the term of accessibility, eco-activities, participation, safety and security provided. However what to do continuously for SLB ecotourism is standard development rating with the international ecotourism criteria.

Local government's action plan and policy for ecotourism development in SLB

There are two government organizations administrate the local area in Thailand: provincial governor and the president of provincial administrative organization. The former was appointed by central government the latter was voted by the local residents. Through the model of administrations is different but their ultimate outcome is to meet the need of people in that area.

The SLB is fertile with natural tourism resources proper to ecotourism management. Phatthalung province, the whole area located in SLB, strategy for tourism development has raised conservative tourism as master plan to develop tourism in its boundary. The increase of tourist amount in each year is the core indicator of ultimate outcome of this strategy. This strategy was implemented by offices depending on the provincial administration office for example, the office of provincial tourism and sport, the office of provincial agriculture, office of provincial culture etc. The most of plan for tourism development engaged with infrastructure such as road building to tourism sites, tourist visit center, building, sign and stationary (Phatthalung tourism and sport, 2009). There are a few projects concern to ecotourism personal development.

Meanwhile Songkhla provincial strategic plan for tourism development was contained in economic competition strategy. A number of budgets were spent to develop infrastructure and organize tourism activities and events such as night paradise and Hatyai countdown festival, Hatyai Midnight Songkran festival, Songkhla international marathon competition etc. There is very rare to support for ecotourism activities.

Sonngkhla provincial administrative organization (SPAO) plan implementation in 2008, (SPAO, 2008: 46-48) the majority of budget was spent to promote local event and festival. The key performance indicator (KPI) of tourism strategy is the amount of tourism event organized in the provincial boundary. There is not even one Baht to support ecotourism matter. As well, KPI of ecotourism has never been written in both provincial administrative organization plan of tourism development and promotion. Moreover, the major of budget in 2009 fiscal year for tourism development was continuously spent to promote local events and festival, tourism marketing promotion and general tourism training.

However, the SPAO three year plan implementation (2010-2012) found that the conservative tourism and cultural tourism will be promoted (SPAO, 2008: 59) while the ecotourism have not been mentioned directly but the cultural and natural reservation and rehabilitation was contained in its strategy.

The rest area development and tourist visit center were constructed by budget of Phatthalung provincial administrative organization (PPAO). In 2008, the evaluation of implementation of strategy concerning tourism found if the people satisfied in medium level. The tourism strategy was contained with career development, investment and commercial (PPAO, 2009:66-70). However, PPAO's the three year plan (2010-2012) has marked the conservative tourism, agro – tourism and the way of live tourism as promoted activities.

However there are 14,464,228 foreign visitors arriving to Thailand in 2007, while the number of tourists visiting the attractions in SLB sharply increased during 2005-2007. Patthalung Province, the prominent ecotourism sites, received the domestic tourists more than international tourists, (TAT, 2007: 199,317) in the other hand, most of foreign tourists arrival to Songkhla are Malaysian and Singapore. The purpose of visit of those domestic and foreign tourists in Songkhla in 2007 found that 1,942,472 for holiday, 197,996 for business and 172,574 for convention. While the purpose of visit to Patthalung of tourists went to 338,768, 64,283 and 51,532 for holiday, convention and business respectively in the same year. The number of visitor arrivals and tourism receipts of Songkhla and Patthalung 2005-2007 as follow:

Table 1. Tourist arrival and tourism receipt of Songkhla and Patthalung

The number of visitor arrivals and tourism receipts of Songkhla 2005-2007					
Year	Thais	Foreigners	Total	- +	Tourism Receipts (Million Baht)
2005	1,628,628	720,860	2,349,488	-0.51	11,715.49
2006	1,760,696	818,784	2,579,480	+9.79	12,667.96
2007	1,885,052	760,718	2,645,770	+2.57	12,842.52
The number of visitor arrivals and tourism receipts of Patthalung 2005-2007					
Year	Thais	Foreigners	Total	- +	Tourism Receipts (Million Baht)
2005	396,497	3,609	400,106	-3.25	403.43
2006	445,894	2,106	448,000	+ 11.97	456.73
2007	501,320	1,985	499,335	+11.90	497.96

Source: Tourism Authority of Thailand, 2007

Although it cannot conclude that how many percentages of ecotourists visited the SLB attractions but it can be implied that the tourists visiting tourism attractions in Patthalung are ecotourists.

It is the evident that many problems in SLB ecotourism sites development emerge because of shoestring budget. The largest source of money mainly comes from the government budget administrated by the local and central government. There is only tourism sites visit fee in national park and wildlife sanctuary that is income of government. The lack of experience and awareness in ecotourism approach are the main factor of policy makers and local administrators as well. Unfortunately, there is no organization responding in administration the SLB directly, thus it makes SLB lost the opportunity to more development.

The opportunity of ecotourism in SLB

A plenty of natural and cultural tourism resource in SLB were conserved, preserved and descended by local people for along time. Those resources can be developed for important ecotourism destination of the southern part because there are the diversities of resources to support ecotourism. The phenomenon of ecotourism probably seeks the opportunity to develop the quality of social, economic and environment in its destinations. It has a lot of opportunities may take place from ecotourism management to SLB as follows:

1. *Environmental opportunity*

- As a tool to conserve natural resources
- To reduce hunting and stealing flora and fauna
- To stop intruding the protected area
- To protect of selected natural environment or prevent of further ecological decline

2. ***Social opportunity***
   - To carry down the identity cultural heritage of SLB
   - To create dignity to local people
   - To convert from hunters to interpreters
   - To promote the cultural exchange

3. ***Economic opportunity***
   - To increase potential of ecotourism in SLB
   - To be the best destination for the country's bird watching
   - To generate income to local people and all stakeholders
   - To create new entrepreneurs for ecotourism business
   - To increase more jobs to local
   - To increase the amount of international and domestic eco-tourists
   - To extend the tourists from the main city (Haadyai) to the minority city (Phatthalung)

Challenge of ecotourism in SLB

The ecotourism creates a plenty of opportunities in term of natural conservation, human resource development and economic profit if it has been properly managed. However, the challenge of ecotourism is not only the number of eco-tourists visiting area in each year but also the collaboration of all stakeholders is more successful key factor. Apart from the integration of all stakeholders the operators should provide the high quality visitors experience, manage economically viable business operations in the provision of ecotourism experience and contribute to conservation in meaningful and valuable ways (Higham, J.E.S.,et.al, 2001:10)

The challenge factor of ecotourism in SLB is going on the procedure of the lack of ecotourism knowledge base among three key stakeholders: government, communities and tourism entrepreneurs. For example the local governments in SLB never contained the ecotourism development approach in their action plains even their responsible area (SLB) fulfilled with the ecotourism potential. From the past until the present day, a few communities surrounding the Bantad mountain range and some of fishery village close to the lake have used the ecotourism concept and knowledge as a tool to conserve environmental resources and earn for several years. They were seldom supported fund or budget from the involvement local government of ecotourism management. Moreover, there are about 130 tour operators (the office of tourism business and guide register, 2010) operating tourism in Songkhla and Patthalung. They registered for inbound, outbound and local license. Although they are many tour operators using the SLB tourism resources to service for tourists but there are a few entrepreneurs offer ecotourism programs to the tourists. The majority of tour operators in Hatyai have run their business for twenty years whose tour program contains the entertainment, gourmet, Buddhist temples, religious ritual, and a few of natural resources such as waterfall, rafting and beaches etc. Their main clients were focus to Malaysian, Singaporean and Indonesian for along time. Consumer behaviors are also the main factors for ecotourism promotion in SLB since those group behaviors attend in entertainment, religious ritual and food more than natural tourism resources. Likewise, the evident of tourism marketing promotion found that the Hatyai tour operators have engaged with the Malaysian and Singaporean tourists marketing since they began their businesses. Therefore, in order to ensure that the ecotourism is a tool to conserve the environmental matter and beneficial to involvement stakeholders, the ecotourism challenges in SLB should be improved by three main roles of involvement stakeholders as following:

1. The role of government both central and local to pay attention on intense ecotourism development in SLB and indicate the importance of how ecotourism can solve poverty in the area and preserve natural resources.
2. The role of local people who receive the ecotourism advantage direct and indirect and how to protect the natural and cultural resource from invaders including the sustainable use
3. The role of tourism entrepreneurs to glance to importance of ecotourism in SLB in term of sustainable use of tourism resources and share benefit with the local people equally.

Conclusion and recommendation

The ecosystem of SLB is in the risk situation to destroy by itself nature and invaders thus the existing of SLB must be collaborated of all stakeholders not only tourism sector but also the other key sectors used the SLB resource as basic to produce such as fishery, agriculture and industry. In the term of tourism development, the master plan for ecotourism development should be designed to bear tourism extension in the future. The tourism extension in SLB has taken place rapidly for five years ago but the tourism activities still does not conform to the existence of SLB resource and social capital. The ecotourism should be chosen for the first previous tool of tourism development although the ecotourism procedure was implemented almost three decades in worldwide. However, for the policy makers for tourism development in SLB, the tourism development and promotion involvement organizations should contain the ecotourism principle in their plan for every year both development and promotion. The government organization especially local should play the key role to determine the type of sustainable and environmental friendly development. That means the survival of habitats around the SLB if the plans are implemented suddenly and seasonably. The SLB goal of tourism development should alleviate the poverty of local people, reduce the invading and deforestation and participate of all stakeholders. The integrating of tourism plans of all involvement stakeholders will be very challenge for the tourism development of SLB. Furthermore, the role of communities, entrepreneurs, NGOs and academic will also fulfill the ecotourism management since there are many organizations working for conservation and promotion in SLB area. Thus in order to reduce the risk from tourism management in SLB before it is too late the ecotourism and sustainable tourism development model should be used immediately by the tourism involvement organizations.

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Balancing Between Profitability and Conservation: The Case of an Ecotourism Resort in Malaysia

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Ecotourism is an important form of sustainable development and is a good strategy to balance growth and conservation if its principles are followed correctly. Based on international ecotourism principles, this paper seeks to review the present level of ecotourism at an ecoresort destination in a Malaysian state. The case study undertaken was exploratory in nature and the field survey methodology included interviews, observations, site visits and document collection to obtain triangulation of data. The case study illustrates that sustainably managed ecotourism can protect the environment while offering an alternative form of generating income compared to other unsustainable forms of tourism. The results reveal that the resort adheres to the basic principles of ecotourism by providing tourists with an experience to enjoy and appreciate nature, providing support for conservation efforts, striving for minimal environmental impact and providing some form of socioeconomic benefits to the local community. Nevertheless, ecotourism development in the area was found to be at a premature stage. As such, contribution by the surrounding hotels towards conservation efforts, the local community and minimizing impact on the environment could still be improved. This paper also examines challenges faced by the resort in implementing ecotourism principles and finally provides suggestions to enhance the level of ecotourism in the area so that tourism development in the state is protected from further unsustainable development.

Key words: ecotourism, sustainable development, ecoresort, Malaysia

Introduction

Within the travel and tourism industry, ecotourism is a niche market that has expanded significantly in the past twenty five years and even greater growth can be expected in the future. Ecotourism arose from sustainable tourism development and conservation activities. Therefore, ecotourism principles include sustainable development concepts that require a balance between the environment, society and economy. Some of the more common principles of ecotourism include conserving natural areas, educating visitors about sustainability and helping local communities.

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The main focus of ecotourism can be said to be the appreciation of natural and cultural assets with minimal impact on the environment. Ecotourism is an industry that is actively involved in the 'greening' of tourism in which environmental conservation is the main focal point. Most ecotourism accommodations had their beginnings in nature based tourism and sometimes only small changes are needed for these institutions to be regarded as an ecotourism activity. The ecotourism industry has been growing rapidly as a result of a number of trends including increased environmental awareness and heightened concern with physical fitness and health in the main tourism generating markets (Ayala, 1996).

Malaysia is a country where the travel and tourism industry contributes greatly to the gross domestic product of the country and includes the transportation, accommodation, food and beverage, recreation and entertainment sector. In 2009, travel and tourism contributed to RM53.4 billion in total receipts which was an increase of RM41.1 billion from ten years ago in 1999 or a 334% increase. Total arrivals also reached a record high of 23.6 million compared with 7.9 million in 1999, which was an increase of RM15.7 million or a 199% increase. Malaysia's mixture of religions, food, colours, scenic environments and cultures had placed Malaysia in the list of the top 10 world tourist destinations in 2009 (World Tourism Organization, UNWTO).

Recognizing the global importance of ecotourism in the travel and tourism industry, the Malaysian government became committed to the development of ecotourism by producing the National Ecotourism Plan in 1996 in collaboration with the World Wildlife Fund for Nature (WWF). The plan provides a general framework to develop the country's ecotourism potential and was developed to contribute towards producing a more unique Malaysian tourism image, increasing direct involvement of local populations, enhancing training and cooperation between different sectors and finally fostering environmental protection and preservation. Targeted areas for ecotourism development include marine parks, islands, national parks, reserves, mangroves, recreational forests, limestone caves, rivers, waterfalls, lakes, beaches and mountains. Key elements of ecotourism in the National Ecotourism Plan include undisturbed natural areas, appreciation of nature which includes a learning component, promotion of conservation, minimal impact and involvement of local communities.

By integrating tourism and conservation, ecotourism provides an economic rationale for environmental protection. Ecotourism can lead to direct economic benefits like employment opportunities in sites where local communities generally have low incomes. The National Ecotourism Plan has recognized the importance of the participation of the local community for the development and sustainability of ecotourism. In addition, there is an added incentive for locals to retain their traditional heritage and lifestyles for long term sustainability. The most direct benefit however will still be the conservation of the environment. Conservation can aid in the reduction of unsustainable developments and practices that lead to degradation of habitats and landscapes, depletion of natural resources and increase of waste and pollution. The ecotourism industry should be balanced so that commercial viability, ecological sustainability and cultural responsibility can be achieved.

Literature Review

Definition of Ecotourism

In 1991, the International Ecotourism Society (TIES) created one of the earliest definitions of ecotourism which they defined as 'Responsible travel to natural areas that conserves the environment and sustains the well being of local people'. In their website, TIES has identified a set of 6 principles for ecotourism which include:

- Minimizing impact
- Building an environmental and cultural awareness and respect
- Providing positive experiences for both visitors and hosts
- Providing direct benefits for conservation
- Providing financial benefits and empowerment for local people
- Raising sensitivity to the host countries' political, environmental and social climate

In 1992, E. Boo condensed the concept of ecotourism to exclude the local community and defined ecotourism as tourism which promotes the conservation of natural resources and habitats. This one sided perception of ecotourism was further expanded by T. C. Ti in 1994 to include travel to natural areas and participation in nature related activities without degrading the environment and preferably promoting natural resource conservation.

However, one of the most popular definitions for ecotourism these days is from the International Union for the Conservation of Nature (IUCN), now called the World Conservation Union. In 1996, the IUCN defined ecotourism as environmentally responsible travel and visitation to relatively undisturbed natural areas in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present) that promotes conservation, has low negative visitor impact and provides for beneficially active socio-economic involvement of local populations.

Ecotourism Standards

Different countries have different environmental policies and interpretations of ecotourism. Due to the role of ecotourism in providing an opportunity for environmental, economic and social harmony; proper understanding of ecotourism is extremely important to ensure sustainable development. Unfortunately, there are some tourism businesses that use the term ecotourism in their marketing campaigns without implementing the basic principles of ecotourism. This occurrence is called 'green washing' and businesses that incorrectly use the term can mislead tourists and harm the credibility of the industry, especially those organizations that abide by ecotourism standards. However, this incident is sometimes the result of a lack of understanding and awareness of ecotourism principles. Hence, it is important for travel and tourism operators to have a set of criteria or best practices to follow when having an ecotourism activity or business.

The Global Sustainable Tourism Criteria (GSTC) was created by the GSTC Partnership. Formed in 2007, the Partnership included the Rainforest Alliance, the United Nations Environment Programme (UNEP), the United Nations Foundation and the United Nations World Tourism Organization (UNWTO). The partnership engages all tourism stakeholders and develops educational materials and technical tools to guide hotels and tour operators through the process of implementing sustainable tourism best practices. The main objectives of the criteria are to:

- Clearly define sustainable tourism using the criteria as the framework
- Build consumer confidence
- Promote efficiency
- Fight green washing

Alternatively, the Green Globe 21 International Ecotourism Standard was formed based on the Australian Nature and Ecotourism Accreditation Certification Program (NEAP) Standard combined with elements of the Green Globe 21 benchmarking performance system. The main objective of the Green Globe 21 International Ecotourism Standard is to facilitate environmentally sustainable ecotourism and provide a basis for assessing environmental management performance for ecotourism products and recognizing best practices in ecotourism. The Green Globe 21 International Ecotourism Standard has a set of eight principles an ecotourism product should have, namely:

1. **Natural Area Focus**
   Giving visitors the opportunity to directly experience nature
2. **Interpretation**
   Providing opportunities to experience nature in ways that lead to greater understanding, appreciation and enjoyment
3. **Environmental Sustainability Practice**
   Representing best practice for environmentally sustainable tourism
4. **Contribution to Conservation**
   Contributing directly to the conservation of natural areas
5. **Benefiting Local Communities**
   Providing ongoing contributions to the local community
6. **Cultural Respect**
   Being sensitive to, interpreting and involving the existing culture in the area
7. **Customer Satisfaction**
   Consistently meeting consumer expectations
8. **Responsible Marketing**
   Marketing and promoting honestly and accurately so that realistic expectations are formed

Another standard is the European Ecotourism Labelling Standards (EETLS), made up of 40 specific criteria, created using the TIES definition and principles of ecotourism by utilizing the GSTC to provide a basis for interpreting ecotourism through sets of criteria. The EETLS shares all of the GSTC criteria which are applicable to ecotourism. The EETLS is divided into the four pillars of sustainable tourism according to the GSTC:

- A: Demonstrating effective sustainability management
- B: Maximizing socio-economic benefits to locals and minimizing negative impact
- C: Maximizing benefits to cultural heritage and minimizing negative impact
- D: Maximizing benefits to the environment and minimizing negative impact

The Case of Eco Rainforest Resort

The ecotourism resort reviewed in this paper, Eco Rainforest Resort, is located at the foothills of a mountain in Malaysia, one of Malaysia's natural treasures as this unique ecosystem features all sorts of indigenous plant and wildlife, considered by the scientific community as a rich biological sciences resource. However, unsustainable development of tourism threatens to further destroy what is left of the heritage.

Eco Rainforest Resort is of the opinion that it has a vital role to play in the area, to protect it from unsustainable practices in order to preserve it for future generations. As expressed by the Resort Manager:

> We see a lot of potential in this area, in the ecotourism market for the long term. The main shareholders of the management company have always wanted to protect this area and they see it as very significant; in fact we've already blocked an attempt by a hotel that had wanted to develop the next 300 acres of the forest and beach areas as a normal conventional resort and we're in the way, and this is part of the reason we're here, I mean, its not to block people, but we think that this area can be used for a lot more than building more hotels.

Eco Rainforest Resort: The Background

The Eco Rainforest Resort was launched in 1990 by the Chief Minister under the name Green Camp When it was opened, the resort had the objective of getting certified as an outward bound school which is a franchise with certain regulations and facilities like high wire ropes courses, whalers (large rowing boats) and other things typical of all outdoor activity camps. Green Camp was operated and managed by the State Economic Development Society (SEDS), who is still the property owner until today.

Unfortunately, after three years, Green Camp went into decline and this led to the decision by SEDS late in 1996, to lease out the property to the current managing company, a local company. The agreement between the two companies is that the profit is not shared and belongs to the management company. In turn, the management company would have to bear all costs of renovations or upgrades carried out. Improvements have been a steady progression and upgrades were done slowly as the management company did not have a lot of funds. The resort has since become a popular ecoresort and facilities have improved over the years.

Sustainable Management

1) Management and Profile

The resort is a small company which employs about 50 personnel, with 5 management personnel or Head of Departments. It is the policy of the company to hire local people. The organizational structure is informal or 'organic' and can change based on the manpower available. Eco Rainforest Resort has 10 treehouses, 24 cabins (6 beds in all cabins except one which has 9 beds) and a longhouse. At its maximum capacity, the resort can take in about 194 guests. The resort is an ecoresort providing a unique accommodation experience, nature based recreational and team building activities for the nature seeking traveller. The resort has a very wide international market but also handles a lot of local groups which comprise about 60-70% of their customers. Although the company has many environmentally friendly practices, their website does not fully market this fact and includes only a few practices that they apply.

2) Environmental Policy

Eco Rainforest Resort's philosophy is to appreciate nature and to change and improve the environment. The managing company's environmental policy is published on their Corporate Social Responsibility page in their website. However, their primary policy is to have a small footprint, minimizing their impact on the environment. Hence, when rooms are rebuilt, it will be on original sites, without cutting down any trees or vegetation. Being committed to caring for the environment, it is ensured that when a decision is made, the company is not just doing it for their own 'eco' image but that it will actually have a positive impact. Clearing the forest area to build more rooms in an attempt to increase profit is not the goal of the company. This concept is explained by the Resort Manager:

> Our main shareholder has said many times that if he had invested the money elsewhere he would have gotten a return much faster, it's more of a principle thing, there's potential here, but without sacrificing the principles with which we want to do business.

Locals often come into the ground areas to use the two beaches, jungle pool, trails and public toilets. A conservation fee (RM5 for adults with varying rates for others) is charged mostly for cleaning and maintaining these areas. Briefings are provided for big groups, especially young groups, before they come in to advise them on safety and preservation methods. There are also signs explaining the rules (such as do not litter and etc.) around the ground or camp areas. The resort manager basically plays the role of the environmental manager. Besides this, employees in the resort are also knowledgeable on some conservation topics, for example, there are experienced tree climbers who are familiar with the trees and know which ones are about to fall or are dying.

3) Employee Hiring and Training

When hiring, the management company prefers people that are hoping for a lifestyle change rather than simply wanting to rise up the corporate ladder of the hotel industry. Being a small company, there is not a lot of opportunity for career advancement. So it is vital for the company to employ people interested in a different lifestyle, those who enjoy working in an outdoor environment where money is not the main consideration. Equal opportunity in terms of disabled employees is not yet practiced because of the rough terrain and layout.

Training is given in-house to employees on environmental issues. Employees are regularly reminded to take care of the environment in monthly employee meetings and sometimes during the daily briefings. Briefings given by security to guests, relate to general safety and preservation issues, such as prohibiting open fires and cutting of trees. More detailed briefings are given by the instructors before a specific program or activity. However, even though knowledgeable, instructors still do not have an adequate understanding about complex issues such as reducing carbon footprint.

Embedding an environmentally friendly culture among employees has been a difficult process due to the lack of understanding on the importance of preserving and caring for nature. It has taken a long time to educate employees on these issues and the process is ongoing. For example, it took as much as a few years to get employees to take the recycling program seriously. The manager had to replace a few people from time to time but slowly the concept and principles are being inculcated into a way of life.

Society, Economy and Cultural Heritage

To support its employees, all of whom are hired locally, the resort gives out no interest loans to employees for wedding, houses, renovations and emergency. The resort contributes by making donations and assisting one of the two orphanages in town. They invite the orphans out during festivals and have offered for them to come out to the resort area. The resort sells handicraft from Perkata, the mentally handicapped children's association in the area. The products sold are like shirts, postcards, notecards and cute wooden figurines.

The resort also assists the rural communities, selling handicrafts whereby all proceeds go back to the community itself. In the past, the resort used to support local boatmen but these boatmen slowly became more demanding, threatening, unreliable and had boats that were not maintained. Hence, the boatmen were replaced by the resort employees but these employees are still local people. Promoting the culture and traditions of the state is important for the resort. The architecture of the cabins is a mixture of indigenous housing designs. The resort's menu is a mixture of local and foreign dishes to promote the local food.

Environment

1) Non Intervention Approach

The resort is very careful about their waste because they do not want to encourage wildlife coming into the resort area from the dense forest where they dwell. This principle is explained by Mr. Rahim:

> Some people have said why don't you plant this or put food out to encourage the animals to come near so the guests can see them, but I don't believe in that, I believe in non intervention**,** let them be by themselves, until we know exactly what the impact will be by doing otherwise. People have said plant 'ubi' (potato) to get the wild boars to come to a certain spot, put fruit out on a plate so you can see the hornbills, but I'd rather not, because the other thing is if the hornbills become tame, they become vulnerable, so we leave it as it is, we reduce our sightings but we are protecting the environment.

Eco Rainforest Resort is the only resort in the area that is actually built in the rainforest, not just near the forest in a big clearing like other resorts. Their aim is simply to facilitate people to see and experience the rainforest, to see the things if they are there naturally. The resort also protects the wildlife by limiting access to hunting, illegal logging and further destruction of habitats. One of the resorts nearby had wanted to build a marina and aviary along the coast which the resort managed to stop from happening. The resort protects the area from further unsustainable development as it uses only about 10 acres although situated in 44 acres of land. Poaching and hunting are reported immediately if spotted. There had been intrusion in the past but the resort has managed to put an end to it. Animals like the proboscis monkeys are poached for sport, and it was even said that one of the poachers was a policeman from the local village.

Besides that, the resort also tries to educate people and promote awareness when doing some of the walks like the foothills walks or Mountain climb. The instructors at the resort have had a lot of ecological training, as they are sent to environmental talks, like those held by the Malaysian Nature Society (MNS). The resort manager is of the opinion that it is essential for the instructors to understand behavior patterns of wildlife and the methods to naturally view them more often without disturbing their activities. The instructors' local knowledge is vast and they know certain aspects about the environment, like the local tree name and usage. In line with their policy of minimal impact and disturbance of the ecosystem, the resort does not cut trees down or trim branches, except for a few acacias, removed because they were a foreign species. Only trees that are dying or pose a hazard are cut down and even then, those branches are left to decompose naturally. As the resort manager comments:

> The view is kind of blocked from the treehouses and café, because we prefer not to cut the branches. They will grow on their own and a lot of people say why don't you trim the branches so you can have a spectacular view, but we have to learn this patience and that sometimes we have to let things be and they will take care of themselves, we do trim in front of the café veranda from time to time but its minimal.

2) Reducing Impact

The resort does a number of things to minimize energy use, waste and conserve water. All lighting is energy efficient except for a few spotlights in the garden. The purpose of having no televisions and phones in the rooms is to encourage guests to go outdoors, enjoy nature and open air activities to reduce energy consumption within the resort. All the cabins have no air-conditioning, although the treehouses have air-conditioning but there are also fans as alternatives. Even though the air conditions in the resort do not have inverters, employees turn them off when they come in to clean the rooms daily. The resort recycles and reuses materials when possible. Cardboard, plastic bottles, aluminium, tin and glass are separated and sold to third parties while old furniture is donated to the village communities.

New furniture is made from sawmill offcuts, leftover pieces of wood which are glued together to form tables. Normally these offcuts are used in containers as flooring but the manager had requested the furniture company to make them into tables, even though at a higher cost, to reduce their footprint. The latest furniture in the cabins is from timber sourced from sustainable forests certified by the State Forest Stewardship Council. When selecting vendors or suppliers, where possible, they try to engage environmentally friendly suppliers that use biodegradable chemicals or products. Broken furniture is repaired and resurfaced in-house. Printing is minimized as most day to day tasks are arranged via emails. Used towels and linens are made into rags to minimize wastage.

Garden waste is minimal and goes back to the forest. Certain types of food waste are taken to a location half way to the city where the company plants vegetables in their organic garden. Vegetables are used for the kitchen with the idea to get some of the food from a location close to the resort. This is done to reduce their footprint due to long transportation periods from the city and also to reduce costs and utilize waste from the kitchen.

Eco Rainforest Resort is the only dolphin watching company that uses four stroke engines in their boats. These engines are quieter, do not leave an oil trail in the water, have no smoke and are very efficient engines. Low flow aerators are used for the toilets to reduce water consumption. In the cabins, bottles full of sand are put into toilet tanks to reduce the amount of volume. Their next project is rainwater harvesting, whereby the harvested water will run back into the café for kitchen use. The resort also uses natural water sources from the mountain for its jungle pool.

3) *Conservation Efforts*

The Dolphin Project is a collaborative effort between a University, the state Forestry, Eco Rainforest Resort and other organizations. The Dolphin Project's objectives are to collect important data on conservation needs of dolphins in that state. These species' preference for near-shore habitats subjects them to intensive human activity and development pressures. The dolphin researchers use Eco Rainforest Resort as a base, getting special prices for accommodation and boat transportation.

In exchange, when they stay, the research personel take at least two hours to brief the guides and boatmen about how to drive the boats around the dolphins so as to not harm them and talk to the employees about dolphin ecology and other marine conservation topics. The resort was keen on supporting the project for long term as dolphins are part of their business activities via the 'Dolphin Watching Program' and tours. Hence, the company felt it was important to support research on finding out about the dolphin population and improving conservation efforts. The resort manager speaks of the partnership:

> It's a symbiotic relationship, they get trips for very cheap and get to extend their research while the resort gets training for their boat drivers so they are more careful with the dolphins, when they run tours they are more knowledgeable and can talk to the guests about the dolphins in greater detail.

Challenges

Eco Rainforest Resort has known for a long time that it is sitting on a stretch of irreplaceable rainforest. In spite of serious opposition from the property owners who want to develop the area further, they continue to hold on to the lease in an effort to preserve the place. Not only that, the manager has also been encouraging the state government to adopt an environmental policy. Adhering to international principles of ecotourism, it would be possible to have a large environmentally managed area which could be marketed very strongly, with improved occupancy for all. However, the state tourism board and the local hotels do not understand this fact.

Within the resort, the main challenge is mostly with the mentality of the employees as there is a resistance to change. Their attitude towards the environment is not fully developed yet. Employees do the minimal just because it is required and not because it is the right thing to do. The resort manager shares his experience:

My employees, if I say clean up the resort, it's cleaned. As soon as you cross the line where the resort area is going up to the hostel area you see rubbish on the floor. So their mentality just goes a certain distance. Having said that, a lot of my employees are very good and very conscious. And it's just a hand full of people who maybe, its just a bit of a 'trying to prove they can do whatever they like thing.

Review of Eco Rainforest Resort

To review the ecotourism practices of Eco Rainforest Resort, this paper will utilize the EETLS criteria as a basis for review.

Category	No.	Criteria	Review
Sustainable Management (A)	A1	Management System	Yes
	A2	Legal Compliance	Yes
	A3	Employee Training	Yes
	A4	Customer Satisfaction	Yes
	A5	Marketing Accuracy	Yes
	A6.1	Zoning	Not Applicable
	A6.2	Design and Siting	Yes
	A6.3	Sustainable Construction	Yes
	A6.4	Special Needs Access	Unsuitable Terrain
	A7	Interpretation	Yes
Social or Economic (B)	B1	Community Development	Yes
	B2	Local Employment	Yes
	B3	Fair Trade	Yes
	B4	Local Entrepreneurs	Where possible
	B5	Indigenous Communities	Aided where possible
	B6	Exploitation	None
	B7	Equitable Hiring	Yes
	B8	Employee Protection	Yes
	B9	Basic Services	Yes
Cultural Heritage (C)	C1	Code Behavior	Not Applicable
	C2	Historical Artifacts	Not Applicable
	C3	Protection of Sites	Yes
	C4	Incorporation of Culture	Yes
Environment (D)	D1.1	Purchasing Policy	Available
	D1.2	Consumable Goods	Reduced
	D1.3	Energy Consumption	Reduced
	D1.4	Water Consumption	Reduced
	D2.1	Greenhouse Gas	Reduced
	D2.2	Wastewater	Reduced where possible
	D2.3	Waste Management Plan	In Place
	D2.4	Harmful Substances	Reduced
	D2.5	Other Pollutants	Reduced
	D3.1	Wildlife Species	Protected
	D3.2	Wildlife in Captivity	None
	D3.3	Landscaping	Left Natural
	D3.4	Biodiversity Conservation	In Place
	D3.5	Interactions with Wildlife	Minimal

Discussion of Ecotourism Principles

It can be seen that environmentally responsible travel exists for guests of Eco Rainforest Resort whereby visitation to Mountain is for the purpose of enjoying and appreciating nature. Tourists to Eco Rainforest Resort have a responsible attitude towards the local area and its conservation. The resort promotes conservation of the local by striving for a relatively low negative visitor impact on wildlife and the forest. This can be seen from the resort's non intervention policy of not cutting trees and leaving wildlife as they are in their natural habitat. While tourists enjoy and appreciate the walking trails and dolphin viewing activities, education on the importance of conservation is given by the resort's guides.

Awareness is also created among the locals when the resort provides information about the need to protect and conserve the natural assets in the area as well as the appropriate behaviour to observe when visiting these natural sites. Money earned from the conservation fees and other activities is used to assist conservation research efforts like the Dolphin Project and the maintenance of the area and its biodiversity**.** Eco Rainforest Resort's few cabins and treehouses in a relatively small area caters to small groups of tourists to minimize negative impact on the area and local communities. The resort is serious about its policy not to clear large areas to make way for built up establishments that accommodate flocks of tourists. This is obvious from the resort's attempts to block other companies that want to develop the area in an unsustainable way.

Besides this, there is also social and economic involvement of local populations by providing employment opportunities, assisting charitable organizations and selling the handicraft of locals. However, perhaps more could be done in these areas by promoting the culture and heritage of the local people while providing some business opportunities for them to raise their standard of living. Eco Rainforest also tries to minimize use of fossil fuels, water and reduce the generation of waste. The company favours products that are environmentally friendly where possible, however due to its location, the resort sometimes uses local products that are available instead of increasing their carbon footprint when importing foreign products that might be more environmentally friendly. Perhaps the resort could actively seek ways of increasing the production of vegetables and fruits in their farm to further reduce their carbon footprint and even try to add livestock to supplement the source of food used in the kitchen. As there will always be room for further reduction of energy, water and waste; the resort could try to increase monitoring of these elements to find creative ways of reducing it further.

Conclusion

Eco Rainforest Resort has managed to illustrate that it is a sustainably managed ecotourism resort balancing conservation and profitability well. Although a fairly profitable business, Eco Rainforest does not neglect meeting its environmental and social goals. However, in spite of Eco Rainforest adhering to ecotourism policies; the conservation of the surrounding is threatened as the development of the ecotourism industry in the state is currently misused due to a lack of understanding of basic ecotourism principles. Unfortunately, without sufficient planning, the state will only be moving towards a greater threat and stress on the planet. The state government will only improve ecotourism planning and development in the region if it is well educated on the structure, principle and value of ecotourism. For this to happen, the national government and non-governmental organizations have to strive harder to reach local authorities effectively. However, concepts such as these will be more ingrained in the minds of future leaders if proper education and awareness starts from their schooling years. The only way this can be done successfully is for the Education Ministry to seriously look into ways to undertake research on how to communicate this concept properly to the nation's young for sustainability of the industry and the country in the coming decades.

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Appendix:

The following table is a summary of the European Ecotourism Labelling Standards (EETLS):

Category	No.	Criteria
Sustainable Management (A)	A1	Management System
	A2	Legal Compliance
	A3	Employee Training
	A4	Customer Satisfaction
	A5	Marketing Accuracy
	A6.1	Zoning
	A6.2	Design and Siting
	A6.3	Sustainable Construction
	A6.4	Special Needs Access
	A7	Interpretation
Social or Economic (B)	B1	Community Development
	B2	Local Employment
	B3	Fair Trade
	B4	Local Entrepreneurs
	B5	Indigenous Communities
	B6	Exploitation
	B7	Equitable Hiring
	B8	Employee Protection
	B9	Basic Services
Cultural Heritage (C)	C1	Code Behavior
	C2	Historical Artifacts
	C3	Protection of Sites
	C4	Incorporation of Culture
Environment (D)	D1.1	Purchasing Policy
	D1.2	Consumable Goods
	D1.3	Energy Consumption
	D1.4	Water Consumption
	D2.1	Greenhouse Gas
	D2.2	Wastewater
	D2.3	Waste Management Plan
	D2.4	Harmful Substances
	D2.5	Other Pollutants
	D3.1	Wildlife Species
	D3.2	Wildlife in Captivity
	D3.3	Landscaping
	D3.4	Biodiversity Conservation
	D3.5	Interactions with Wildlife

An Exploration of Irritation Attitudes of Host Community towards Tourists Case Study: Pulau Perhentian Terengganu Malaysia

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Driven by desire to deeply understand and explore the place they are visiting, tourists are seeking more hand on travel opportunities. Volunteer tourism, is an emerging new trend by giving some services and benefits to the local communities as part of their holiday experience are part of growing trend. Recreational tourists are those who spend their holiday enjoying the beauty of nature with or with no contact with the communities. Both are pay particular attentions to the local host and the nature environment but argue cannot be separated from impact to the economic, social and physical and their inter dependencies. Because of the unique nature of tourist typology, measuring community irritation attitudes should be regarded as a basic starting steps in the tourism industry in Malaysia and identify how far these typology being accepted by the social cultural life of the host community. This research is expected to investigate the micro aspects between the host or the local communities of two tourist typology. The level of acceptance will be based on the four attitude levels: euphoria, apathy, annoyance and antagonism. The choice of the use of a case study reflects the aims of research needed to examine phenomena the host community's responses. The expected of this research is to identify the negative and positive impacts host communities attitude in Malaysia

Key words: recreation tourism, volunteer tourism, host communities, attitude, community-based development, alternative tourism, sustainability.

Introduction

The growing of this new phenomenon of volunteering opportunities studied by The National Youth Agency working with youth specialists Dubit Research on a project exploring volunteering and the recession in UK. The objectives of encouraging the youth to participate in volunteering is to create an awareness of accreditation and the role of volunteering as part of the pathway for employment. The competition of jobs are always competitive recently starting year 2008 and finding a job is a challenging for many young people in UK. The government had announced 6 million pound

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funding for young people to take part in community volunteering pilot scheme. Volunteering change young people in UK and believe it will open an opportunities for youth employment. The volunteering was taking places during the gap year in different country such as learning a new language and exchange different culture. There are many sort of project involved which included volunteering in the community, environment conservation, heritage, marine conservation and teaching (Children and Young People Now, 2010).

According to Stebbins and Graham (2004), the volunteering in the leisure or during gap year can be best known as volunteer tourism which is mean volunteer activities as helpers, as people filling a distinct, contributory role and more particularly during leisure time. Three major main forms which are serious, casual and project based leisure. Volunteer activities can be derives from any three of these forms. The root of volunteer tourism is the combination of volunteer service and travel incorporating the service into learning experience by students from western countries (Brown, 2005).

All these form of activities supported by the NGOs who played an important role to implement a sustainable tourism and identify the areas including volunteer tourism (Wearing *et al*, 2005). NGOs have done many task and different range of activities which include environmental education, focusing of attitudes and behaviours to maintain natural environment and host community empowerment. In recent years, many NGOs or charities have teamed up with tour operators to create combined fundraising and adventure holidays. As example in US, the non-profit organizations have been expanded which include Charity Guide Organization, Cross

Cultural Solutions, Earthwatch Institute, Global Volunteer, International Volunteer Programme and Ambassadors for Children (Brown, 2005). Some author defined these organisations as a sending organisation in Volunteer Tourism range from locally based non-profit organization to multinational commercially run organization, while some volunteer tourism organisations also occurs without such organizations (Lyon and Wearing 2008).

Funding is a crucial lacking for non-profit organisation and these organisations have seen an opportunity for funding potential in volunteer tourism where conservation expertise and agencies develop research projects and the volunteers provide labour for the particular research. Through volunteer tourism the tourists able to see wildlife up close, interacting with local communities and meeting new members and the tax deductions make volunteer tourism more attractive and popular among Western Europeans and Australians (Brightsmith *et al*, 2008). Despite this obvious advantage Darwall *et al* (1996) evaluated the suitability of volunteer tourists in data collection and they have came out with different perspective on the effect of the setting up period for the protected areas and the survey found repetition of detailed studies in single areas lead to drop in the level of interest which is likely to lead to a loss in the data collected.

Case Study Area

The growth of volunteer tourism in Malaysia initial started in Terengganu and Pahang. This research in Malaysia as part of socio economic and environment impacts of volunteer tourism and recreational tourism on local communities. In Terengganu, volunteer program was handled by Bubble Dive Resort where the volunteer activities start for one week or 5 months. The activities are more running the T and T Club at the local primary school and stay overnight in the village, collect reef data and prepare to give information of the importance of the environment and marine turtle conservation in the island.

The recreational tourists who are also spending overnight in the island for pleasure but less concern on the conservation. Initially volunteer tourism in East Malaysian Islands was an icon of leisure tourism or dive tourism. Furthermore, the Ministry of Tourism Malaysia identifies volunteer tourism as one of the high yield components of marine tourism and is aggressively promoting tourism icons such as Pulau Perhentian, Pulau Tioman and Pulau Sipadan as a scuba diving destination while contributing volunteer activities in the islands. Despite this, volunteer tourism is relatively unregulated in Malaysia and there is currently a lack of specific policies to guide the industry towards sustainable growth.

The objectives of this research is to present the main findings of the study on the impacts of volunteer tourism on the communities at the study areas of Pulau Perhentian and to solicit feedback from the participants on the findings, issues and recommendations that are put forward by the study as well as to provide a foundation for the formulation of volunteer tourism in the near future.

Issue and threat has been seen in the volunteering sites and concentration of volunteer tourists in particular sites, furthermore, there is a lack of data to show actual number of volunteer tourists at particular sites. Volunteer activities concentration at any particular sites only depends on peaks seasons and what would be the impact on the host community attitudes of the activities. This study highlighted four dimensions: cultural, social, environmental and economic impacts on the build of volunteer tourism within the circulation of the area. The negative impacts can make the host environment less supportive of the tourism industry and may influence the host community attitudes favorably or unfavorably. The intrinsic dimension suggests that the host community is not homogeneous but rather heterogeneous implying that perception of tourism differ among the residents. The irritation index theory will be applied to test the typology of host community attitudes of volunteer tourism and recreational tourists in Malaysia islands.

Literature Review

In mass tourism particularly recreational tourists have develop significantly in recent times. Tourists typology can be classified according to their personality trait which are influence their needs and motivation. The context and the meaning of the term recreational tourists more liking attractions, eat in the hotel dining room seek for superiority. The explanation of these two typologies has been highlighted in Table 1 by Murphy (1985).

Table 1. Tourist Typologies (Murphy, 1985)

	Experience	**Demands**	**Destination Impacts**
Psychological Model			
Plog (1972)	Allocentric	Adventuresome and individual exploration.	Small in number, board with local residents.
	Mid Centric	Individual travel to areas with facilities and growing reputation	Increased commercialization of visitor-host relationship
	Psychocentric	Organized package holiday to popular destinations	Large-scale business with facilities similar to visitors' home area.
Cohen (1979) Modern pilgrimage	Existential	Leave world of everyday life and practically to escape to elective center for spiritual sustenance.	Few participant who are absorbed into community little impact on local life.
	Experimental	Quest for alternative lifestyle and to engage in authentic life of others.	Assimilated into destination areas because of small numbers and desires.
	Experiential	Look for meaning in life of others, enjoyment of authenticity.	Some impacts as destination provides accommodation and facilities to show local culture
Search for pleasure	Diversionary	Escape from boredom and routine of everyday existence, therapy which makes alienation endurable.	Mass tourism with large demand for recreation and leisure facilities, large impact because of the numbers and commercialization
	Recreational	Trip as entertainment, relaxation to restore physical and mental powers	Artificial pleasure environment created: major impact on local lifestyle.

Plog used psychographic segmentation to classify the tourists, psychocentics described as being self-inhibited, anxious and non adventurous while the other allocentrics curious, adventurous, self confident and out-going. Plog (1987), significantly discover that allocentrics the first discover a new tourism product and then introduce the new destination to near allocentrics and then in turn introduce to mid centrics. Plog suggested that the discovered of new destination by alternative tourists would lead to inevitably to attract mass tourists.

Cohen (1972), categorized tourists into four types whether or not they are part of institutionalized or organized travel. Explorer arrange their own trip, they interested in associating with local population but at the same time they willing to stay in discomfort accommodation and less on travelling arrangement. The organized mass tourists close contact with locals and travel in the own environment.

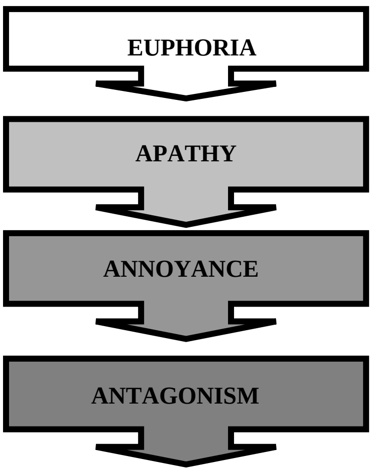
The mass tourists explained by Cohen are more similarly with the recreation tourists which are more searching for pleasure and comfort while travelling and less involve with locals. The growing number of recreational tourists created negative impacts to the environment and tourists are increasingly searching for new forms of travel that provide alternative experience to the mainstream. The example of this phenomenon is volunteer tourists. As it rises in popularity, volunteer tourism in contrast can be viewed as an increasingly sustainable form of travel (Pearce and Foster, 2007).

Growing concern with the sustainability of volunteer tourism appears to centre on both its impact on local communities and commercial purposes. Many argue that there is blurring of boundaries between volunteer tourists and recreational tourists. The nature of volunteer tourism generally viewed as involving the payment by tourists participate in organized special interest project, focused upon assisting local natural, social and culture environments (Wearing 1997). Volunteer tourism sometimes known as a mixture between alternative tourism and organizing volunteering creating a form of ecotourism involving altruism sense than recreational tourists and these is including backpackers. This form of tourism become popular in recent years is argued to be a new and leading for alternative tourism (Brown and Morrison 2003). The ideological focusing on contributing to the local communities in the form of environmental, economic and social cultural benefits and the setting of moral agenda for sustainability (McGehee, 2002;McGehee and Santos, 2005).

Irritation Index

Doxey's Irridex (Figure 1) which attempt to show how attitudes to tourism in a host area might change as the industry developed, this research is more toward to gain a deeper understanding of volunteer tourists and local communities interact concerned with postmodern theory (Silverman, 2000) particularly in alternative tourism started with the discussion of Urry (1990) and Justice tourism cited by Scheyvens (2002), instead of mass tourism development on Butler's conception of resort development

Most the researches on volunteering used a humanistic approached on attitudes and underlying motivation of volunteer tourists for taking volunteering actions.



Initial phase of volunteering programmes, the local communities welcoming the outsiders

The contacts between locals and outsiders more formal and controlled mechanism

Saturation approach local communities misgiving about volunteering programmes and attempt solutions

Irritation openly expressed outsiders seen as cause of all the problems promote to offset the volunteering programmes

Figure 1. Doxey's 'Irridex"(Doxey,1975)

Doxey (1975) analyzed the effects of host attitudes towards recreational tourists and volunteer tourists in rural areas in Malaysia which refers to the impacts between local communities and the volunteer tourists and recreational tourists of different cultural groups. The impact between people of different backgrounds may result in positive as well as negatives outcomes. The attitude of local communities on the tourists played an important role the successful of the programme planned and local communities with positive attitudes tended to be more active in supporting the industry and those with less positive attitudes tended to be more passive. The local communities at stage of euphoria and apathy can be classified as positive attitudes and local communities at stage of annoyance and antagonism are tend to be negative attitudes towards the tourists.

Euphoria and Apathy stage:

First stage is where the community welcoming attitudes towards volunteer tourists in the rural area. The community gives more efforts to understand tourists' needs. The volunteer tourist's willingness to understand the local community cultures and they respect the local community's culture. There are chances of mutual interactions among local tourists and volunteer tourists.

Annoyance and Antagonism stage

The second stage where the resentment of tourists, lack of appreciation of tourists' cultural background. The community becoming more arrogant behavior towards tourists. Create sense of superiority and the tourists lack of respects from the local communities

This research is believed to categorized which levels of irritations due to the volunteer tourism and recreational tourist which has been implemented in the Islands of Malaysia which is Pulau Perhentian Besar Terengganu and Pulau Tioman. The previous studied in Carribean Island of Barbados (Doxey, 1975), there is the existence of "extension of the slave-plantation syndrome" who stated that majority of tourists don't travel to the LAC countries not to be poor but some of them travel there to see poor.

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Islamic Tourism: A Conceptual Framework

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Tourism is on the rise. People are now willing to spend their time and money on tourism locally or abroad. In fact, tourism is greatly encouraged by the government. Islam, as al-din or a way of life, provides guidelines in every aspects of life. Islam observes that any action performed by a Muslim is counted as virtue as long as it is done accordingly and does not inflict harm or damage to his self or others. In fact, this action is deemed worship if it is for the purpose of seeking Allah's blessing and the implementation does not contradict with the tenets of Islam. Likewise, in tourism, aspects such as intention of a visit, places to visit, method of a visit, activities and rukhsah during a visit are among the guidelines discussed. This paper thus attempts to describe the basic concepts of Islamic Tourism based on the Quran and Sunnah and historical facts.

Key words: Islam, tourism**,** Islamic tourism

Tourism from the Islamic Perspective

Today people are now willing to spend their time and money on tourism locally or abroad. The government is also seen keen on encouraging the people to take a holiday within the country. Islam is *al-din* that provides the means to a way of life. The teachings of Islam encompass all aspects of life and not only confined to the relationship of servant and Creator (Haron Din, 2003). As a Muslim whatever is done will not come to nought in fact can be regarded as an act of worship if it is carried out with the intention to seek Allah's pleasures and the execution/ performance thereof do not contradict with the Islamic tenets. The "Cuti-Cuti Malaysia" Campaign that encourages local tourism can actually be an act of worship when the following aspects that are to be discussed are performed and carried out accordingly.

Apart from intention, Islam also places importance on safety, wealth and family. After making the necessary endeavour to ensure that aspects of safety during a journey and the safety of what is left behind, a Muslim is encouraged to supplicate to Allah. This is because any efforts made can only be successful with Allah's consent [1]. The importance of seeking safety from Allah whilst travelling is also clear with the Islamic rulings of the recommended travelling prayer (*nawafil solat musafir*).

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Islam encourages the activities of *tafakkur fi qalqi Allah*. In the Quran there are numerous persuasions imploring man to always reflect, think and observe Allah's creations. Contemplation (*tafakkur*) can lead to the increase of a man's faith. The activities of contemplation can be carried out when he is travelling. Among Allah's related commandments are:

> *Behold! in the creation of the heavens and the earth, and the alternation of Night and Day,— there are indeed Signs for men of understanding.* (Ali 'Imran, 3: 190)
>
> *Do they not look at the Camels, how they are made?* (Al-Ghasyiah, 88:17).
> *Say: "Who is the Lord and Sustainer of the heavens and the earth?" Say: "(It is) Allah." Say: "Do ye then take (for worship) protectors other than Him, such as have no power either for good or for harm to themselves?" Say: "Are the blind equal with those who see? Or the depths of darkness equal with Light?" Or do they assign to Allah partners who have created (anything) as He has created, so that the creation seemed to them similar? Say: "Allah is the Creator of all things: He is the One, the Supreme and Irresistible."* (Al-Ra'd, 13: 16).

In addition, the excuse (*rukhsah*) given in the performance of the acts of worship of the *solat* (prayer) and *saum* (fast) show that the Islamic rulings gives due recognition to the importance and the need to travel provided that the travelling does not condone futile activities and do not contradict the Islamic rulings. Simultaneously, there are aspects of tourism which is regarded as an act of worship in Islam. This is exemplified with the existence of elements of tourism such as the *Haj* (pilgrimage to Makkah). The pilgrims are required to make the necessary preparations for the long journey to Makkah and also the nearby journeys from one place to another whilst there. Another example is pertaining to a group of travellers who are travelling good intention but unfortunately are cut off from their supplies or resources whilst in their journey are also recognised in Islam. This is because this group of people are eligible to receive *zakat* and help in Islam. [2]

Furthermore, vacation or tourism can help to sharpen one's thoughts (Ali-'Imran: 190) besides giving him the peace of mind, reduces stress and increase a person's motivation level. Reflecting on Allah's creations, to feel Allah's grandness and remembrance of Allah can help to compose one's thoughts. This is in line with Allah's commandments *"Those who believe, and whose hearts find satisfaction in the remembrance of Allah: for without doubt in the remembrance of Allah do hearts find satisfaction.*" (al-Ra'd, 13:28).

In a tradition of Rasulullah s.a.w. "Verily for yourself on you is a right and on your Lord on you is a right" (Narrated by al-Tarmizi). As such tourism or taking a vacation is at times deemed as a necessity when a person puts his mind at ease because he needs time to rest from his daily routine.

Whilst taking a vacation and putting one mind's at ease, a person gains time to reflect on his self. The space and free time that are available can be used to evaluate one's behaviour and deeds. This method is directly in line with *muhasabah al-nafs* that is encouraged in Islam.

In one of Allah's commandments that brings forth the following interpretation, *"O ye who believe! Fear Allah and let every soul look to what (provision) he has sent* *forth for the morrow. Yea, fear Allah: for Allah is well-acquainted with (all) that ye do"*(al-Hasyr, 59:18).

The above verse encourages persons who have the faith in Allah to fear Allah. They are the ones who are always conscious of their deeds to ensure that their deeds do not oppose Allah's orders. It acts as a reminder and a warning that all deeds performed by someone whether good or bad will all be accounted for.

The purpose of *muhasabah* is to ensure that a person makes the necessary preparations to face the hereafter and thus prepare one's self with the good deeds that can save him from the torment of Allah (Ibn Kathir: 1999).

Based on the traditions of Rasulullah s.a.w. "The wise person is the one who stoops his desires and perform deeds for the days succeeding his death. The weak person is one who follows his desires and daydreams with the rewards from Allah"(Narrated by Ibnu Majah).

However to ensure that tourism is in line with the Islamic philosophy, it is imperative that the intention of the journey or travelling is ascertained. In Islam, each and every deed of a Muslim is based on the intention. According to a Hadith of Rasulullah based on the authority of Umar al-Khattab "*I heard the messenger of Allah salla Allah alihi wa sallam say: "Actions are but by intention and every man shall have but that which he intended."* (Narrated by Bukhari).

Besides that, the obligatory prayers and others must be observed. A Muslim cannot neglect his responsibility to pray whilst in travel. This also holds true with his responsibility to look after the environment, in ensuring that he eats food that are permissible (*halal*), wear clothes that are according to Islamic rulings, uses permissible financial sources for the travelling expenses, carry out activities that do not oppose Islamic rulings whilst travelling and other matters that must be observed whilst travelling.

Tourism can also be used to gain knowledge and to conduct research and studies. This has been proven by scholars of the past such as al-Ghazali (d.1111)[3], Ibn Battutah (d. 1369)[4], Ibn Khaldun (d.1395 Masihi) [5] and others. History has proven that there were many geographers who started from the Muslim community such as al-Razi (d. 925 Masihi) and Ibn Hazm (d. 1064 Masihi) and al-Idrisi (d. 1166 Masihi) (Husin Mu'nis, 1967).

The same also holds true during the Islamic Golden Era era, such as during the Abbasiyah period where the economic system developed and flourished as tourism played a part in the economic development then. There were hotels built at that time to meet the needs of businessmen and travellers. The scholars of the day such as the experts of *hadith* had travelled to obtain the authentic *ahadith* from the Muslims all over the continent due to the spread of the Islamic empire. The same concept is adopted by the scholars of the Malay Archipelago. Among them is Hamka (d. 1981 Masihi) who did not receive formal education during his lifetime but gained knowledge from his travels within and outside of Indonesia (Solichin Salam, 1983).

Moreover according to Islamic tourism philosophy the travel must not be in vain including the opportunity to preach. History has shown that the travels carried out by the Muslims of the past had contributed tremendously to the advent of Islam in the Malay Archipelago (A. Hasyimy, 1981).

Islam also puts the emphasis on the place to travel. For example if a person visits a historical site, numerous benefits can be gained from it. From such travels one is able to get a glimpse of the struggles of the early Muslims especially when the said site recorded the important moments in the expansion of Islam. As a guideline, Muslims are able to choose the sites mentioned in the Quran[6]such as certain prophets' incidents and their people. Apart from tourism, one can be in receipt of a lesson and the teachings associated thereto as well as use the travels as a platform to increase his faith.

In tourism there also exists the concept of social interaction. This hold true when travelling in a group as it allows for the bondage of brotherhood among the travelling members, getting to know one another better and helping one another. Tourism also contributes to the economic development of a community. Tourism often times provides opportunity to generate income for the local community (Ahmad Shuib, 1994) (Figure 1).

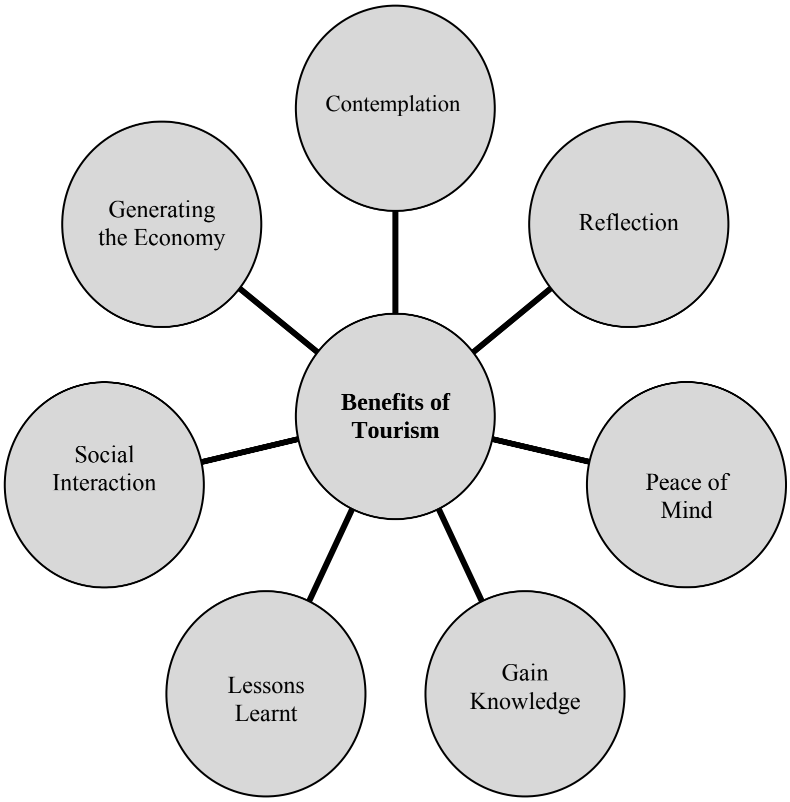

Figure 1. Benefits of Tourism

Conclusion and Suggestions

Islam has put in place a few philosophies and procedures to travel. Starting with intention, endeavour and supplication, the dress code, entertainment, activities, food, expenses and others have been given the general guidelines in Islam. Tourism in Islam is also related with the belief to the Creator (*aqidah*).

The benefits of tourism that adheres to Islamic rulings are abundant such as contemplation, reflection, peace of mind, gaining of knowledge, lessons learnt, social interaction, generating the economy and others.

As such before incurring expenses in the travels, a Muslim should foremost correct his intention and does not neglect the guidelines that have been set. This will ensure that one’s journey or travels is blessed.

The relevant authorities need to view these efforts to ensure that each and every tourism packages follow the guidelines in Islam. To attract the Muslims tourists and to ensure that the tourism package offered adheres to Islamic rulings, provide the facilities that help tourists to fulfil their obligations need to be given due attention. The travelling schedule that takes into account the prayers' time and other needs must also be attended to. If gauging from the Islamic perspective the methods of generating the economy that is blessed by Allah is also one that corresponds to the Islamic rulings. The efforts to bring forth more tourism packages that correspond to this Islamic philosophy need to be seriously given consideration.

Notes

1. Al-Nawawi as an example collected the supplications (*doa*) that is related to travelling. Refer to al-Fikr.
2. Husein Sahata (2003), *Kaedah Agihan Zakat Harta: Pengertian, Sistem & Agihannya*, Pustaka Al Shafa: Kuala Lumpur.
3. He had travelled to Damascus in the year 1095 Masihi. (For further details refer to Noor Shakirah Mat Akhir. (2008). *Al-Ghazali and His Theory of the Soul*. Pulau Pinang: Penerbit USM.
4. He is renowned for his book *Rihlah* that has been translated into numerous languages such as the English Language and the Malay Language. Mackintosh Smith, Tim (Ed.). (2003). *The Travels of Ibn Battutah,* Picador: London. Syed Nurul Akla Syed Abdullah & Adi Setia Mohd. Dom. (2003). *Pengembaraan Ibn Battutah*. Kuala Lumpur: MPH & IKIM.
5. Also has been translated into numerous languages such as the English Language and the Malay Language. See Ibn Khaldun (1967), *The Muqaddimah*, *An Introduction to History*, trans. By Franz Rosenthal, Princeton University Press: Princeton. Ibn Khaldun (1995). *Muqaddimah*, Kuala Lumpur: Dewan Bahasa dan Pustaka.
6. For example the cave that is related to the story of the "Dwellers of the Cave" (*ashab al-kahfi*). According to Allah's commandments "*Behold, the youths betook themselves to the Cave: they said "Our Lord! Bestow on us Mercy from Thyself, and dispose of our affair for us in the right way!"* (al-Kahfi, 18:10).

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Rural Tourism as Primary Niche in Non-Urban Tourism Typology

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In many countries, a number of established tourism destinations have turned to non-urban areas in order to diversify their tourism products and markets and to spread the benefits of tourism away from cities and coastal areas into the hinterland. More specifically, non-urban tourism has been widely promoted as an effective source of income and employment, particularly in peripheral rural areas where traditional agrarian industries have declined. This conceptual paper reviews the development of non-urban tourism, and defines rural tourism as a discrete activity with distinct characteristics which may vary in intensity and by area. As modern rural tourism context includes a variety of typologies, the justification for the classification is still unclear because research on non-urban tourism in developing countries is still immature and receives limited attention. Thus, this conceptual paper attempts to identify recognizable perspectives on defining it and outline the main elements of non-urban tourism in Malaysia.

Key words: non-urban, tourism, typology

Introduction

Defining non-urban tourism is a difficult issue, especially in academic side (Holland et al. 2003). Oppermann (1996) confirmed that “there is not even a commonly accepted definition of what is the non-urban tourism, especially rural tourism.” This makes describe this kind of tourism especially difficult. In order to obtain some estimates of what might be defined as a non-urban tourism, many authors indicate that non-urban tourism involves under the so-called rural tourism which includes agri-tourism, equestrian tourism, hunting tourism, rural heritage tourism, adventure tourism, ecotourism and nature-based tourism (Williams, 1995; Oppermann, 1996; Hill et al, 1996; Swarbrooke, 1996; Holland et al. 2003).

Simple definitions of rural are those which are located outside cities, therefore, rural, as opposed to urban, (Sharpley & Sharpley, 1997). Long (1994) suggests that population density, size of settlement, land use and traditional social structures as main characteristics that help determine the area as rural. However there is no universal definition for rural area as national governments use country specific

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criteria. For example, in Australia, the rural is defined as areas which have population less than 5000 people, while in Denmark and Norway towns of fewer than 10,000 people are considered rural areas (Sharpley & Sharpley, 1997). In a wide sense, it can be defined as a state of mind, and technically, according to activities, destinations and other measurable, tangible characteristics (Sharpley & Sharpley, 1997). Over time, researchers have constantly added to understanding the activities that encompass rural tourism. The list includes interest in farms, nature, adventure, health, education, arts, and heritage (Bramwell & Lane, 1994; Jolliffe & MacDonald, 2003), as mentioned earlier, and experiencing living history such as rural customs, folklore, local traditions, beliefs, and common heritage (Jolliffe & MacDonald, 2003).

Main Determinants of Rural Tourism

Rural tourism includes a wide range of activities, natural or man-made, in addition to attractions, facilities, transportation, various amenities, marketing and information systems (Sharpley & Sharpley, 1997). Essential qualities of rural tourism include a feeling of peace and comfortable, calm, and escape from the stress of modern pressures (Sharpley & Sharpley, 1997). There is diversity in rural tourism segmented in terms of operational structures, activities, operating environments and markets (Roberts & Hall, 2001). These factors combined make it difficult to analyze rural tourism understandably. Because of that, there is the need to move towards an international understanding of the terminology, nature, linkages, outcomes, temporal and spatial significance of rural tourism (Hall, 2000).

There are many different explanations as to what tourism consists of in rural areas. Often rural tourism is associated with farm tourism; however this is only one component of the whole concatenation. Rural tourism is associated with ecotourism also, nature tourism and green tourism (Sharpley & Sharpley, 1997). Then there is leisure tourism which itself can include touring, water related activities, aerial activities on dry land, activities, sporting, cultural activities, discovery activities, and health-related activities (Sharpley & Sharpley, 1997; Alexander & McKenna, 1998; Bramwell & Lane, 1994). There is also an extensive range of accommodation available, from bed and breakfasts, apartments, rural hotels, guest-houses, camping grounds, second homes and accommodation provided on farms (Oppermann, 1996). Other elements include recreational tourism in national parks and wilderness areas. In some countries, rural tourism businesses includes: farm-stay, home-stay and other accommodation providers, activity-based businesses, retail outlets, gardens, museums, and other cultural and heritage products (Warren & Taylor, 1999).

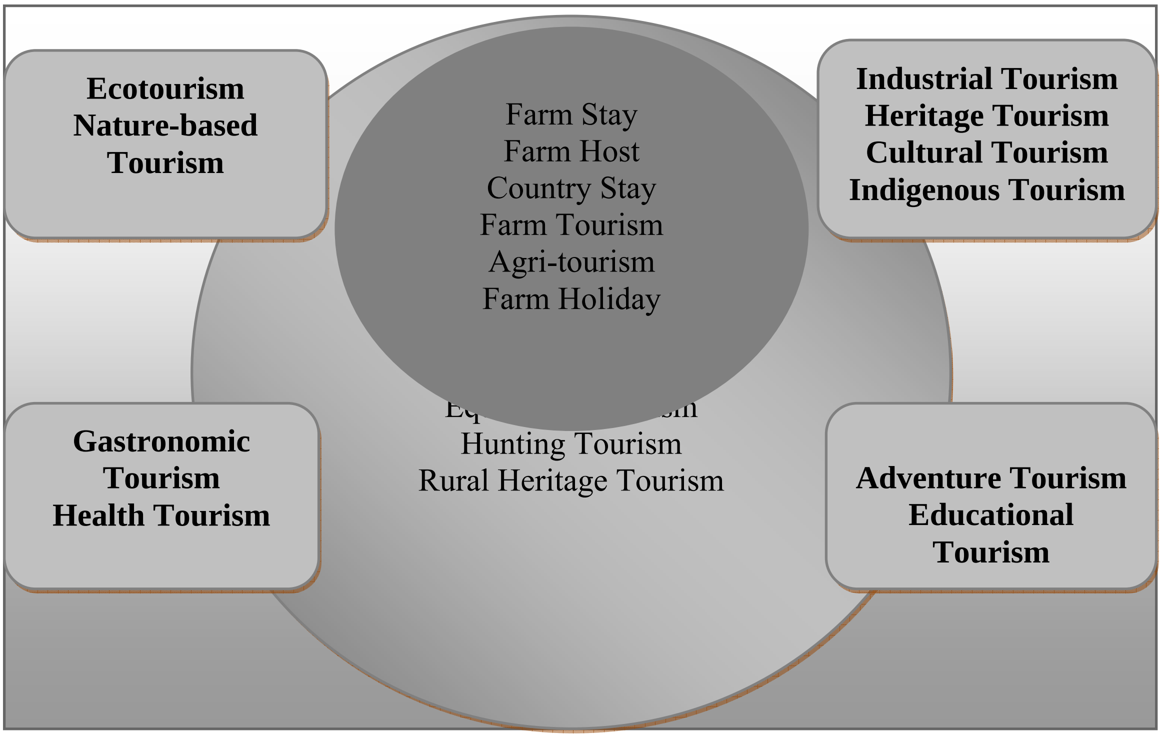

Figure 1. Defining Rural Tourism Industry (Holland *et al.*, 2003)

Figure 1 shows a general framework of rural tourism within a clearly defined subset of tourism experiences. The landscape and culture created by agriculture is at the core of tourist interest, thus developing marketing strategy of rural areas product. The general nature of this definition is not useful from the marketing perspective because it needs to bring additional classification criteria to achieve segmentation of market. The tourism experience can be a part of the whole experience package in rural area. However, if they are the principal motivation for the visit, the tourist should not be classified as a rural tourist. In these cases, the geographical context has little relevance to the tourist's experience-seeking behavior (Holland et al. 2003). For example, it is quite possible for gastronomic or adventure tourism to take place in a rural landscape, but the principal motivation of the tourist will actually determine if they are rural tourists.

Labeling a visitor a rural tourist simply on the basis of their geographical location is inaccurate as describing visitors to cities, city tourists. The categorization tells us nothing about what they do and, more importantly, why they do it (Sharpley, 2000). This has strategic relevance to the effective marketing and segmentation of tourism in rural areas. What defines rural tourism is inherently the intent of the tourists in seeking out rural experiences. For these tourists, it is the rural character of places that is the attraction, and these characteristics help define rural tourism experiences, not just experiences in rural places.

Significance of Rural Tourism in Regional Development

Rural Tourism has been considered as tool through which many development limitations in rural areas can be addressed. In less developed countries, tourism is perceived as one of the few feasible options for development (Briedenhann & Wickens, 2004). The presence of rural areas has been mentioned as one of the reasons why rural tourism must be promoted, but ironically it is well established in most developed countries such as in Europe, North America, and Australasia (Mahony & Van Zyl, 2002). The reward of tourism is that it is considered as a resource of alternative development strategy for economical and social regeneration of rural areas, as a catalyst to motivate economic growth, raise viability of underdeveloped areas and improve local communities' standards of living (Briedenhann & Wickens, 2004).

Within the concept, there are debates on the level of community involvement and government, or outside agencies' role. Campbell (1999) in a study of development of rural tourism in Costa Rica revealed that though the residents had a positive attitude to tourism; residents had limited awareness of tourism careers and investment opportunities. He argued that for the communities' further benefit from tourism, it is essential that some amount of formal interventions and planning are done by the government (Campbell, 1999). Though tourism is described as a tool for regional development, there is no clear conception of rural tourism or of the role of tourism in rural regions and local communities which could enrich strategy for planning (Butler et al., 1999).

The benefits of rural tourism could be seen from the perspective of the several stakeholders involved. Wearing & McDonald (2002) stated that the introduction of tourism or tourism planning to rural and isolated regions has a profound bearing on the social organizations and decision-making processes in the respective communities. Regarding benefits to other businesses, it has been confirmed that the very nature of rural tourism vacation creates a considerable effect on the rural regions for all kinds of businesses, not just tourism businesses (Fleischer & Pizam, 1997).

The rural people could benefit from rural tourism supplements and enable them to stay in the farm. With the declining ability of agriculture to generate enough income has caused many farmers to see new sources of income and variety of the agriculture base (Fleischer & Pizam, 1997). From the overall economy perspective, tourism helps enrich the rural economy and, particularly, plays a significant role in creating a value-added and commercial channel for local products.

By integrating local products into tourism, rustic flavored event tourism has helped shape the emerging form of rural tourism (Abby Liu, 2006). Concerning diversity and sustainability, with sustainability seen from the view of maintaining communities and conserving the environment, some countries prefer to retain their focus on domestic tourism, emphasize the relation of overall income growth in the country, and the necessity for government support and grant (Turnock, 1999). However, rural areas in general relatively suffer high levels of poverty, and are characterized by lower levels of non-farm economic activity, limited access to essential services and infrastructural development. They may additionally suffer from depopulation of the able-bodied, and need to political clout. According to Gannon (1994), Kieselbach & Long (1990), the development of tourism can address several of these problems through economic growth, employment creation, infrastructural improvements, economic diversification and stabilization, protection of environment, improvement of public services, and decrease the out-migration.

Segmenting Rural Tourism

Regarding the benefits of rural tourism, there is a need to work on market segments of rural tourism. According to Kotler et al. (2002), any able place to communicate its distinctiveness can compete in tourism since it offers something attractive and still accessible. There is a need yet for rural tourism to be different from main stream tourism, eco-tourism and geo-tourism, and is seen that the subject of rural tourism challenges the 'traditional' approach to marketing (Roberts & Hall, 2004). Branding has become a vital element of destinations, with image as the singular most considerable element of a brand, which needs to be very well considered in rural tourism. It is useful to look at the images represented by the popular and mass media and consider how they are related to tourism in general and more specially in rural tourism (Beeton, 2004).

Though the basic elements of marketing would not differ in the rural tourism, rural tourism promotional strategies would require a niche appeal rather than a mass appeal. Thus, rural tourism marketing is more challenging than marketing the whole tourism (Ashley & Goodwin, 2001). Many researches in the field emphasized the significance of effective marketing to tourists who are interested in a rural experience. Effective marketing refers to targeted marketing with stable monitoring and research, where selling the region, a responsibility taken up by state tourism bodies, plays in turn an important part in the marketing effort (Streckfuss, 1997).

Discussion and Conclusion

It is argued that since rural tourism is related to small enterprises usually run by individuals and families, there are little opportunities for large investments to organize rural tourism for their own business (Oppermann, 1996). Tour operators are able to decrease direct contact with tourists that lead to formalization of relationship, and then create economic leakages (Swarbrooke, 1996). Going-it-alone is impossible due to that tourism draws together diverse industries in delivering the tourist experiences (e.g. hospitality, transport, entertainments, etc). Cooperative marketing is essential at the regional level.

Because most businesses are small, regional networks hence are essential for pooling of resources, improving internal marketing relationships as well as sharing of regional marketing costs (Hill et al, 1996). The importance of strong relationships at the regional level also extends to the usage of food and other farm products in the tourism sector through targeted import substitution plans and links to other products in local areas (farms, factories, shops, and museums). Such plans have the possibility of increasing the interrelationships between farming communities, the commercial sector and tourism sector providers in the local region, and thus strengthening the local economy (Swarbrooke, 1996). Using synergies through the regional networks is the most important way of harnessing tourism for the reward of communities. But regional networks need to recognize common themes within communities so that tourism is beneficial to the region.

Regions should dynamically promote neighboring attractions by the use of tourist trails that structure tourist use of a destination and control tourist itineraries (Sharpley, 2000). The breaking down of traditional powerful notion states and the emergence of more active corporate and non-governmental alliances would represent a real challenge to rural regions which depend only on State sponsored programs to assure their competitive situation in the global market. This can highlight the strategic importance of improving strong regional networks by which rural tourism areas can cooperate to get economies of scale and a well-built presence in the market (Holland et al. 2003).

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Strategic Analysis of Medical Tourism: A Case Study of an Island Destination

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Medical tourism is currently US$ 20 billion market and expected to grow US$ 100 billion by 2012. These estimations indicate a strong potential in the future. For understanding this potential many developing countries including North Cyprus promote medical tourism. Since North Cyprus is relatively new in the medical tourism map, the country needs to strategically position itself in the medical tourism market by recognizing its strengths. To facilitate this, the current paper aims at investigating and analyzing the concept of medical tourism and to provide necessary strategic tools for North Cyprus in achieving its share of revenue from the medical tourism industry. This study also contributes to understand the key issues and challenges that hospitals face in promoting medical tourism and to suggest action plans for hospitals. To achieve the aims, a review of the concepts of medical tourism, its benefits, and different applications have been presented. This review provides a theoretical perspective to the current study. A qualitative research method is used in primary research process. As a result, primary research was carried out using structured interviews. It has been found that the medical tourism will generate positive impacts on the tourism industry for North Cyprus, especially during winter season. Medical tourism can be an alternative tourism product and may animate the low seasonality problem. Medical tourism is considered important for North Cyprus, as it may bring prestige to the country and contributes to its marketing and publicity. In addition, North Cyprus tourism products are very suitable for medical tourism. This research is conducted in line with the existing literature review. The results are discussed in detail and necessary recommendations are highlighted.

Key words: medical tourism, sustainable tourism development, strategic analysis, North Cyprus

Introduction

Travelling to other countries to obtain medical treatment e.g. dental, surgical etc. is commonly known as medical tourism. As the cost and waiting time for medical treatment has increased in many developed countries, many people view this service as an effective and reliable alternative to expensive private healthcare in the home country. Many combine their treatment with the holiday to their destinations hence

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the term “medical tourism.” In general, medical tourism takes place where tourists primarily seek medical treatment abroad (Caballero & Mugomba, 2006).

Medical Tourism is a term initially coined by travel agencies and the mass media to describe the rapidly growing practice of traveling to another country to obtain healthcare. More recently the phrase “Global Healthcare” has emerged and may replace the earlier terms. Such services typically include elective procedures as well as complex specialized surgeries such as joint replacement (e.g. knee/hip), cardiac surgery, dental surgery and cosmetic surgeries. The provider *viz.* the hospital and the customer use informal channels of communication-connection-contract with less regulatory or legal oversight to assure quality and les formal recourse to reimbursement or redress. In addition, to the hospital procedures, leisure activities are also typically associated with this treatment. Thus travel and tourism aspects are also included in this medical travel trips.

The medical tourists mainly come from the rich and the developed countries like the US, Canada, UK, Europe, Middle East, Japan etc. mainly because of the high cost of the medical treatment as well as the high waiting time (for e.g. up to one year for patients to be treated with prior appointments scheduled). Additionally, in some of these countries, certain types of treatment e.g. orthopedic surgery (hip/knee replacement) are not covered by the respective health insurance schemes. The patient then has no choice but to use the services of the other medical tourist centers. Today, popular medical tourist destinations include India, Brunei, Cuba, Columbia, Hong Kong, Hungary, Jordan, Malaysia, Singapore, Thailand etc.

Researchers within the field of medical tourism predicted more than 19 million medical tourists in 2005, and further predicted to touch the figure to approximately 40 million global medical tourists in 2010 (Jeffery, 2006). In the United States (US) there is currently a healthcare crisis in California where the privatization of the healthcare has resulted in sky rocketing costs and 7 million people without health insurance and a reported 46 million people nationwide without adequate health cover (The Mercury News, 2006). According to findings by an independent industry analysis specialist firm, Datamonitor that aging populations in the US and Western countries in general are putting a strain on healthcare systems; where in the US it is reported that an estimated 76 million baby boomers will turn 65 years old in the next 10 years. One of the implications of this has seen growth in outsourcing and off-shoring activities for medical tourism. Experiencing double-digit growth, medical tourism is forecasted to grow to 40 million trips or account for 4% of the global tourism volume by 2010. These statistics presents potential nature of medical tourism as opportunity for emerging destinations and developing countries like North Cyprus.

Therefore, the aim of this study is to investigate and analyze the concept of medical tourism and to provide necessary strategic tools for North Cyprus in achieving its share of revenue from the medical tourism industry. This study is important because it provides a clear direction for the medical tourism industry and highlights what is needed for North Cyprus and helps understand the key issues and challenges that hospitals face in promoting medical tourism and suggests action plans, which will help the hospitals in promoting medical tourism.

Medical Tourism Definitions and Popular Destinations

In general medical tourism takes place where tourists primarily seek medical treatment abroad (Caballero & Mugomba, 2006). Goodrich and Goodrich (1987) defined medical tourism as “the attempt on the part of a tourist facility (for example a hotel) or destination (in Baden, Switzerland) to attract tourists by deliberately promoting its healthcare services and facilities, in addition to its regular tourist amenities" (p. 217). Connell (2006) defines medical tourism as popular mass culture "where people travel often long distances to overseas destinations (India, Thailand, Malaysia) to obtain medical, dental and surgical care while simultaneously being holiday makers, in a more conventional sense" (p. 2). Another recent definition made in the report Medical Tourism (2005), where medical tourism is described as any form of travel from one's normal place of residence to a destination at which medical or surgical treatments is provided or performed. Monica (2007) defines medical tourism as it occurs when international patients travel across boundaries for their healthcare and medical needs. Medical tourism can be broadly defined as provision of 'cost effective' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment (India Medical Care, 2009). From the above definitions the medical tourism can be generalized as "the pursuit of medical care abroad and simultaneous engagement in more conventional forms of tourism". This definition is adopted from Cornell's definition and better serves the subject area of our study.

The current development is the further emergence and expansion of niche markets within medical tourism, for example Poland and Hungary known for dental care, South Africa known for plastic surgery. Many countries are using destination differentiation as a strategy to promote medical tourism. Countries like India, Malaysia, Singapore and Thailand are significant medical destinations capitalizing on this strategy. India is one of the countries that have deliberately set out to be a dominant medical tourism destination. According to Connell (2006), "India is capitalizing on its low costs and highly trained doctors to appeal to these medical tourists" (p.1). The outcome of this deliberate policy shows that in 2004 India had 1.8 million inbound medical tourists, making the industry's contribution to the economy an estimated US$ 333 million. Singapore's medical tourism marketing campaign is targeted to attract one million foreign patients annually thus increasing the GDP contribution of this sector above US$ 1.6 billion, and Malaysia expects medical tourism receipts to be approximately US$ 590 million in five years' time. Other well-established medical tourism markets contributing to regional Asia's dominance are Thailand and South Korea, whose contributions are predicted to set the medical tourism industry past the US$ 4 billion mark by 2012 (Asia's Growth Industry, 2009). During the course of this research it is established that the following countries are currently promoting medical tourism: Bolivia, Brazil, Cuba, Costa Rica, Hungary, India, Israel, Jordan, Lithuania, Malaysia, Thailand, Belgium, Poland, Singapore and South Korea. The continual development of medical tourism as a niche market within the tourism industry, has led to the emergence and expansion of niche markets within medical tourism as different destinations have become specialized, with some offering dentistry, heart surgery, hernias or other medical treatments. This is the case in Eastern European countries such as Poland and Hungary where their specialization is dental care or South Africa with specialization in plastic surgery. In the Caribbean and South America this type of tourism is gaining popularity (Connell, 2006).

The Case of North Cyprus

Cyprus is the third largest island in the Mediterranean after Sicily and Sardinia. It lays between latitudes 30.33 and 35.41 and longitudes 32.23 and 34.55. The island has two parts: North–administered by Turks, and South–administered by Greeks since 1974.

North Cyprus covers an area of 3,355 square kilometers. The capital of North Cyprus is Nicosia. Kyrenia, Famagusta, Guzelyurt, Lefke and Karpaz are the major developed cities.

The climate of North Cyprus is mediterranean type with very hot dry summers and relatively cold winters. Most of the rain-fall is between December and January. Spring and autumn are short. From mid-May to mid-September 11 hours sun light is available as a daily average. During this time the temperature can reach up to 40 degree celsius. The skies are cloudless with low humidity. The low humidity makes the high temperature bearable. Cyprus is green during winter. So, Cyprus is promoted as ideal for summer and winter holidays and it has a great potential in tourist attractions, therefore, medical tourism blends well with its environment.

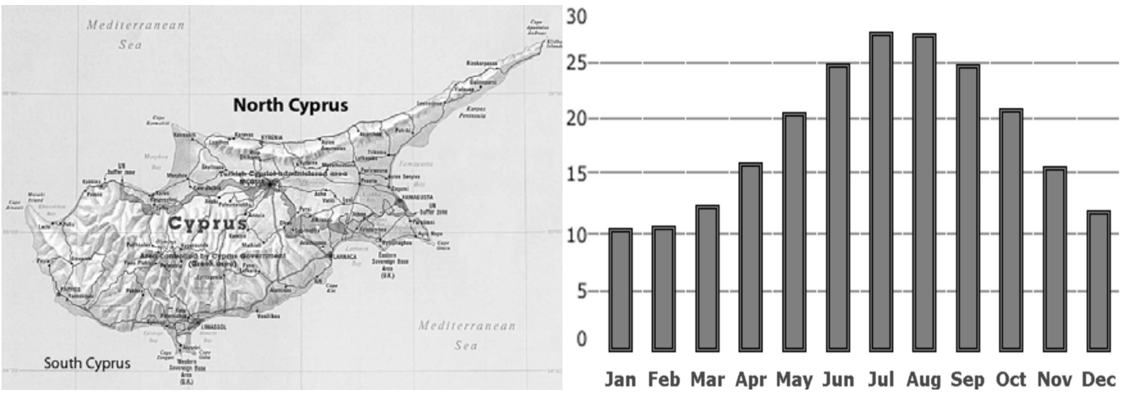

Figure 1. Map of North Cyprus and Mean Monthly Temperature

The tourism industry has been one of the main sectors for North Cyprus' economy. Despite its comparative advantage of rich geographical and natural resources, North Cyprus has not been able to fully harness that potential to enhance its competitiveness owing to the embargoes, restrictions in transportation (direct ferries/ships and direct flights) and competition with other countries. Since the second half of the 1980s, the tourism industry in North Cyprus has grown steadily, resulting in new travel agencies and the construction of new hotels, restaurants, bars, cafes and pubs and increasing competition between them. According to the Tourism Planning Office (2009), there are 122 tourist accommodation venues in North Cyprus, with a total capacity of 13,000+ beds. This accommodation included 13 five-star hotels, 6 four-star hotels, 19 three-star hotels, 17 two-star hotels and 19 one-star hotels. There are also 48 special-class hotels, boutique hotels, bungalows, traditional houses or guesthouses. These establishments provide employment to 10,857 people, including 17 casinos, which constituted 7% of total employment (Tourism Planning Office, 2009). Also, there are 137 travel agencies locally working with international tour operators to increase tourism revenues on the island state. The North Cyprus tourism industry hosted 791,036 tourists in 2008 (Tourism Planning Office, 2009). Moreover, the ratio of net tourism income to the trade balance was 44.1% (US$ 303.2 million). The value added in the tourism sector in 2008 was almost US$ 376.2 million (Tourism Planning Office, 2009). However, the annual occupancy rate for hospitality organizations was estimated to be 30% in 2007. This creates an awareness to develop alternative tourism products to boost the occupany rate in these hospitality organizations such as medical tourism.

It is well known that tourism is widely sensitive to political instability and political environment, which has a great impact on the tourism industry in any region

(Clements & Georgiou, 1998), so does Cyprus. Since 1963 tourism industry in Cyprus has been significantly influenced by political instability of the island (Altinay, Altinay & Bicak, 2002). In contrast to the South, which is a well-developed tourist destination, North Cyprus is still developing and its economy is handicapped by the international political and economic isolation of the country, as well as by the lack of private and governmental investment. The tourism industry's contribution has also not been optimal, given the political constraints of North Cyprus being an internationally unrecognized state and the imposition of political embargoes (Altinay, 1994). As Altinay et al. (2002) mention, 'in spite of its significant contribution to the North Cyprus' economy, the tourism industry is lagging behind its competitive strength when compared with its main rivals' (p. 187). While South Cyprus has turned into a well established destination, North Cyprus has struggling to achieve economic growth and escape from its political and economic dependence on Turkey (Yasarata, Altinay, Burns & Okumus, 2010).

Health sector in North Cyprus was ailing, traditionally, due to several factors like the lack of medical awareness, low penetration of medical insurance, and low doctor to population ratio. However, it has come a long way and has witnessed a robust growth in past few years on the back of increasing healthcare campaign, increasing medical insurance coverage, rising income levels and a rise in medical tourism. North Cyprus still lags behind in health related infrastructure in the primary health care sector, when compared to other developing nations. Currently, the healthcare industry is witnessing changes in patient demographic profile accompanied with several lifestyle diseases hitherto unknown. According to Health and Planning Office (2009), there are total 6 public hospitals and 11 private hospitals in North Cyprus, which are shown below in Table 1 with their locations.

Table 1. Hospitals in North Cyprus

Public Hospitals	Private Hospitals
1) Dr. Burhan Naibantoglu Government Hospital, Nicosia	1) Health Complex Near East University Hospital, Nicosia
2) Gazimagusa Government Hospital, Famagusta	2) Cyprus Life Hospital, Nicosia
	3) Etik Hospital, Nicosia
3) Dr. Akcicek Hospital, Kyrenia	4) Baskent Hospital, Nicosia
4) Cengiz Topel Hospital, Lefke	5) Dogus Kadin Hastalari ve Dogum Hospital, Nicosia
5) Baris, Ruh ve Sinir Hospital, Nicosia	
6) Bulent Ecevit Rehabilitation Hospital, Gonyeli	6) Ozel Girne Hospital, Kyrenia
	7) Tunccevik Kadin ve Dogum Hospital, Kyrenia
	8) Kamiloglu Kyrenia Medical Center, Kyrenia
	9) Kunter Guven Hospital, Famagusta
	10) Magusa Tip Merkez, Famagusta
	11) Magusa Yasam Hospital, Famagusta

According to Health and Planning Office (2009), there are total 473 doctors who are specialists in several fields of medicine, serving these hospitals. In 2008, the doctors have given 45,966 patients a general/surgery cure/treatment and 22,912 patients a dental cure/treatment. These hospitals are equipped with highly modern technological operating medical devices with 1,582 bed capacity and 1,732 employees (administrative staff, nurses and other workers). Currently few private hospitals in North Cyprus are targeting to enter the developed economies to offer them several distinguished healthcare services with their special and attractive packages including cosmetic and dental services. A successful example of medical tourism in North Cyprus is cosmetic tourism offered by BFN Cosmetic Tourism (BFN, 2009), a local private company based in Kyrenia, working with a private hospital in Nicosia has designed its distinguished packages to enter European tourist market since 2007. Another successful example of medical tourism in North Cyprus is dental tourism offered by Near East Travel and Tourism Enterprises (2009), a local private company based in Nicosia, has set up dental care program open to foreign tourist since 2008 offering all kinds of dental care treatments. Table 2 shows the treatments provided by these BFN cosmetic tourism and Near East Travel and Tourism Enterprises.

Table 2. Ancillary Services Provided under Medical Tourism Package

BFN Cosmetic Tourism	Near East Travel and Tourism Enterprises
1) Rhinoplasty – surgery to reshape nose.	1) Oral Cancer screening with VizLite Plus
2) Otoplasty – Cosmetic ear surgery	2) Neuromuscular dentistry
3) Face lift	3) Orthodontics
4) Botox – to reduce the wrinkles on face	4) Implants/ Reconstructive dentistry 5) Cosmetic dentistry
5) Breast augmentation	6) Root canal treatment
6) Abdominoplasty commonly known as tummy tuck	7) Gum disease treatment 8) Tooth whitening
7) Labiaplasty – to improve the appearance of labia minora	
8) Neck lift surgery – to improve the tighten the skin and muscle of the neck	
9) Dental surgery	
10) Arm lift	
11) Surgery for the overweight (Lap or Gastric Banding)	
12) Gynaecomastia - Male Breast Removal	
13) Eye sight correction and eye lid surgery (Blepharoplasty)	
14) IVF and related services	
Generally, medical tourism packages offered by the above mentioned companies include:	
• Flight	• Post Operative checks
• Hotel	• 24 hour nursing
• Airport Transfers	• All medication whilst in hospital
• Pre and Post operation consultation	• Partner or friend stay in hospital
• Full Health Tests	• Full medical team
• Surgery	• Collection to and from the hospital and or hotel

Methodology

The qualitative research undertaken in this study is a deemed appropriate approach (Goffee, 1996). With the help of the qualitative research approach, the researcher could combine the related data obtained from different transcripts and notes, and identify key themes or patterns from them for further exploration. The sample of the study consists of interviews (Int.) from tourism and medical industry experts like top administrators of the concerned public and private offices, representatives of related non-governmental organizations (NGO), and local administrators working in North Cyprus at various organizations, which are as follows:

- Tourism Ministry (Int. 1)
- Health Ministry (Int. 2)
- Head of Tourism Planning Department (Int. 3)
- Head of the Health and Planning Department (Int. 4)
- Director of Hoteliers Association (Int. 5)
- Director of Travel Association (Int. 6)
- Director of Public Hospitals (Int. 7)
- Director of Private Hospitals (Int. 8)
- Director of Turkish Cypriot Chamber of Commerce (Int. 9)
- Representative of the Management Center (10)
- Academic Staff from the Universities (Int. 11, 12, 13)
- Hotel owners and managers (Int. 14, 15, 16)
- Travel and Tourism agency owners and managers (Int. 17, 18, 19)
- Pharmacy owners and managers (Int. 20, 21, 22)

In order to facilitate completion of this study, all experts were targeted with non-probability convenience sampling technique (Aaker, Kumar & Day, 1995), the most practical method in order to gather primary data. Fieldwork was carried out with tourism industry experts based on semi-structured interviews. These interviews were conducted between the period of May and July 2009. A combination of SWOT and PEST analysis approach is used in this study as the strategic analysis.

Findings

Findings of this study are based on the SWOT and PEST analysis. Therefore the strategic analysis of medical tourism in North Cyprus follows the following analysis. The results of these analyses are presented in the tables below:

Pest Analysis

Pest analysis explores political, economic, socio-cultural and technological influences on the organizations. It is a very general technique to explore the industry's environment. Following Table 3 shows the pest factors, which influence medical tourism industry in North Cyprus.

Table 3. PEST Analysis

Political Factors	Economical Factors
• Government • Ministry of health • Ministry of tourism • Unrecognised country • Cyprus resolution • Politics in Turkey • Political situation influence over medical tourism	• Inflation, although the medical tourim fees are in Euros, pounds or dollars • Inflation influence on wages, salaries of doctors, administratitve staff, nurses and other workers • No direct flights, high transportation costs for medical tourists • Also dependent on financial support from Turkey

• Medical tourism industry is not independent to make decision	

Socio-Cultural Factors	Technological Factors
• Differences in social class of tourists • Multi-cultural vehicle for the local society • Well being of local society • People have awareness of the medical tourism's importance • Degree of conservatism – openness	• Adopting level – upgrading stage • Use of technology in hospitals

Respondents views on the PEST analysis in regard to political factors highlights that political stability of the country is an important factor behind any type of tourism development. Recognition of the country and Cyprus' peace solution is of the utmost importance in the development of tourism on the island state and this will enable direct flights to the country and medical tourism is likely to flourish well. Government and ministries (tourism & health) need to work closely with public and private sectors for policy building and in decision making for the development of medical tourism. The socio-cultural factors emphasize that people are aware of the importance of medical tourism and appreciate such developments for the State. The local population of North Cuprus is very hospitable, betoken warmth and generosity toward tourists. Although there are differences in the social class of the tourists but the host population accepts these differences as multi-cultural vehicle for the society. Economic factors highlight the inflation rates in foriegn currencies. Although hospitality organizations and medical institutions deal with international counterparts in Euros, Pounds or Dollars, such inflations influence the salaries of the people associated with the medical tourism *viz.* doctors, administrative staff, nurses and other workers. As North Cyprus is politically unstable and unrecognized country on the world map, Turkey has been bearing the states' financial needs. Technological factors emphasize on the use of technology in hospitals; currently North Cyprus is adopting and/or upgrading technologies in the field of medical tourism.

SWOT analysis

A SWOT analysis involves an assessment of an industry's environments from which internal strengths and weaknesses, and external opportunities and threats can be identified. A SWOT analysis provides a mechanism for systematically thinking through the extent which the firm can cope with its environment. It is a summary of internal and external factors, which impact upon the medical tourism industry, now as well as in the future. Table 4 shows results of SWOT analysis of the medical tourism industry in North Cyprus.

Table 4. SWOT Analysis

Strengths	Opportunities
Finance ▪ Suitable hospitals for medical tourism ▪ Tourism is still developing in North Cyprus ▪ Works on determinations of medical tourism carrying capacity	Finance ▪ Economic facts – inflation ▪ The role of government in developing medical tourism ▪ Lack of medical tourism education ▪ High transportation costs - package

▪ Cheaper treatments	tours prices are high ▪ Disability of fiscal plans
Marketing ▪ Educated/specialist doctors ▪ Suitable climate for 12 month medical toursim ▪ Beautiful hotels and its locations ▪ Wellness and spa activities in hotels ▪ Hospitality of local people ▪ Reachness of culture and history ▪ Short distances especially, from European countries ▪ Rich flora and fauna ▪ Nice beaches avalibility ▪ Water sports avalibility ▪ Rich Cyprus cuisine and kitchen experiences ▪ Hand made arts ▪ Yachts/harbours ▪ Cheaper treatments than European countries	Marketing ▪ Lack of coordination between goverment and private sector in medical tourism promotion ▪ Complex in laws and regulatıons for investments ▪ No direct flights ▪ Tourism is not divided from politics ▪ Disability in product image ▪ Disability of tourists health and security ▪ Division in markets, different markets, no focused target market ▪ Lack of standards/health certifications/international accreditations
Human resource management ▪ Organization of health ministry ▪ Organization of tourism ministry ▪ Organization of NGOs ▪ Job oppoutinties for locals	Human resource management ▪ More educated/specialist doctors required ▪ Disability of consciousness of medical tourism in the society ▪ Lack of plans on human resources ▪ Disability of education of employees working in medical tourism sector and also in the tourism industry
Operations ▪ Hospitals infrastructure ▪ Hospitals technological equipments ▪ Efforts made by health and tourism organizations and NGOs ▪ Land, sea and air ports ▪ Efforts to influence medical tourism in the industry	Operations ▪ More hospitals required ▪ Disability in infrastructure ▪ Disability in local transportation system ▪ Changes in demographic structure ▪ Disability in sources ▪ Disability in traditional people craft, and disability in local production

Weakness	Threats
o Available hospitals and their infrastructure o Educated/specialist doctors o Available technology o From the point of economy and environment suitable to create a medical tourism product o High potential in tourism in east Mediterranean o Cyprus resolution is an opportunity ▪ Direct flights to the island will increase ▪ Gaining international identity –	o Politics of the country o Indistinctness of politics in North Cyprus o Political recognition of the island o Continue in economic embargoes o No direct fights o Indistinctness in Middle east and political conflicts o Intense competition in tourism market globally o Increase of the pollution in Mediterranean

improvements

- The Cyprus resolution might bring venture in area of medical tourism industry
- Demand for medical tourism will increase

- Market research needed to figure out what is the market potential in european countries
- Initiatives should be set forth for Middle-east, Far-east, developing countries etc. can be targeted for marketing
- Demand will increase in the world for special interest tourism, which is medical tourism

SWOT analysis of North Cyprus' medical tourism outlines possible conditions for future tourism development. Creating differentiated medical tourism products based on comparative advantage over similar destinations may help to develop proper goals and strategies for North Cyprus' medical tourism industry. The North Cyprus tourism industry should focus on developing medical tourism based on regional differentiation in the Mediterranean. A review of strengths and opportunities suggests that North Cyprus tourism industry should develop medical tourism in coordination with NGOs, local authorities, private sector and hospitals. Tourism administrators should focus on a medical tourism development model that is in harmony with other sectors, such as transportation and hospitals. They should adopt appropriate models to meet the social, economic and physical transport facilities (especially to deal with direct flights). Finally, administrators should work towards structuring the medical tourism sector and policies free from political influence. Currently, North Cyprus is unable to offer differentiated tourism products in comparison to neighboring Mediterranean states. Consequently, demand for medical tourism is not effectively increasing. For the North, there is a need to revise its rules and regulations, and focus on medical tourism product, which will generate competitive advantage and differentiated tourism product.

Medical tourism has shown consistent growth worldwide during the last two decades, and it is expected to be a growing industry globally in the coming future. This development has made it necessary for North Cyprus, Turkey and some of the countries of the Middle East to come to the terms with a medical tourism sector which has changed from a relatively minor economic activity into a vigorous and exciting new area.

Discussion

In order to North Cyprus' medical tourism to succeed, a consortium of tour operators, hospitals and hotels is a must. The purpose of these tour operators/agents is to liaise with the insurance companies and the private/public medical practitioners in the European and/or American markets, so as to ensure a steady stream of patients. It is fairly spoken that North Cyprus medical tourism industry growth is directly related with the participation and involvement of the local authorities, especially, government and NGOs.

Marketing communication plays a very major role, especially word-of-mouth communication. Many of the identified medical tourism destinations' "creative" marketing strategies predominantly use the internet as an electronic marketing tool to transcend national borders. Results show that so far, as a marketing tool both for business-to-business marketing and business-to-consumer marketing use of the internet (websites) has enabled enterprises to cater to regional target markets without the need for a physical presence. This propensity to use the internet as a communication and promotional platform is proving to be quite successful for numerous reasons. It is very cost-effective in that it can be used to simultaneously cater to many market segments, for example through multiple website interface language settings. Hence enterprises that enter the niche market as providers of non-cosmetic medical care can forgo investment and costs involved in establishing a physical presence in the target market. North Cyprus should continue to successfully exploit their respective nations' competencies as well marketed tourism destinations to leverage their medical tourism development.

From the Hospital's point of view, medical tourism is an area, where greater profits can be made. This profit can be utilized for making their service affordable to the poorer segments of the society or otherwise. For the hospital, profits can be made in two areas: (1) In the treatment offered to the medical tourist; and (2) in the areas outside the treatment e.g. the room offered, the food offered, the laundry services offered etc. In the areas where treatment is offered, the presence of operations theatres, equipments etc, which are comparable to those available in the developed world, are a definite advantage. This area however does not yield great profits. North Cyprus hospitals should ensure that their equipments are up-to-date and staff is qualified enough to offer medical tourism to the world.

Practical Implications

The core of the strategic marketing planning process is that of market segmentation, targeting and positioning. As a strategy, North Cyprus should investigate the European market and use differentiation strategy to target its position for medical tourism. Medical tourism in North Cyprus can be successful as it is a famous tourist attraction among Europeans. For a successful implementation of a medical tourism product following implications is given:

- North Cyprus should have more agents internationally in different European countries working with local agents
- A good monitoring in its marketing tasks is required
- It should start the process of applying for international accreditations
- It should get international standard certification
- It should get connected with many charities and government organizations
- High investments in hospital technology and equipment is required
- Good educational support for its staff is required
- Professionals in various kinds of treatments are required
- High commitment in medical tourism service is required
- Better pricing strategies are required
- Convenience of visa/immigration system is required
- Great distance from far away countries should be used as a good image strategy and impression
- High expectations in quality of treatment should be set forth

- Sufficient support from local government is required

In conclusion, medical tourism is a primary pull factor for international tourism. Medical tourism has potential for sustainable tourism and provides economic benefits to whole country. Medical tourism provides improvement in health opportunities, which may differ among countries. The current study served its purposes to investigate and analyze medical tourism in the light of prosperities and inadequacies, strengths and weaknesses, opportunities and threats, and/or benefits for North Cyprus tourism industry. It helps practitioners and policy makers by providing a clear direction for the medical tourism industry. The findings of the study are limited to North Cyprus context. This means, the findings of the study are limited to the current situations of medical tourism in North Cyprus since the factors that affect the concept might differ in other countries.

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Medical Tourism Sustainability through the Export Market Orientation Behaviours: The Case Study of Institut Jantung Negara (IJN)

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The inclusion of tourism sector as one of the 12 recognized national key economic areas (NKEA) for the 10th Malaysia Plan represent the sector's prospect in not only driving the nation's economy, but also transforming the country into a high-income economy by 2020. With approximately 10 years left, many concerned groups are keen to know how this will be achieved. This paper aims at exposing the prospects of medical tourism as an essential sub-sector of tourism which would offer a number of proven benefits, and hence contribute to accomplishing the government aspiration of transforming the nation's economy via the said sector. In discussing the subject, the case study method is employed involving Institut Jantung Negara (IJN) as an emerging medical tourism provider in the country. Findings of the case study are presented herein.

Key words: medical tourism, economy, Institut Jantung Negara

Introduction

The promising prospect of tourism as an economic stimulator has enabled it to be included in the list of 12 National Key Economic Areas (NKEA), which has been specifically drafted to transform the Malaysian economy into high-income economy by year 2020. While there are tremendous numbers of tourism categories, ranging from environment, cultural, sports, and entertainment, to name a few, this paper intend to highlight on the prospects of medical tourism as a significant tourism-related economic contributor in this country.

` Connell (2006) defined medical tourism as health-related tourism involving specific medical intervention. Among the most popular medical tourism products are orthopaedic and cardiac surgery, which are very popular among Asian medical tourism providers, as well as executive health evaluations, cosmetic surgery, joint replacement, and similar complex medical, surgical and dental procedures (Horowitz and Rosensweig, 2007). Therefore this is a distinguished industry than that of the wider health tourism industry which involves tourists travelling to search for spas, yoga and meditation, or any other forms of health tourism (Connell, 2006; García Altés, 2005).

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In a relatively detailed account of medical tourism development which began in 1800s, Schroth and Khawaja (2007) proposed that the current phenomenon is different due to the unique combination of global demand and supply within the international medical market. As observed in the region, this proposition is regarded as well-founded. The present development of medical tourism in the international market is very unique, manifested by the escalating statistics of players, patients and revenues generated around the globe of late. How Malaysia is positioned within this backdrop, and how it would affect the development of this fast emerging economy, are among the focus of discussion of this paper.

The Statistical Development of Medical Tourism

Medical tourism has been a very significant industry over the years. By judging from its health travel umbrella, the sector is expected to generate some handsome revenue of RM240 billion (roughly USD73 billion) in 2010, with ASEAN contributing RM9.6 billion (roughly USD3 billion) (PEMANDU, 2010). Specifically focusing on medical tourism industry, the anticipated revenue to be generated in Asia is RM14.2 billion by 2012 (roughly USD4.3 billion), with Malaysia is expected to bring in RM2.1 billion (roughly USD64 million) from that amount (Ang, 2009). As a comparison, India, another top Asian medical tourism destination, expects to gain USD2 billion by the same year (Connell, 2006; Horowitz and Rosensweig, 2007). These statistics surely are translated by a growing number of medical tourists around the globe. The movement of medical tourists is another significant indicator of this trend. At the global stage, approximately 350 000 medical tourists moved from developed nations to less developed countries for treatment in 2003, while a year later 1.18 million patients travelled to India alone and another 1.1 million to Thailand for the same reason (Horowitz and Rosensweig, 2007).

Glancing at the local development, the Association of Private Hospitals of Malaysia (APHM) has been projecting for a stable 30% growth of takings from foreign patients until 2010. This is apparent from the steady increase of foreign patients to Malaysia which recorded a total of 39 114 patients in 1998 and 374 063 patients ten years later (APHM; Liow, 2009). In terms of revenue, RM14.1 million was documented in 1998 before jumped to RM299.1 million in 2008 (APHM; Liow, 2009), and is expected to contribute to another RM540 million in 2010 (Leonard, 2009). The revenue per patient has almost tripled from RM360 in 1998 to RM800 in 2008 (Choy, 2010). In the latest development, medical tourism is expected to generate RM4294.4 million of Gross National Income, together with 5295 jobs in 2020 (PEMANDU, 2010). This occurrence has readily attracted a number of giant MNCs with diversified structure such as General Electric (GE) to invest further in the industry (Panjanadan, 2010).

The Revolution of Medical Tourism

The presented statistics did not appear by chance. The numbers occurred out of plausible factors. The development of medical tourism industry is indeed different (Horowitz and Rosensweig, 2007). As mentioned earlier, Schroth and Khawaja attributed the uniqueness of the industry's current development to the forces of market's demand and supply, which is in resonance with Horowitz and Rosensweig (2007) who ascribed it to the movement of patients from industrialized nations to less developed countries. Connell (2006) argued that medical tourism is a niche which experienced rapid growth and has become an industry. The said paper also enlisted several factors promoting the development of medical tourism, such as the low costs factor, the long waiting list, the relatively affordable international air travel and favourable exchange rate, plus the aging of the baby boomers generation. These factors are also often cited in a number of studies regarding medical tourism such as Hansen (2008), Herrich (2007), Horowitz and Rosensweig (2007), García Altés (2005), Marlowe and Sullivan (2007), and Schroth and Khawaja (2007), to name a few. Apart from these popular factors, other notable factors motivating the development of the industry spotted in the literature extent are the use of internet and mobility of technology, the unavailability of certain procedures in the local market, and the reduced trade barriers encouraging the mobility of workforce. Hansen (2008) argued that the revolution in medical tourism today is consumer-driven. This is in line with Horowitz and Rosensweig (2007) who argued that the industry is market driven with complex involvement of multitude medical, economic, social and political factors.

While the progress of the industry seems to be very promising, the general overview of Malaysia's involvement at the international level is not very charming. Even though medical tourism experienced an astounding per annum growth of 22% from 2004 to 2009, the global share is still considered as small with RM350 million in 2010 (PEMANDU, 2010). Furthermore, PEMANDU also reported that while the global healthcare travel is a multi-million dollar industry, Malaysia is yet to get a sizeable share. The said industry is expected to generate USD75 billion of revenue in 2010 at the global level, while Malaysia is expected to make about USD0.1 billion. The statistics provide a brief sight on the development in the country weighted against the global development. Malaysia should therefore be proactive enough to catch up with the global progress to stay competitive in the industry. To enable this, the players and responsible parties must quickly recognize potential constraints that can hamper the development and address the issues well.

The Required Expertise and the Potential Economic Opportunities

Based on previous arguments, medical tourism offers bountiful opportunities and chances. In order to remain competitive at the global stage, marketing strategies should be revised against the present circumstances. Marketing the medical expertise and offerings should be distinctively conducted. The primary concern of assessing an excellent marketing strategy is the effectiveness of the strategies implemented. Stuart-Kregor (2005) argued that defining marketing excellence for medical-related industry is different with that of the commercial-based industry. As customer is the centre of marketing excellent in the industry, the paper suggested that the effectiveness of marketing strategies should then be done by measuring the customer's satisfaction over the service provided. Therefore, all other marketing excellence measured by considering the profit, return on investment or sales as in any other commercial industries should be changed to be more customer-oriented rather than organizational-oriented. Building the strategies can be done by "developing, communicating and delivering the right emotional benefits to the targeted customers" (Stuart-Kregor, 2005, pp. 117). The right emotional benefit here is viewed as brand by Stuart-Kregor (2005). This paper is in agreement with the argument, which is to develop the marketing strategies by focusing on the emotional benefits (brands), and assess the effectiveness of the strategies by measuring the satisfactions of the customer. Further discussion on this is available in the next section.

The science of excellent marketing strategies would be wasted without a good delivery system. The state of local expertise, technologies and facilities must be attended to in order to assess the quality of the service offered against the global level. This is where the industry should strive to be as similar as other excellent providers. The commodification of medical tourism (Chee, 2007) is an evident of this occurrence. Dunn (2007) argued that patients are making choices on medical tourism destinations based on how similar is the service delivered, especially concerning patients from industrialized nations, and the service is expected to come with much lower price. Consequently, it is observed that patients are not looking for low cost products at the expense of the quality in the industry. Successful players realize this and capitalize on the factors well. This explains the rapid movement of workforce and technologies across the four corners of the world. India as an example has been successful in luring its medical doctors who have been trained and worked abroad to return with their internationally recognized expertise and work in the country. Thailand and United Arab Emirates have been successful in rearranging for international collaboration in the industry (Schroth and Khawaja, 2007). Through these strategies, the countries have been able to keep their expertise, technologies and facilities up with the global standard.

Proposed Strategies of Reviving and Sustaining Medical Tourism: The Case of IJN

With the national governments' involvement recently (Chee, 2007; Noor Hazilah, Roslan Johari and Kadar, 2010; PEMANDU, 2010), the industry has been attracting the interest of many concerned parties. Since the medical tourism is fast becoming a commodity (Chee, 2007), its marketing strategies should be focusing more on brands and less on products to be distinctive than other providers. As in Malaysia, the country is capable of offering similar products with the rest of other players in the world. While Malaysia has been focusing on cost all this while, it is suggested then for the country to deliver a unique brand which is capable of attracting the interest of potential medical tourists, without desecrating the cost advantage. In order to do so, it is particularly important for the players to implement the export market orientation behaviours within their organization, which are generating, disseminating and responding to the export market intelligence (Cadogan, Diamantopoulos and de Mortanges, 1999). Consequently, Malaysia is expected to be able to woo medical tourism patients even more.

Hazilah et al. (2010) reported that a medical tourist spends double than a regular tourist while they are in the country. This high buying power therefore is capable of generating more economic opportunities. The medical tourist needs are also offering a lot of opportunities for Malaysian. Apart from medical attention, they need to have accommodation for their accompanying family members. New jobs have been underway to better serve the medical tourists, such as the healthcare broker. A healthcare broker assists the patient to choose a medical institute and arrange for the patient's needs while in here, including visa, accommodation and holiday arrangement. Thanks to the internet, these can be arranged prior to the patient's arrival in the country. To describe more of these strategies and opportunities, this paper choose to present the IJN as a case study merit the discussion.

The National Heart Institute or Institut Jantung Negara (IJN) has been established in 1992. The privatization of the institute was done on many premises, especially concerning the potential it has to expand its expertise and to liberalize the financial capabilities of the institute. IJN did not take long to materialize that. A year after its privatization the institute has been able to be financially liberalized and hence reduce the government intervention in its administration. By now, IJN has accomplished a great number of medical milestones recognized not only in the country and the region, but also internationally. To further advance ahead in medical industry, IJN is joining its local peer private institutions to take part in the global medical tourism industry.

The previous mentioned factors of global medical tourism industry's progressive development served as the basis for IJN to be a part of the industry. Besides, like Singapore, the medical tourism industry in Malaysia is receiving a lot of government's assistants. Being a nationally structured industry, medical tourism therefore is regarded as a potential industry in which would be able to position IJN better. The Malaysian government has been playing an active role in developing the industry in Malaysia since 1998. The main driver of this is to revive the private medical industry after the 1997 Asian economic downturn which has affected the industry very badly. The success story of Thailand which managed to get the industry out of the crisis by focusing on delivering the service to foreign patients has prompt the government to encourage private players to do the same. Consequently, while Thailand has been restructuring the industry without much government involvement, Malaysia and Singapore has been leveraging the industry well with cooperation between the public and the private sectors. IJN has been viewing this very positively and has since become a significant player in the region.

While being rapidly developing the industry, the players recognized several major constraints which are able to slow down the progress. Coordination is a key constraint. To increase coordination, the Association of Private Hospitals of Malaysia (APHM) was formed to increase coordination between the private players. The steadily increasing number of foreign patients and revenues generated since 1998 as shown in Table 1 is an evident of the successful strategies implemented. However the industry, weighted against the global development, was still considered as insignificant. Resulting from the government's enthusiasm towards medical tourism as a prospective economic driver industry, and the intensity and potentials portrayed by private sectors, the Malaysia Healthcare Travel Council (MHTC) was established in July 2009. The main purpose of the council is to coordinate promotional activities of medical and healthcare tourism industry in the country. As a part of the economic transformation program, the industry is expected to shift their attention to generate higher patients' volume, expand the target market beyond Indonesia which is currently the main market of the industry, create alliance across border, and enhance customer experience in the first phase of the strategy. In the following phase, more attention is given on improving the infrastructure and specialists capacity to attract the more profitable in-patient segment (PEMANDU, 2010).

Table 1. The Volume of Foreign Patients and Revenue Generated by Medical Tourism Industry in Malaysia

Year	Medical Tourists/Foreign Patients	Revenue (RM million)
1998	39,114	14.1
2001	75,210	n/a
2002	84,585	35.9
2003	102,946	58.9
2004	174,189	105.0
2005	232,161	150.9
2006	296,687	203.66
2007	341,288	253.84
2008	374,063	299.1

Another strategy to improve the medical tourism performance is through focusing on specific players. There are approximately 223 private hospitals operating in the country in 2008 (Frost & Sullivan, 2009). Of this number, the government has decided to focus on 35 private hospitals to capitalize on the industry with several characteristics outlined. The characteristics include being a member of APHM, has obtained the Malaysian Society for Quality in Health (MSQH), ISO or other international accreditations, offers major specialties and/or some sub-specialties, provides for a minimum 50 beds, and has its own websites. IJN has been one of the selected 35. The commitment demonstrated by IJN towards the industry is paramount. In order to be internationally recognized, the institute has been striving hard to be in the same par with the other international organizations. IJN has been accredited by JCI in 2009, which is a recognition of the strong culture of safety and quality within the organization. The internationally recognized accreditation is expected to improve IJN's international positioning in the future.

IJN realizes that in order to make the most of the industry, it needs to build a customer-oriented system. Beginning in 2006, the institute has been conducting the Customer Focused Program. The program was aimed at transforming IJN into a global centre of excellence by ensuring customers' satisfaction. In 2008, the institute launched what was designed as the second phase of the program, called Customer Focused Culture. While the CFP was initiated to increase awareness of ensuring customers' satisfaction, the CFC aimed at internalizing the institute's shared values across the organization. IJN also comprehend its capacity constraint which is becoming the largest hindrance from going big in the global medical tourism industry. Apart from improving on its culture system, the institute has been adamant in enhancing its infrastructure capabilities. A major extension work has been carried out at IJN to expand its capacities from 270 beds to 432, eight wards to 13, 23 outpatient clinic rooms to 59, and an international patient centre, to improve its service for customers. This is in line with numerous governments' incentives offered to the private hospitals embarking on medical tourism industry to expand their infrastructure capacities. In August 2009, IJN has its new wing officiated by the Malaysian Prime Minister, who acknowledged that the institute has undergone RM230 million expansion program since 2005. In the same ceremony, the Prime Minister has also announced the proposal for IJN to become a research and development institute, measuring itself against the international best heart institute such as the Cleveland Clinic Heart Centre in the US. These are all evidences of how IJN has been greatly employing the export market orientation behaviors within its organization.

In commenting the current development of the industry, IJN has expressed its concern for the country to be more progressive towards promoting medical tourism.

The IJN Holdings Group Managing Director, Datuk Mohd. Radzif Mohd. Yunus mentioned that the failure for Malaysia to capitalize on its capabilities in the industry would result to the loss of human capital as they will migrate to other countries with better offers. This is also reiterated by Datuk Syed Hussien Al-Habshee, the Secretary General of National Chambers of Commerce and Industry Malaysia (NCCIM) who said that the country need to step up its marketing efforts of medical tourism if it wants to catch up with Thailand and Singapore. PEMANDU (2010) has confirmed the assertion by reporting on the stronger growth of the industry by neighboring Thailand and Singapore. The set up of MHTC and several other initiatives are therefore deemed as timely to help Malaysia to rise in the industry at the global stage.

Conclusion and Recommendation

As exemplified in the discussion, medical tourism offers a lot of economic opportunities and hence is indeed a potential contributor to economic growth. However, Malaysia, while has been enjoying the growth of the industry vehemently over the pass few years, has not been capitalizing the industry well compared to the other global players. Therefore, the Malaysian players need to revise their marketing strategies and delivery system, as represented by IJN. The cooperative efforts between the public (government) and the private sectors too must be further carried on, especially for the sake of protecting the interests of the local society and the survival of the medical tourism players. It is strongly suggested for medical tourism players in the country to leverage on their expertise by focusing the marketing strategies on brands rather than on products, as well as enhancing on their infrastructure and culture systems to be more export market-oriented. In doing so, however, the players must not disregard the country's current edge, which is the competitive cost.

In terms of theoretical development, this paper is believed to be able to expose the medical tourism niche and its economic opportunities, as well as the marketing strategies fitting the industry. Quite a number of studies involving Malaysian medical tourism industry have been conducted. Nonetheless, this paper presents the scenario from the view of a single case study. It is highly suggested for similar studies to be conducted with the presence of empirical data to see the quantifiable aspects of the industry in the future. With such studies, it is expected that further theoretical contributions can be made, and hence the progress of the industry can then be expedited even more.

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Sports as Attraction in Malaysia Tourism

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Sport tourism has become *popular in the present tourism sector. Success of organising worldwide conference of sport tourism in Barcelona, Spain in year 2001 became momentum for the public to pay close attention to this element besides creating the wide couvarage in years following (World Tourism Organisation & International Olympic Committee, 2001). In early 1990's, tourism and sport existed in two different activity spaces (Glyptis, 1991). Within the period, a lot of scholars, decision makers and government who involved in tourism and sport field view the profits separately, moreover the benefits of synergy in both fields has a huge difference. In Malaysia, the achievement of organizing Le Tour De Langkawi in 1996 causes the government to develop the field of sport tourism. Today, Malaysia is more well-known due to various international competitions which being held locally such as Royal Langkawi International Regatta (January), Ironman Triathlon (February), Formula 1 Grand Prix Malaysia (March), FEI World Cup Show Jumping (May), Petronas Primax 3 Merdeka Millennium Endurance Race (July), Super GT (August), Malaysian Motorcycle Grand Prix (September), Malaysian A1GP (November) as well as Monsoon Cup (December). All of the international competitions brought generous remunerations for the society and country. There would be strength for sports to become tourism product as competitions would be going on for several days, wide coverage of publicity on printed and electronic media, sponsorship from multinational and domestic companies as well as the business opportunity for local residents during the competition period. For instance, the 1998 Commonwealth Games involved 6,000 athletes and officers, 2,500 printed media companies, 500 millions spectators who watch the games on the spot through televisions all around the world. Meanwhile, Monsoon Cup which was held in Duyung Island, Terengganu in 2007 attracted 81,000 spectators and RM217.6 millions of rough media value was achieved.*

Key words: tourism, sport, sport tourism

Introduction

According to Bhatia (1986), tourism is a 'smokeless industry' because it is not related to any manufacturing process. Moreover, the income of this particular industry comes from the services providing to the tourists such as transportation service, accommodation, hospitality, food, entertainment and the characteristics to attract tourists. This concept is closely related to Medlik's Basic Tourism Model (1996). According to his model, tourism is an industry which involve the firms and corporations which providing services and tourism attractions for tourists. Today,

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there is one of the sector of tourism is focused throughout Malaysia; it is tourism with the concept of sport. Tourism which based on sports has high potential to become tourism product to get great income for the country. Spectators' attendance as well as the participant of domestic and international athletes in the games would make income for the country. Tourism industry is one of the main sources of income for Malaysia. In 2007, Ministry of Tourism Malaysia target to welcome 20.1 millions of tourists and RM 44.5 billions of foreign exchange. Besides, the percentage of income development due to tourism industry is increasing in every year. This proof that tourism industry in Malaysia would continue developing besides has high potential. This isn't a surprising figure due to the beautiful islands, highlands and culture in our nation.

Tourism and sport are the greatest and fast growing sectors worldwide, no matter in social or economic aspects (Kurtzman and Zauhar, 2003). Sport tourism becomes a popular subject in tourism factor nowadays. The international conference of sports tourism which held in Barcelona, Spain in year 2001 became one of the great and large focuses for public within the following years. Sport tourism includes all forms of active or passive involvement in sport activities, casually or in an organized way, for non-commercial or business reason, that imply travelling away from home and work locally (Standeven and De Knop, 1999). Standeven and De Knop introduced a theoretical frame relating sport tourism which divided to passive and active form. Passive sport tourism would be the casual observer or the connoisseur. While, active sport tourism consists of 'sports activity holidays' and 'holiday sport activities'.

Sport Tourism: A Literature Review

According to Glyptis (1991), tourism and sport sector developed in two different activity spaces until the early of 1990's. Within 1990 to 1995, a huge number of scholars, decision makers and government who related to tourism and sport sectors seem like neglected the potential and rewards which could be generated collectively from the synthesis in both of the sectors. There are studies show about the two-way relations between tourism and sport (Redmond, 1990; Weed and Bull, 1997; Standeven and De Knop, 1999). According to Standeven and De Knop (1991), sport tourism includes all forms of active or passive involvement in sport activities, casually or in an organized way, for non-commercial or business reason, that imply travelling away from home and work locally (Standeven and De Knop, 1999).

International studies show that sport tourism contributed a lot of impacts for economic of a country while a sport activity is being held. In Jones' review (2001) on Rugby World Cup Championship (RWC) which was held in 1999 in Wales, he founds that $1.3 billions income goes to the host country and 1.7 million of tourists attended the function. Besides, the international golf championship which was held in La Costa already attracts 75,000 tourists including audiences, event officers, team officers and staffs of media. PGA Tour Championship brought $25 millions income for local economic especially the food, entertainment and souvenir industries (Md Amin Md Taff, 2003). There are various classifications related to sport and tourism from several well-known people's view. Sport and tourism are related to each other and it is one of the tourism products which are more important for the country development. Sport event tourism could attract a lot of spectators and increase the economic activities in local community (Mules and Faulkner, 1996).

Sport tourism involves the attraction of physical activities to encourage tourists to travel at a destination. According to Gibson (1998), sport tourism is period whiles an individual away from her place and travel at another place in leisure-based. While travelling, they involved in physical activities or at least watching the competitive activities directly. Ability to organise sport in international level would be factor for the transformation of infrastructure, income and economic development for the host country. Sport tourism involves a journey which cost and time are needed to reach the host country. Usually, the people whom involved are those who join as a team of the activities such as managers, coaches, officers and supportive assistants as well as athletes or players.

Tourism is a combination of various activities, services and industries which provide an experience of a journey such as transportation, accommodation, food and beverages, shops, entertainment, hospitality facilities and services for individual or a group of tourists far away from home (Goeldner and Ritchie, 2006). At the same time, Nunn and Rosentraub (1997) had done a research on the impact of sport to community of host country of a professional sport event. They found that the estimated benefits of the host country did not enjoyed by the local residents. No working opportunity is created due to the professional team which need workers in higher level of skills. Moreover, no significant increase on food and beverages spending, accommodation rent or workers' wages which involved the local residents for service the sport teams. The related benefits are only being proud to be the host country, having the chance to enjoy entertainment and increasing the community image.

Sport Tourism Development in Malaysia

Successful of organizing Commonwealth Games 1998 in Kuala Lumpur became a jumping-off point for us to organize other international level sport events besides open the eyes of various parties. The Commonwealth Games 1998 or better known as SUKOM 98 was the second largest event in the world after Olympic Games. Table 2 shows the 98' Games participation. The coming income was far more than the money spending out due to the entry of foreign tourists and local spectators who want to view the games in Malaysia. Generally, sport tourism involves a journey which cost and time needed to reach the host country. Usually, the people whom involved are those who join as a team of the activities such as managers, coaches, officers and supportive assistants as well as athletes or players. Further, some of them are the family of the athletes, sport fans or those who want to view the live games and experience the fun, being proud of the players' reputation and the prestige of the games. According to Hudson (2003), arrival of tourists worldwide estimated will increase to 4.3% every year. During year 2020, arrival of tourists estimated will be 1.6 billion and sport tourism would be one of the factors of this upturn.

Table 1. 98' Games Participation

98' Games Participation	Amount
Eligible countries	70
Athletes and officials	6,000
Print media	2,500
Broadcasters	2,000
TV viewers	500 million
Volunteers	5,000
Foreign spectators	60,000

Another international championship which was organized in Malaysia was Formula One World Championship (F1). In 9 March 1999, Sepang Circuit was officially opened and Malaysia was the second country to have international level circuit in Asia after Japan. The organizer of Formula One Race (F1) and Moto GP were attracted to organize these well-known races as well. Success of organizing these two events made Malaysia well-known besides attracting the foreign tourists especially fans of Formula One and Moto GP came to Malaysia. Statistic shows that more than RM139 millions was contributed by Formula One to the economic of our country and this figure is estimated increase continuously (Azlan Akil, 2008). This proof that sport tourism in Malaysia has huge potential to be developed.

Table 2. Total number of spectators & percentage of ticket sales by continent

	2003	2004	2005	2006	2007
Total spectators	**101,485**	**84,010**	**106,422**	**107,634**	**115,794**
Europe	6.0%	11.0%	10.0%	10.75%	9.23%
South East Asia	11.3%	25.9%	16.5%	29.5%	14.3%
Asia	2.3%	4.87%	5.01%	7.22%	4.2%
Others (South Afrika, America & Canada)	1.3%	2.64%	2.49%	2.03%	2.07%
Malaysia	80.1%	55.59%	66.0%	50.5%	70.2%
Total (%)	100%	100%	100%	100%	100%

Source: Azlan Akil, 2008.

Monsoon Cup Championship in Terengganu is the factor of country economic development (Glimour, 2008). The main purpose of organizing this event was to promote Terengganu, besides made sport tourism one of the product for economic development. At the same time, this championship is organized to encourage local residents involve themselves in sports. The racing championship get the coverage of 70 TV channels including local and international broadcast. Hence, the audiences of this event are increase from year to year. In 2005, the total of audiences was 25,000 people. In the following years, the figure was increased to 33,700 (2006) and 81,000 – 2007 (Table 3). These figures proof that the number of tourists who came for the Monsoon Cup and step in Terengganu are increasing in every years. The increasing number of tourists made Terengganu one of the popular destinations of sport tourism besides made local economy on a better stage.

Table 3. Benefits generated from Monsoon Cup

	2005	2006	2007
Govt. Funding	RM4million	RM14.5million	RM20million
Total Expense	RM15.8M	RM19.8m	RM22.6m
Value in Kind	RM5.4m	RM6.2m	RM11.5m
Attendance	25,000	33,700	81,000
Broadcast Minutes	8,454	14,969	19,383
Gross Media Value	RM67.4m	RM111.6m	RM217.6m
Event Brand Value	**RM92.5m**	**RM294m**	**RM417m**

Sport tourism may contribute to a country development. A small and developing country where rich of natural resources is having the potential to become a host country for international sport events. It could develop a region in various aspects such as infrastructure, service, economy and resource. For instant, besides organizing Commonwealth Games, Le Tour de Langkawi, Formula One and Monsoon Cup, Malaysia has one of the best sport infrastructures on the world. For example, Bukit Jalil Sports Complex is a place where headquarter of National Sports Council (MSN) and High Performance Training Centre located. These facilities attracted several countries and well-known team to have the final trainings before they join the competitions which being held on our land. Among those who have been go on their training in Malaysia are national football team of Brazil, football team of Chelsea and Manchester United as well as the latest Australia swimming team before joining the Olympic Games in Beijing. This shows that besides organizing sport events, the infrastructure in Malaysia could attract foreign athletes come to our land.

Potential and Prospects for Sports Become Tourism Product in Malaysia

Every sport events and championships has their own potential and prospects. Definitely, sport championship would use several locations for the suitability of each program. Meanwhile, tourists would join the sport activities during the vacation as well. Majority of tourists would plan their trip personally to fulfil their needs. For instant, tourists who like scuba diving would definitely choose Sabah as the most suitable destination. Whereas, those who like challenging activities such as mountain climbing, kayaking or cycling would get locations like Kenyir Lake as their destination. There are a lot of interesting destinations where full of sports facilities could be visited by tourist such as Langkawi Island. Langkawi Island is one of the most beautiful islands on the world besides one of the popular travel destination in Malaysia. Sport tourism product is one of the new prospects to attract domestic and international tourists to visit a destination. However, there are some international championships became the main attraction for tourist to travel to Malaysia. There are differences on promotion way, duration and plan to attract audiences for the live show in different championships. Furthermore, there is uniqueness in sports to become attraction which brought high impacts in national income.

There are three international well-known sport events which have wide coverage of media throughout the world like Olympic Games, Commonwealth Games and World Cup. Three of these events have a long duration and it could attract people all around the world. For example, Olympic Games in Beijing were going on for 16 days, opening ceremony on 8 August 2008 and closing ceremony on 24 August 2008. In Beijing Olympic Games, 204 countries and 10 thousands athletes were took part. Olympic Games are being held in every 4 years. However, Commonwealth Games which is also going on every 4 years is only involving the Commonwealth countries. Usually, the number of athletes joining Commonwealth Games was about 5,000 people. Commonwealth Games Federation (CGF) is the organization which handling the direction and right for Commonwealth Games. FIFA World Cup which is also organized in every 4 years is joined by the football teams around the world. World Cup is has the most prestige and it could attract everyone in every social class. It was going on for 31 days. In Asia, there are some events which only involve the athletes in Asia. Asian Games is a sport game which being held in every 4 years for athletes in Asia. In Malaysia, there are some popular championships such as Malaysian Games (SUKMA), Malaysian Schools Sports Council (MSSM), Universities Sports Council (MASUM) and Universities Staff Games (SUKUM). For example, SUKMA is being held every 2 two for athletes throughout Malaysia.

Before a game going on, the host state or host country would have some preparations especially on sport facilities, athletes' accommodations, stadium repairing, logistic and others. The complete infrastructure preparation is important to ensure every game is going on smoothly. Besides, every host country needs to get the involvement of volunteer in order to make the game a success. Every officer and the management committee whom involved would be given training and special course as well as explanation related to the games. The Technical Committee and the Match Committee are playing important roles among other committee in organizing a sport event. The successful of Commonwealth Games 98 made a lot of people believe that Malaysia is a country which is able to organize international sport event. Majority of the countries which involved in SUKOM 98 were satisfied with the quality of the games. In order to organize an international sport event, every factor should be viewed and early preparations should be started to avoid facing particular problems. The Match Committee should study and research every managerial aspect to ensure every match is going on smoothly and systematically. Fail to prepare orderly would affect the reputation of the host country besides decrease the confidence from others in the future.

While organizing a sport event, printed and electronic media always is a sheet-anchor to promote the games. The mass media play the role to make advertisements and promotion for the games, coverage during the period of the games as well as the summary after the games end. Electronic media such as internet is the most effected medium in reporting the related information of the games such as the latest medals ranking, the information of the competing teams, advertisements of the sponsored products, match schedule and the live coverage in the host country. Information of the games could be accessed via web pages, blogs and web pages of government such as Tourism Malaysia, Youth and Sport Ministry as well as the official web page of the games. Importance and efficiency of internet to be a commercial channel in preparing information for tourists already mentioned in previous study. Web page becomes an important communication way for tourists and the effective distribution channel for producers who is in tourism and service field.

Every game needs sponsorship and promotion via advertisements to make income and attract the audience to watch the matches. There are several official sponsors such as broadcast media, energy-giving drinks, telecommunication companies and others. However, the most important sponsors are the government and the organization which make the games a success. Supports from the sponsors is very important in helping the host country to prepare the facilities such as accommodation, food and beverages, clothes and sport instruments which would be used by the athletes. Hence, the sponsors would get the benefits via the advertisements of their products as well. However, the host country would get the largest benefits from organizing the games. For instant, while organizing the well-known events like Formula One (F1) could get sponsorship from the largest vehicle companies such as Mercedes Benz, Ferrari, Renault, BMW, Lotus and others and the drinks companies like Red Bull, 100 PLUS, Coke-Cola and Revive. In broadcasting, it wouldn’t surprise us if ASTRO, RTM and TV3 become the sponsor for TV channels for the games.

Conclusion

While organizing a sport event, athletes, team managers, coaches, team officers and audiences are definitely get involved. Athletes would be the most important individual in joining the matches. Surely, the large event such as Olympic Games, Commonwealth Games and World Cup would have a huge number of players. The involvement of athletes or players, team officers, coaches and team managers are estimated more then thousands people. Meanwhile, the attendance of audiences to each location of different matches is estimated more than thousands people. The involvement of every party to the match location could be classified as sport tourism. Then, the other benefit for a host country is the increasing of national income. Sport is a tourism product which contributes the most in economy of local community besides encourage the development of national economy. Meanwhile, infrastructure such as relations, accommodation and telecommunication could be upgraded. According to Kurtzman and Zauhar (2006), specific facilities maybe need to be repaired and off the shelf facilities need to be renewed. This kind of economic aspect would normally maximize the short-term benefits and remain the value in long-term duration. The developed facilities would be remained and become an attraction for those who visit to the destination. Local community would enjoy the benefits while promoting the local products such as food, handcrafts and culture of the place.

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A Study of Tourist on Coastal Sport Tourism Destination Service Quality, Travel Experiences, Perceived Values and Behavioral Intention

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The study analyzes tourists' perception of coastal sports tourism, destination service quality, and travel experience. The research aims to understand the influence of destination service quality, travel experiences, and perceived values on behavioral intentions. Questionnaires were given to coastal sports tourists in major water recreation areas at Penghu. Random convenience sampling method was used, with 1729 effective questionnaires collected. Statistical methods include t-test, descriptive analysis, one-way MANOVA, and multiple regression. Results indicated: (1) highest cognition on destination service quality was 'local residents friendliness and good public security' in Penghu; (2) gender, martial status, age, educational level, and income factors influence tourists' perception on destination service quality, travel experiences, perceived values, and behavioral intension; (3) destination service quality, travel experiences, and perceived values effectively predict behavioral intention. Based on findings, the study offers suggestions for coastal sports tourism managers and government, as well as supporting researchers for future investigation.

Key words: sports tourism, travel experience, perceived value, destination service quality

Introduction

In Figure 1 recent years, leisure activities in Taiwan are common. For tourism, popularity and proportion in sports is growing. According to the 2008 Taiwanese Travel Survey, reported by the Tourism Bureau (2009), purpose of traveling in "tourism and leisure resort," "pure sightseeing" retains the top spot (63.3%). For "fitness resort" (7.1%); it reached 7.2% in 2007. Those data show "fitness resort," a.k.a. sport tourism, as one of Taiwan's favorite two-day weekend sightseeing activities. Sports tourism is defined as personal travel for leisure or competition when leaving one's principal residence to participate in sports, watch sports events, or visit

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sightseeing spots during travel (Gibson, Attle, & Yiannakis, 1998). Whether it is engaged in sports or watching sports competition, “leisure travel” provides a strong incentive to visit a certain destination (Standeven & De Knop, 1998). Sports participation can also provide meaningful and purposeful “travel experience” (Gibson, 1998). Also, exercise or sports can stimulate development of tourist resorts and investment (Swarbrooke, 2002), thus contributing to regional development (Bouchet, Lebrun, & Auvergne, 2004). So from the scholars mentioned above, sport tourism should have positive and important influence on the economy and/or regional tourism industry.

Taiwan, surrounded by ocean with abundant marine resources, is very suitable for sea-based leisure activities. Penghu remains Taiwan’s largest outlying island. It has rich natural resources, including natural tourism resources (marine ecology, flora and fauna, beach, intertidal zone, the Islands, unique geological and land-basalt), human tourism resources (farming and fishing villages, military community, temples, historical and cultural heritage), etc., all laying groundwork for tourism. Due to the winter northeast monsoon, seasonal tourist crowds in Penghu starkly differ. Currently, Penghu tour operators’ systems of business are water-based (and chiefly sporting) types: e.g., snorkeling, scuba diving, banana boat, jet skiing, high altitude parachute drag. Penghu has rich tourist resources; grasp of factors impacting tourist destination can contribute to development of products, as well as to promote tourists’ revisiting.

From consumer behavior standpoint, we must carefully realize the entire process of consumption: i.e., products and services to acquire, use and handling (Mowen & Minor, 1998). This process is similar to tourism. Still, the most commonly accepted travel experience by researchers consists of five stages: before (expectations), during, destination/attractions activities, return and re-visit at a later date (memories) (Pearce, 1982). Tourism product differs from real product, a non-entity. Main products involve “experience,” such that consumers’ experience during the process; whether they feel it is worth of traveling, and whether they would buy (re-visiting), become issues Penghu tourism operators should realize. Tourist regions’ basic features include transportation, attractive focus, services, information, and promotion (Gunn & Var, 2002).

The main reason sport tourism tends to attract visitors to the tourist destination and take part in tourism and sports activities (Higham & Hinch, 2004; Higham, 2005) means water-related tourism, sports, and recreational activities have been the major reason for people to engage in activities at these destinations (Jennings, 2007). Aside from “coastal recreational activities” as Penghu tourist attractions, the most important factor is destination service quality. Such items include: nightlife and entertainment, shopping facilities, local public construction, transportation, accommodation, meals, price levels, personal safety, and friendly residents. So destination service quality has its key merits. With tourism as a continuous process of activities, as soon as tourists collect information, they travel to Penghu for sports tourism. From a leisure point of view, while engaging in leisure activities, a person’s senses, perceptions, mind and behavior continuously interact with the surrounding environment. Participants gained from the interaction between these feelings and experiences.

In the process of participation, interaction between mind and environment will influence perceived value of travel. Tourists must personally experience to get these feelings, so tourists must have been satisfied in all respects. Gibson (2005) also pointed out that to understand the experience of tourists can help to understand a sports tourist market. Tourist products are for consumers to buy and pay. It is not the only factor for customers to perceive the value: time, search, and effort (Zeithaml, 1988). It comes to tourists' "perceived value,", which means consumers making sacrifices to obtain products or services, both monetary and non-monetary. Money paid is for a particular product or service. For non-monetary aspects, it is time used for the product and/or spiritual contribution to obtain some product or service (Cronin, Brady, & Hult, 2000). Perception of product value thus means the consumer measures cost of time, money, and after purchasing the product, a subjective feeling of inner self, which evaluate its worth.

Behavior of tourists, including choice of destination and visit, is accompanied by assessment of tourist products and future behavioral intentions (Chen & Tsai, 2007). Research points to "perceived value" as a predictor of future behavior and intention (Cronin, Brady, & Hult, 2000; Petrick, 2004; Tam, 2000). Chen and Tsai (2007) indicated tourism destination image influencing tourists' behavioral intention. They divided behavioral intention into the will of revisiting the same destination, or the will to recommend this destination in the future. According to consumer behavior intention scale by Zeithaml, Berry, and Parasuraman (1996), customer loyalty construct items included recommending the product to others, telling positive meaning of products to others, encouraging good friends and relatives to consume, as well as consumption in the future. This study mainly analyzes service quality in sport tourism in Penghu and tourists' experience. We would realize that if they have an impact on perceived value, analyzing three variables could predict tourists' behavioral intention. Further, we hope to understand what impels tourists to choose Penghu as sports tourist destination so as to yield authentic information for business operators and further studies to reference.

Purpose

This study analyzes: [1] tourists' perception of sports tourism destination service quality ; [2] influence of demographic variables on perceived service, quality, tourists' experience, perceived values, as well as behavioral intentions; and [3] predictions of behavioral intentions on perceived service quality in sports tourist areas, tourists' experience, and perceived values.

Methodology

Subjects and Sampling

The study targets Taiwanese tourists in Penghu National Scenic Area. The implementation for survey included the following two steps:

Pre-test of Questionnaires

Upon composing questionnaires achieved in early August 2008, we conducted a pilot study of tourists engaged in Penghu sports tourism, using convenience sampling. In all, 250 copies of questionnaires were distributed and 207 returned; 10 were discarded as incomplete or invalid responses, leaving. 197 valid questionnaires.

Questionnaire Distribution

When pre-test questionnaires were completed and collected, we implemented a questionnaire reliability and validity analysis. As soon as questionnaires were revised, a formal survey investigation started. Owing to error .03 and reliability .99, we took convenience sampling method in late August 2008 by surveying, from 11 a.m. to 5 p.m. daily. Until June 30, 2009, our sample included 1842 questionnaires distributed, 1762 returned, with 80 incomplete or invalid. This left 1682 valid ones for analysis.

Questionnaire

Destination Service Quality

This scale was mainly adapted from Blank (1989), Gunn and Var (2002). They claimed that tourist areas should prepare basic features like attraction focus, services, transportation, information, and promotion. Echtner and Ritchie (1993) indicated that destination image property assessment should include nightlife and entertainment, shopping facilities, local public construction, transportation, accommodation, meals, price levels, personal security, and friendliness and so on. There are 15 questions in this scale, employing the Likert 5-point scale from “strongly agree,” “agree,” “fairly agree,” “disagree,” and “strongly disagree.” Given scores were from 1 to 5.

Travel Experiences

The researchers not only visited the field of Penghu tourism but also referenced relevant studies for four dimensions to explore visitors’ experience: psychological experience, landscape, recreational activities, schedule arrangement. The 20 questions in this part use the aforementioned Likert 5-point scale.

Perceived Value

This part of the scale mainly based on Bolton and Drew (1991), who suggested that perceived value divides into money, time, and effort. Chen and Tsai (2007), along with Bolton and Drew (1991), divided tourists’ perceived value into three dimensions. This part contains three questions, using the same Likert 5-point scale.

Behavioral Intension

We mainly consulted Chen and Tsai’s study (2007) of tourist destination image influencing behavioral intention. They divided behavioral intention into willingness of revisit the same destination or recommend the destination to others. Zeithaml, Berry, and Parasuraman (1996) developed consumer behavior intention scale with loyalty dimensions: visitors recommend products/destinations to others, express positive side of the products to others, encourage good friends and family to consume/visit, and re-consume/revisit in the future. There are five questions in this part, using the same Likert 5-point scale.

Demographic Information

These variables include residence, gender, age, marital status, education level, occupation, personal monthly income, and travel experience.

Data Analysis

To analyze questionnaires, we used SPSS for Windows 12.0 version. Procedures include: (a) item analysis via exploratory factor analysis and Cronbach α reliability test to construct reliability and validity of instruments; (b) frequency distribution to analyze demographic variables and perception of service quality in sports tourist destination; (c) t-test and single factor multivariate analysis to analyze difference of tourist service quality, tourist experience, perceived value and behavioral intention in demographic variables; (d) multiple regression to rate predictive ability of behavioral intention in service quality of destination, tourist experience, perceived value.

Validity and Reliability

Validity

By employing exploratory factor analysis, the scale for studying sports tourism destination service included three factors. According to characteristics of each factor, we named them “full entertainment and life functions,” “full transportation and public facilities,” and “people friendliness and good public security.” Cumulative variance of scale was 57.75, which explains service quality of tourism reaching 57.75%. The “travel experience” rating scale extracted four factors: “challenge and fun,” “different culture,” “attraction facilities,” and “goods and services.” Cumulative variance 66.02 explained travel experience in Penghu reaching 66.02%. Our study’s “perceived value,” comprises just three items: whether (1) money (2) time and (3) physical and mental efforts for water activities in Penghu are worthwhile. Scale was mainly based on Chen and Tsai’s (2007) study of tourist destination. We adapted “perceived value.” Chen and Tsai’s reliability of scale was .84. Average variance extracted (AVE) was .76, such that the scale has good content validity.

The “behavioral intention” contains only five items: (1) In the future I would like to come back to take part in Penghu tourist activities; (2) I should gladly recommend Penghu to friends and family; (3) If Penghu leaves room for improvement, I would make suggestions to the personnel department; (4) When the cost of other islands for traveling is lower, I still choose Penghu as priority; (5) As long as Penghu offers new water sports activities, I will be content to take part again. The main scale consulted Consumer Behavior Intention developed by Zeithaml, Berry, and Parasuraman (1996) and Tourism Destination Image by Chen and Tsai (2007). The latter study had two questions of behavioral intention and composite reliability (CR) of .92. The average variance extracted (AVE) was .93. So the scale has good content validity.

Reliability

Analysis results show “service quality in sport tourism destination” scale, α=.92; in “travel experience” scale, α=.92; in “perceived value” scale, α=.86; in “behavioral intention” scale, α=.83. This scale carries high reliability.

Results

Analysis of Demographic Information

Among 1729 questionnaires collected, in terms of gender, effective sample size was 1711, including 941 female (55%). In marital status, 1090 were unmarried (72.6%). As for age, 21-30 years (50.6%) held a majority; education, 926 subjects held bachelor's degrees (53.8%). In occupation, 760 were students (44.2%). In terms of monthly income, subjects who earned NT$20,001-40,000 (28.1%) ranked highest. In terms of residence, a plurality of 246 (14.2%) lived in Taipei County.

Analysis of Coastal Sport Tourism Service Quality

Among the collected 1729 questionnaires, visitors' perceived service quality on Penghu rank thus: friendly local residents (M=4.17), good public security (M=4.10), delicious fresh local seafood (M=4.04), more tourism attractions (M=3.97), perfect accommodation choice (M=3.83), convenient external communications facilities (M=3.72), food hygiene improvement (M=3.69), good water and electricity facilities (M=3.61), sufficient travel information (M=3.61), good public facilities (M=3.57), cheap goods (M=3.51), convenient public transportation (M=3.50), good medical facilities (M=3.47), proper shopping locations and opportunities (M=3.27), more choices of nightly entertainment (M=3.16).

Difference Analysis of Destination Service Quality, Travel Experiences, Perceived Value, and Behavioral Intension in Different Tourists

Analysis of Gender Difference and Marital Status

Results indicated that among male and female tourists, the only category with significant difference was "travel experience" (t =- 2.22, p<.05), higher for women (M=70.93) than men (M=70.02). In factors of "destination service quality" (t =-1.56, p>.05), "perceived value" (t =-.64, p>.05) and "behavioral intention" (t =- 44, p>.05) factors, no significant difference appeared. As for marital status, the only significant difference was "behavioral intention" (t=-3.01, p<.05), married (M=20.33) higher than unmarried (M=19.83). Items of "service quality" (t=-1.64, p>.05), "travel experience" (t=.45, p>.05) and "perceived value" (t=1.29, p>.05) showed no significant differences.

Analysis of Age, Education, Income, and Occupation

Single factor MANOVA analysis showed visitors of different ages in "destination service quality" (F=4.18, p<.05) with significant differences. Post hoc comparison indicated visitors aged over 51 significantly higher than 20-year-olds. There was no significant difference in "travel experience" (F=1.70, p>.05), "perceived value" (F=.88, p>.05), and "behavioral intention" (F = 2.13, p> .05). Levels of education showed no significant difference for tourists in "sea sports tourism service quality" (F=4.55, p<.05). However, post hoc comparison indicated middle school graduates (and lower) as significantly higher than high school, college, and Master level visitors

For "travel experience" (F=4.58, p<.05) there were significant differences.

Post hoc comparison proved middle school graduates (and lower) significantly higher than visitors of college and beyond. Tourists with different education levels, however, in “perceived value” ($F=1.01$, $p>.05$), and “behavioral intention” ($F=.49$, $p>.05$), no significant difference appeared. Among occupations, professional visitors showed significant difference in “destination service quality” ($F=4.03$, $p<.05$). Post hoc comparison indicates tourists working for transportation and agriculture, forestry and fishing tourists as significantly higher in “service quality perceptions” than those who work for manufacturing and information technology industry, albeit no significant difference among “travel experience” ($F=1.21$, $p>.05$), “perceived value” ($F=.93$, $p>.05$), and “behavioral intention” ($F=.99$, $p>.05$).

In the realm of income, there was significant difference among tourists in “destination service quality” ($F=6.85$, $p<.05$). Post hoc comparison indicates those with monthly income NT$20 thousand or less, NT$20-40 thousand dollars, and zero income visitors as ly higher than those the NT$60-80 thousand bracket. There was significant difference in “travel experience” ($F=2.88$, $p<.05$). Post hoc comparison indicates those of income NT$20-40 thousand as significantly higher than those of NT$100 thousand or more. There is a significant difference in “behavioral intention” ($F=2.91$, $p<.05$). Post hoc comparison of tourists with monthly NT$80-100 thousand proved them significantly higher than those with NT$60-80 thousand;, there was no significant difference in “perceived value” ($F=2.91$, $p<.05$).

4.4 *Analysis of Destination Service Quality, Travel Experience, and Perceived Value on Behavioral Intensions*

Multiple regression analysis indicated three factors as predictive variables: “full entertainment and life functions,” “full transportation and public facilities” and “resident-friendliness and good public security.” Based on enter multiple regression analysis, “behavioral intention” as factor dimension criterion variables, three factors were predictive: “entertainment and life function” ($t=6.84$, $p<.05$), “transportation and public facilities” ($t=6.82$, $p<.05$), and “resident friendliness and good public security” ($t=10.22$, $p<.05$). For $R^2=.274$, it predicts behavioral intentions reaching 27.4%.In travel experience, four factors “challenges and pleasures” ($t=7.29$, $p<.05$), “different cultures” ($t=11.95$, $p<.05$), “attractions facilities” ($t=7.25$, $p<.05$), and “goods and services” ($t=6.46$, $p<.05$) also reached a significant level. For $R^2=.430$, we predict tourists behavioral intention reaching at 43%. In “perceived value” (only one factor) also attained significance ($t=17.51$, $p<.05$). For $R^2=.418$, it predicts tourists behavioral intention reaching at 42%.

Conclusion

Analysis of Tourists on Destination Service Quality

Results indicated that visitors have higher confirmation on “coastal sport tourism destination service quality,” with, “resident friendliness,” “good public security,” “delicious fresh seafood,” ranking highest.

Analysis of Demographic Variables on Tourism Attraction, Travel Experience, Behavioral Intention and Marital Status

Gender and Martial Status

Analysis showed women higher than men in “travel experience,” indicating the former sensing “challenges and fun” in Penghu sea sports tourism activities. Women experienced different cultural characteristics of Penghu, felt more differently while visiting various attractions as well as “goods and service.” As for “destination service quality,” “perceived value,” and “behavioral intention,” gender exerts no impact on tourists’ feelings about these items. Gender difference often influences participation in active sports tourism (Gibson, 1998b). Our study specifically found women’s travel experience more favorable. In marital status difference, the married in “behavioral intention” is higher. In “destination service quality,” “tourist experience,” and “perceived value,” marital status difference did not affect tourists’ feelings. From this analysis, we observed the married as more willing to participate in Penghu’s future tourist activities, as well as delighted to recommend Penghu to friends and family.

Age, Education, Income, and Profession Differences

Tourists aged 20 and younger ranked significantly higher than age 31-40 in the “destination service quality,” meaning younger visitors have higher recognition for Penghu “service quality.” Age did not affect “tourist experience,” “perceived value,” and “behavioral intention.” In terms of educational levels, middle school graduates (and below) definitely had higher recognition of Penghu “service quality” than those of Master’s graduates. In “travel experience,” the former also showed higher level of recognition. However, educational levels did not impact tourists’ feeling of “perceived value” and “behavioral intention” of sport tourism in Penghu. Analysis also indicates occupation not affecting visitors’ feelings on “service quality,” “tourist experience,” “perceived value,” and “behavioral intention.”

Income bracket did not affect tourists’ “perceived value.” It explains that while visitors engaged in Penghu sports tourist activities, they perceived “money,” “time,” and “effort” they spent were worth it. Results showed tourists with income of NT$20 thousand or less, NT$20-40 thousand, and zero income having higher feelings and recognition of “service quality” than those of NT$60-80 thousand. For “travel experience,” all income groups remained essentially alike. However, in “behavioral intention,” the result is totally opposite from the previous analysis: higher incomers would tend to recommend others and wish to revisit Penghu.

Analysis of Destination Service Quality, Travel Experience, and Perceived Values on Behavioral Intensions

In the study we found that destination service quality (e.g., full entertainment and life functions, full public facilities, and residents friendliness and good public security), “travel experience” (e.g., challenges and fun, different cultures and attractions facilities, and goods services), and tourists’ “perceived value” in the sports tourism at the destination are factors effective to predict future behavioral intentions.

Suggestion

Visitors have higher recognition on “costal sports tourism destination service quality.” Among these, “resident friendliness,” “good public security,” and “delicious fresh seafood” rank highest. Demographic variables tend to affect tourists’ consumption behavior. Besides occupational differences, others positively affected “sports tourism service quality,” “travel experience,” “perceived value,” and “behavioral intentions.” For Penghu tourism and leisure industry, along with government, in terms of gender, sports tourism business is not static. To improve challenge and difficulty of sports activities/events could satisfy men’s travel experience. Our survey found most who engage in sports tourism activities mostly as young and unmarried. The researchers also found that many respondents’ perception on Penghu’s tourism still in a “mass tourism” (cursory looks here and there). Some of the water activities participants consider it actual experience of Penghu tourism. In fact, as perception of Penghu’s tourism activities, more participants lack island travel and/or event information. Strengthening of promotion and marketing is necessary, especially in terms of information networks. Travel programs on TV also attract tourists of different education levels, ages, and income. It should be stressed, however, despite the media report, researchers found that many subjects realized sea tourism information, yet not knowing from where and/or whom to register for these activities. Researchers suggested that information provision for Penghu tourism, in addition to releasing activity information to public media, may also consider activities providers.

Different levels of education mean daily information acquisition varying. We suggest Penghu tourist industry business runners should cooperate with travel agencies, for those of different education levels, to boost marketing. Well-organized and multiple travel routes will also enhance tourists with higher education in Penghu’s tourism. Well-planned, exquisite tours, particularly non-public nature sports tourism travel (such as combined ecological “intertidal zone” activities) and non-resident trips will also increase high incomers’ recognition and travel experience. Yet in “behavioral intention,” results indicate high incomers more likely to revisit and recommend. As mentioned previously, low incomers perceive they have experienced Penghu despite participating in the activities. This is a mis-concept because there are several Penghu recreational water activities to experience, such as intertidal zone events, fishing, stone-hold fishing, which are amusement activities rather than just beach recreation for public tourists. Hence it seems necessary to market sea area activities, especially in information network, and cooperation with Taiwanese travel agencies. In addition, governmental tourism departments should provide travel information that allows visitors to enhance their willingness to revisit and recommend Penghu to others.

This study found visitors influential on Penghu “destination service quality in sport tourism,” “travel experience,” and “perceived value.” According to factors analyzed, the researchers suggested government tourism departments and industry in Penghu should release more information for Penghu public activities, maintain clean and clear marine environment, protect conservational areas, and innovate new visiting programs. Further, they need to provide better food, accommodation, souvenirs, clean environment, and maintain scenic spots, protect unique cultural assets and tourism services. It is more important to avoid driving up or cheating on commodity prices of tourists. Doing so will leave visitors a good impression and experience with tourism in Penghu. It will also let them think the money, time and energy they spend are worth it. Visitors thus will tend to revisit and, more importantly, recommend Penghu to their friends and family, which would become the best promotional marketing channels.

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Planning for Cultural Tourism

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This paper will begin with a discussion of Cultural Tourism, a subset of tourism concerned with showcasing built and living culture which is identified with a locality or 'place'. It will then proceed to outline the 'potential' of this special interest tourism in the 21st Century and the factors contributing to its viability. Tourism has become a worldwide phenomena leading to unprecedent development and earnings, but ironically, it is racing with another growing global movement towards sustainable development and the protection of natural and cultural resources and their diversity. In its broadest definition, cultural tourism, is travel directed toward experiencing a unique place which is of cultural interest:traditional cultural communities and their lifestyle; their practices, products, celebrations (crafts, festivals, rituals, foods; handcrafted dwellings and tools crafted from nature; and the cultural landscape/ land use such as farmland or fishing ports. As travel become more accessible, there is an increasing growth in the penetration of cultural tourism into smaller local towns and rural settlements. However, evidence has shown that an ever-increasing number of tourists is not necessarily a healthy tourism goal. In fact, if a community's physical and social limits or "carrying capacity" are exceeded, the resulting conditions can cause a severe drop in economic and other benefits to the community (UNESCO, 2000). Planned cultural and tourism management of the site will help conserve contribute to Sustainable Cultural Tourism. The main content of the paper therefore will focus on how to plan for Cultural Tourism using an approach called Cultural Mapping and analysis. Cultural Mapping is a tool for identifying cultural resources and deepening understanding of cultural systems. It involves inventorying and tracking elements such as facilities, organizations, activities, participants, places, etc. and representing them in a graphic form such as a map, table or graph. On a more complex level Cultural Mapping may be viewed as a systems approach used to identify and record elements and their interrelationships that contribute towards the development and sustainability of a community's cultural resources. The paper will conclude by showing why cultural mapping is a critical tool in the planning process for sustainable tourism and how to put it to use in the planning process.

Key word: cultural tourism, sustainable development, cultural mapping

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Penang Mamaks: Evolution and Gastronomy Tourism

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The word 'gastronomy', derived from the Greek words 'gastros' meaning 'stomach', and 'nomos' meaning 'law' or 'knowledge', is defined as the art of choosing, cooking, and eating good food. However, the term gastronomic tourism was first coined by Dr. Lucy Long, a university professor in North Carolina, and an expert in the field of tourism, expressing the idea of experiencing food and beverages (wine) within the cultures related to them. Many have argued that gastronomic tourism occurs when a tourist travels to a particular destination for the purpose of enjoyment of foods and beverages that allows gain of in-depth knowledge on one's culture bringing back with them a very fulfilling and memorable experience. This study describes the state of gastronomic tourism in Penang and its relation of the evolution of mamak foods throughout the years. Penang is the second smallest state in Malaysia more known as the 'Food capital of Malaysia. In 2008, Georgetown, the state's capital have been enlisted together with Melaka as UNESCO's world heritage sites with its physical makeup reminiscent of the British era in the 1700s. And later in the 20th century, other ethnic communities such as Chinese, Eurasians, Jews, Arabs, Armenians, Acheenese, Siamese, Burmese, and Filipino. This cultural wealth of Penang is evident from the variety of foods available. Today, its populace consists of mainly Chinese, Malays, and Indian-Muslims, and other minorities who each represent a different type of cuisine. And one of the most popular among these types of cuisine is known as 'mamak' or Indian-muslim cuisine representing the Tamil- Indian community in Malaysia. Under the qualitative method of research, the researcher interviewed mamak stalls/ restaurant owners as well as experts of Penang culture, paid visits to the Penang world heritage office and Penang national museum to discover the history and evolution of technology behind the mamak culture, more specifically on mamak foods. This research explores, analyses, and describes the characteristics of mamak foods, its evolution throughout the years in relation to the growing trend of gastronomic tourism in Penang.

Key words: gastronomy, tourism, mamak, Penang, culture

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Introduction

Local food and beverage have long been recognized as an integral part of a destination's culture and heritage. It is believed that food does not only satisfy hunger but also security, as well as, expresses the lifestyle and character of a person consuming it and similarly, of the destination in which they represent, are produced, sold, and are famous in. Moreover, people have a tendency to always associate a type of dish to a particular destination, as in, pasta to Italy, dimsum to Chinese, burgers to America, tacos to Mexico, curry to India, sushi to Japan, and so on. Through recent years, food has been regarded as one of the factors affecting the tourist's decision-making process in terms of choosing a destination to visit and in some cases, to revisit. Consequently, food and tourism have been linked altogether by many researches exploring and discovering its relationship as a powerful tool in positioning new destinations or in improving already existing ones. As in numerous countries such as in Europe and in Asia, food tourism catapulted from a mere element in the promotion of cultural tourism to main attraction under the category of special interest or niche travel.

Penang has been synonymous to Nasi Kandar since the 18th century. This paper recognizes the evolution of mamak foods with relation to tourism.

What is gastronomy?

The word 'gastronomy', etymologically, was derived from the Greek words, 'gastros', meaning stomach, and 'nomos', referring to knowledge or law. While most dictionaries define gastronomy as the art and science of food preparation and eating, others have argued that it is, more importantly, the study of the relationship between food and culture. Santich (2007), however, suggested gastronomy is, in fact, multidisciplinary stating:

> Gastronomy not only relates to the production and preparation of food and drink and how, where, when, why people eat rather it is more diverse. Gastronomy entails an understanding of the various social, cultural, historical components, literature, philosophy, economics, religion and others with foods as central axis.

Furthermore, Kivela and Crotts (2006) suggested that a person who is seriously involved in gastronomy may find himself involved in several activities which include tasting, preparing, experiencing, experimenting, researching, discovering, understanding, and writing about food, and in some cases, wine.

On the other hand, the term 'Culinaria', in the context of gastronomy is widely used to refer to a region's dishes, foods, and food preparation techniques that provide distinctiveness to one's culture and heritage. With local cuisine playing a vital role in promoting tourism in some destinations, many have attempted to define culinary tourism.

It was Dr. Lucy Long who first coined the term culinary tourism in 1998 expressing the idea of how a destination's culture is experienced through food and beverage (Wolf, 2002). She stated, "Culinary tourism is about food as a subject and a medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to "sell" their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity. Finally, it is about the experiencing of food in a mode that is out of the ordinary, which steps outside the normal routine to notice difference and the power of food to represent and negotiate that difference" Long (2005). Another definition is provided by the International Culinary Tourism Association, which states, "Culinary tourism refers to the search for prepared food or drink while in a travel context" (ICTA 2006, 2004).

However, due to the recent emergence of culinary tourism, little knowledge in the subject matter exists. Studies that have been made focused on culinary tourism as a destination attraction (Karim, 2006), others on the potential of food tourism as a marketing tool for a destination (Kivela and Crotts, 2006), while others on its economic impact (Deneault, 2002).

Gastronomy and Tourism

The relationship between gastronomy and tourism is both inevitable and undeniable as food and beverage, its underlying concepts and techniques, are often regarded as emblems of culture and heritage of a region, a country, or a particular destination. In fact, gastronomic products cannot be detached from tourism.

Haukeland and Jacobsen (2001) suggested that the significant growth of people's interest in acquiring a more sophisticated knowledge and information about different types of cuisines has resulted to the growing appeal of gastronomy and locally based cuisine as vehicles for tourism. The modern tourists are now in quest for authentic experiences that can leave an indelible mark on their memories as they come back to their hometowns. Meanwhile, Wolf (2002) stated that gastronomic tourism encouraged the pursuit of travel in search for the enjoyment of prepared food, drinks and other related food activities and events. This statement clearly suggests that gastronomy is not only affiliated with food alone rather than with beverage as well. The experiences founded from gastronomy tourism have the power to change eating and drinking habits and tastes as well as to offer tourists with cultural experiences of the peoples of the new locations and countries being visited (Johns and Clarke, 2001; Johns and Kivela, 2001). This supports the previous studies (Finkelstein, 1989; Mennel, Murcott, and van Otterloo, 1992) that claim that it is very important for feelings and memories from wining and dining out to be special and attractive because these become transposed into more often than not, very personal experiences. This is, of course, in the assumption that when tourists dine out they, in effect, consume or taste 'ingredients' that satisfy such feelings that enrich cultural experiences (Fields, 2002). In addition, Scarpato (2002) noted that gastronomy adds value to the traditional tourism experience; especially for those who yearn for more and are constantly searching for new products and experiences. Some tourists even consider trying out new or even strange experiences that they have not tried before as part of the fun.

Meanwhile, Kivela and Crotts (2006) argue that gastronomic tourism plays a vital role in marketing some tourist destinations as in Tuscany and Provence in Europe, Melbourne, or Sydney Napa Valley in Australia (Interpid Travel, 2004). These have become premier food and wine tourism destinations. While in some destinations, gastronomic tourism have been used to reposition and revive their struggling tourism platforms as in Croatia after the civil war in Yugoslavia from 1990 to 1995 and Vietnam and Kampuchea (formerly known as Cambodia) (Mohd Hairi et al., 2009).

Gastronomic products and tourism are inseparable therefore, and interest between their symbiotic relationships has grown steadily over the past decades. This is also in line with Santich (2003)'s argument quoted, "Gastronomy is and art of living, the possession of skills, and knowledge relating to food and drink and their preference, which enhances the pleasure and enjoyment of eating and drinking. Such fulfillments are the essence of gastronomic tourism, which is developing as a subset of cultural tourism where the experience of participating in a different culture is central especially the food and drinks". In addition, Haukeland and Jacobsen (2001) expressed the significance of food (and beverage) as a heritage component suggesting that countries as well as destinations and/or strive to develop its own distinctiveness to make itself more appealing and outstanding in the eyes of visitors searching for authentic experiences.

As described by Shenoy (2005), a gastronomy tourist is a tourist who recognizes food as an important, if not primary, reason influencing his or her travel behavior.

Meanwhile, Hall and Mitchel (2001) defined gastronomy tourists as consumers for whom interest of food (and wine) is regarded as a form of 'serious leisure'.

Moreover, Ontario stakeholders suggested gastronomy being travel for appreciation and consumption of local or regional cuisines, for enjoyment of food and beverages and attending of culinary-related activities like cooking schools, visiting a farmer's market or a food/beverage production/processing site, and lastly, travel for unique dining and beverage experiences (Culinary Tourism in Ontario: Strategy and Action Plan 2005-2015, p.11).

Offerings of Malaysian Cuisine

Considering the uniqueness of food, beverages, and food cultures, Malaysia can simply be regarded as a gastronomic paradise. Located in the Southeast Asia, Malaysia is home to a society with multiple ethnicities, cultures, and languages which comprise of Malays, Indians and Chinese, forming a collection of unique gastronomic products with tastes ranging from mild to spicy and plain to sweet (Hutton, 2000 and Mohd Hairi et. al., 2007). The way of preparation, cooking style, equipments used, as well as way of serving and eating Malaysian foods and beverages are deemed unique and no less than fascinating. Every cuisine is represents the culture and religion of various ethnic groups and are often showcased during big cultural events such as Hari Raya (Malay), Chinese New Year (Chinese), and Deepavali (Indian) while other food related activities can be experiences in fares and the famous 'pasar malam' or night markets as well as street hawker's stalls (Syed Amir, 1991 and Mohd Hairi et. al., 2007). Table etiquette also varies from one ethnicity to another. For example, Malays and Indian are known for piling their plates with rice and side dishes poured on top and eating using their bare hands, whilst Chinese consume their foods with the use of chopsticks (Syed Amir, 1991; Hutton, 2000; and Mohd Hairi et. al., 2007).

More specifically, Penang gourmet ranges from street food to fine dining but her myriad of flavors are definitely unique to the island state. With each race offering their own traditional fare, foodies are offered a wide variety of choice. Although every culture has their signature dishes, they are also influenced by other cooking styles and have managed to come up with their own special creations that represent a beautiful blend of tastes and spices. (Tourism Penang, 2009) Famous local dishes include: Nasi Kandar, Laksa, Char Kuey Teow, Hokkien Mee, Nyonya dishes, desserts and kui, Rojak, Bukit Tambun Seafood, Pasembur, Satay, among others.

In Malaysia, hawkers' food has been very well integrated with its cultural heritage. Toh (2000) noted that hawker food in Malaysia is a unique blend of culinary diversity from the country's multi-ethnic population of Malay, Chinese, Indians, Eurasian, Nyonya and others. Its gastronomic influences also come from neighboring countries, Thailand and Indonesia though Malay food may easily be distinguished through its hot and spicy taste.

Gastronomic Tourism in Penang

Penang is the second smallest state in Malaysia tagged as 'The Pearl of the Orient' but most commonly known as the 'Food capital of Malaysia'. Its unique and wide arrays of cuisine have recently attracted tourists from all over the world especially from neighboring states and countries like Singapore, Thailand and apparently, tourists from as far as Europe and America to come and visit this town. In 2008, Georgetown, the state's capital have been enlisted together with Melaka as UNESCO's world heritage sites with its conserved and preserved sites, buildings, and other establishments reminiscent of the era of British colonialism in the 1700s. And later in the 20th century, other ethnic communities such as Chinese, Eurasians, Jews, Arabs, Armenians, Acheenese, Siamese, Burmese, and Filipinos also inhabited and settled in Georgetown. This cultural wealth of Penang is clearly evident from the variety of foods made available not only to locals but to international visitors as well. Today, its populace consists of mainly Chinese, Malays, and Indian-Muslims, and other minorities who each represent a different type of cuisine. And one of the most popular among these types of cuisine is known as 'mamak' or Indian-muslim cuisine.

Who are mamaks?

Indian food is now not only very Malaysian; unique and new versions of Indian food, not found in India, have ultimately been created. Indian cuisine can be divided into two mainstreams, North Indian and South Indian cuisine. The Malayan Peninsula with its small kingdoms and chiefdoms had a long history of trade with merchants from India. These traders have come and gone over the centuries bringing with them Hindu influences, seen in the customs and rituals of local rulers. However it was not until the 19th century, after the Portuguese and Dutch colonists were eclipsed by the British, who took control of the Malayan Peninsula that mass Indian migration took place. Rubber seedlings from Brazil were found to grow successfully in this equatorial land, and much needed manpower were recruited from British East India for the budding rubber industry. Road, waterworks as well as railway infrastructure were also breaking new ground. 80% of Indians were Tamils from South India employed in the rubber industry, while Sri Lankan Tamils and Malayalees were employed in supervisory and clerical positions. Of the North Indians, the Punjabis were employed in the police force while the Gujaratis and Sindhis were in business, mainly textiles. Despite the mass exodus of Indians returning to India after Malaysia's independence from the British in 1957, many stayed on and today Indians constitute the third largest ethnic group, making up 8% of Malaysia's population of 27 million.

Although the term 'mamak' is considered impolite, it was eventually accepted to represent as in the 'mamak culture', 'mamak stalls', and 'mamak foods'. Among the most popular mamak foods are (1) Naan with Tandoori Chicken- an oven-baked flatbread originated from South Asia. It can be eaten as a dish itself or together with Tandoori Chicken, roasted Indian chicken, (2) Mamak rojak, also known as Indian rojak- contains fried dough fritters, bean curds, boiled potatoes, prawn fritters, hard boiled eggs, bean sprouts and cucumber mixed with a sweet thick, spicy peanut sauce, (3) Chapati- a popular Indian dish made of whole-wheat flour, (4) Roti canai -one of the most popular food in Malaysia "mamak stalls" and is usually consumed with curry, (5) Nasi lemak, a Malaysian favorite, also the national dish of Malaysia, consists of fragrant rice cooked with coconut cream with ingredients such as anchovies, roasted peanuts, slices of cucumbers, boiled egg and chilli sauces and is usually served on a banana leaf, (6) Maggi goreng -a common dish in Indian Muslim food stalls where "Maggi" instant noodles is stir-fried with vegetables and eggs to create "Maggi goreng", (7) Thosai -a popular Indian cuisine that looks like a crepe and is made from rice batter and bean. There are many variations of this dish, the popular one being Thosai Masala, Thosai stuffed with potatoes, (8) Roti telur – somewhat like roti canai except that it is made with egg, (9) Teh tarik which literally means "pulled" tea- a hot tea drink that is made by pouring (or pulling) back and forth two vessels giving it a thick frothy top, and lastly, (10) Nasi Kandar, a popular Malaysian dish from uniquely Penang, is a rice dish usually accompanied by side dishes such as fried chicken, fried prawns, fried squid, bitter gourd together with a mixture of curry sauces.

The Penang Museum provides a brief description of how nasi kandar, perhaps the most famous of mamak foods in Penang, have changed throughout the years. The description reads:

> Nasi Kandar originated in India and was introduced to Penang by Indian Muslim hawkers in the 1930s. These hawkers were a familiar sight on the streets of the island in their white attire, bearing their wares in two huge rattan baskets balanced on either end of a kandar stick. These baskets would contain nasi or rice and an assortment of curries and vegetables.
>
> Today, nasi kandar hawkers no longer ply the streets. However, nasi kandar has become a favorite part of Penang's eclectic cusine and nasi kandar stalls can be found in every corner of the city. People from all walks of life converge on these stalls to enjoy a spicy meal which is served on banana leaves and eaten with the fingers.
>
> In the suburbs, there are still a number of hawkers who carry their wares kandar-style- one of the most popular is the nyonya kueh man who sells a wide assortment of nyonya cakes and sweets.

Success Factors of Mamak Food/Stalls

Image Long gone are the days when Nasi Kandar was sold street to street, corner to corner, by men carrying rice buckets suspended from a 'kandar' pole. Today, Nasi Kandar no longer just sits on sidewalks. Although some have retained their stalls, more have developed into legit restaurants, ranging from small to big-sized establishments able to seat 400 people at one time. More so, cleanliness has also been one of the top priorities for improvement. Some restaurants have their waiters/chefs in uniforms and uses utensils unlike before were food was traditionally served by hands.

Availability Conveniently, some Nasi Kandar restaurants are kept open 24/7. This is very ideal not only for tourists but also for locals who suddenly develop an urge of mamak food in the wee hours of the morning. Nasi kandar stalls and restaurants can be found, literally, at every corner in Penang which makes it a go-to place of dining.

'Amenities' From kandar poles to stalls, to restaurants, it is very obvious that the evolution of this Penang product has been ongoing. Today, some Nasi kandar restaurants have their own LCD screens for their customers (often football fans) who need not only great food but entertainment as well.

Variety At present, nasi kandar restaurants not only serve their staple mamak cuisine, but also Chinese and western dishes, ironically prepared by non-chinese and non-western chefs.

Affordability As food is generally cheap in Malaysia, and in Penang (food capital of Malaysia) it is not surprising that nasi kandar stalls and restaurants serve from cheap to moderately priced food of great quality.

Mamak Online (I.T. Marketing)

The evolution of mamak culture and cuisine has translated itself into newer, different forms as an automatic and inevitable reaction to upgrading shifts in technology. The term 'mamak (foods/stalls)' does not only account for your regular nasi kandar and teh tarik sold in the streets or that famous neighborhood café. Now, the term 'mamak' also stands for cyber fora dedicated to food enthusiasts who wish to socialize about their shared interest on mamak cuisine. The following websites provide the history of Malaysian mamak and penang mamak, roster of menu, and markets not only the food itself but its significance in the general Malaysian culture: http://www.mamak.com, http://mamakscorner.com, and others.

Conclusion

The evolution of mamak foods also marks the evolution of Malaysian culture. As they say, nasi kandar restaurants is where you can find peace and unity amongst all the races living in Malaysia as well as people visiting to sample it's uniqueness and eccentricity. It is very important that improvement must continue especially in issues of cleanliness as some may still find it as one of the three if not the top priority in customers' food and restaurant preferences.

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A Review on Urban Tourism Development in Malaysia

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This paper attempts to review on tourism development in Malaysia particularly in city or urban destination. Therefore, the associated historical aspects, statistical and recent development plans are reviewed for further understanding on urban tourism development trends in Malaysia. In addition, this review presents the initial findings on development approach, categorization of tourism city, the images, and tourist products of cities and its level of attraction. This paper offers an insight into challenges faces by Malaysian town and cities in developing tourism sector. A review from those aspects will clearly guide for enhancement of future tourism development of towns and cities in Malaysia.

Key words: urban tourism, development plans, development approach

Introduction

Nowadays, there are greater competitions between urban destinations in Asia to differentiate their destination by develop a brand image as an approach as well as increasing their promotional efforts (Wong, 2008). Among the major concern is to be a great tourist destination by developing variety tourist attraction. As such, metropolises of Southeast Asia particularly are developing into mega-urban regions, which include old inner cities, slums, industrial areas, suburbs, greenery, agriculture, recreational centres and new towns, resulted in a wide spreading of communication and transportation networks (Nas & Houweling, 2000). Bangkok, Singapore, Hong Kong, Shanghai, Seoul, Tokyo, and Kuala Lumpur for instance are among major urban destination in Asia that promotes tourism as the attraction widely.

Nevertheless, urban tourism in Asia is not comprehensively developed as in Europe and North America (Sun, 2007). As major cities in Europe are relatively short distances between each other, thus it has been regarded as a continuous destination since the time of Grand Tour (Ivanovic, 2008). This factor seems to persuade people to travel relatively short distances within the United Kingdom to spend at least one night in the British capital thus, make tourism in London very successful during the first half of the 1990s (Bull and Church, 2001). Therefore, Ivanovic (2008) claims that only a few cities are able to acquire and to retain world stature and secure a continuous flow of tourists which majority of them is located in Europe.

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On the other hand, "since tourists have many different cities they can potentially visit, a city must carefully brand itself in the consumer's mind" (Bonita, 2006.p.18). Therefore, the creation of unique product is a requirement for cities to provide a more meaningful travel for tourist (Chang et al., 1996). However, as many cities striving for the attention of the potential tourist thus, research on competitors should be conducted by tourism marketers instead of analysing of their own city product (Bonita, 2006).

Realizing the importance of city product and competitors analysis for urban tourism destination, this paper attempts to identify the development of tourist product as well as to analyse the image and level of attraction among tourism cities and towns in Malaysia. Although comparing Kuala Lumpur with other cities in Malaysia is not a definite comparison and can be too subjective, however, from other aspects it will clearly guide for future tourism development of towns and cities in Malaysia.

City tourism in Malaysia

Kuala Lumpur, Penang, and Johor Bahru are the only three conurbations in Malaysia that are expected to be competed with other international city regions such as Shanghai, Hong Kong, Shenzhen, Singapore, Bangkok and so on (National Physical Plan, 2000) from various perspectives. Thus among major strategies to be concerning are enhancing manufacturing, services, education, and tourism sector (NPP, 2000). Nowadays, urban tourism becomes one of the fastest growing tourism products in Malaysia particularly besides it has been used as a driver for the development in developing countries (Wong, 2008).

On the other hands, since the first campaign on promoting Malaysia globally in 1990, it totally boosts up the number of international arrival to Malaysia with 7,445 908 arrivals which is 53.64% increment from the previous year with 4,846 320 number of arrival (Badaruddin, 2002) thus shows a significant important of marketing and promotion in tourism development.

As shown in Table 1, Genting Highland becomes one of the most popular tourist destinations in Malaysia since 2001 until 2006. As the 'City of Entertainment', it provides theme parks and other types of entertainment for the whole family besides the main business of casinos while Petronas Twin Towers becomes the second attraction of tourist (Euromonitor International, 2007). Both of these attractions are located in urban areas, thus shows the urban tourism is the main attraction of tourist as compared with other products.

Table 1. Leading Tourist Attractions by Visitors 2001-2006

Tourist	Number of Tourist ('000)					
Attraction	2001	2002	2003	2004	2005	2006
Bukit Tinggi	-	1.2	3.1	5.4	8.0	10.0
Cameron Highlands	350.0	375.0	408.0	432.0	495.0	550.0
Fraser's Hills	32.0	35.0	44.0	50.0	75.0	85.0
Genting Highlands	10,788.2	11,297.7	12,402.3	13,044.2	14,030.1	15,000.0
Langkawi Beach	975.0	1,030.0	1,125.0	1,250.0	1,605.0	2,070.0
Mount Kinabalu	10.6	11.5	12.4	40.0	45.0	50.0
Bt Ferringgi	600.0	650.0	680.0	725.0	745.0	825.0

Peninsular East Coast Island	300.0	325.0	375.0	420.0	420.0	500.0
Petronas Twin Towers	5,834.4	6,373.9	6,953.4	7,086.0	7,170.1	7,250.0
Taman Negara	39.0	41.2	42.8	45.0	47.5	50.0
Others	**1,300.0**	**1,200.0**	**340.0**	**230.0**	**230.0**	**400.0**

Source: Euromonitor International, 2007

In general, cities and towns in Malaysia have been developed based on its function, potential and its special feature, which can be classified into five categories; Border Town, Tourism Town, Special Role Centre, special Industrial Centre as well as Transportation and Communication Node (NPP, 2000 and NUP, 2006). Studies on city-level are important in creating specific urban characteristics and providing some combination across themes (Pearce, 2001). Then, towns with special features shall be identified and be developed accordingly (NPP, 2000 and NUP, 2006) by concentrating on different packages of tourist products to maximize their resource and locational advantages besides being supported with the appropriate infrastructure and facilities (NPP, 2000). Therefore branding is important for a city to differentiate itself from its competing destinations (Wong, 2008) like Paris through Eiffel Tower, New York City with Times Square, Wall Street and the Empire State Building and others that can be memorized by tourist easily (Judd, 1995).

Meanwhile, under the NPP major cities in Malaysia like Kuala Lumpur, Johor Bahru, and Penang were gazette as major tourist attraction areas. Kuala Lumpur and Johor Bahru for instance were designated as an international shopping hub towards maximizing the economic benefits as well as number of tourist and excursionist. On the other hand, the contribution of Meetings, Incentives, Conventions and Exhibitions (MICE) also being promoted actively in Kuala Lumpur as the primary sites besides secondary sites in Penang, Langkawi and Genting Highlands (NPP, 2000). Meanwhile, under the NUP, there are other cities and towns that being listed as tourism town under few categories namely Waterfront City, Hill City, and Nature Based / Ecotourism Royal Town, and Heritage /Cultural City (See Table 2). However, there is no specific category under the NPP.

Table 2. List of Tourism City in Malaysia

State	List of Tourism towns and cities (NPP)	Specific category	List of Tourism towns and cities (NUP)	Specific Category
Perlis	-	-	Arau	Royal Town
Kedah	Kuah	-	Kuah, Langkawi	Waterfront City
Penang/Pulau Pinang	-	-	*Batu Feringgi *Tg. Tokong	Waterfront City
Perak	-	-	*Pangkor *Lumut	Waterfront City
			*Bandar Teluk Intan *Gerik *Lenggong *Taiping	Heritage / Cultural City
			Kuala Kangsar	Royal Town
Selangor		-	Klang	Heritage/ Cultural City/ Royal Town

Negeri Sembilan	Port Dickson	-	Port Dickson Bandar Sri Menanti	Waterfront City Royal Town
Melaka	-	-	*Alor Gajah *Ayer Keroh *Jasin Melaka City Centre	Nature Based / Ecotourism Heritage / Cultural City
Johor	Mersing	-	Mersing Pontian Kechil, Segamat	Waterfront City Nature Based / Ecotourism
Pahang	*Kuala Rompin *Kuala Lipis *Tanah Rata *Fraser's Hill *Raub *Jerantut *Maran *Muadzam Shah	-	Kuala Rompin *Tanah Rata *Fraser's Hill Pekan Jerantut	Waterfront City Hill City Royal Town Nature Based / Ecotourism
Terengganu	Bandar Cukai	-	Chukai Bera Jerteh Kuala Berang	Waterfront City Nature Based / Ecotourism
Kelantan	Gua Musang	-	Marang Dabong Gua Musang	Nature Based / Ecotourism

Source: National Physical Plan (2000)
National Urbanisation Policy (2006)

Table 2 also indicates that each state of Peninsular Malaysia has at least one tourism city. Under the NPP, Pahang has been listed with eight tourism towns while Perak with seven under the NUP that make both states as the highest number of tourism town under the respective development plans. Nevertheless, the amount of tourism towns does not have directly affluence with greater number of tourist arrival.

Discussions

Urban Tourism Development in Malaysia: Bottom up vs. Top down Approach

Many cities and towns in Malaysia are promoting with tourism. However, are there any specific guidelines that can be referring as to develop a particular city or town as a tourist attraction? What are the approaches that have been used to develop tourism in those areas? In general, the development of tourism in those areas can be divided into two approaches; bottom up and top down. According to Chang et al. (1996), bottom up approach is much associates with local influence meanwhile top down approach is based on external factors.

Tourism in most of cities and town in Malaysia is developed based on bottom up approach initially. Kuala Lumpur for instance, exists as the administrative center of the Federated Malay States in the end of the nineteenth century (Bunnell, Barter, and Morshidi, 2002). After independence and the formation of Malaysia in 1963, Kuala Lumpur becomes center for national development (Bunnell et al., 2002). Then, supported by economic globalization, the growth of major cities in Malaysia in the

1990s had influenced more direct foreign investments (Lee, 1996). Therefore, Hairul Ismail et al. (n.d.) claimed that the development of urban tourism in Malaysia could be divided into two phases; 1) after the independence, which began in 1957, and 2) rapid development of cities in 1990.

Meanwhile, the immigration of labor from China and India into the Federated Malay States to stimulate the colonial economy, was transformed the existing demographic feature drastically (Salleh, 2005) which resulted in variation of cultural and religious activities, foods, festival celebration and so on which mostly concentrated in major towns like Kuala Lumpur. Besides, distinctive of architectural landscape was created during the British occupation (Ahmad, 1997 in Ahmad et al., 2002). For instance, the colonial architecture has played a major role in the creation of Kuala Lumpur as heritage cities besides George Town, Malacca, Ipoh and Taiping (Ahmad Sanusi, Norwati, Abdul Ghapar, Badaruddin, 2002). As a result, the variations have a very big influence in developing the image of Malaysia as present.

Nowadays, the integration between top down and bottom approach is being practice and implement in most development projects including tourism. For examples, Kuala Lumpur becomes a major destination for business travel today although it is no longer acts as central of administrative. Thus, its Structure Plan 2020 encourages new tourist product development such as educational tourism, MICE facilities, and health tourism. The top down approach however should be in harmony with the existing surrounding development.

Meanwhile, Genting Highlands for instance is the well-known destination in Malaysia that developing tourism based on top down approach. Purposely built as a relaxation destination, it has been developed into a very exciting theme park. With the theme of City of Entertainment, Genting Highlands promotes various entertainments as its main attraction besides providing hotels, convention centre, facilities, and so on.

Categorization of Tourism City in Malaysia

Although most of the capital cities or states in Malaysia are not listed specifically as tourism city, however their roles and functions are directly related with tourism development like city of Kuala Lumpur, Kota Bharu, Kuala Terengganu, and Johor Bahru. As centre for government administrative and political operations, thus it attracts for business travel (Hall and Page, 2002). Although capital cities and capital states are significantly relates with business travel, however, not all can be classified as successful tourist city.

Thus, this review would be a platform to analyse the existing categorization of tourism town and cities done by the NUP (2006). Instead of the above-mentioned classification, other categories would be included or determined and updated with the current tourism development in those areas. Perhaps, it can be integrated with tourism development approach, level of attraction, images of the city and so on.

Level of Attraction

Although tourism has been promoted in almost major cities and town in Malaysia, but the question now, what is the level of tourist attraction? Is it to cater for the international or domestic or both tourist segments? In general, only few cities in Malaysia seem to be competitive at the international level such as Kuala Lumpur, Penang, and Malacca. Besides, are there enough resources to develop tourism in a particular city or to sustain the city as a tourist attraction? In agreement with Inskeep

(1991), not every place is comprised of tourism resources or adequate number of tourist.

Similarity of City's Image and Tourism Product

Furthermore, few cities and towns in Malaysia are promoting on the same product like Port Dickson and Lumut that developing as waterfront city, George Town and Melaka as heritage city, Kuala Kangsar and Klang of royal town, and others. The similarity of city core product however would lead to direct competition of prospective visitors' market segment (Bonita, 2006). On the other hands, since tourists have many different cities they can potentially visit, thus a city must carefully brand itself in the consumer's mind (Bonita, 2006.p.18). In so doing, the city should be characterized by memorable cityscapes as to project the image easily (Judd, 1995).

Conclusion

This review has discovered few important findings that are significant towards enhancing urban tourism development in Malaysia, which comprised of the development approach, categorization, and level of attraction, image, and tourism product. As tourism development in Malaysia is significantly contributed to generate the economic growth of the city (Hairul Ismail, et al., n.d), thus the above-mentioned elements should be taken into consideration at the planning stage particularly.

Moreover, as urban tourism in Asia presents a unique set of challenges (Wong, 2008), thus it should be developed with special care (Gunn, 1988) by urban administrations in collaboration with other stakeholders (Wong, 2008). Thus, it is suggested that the image identification of the city should consider on the historical background, the community, the environment opportunities, nearby competitors and so on which should involves participation from various government agencies, non-government organization, educators, local community and others.

On the other hands, research of urban tourism should be conducted continuously as to ensure a consistency or growing tourist visitation of a particular urban destination. In addition, this study is perhaps to be a platform towards guiding and enhancing urban tourism development in Malaysia.

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The Determinants of Systematic Risk Exposures of Airline Industry in East Asia

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There is a gap in understanding the sources of systematic risk exposure for East Asia airline industry. This study aims to fill in this gap using a panel regression of seven long established listed airline companies in the region. We find that only size and operating efficiency are positive and significant related to systematic risk, while airline safety is negative and significant and negative associated with the systematic risk. We also documented that East Asia airline's systematic risk are significantly higher during the 2000 Dot-Com crisis, but not significantly affected by the 1997 Asian financial crisis or the 2008 subprime crisis.

Key words: airline, systematic risk, determinants, equity, asset pricing, CAPM

Introduction

Within the last few decades the East Asian airline industry has become exposed to frequent high systematic risk. Among these risks are: unpredictable oil price, outbreak of disease, financial crisis and economic recession. The share price of stock market listed airline companies can be vulnerable and influenced by these systematic risks, leading to unstable source of equity capital. Even though systematic risk arises from uncontrollable external factors, however, managerial decisions can change the degree of systematic risk exposure (Lee and Jang, 2007). Managerial decisions on finance, operations and investments do affect financial performances, which in turn affect exposure to systematic risk. During an economic recession the airline can choose strategies that manage the extent to which economic slowdown has on its operating profits even though the airline cannot prevent the economic downturn itself. For example, plane leasing rather than ownership can shift toward a lower operating leverage.

This paper examines the determinant of systematic risk for the listed airline companies in East Asia. While many studies have investigated how different firm-specific factors affect the systematic risk of the listed airline companies, most of the literature had been focused on US or Western airlines. The airline business in East Asia is different to European or American markets (Damuri and Anas, 2004). We only encounter one study – Hung and Liu (2005) whom examined the potential

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factors affecting the systematic risk of Taiwan airlines, but their research is limited to two airline companies. This study extends the investigation to a greater number of airlines in a greater number of countries – a panel of seven listed companies from seven East Asian countries. With panel regression, we provide fresh empirical evidence on the determinant of systematic risk for the airline industry in the East Asia region as a whole.

Literature Review

In finance, Capital Assets Pricing Model (CAPM) has been widely used in asset pricing. When employing CAPM for the estimation of expected equity returns, the regression beta (coefficient) which represents the relative volatility of individual stock returns against market returns is taken as the measure for systematic risk. Previous studies have shown that several firm specific fundamentals have influence on systematic risk exposure, i.e. the beta. Based on the literature, the potential list of determinants for beta include: firm size, liquidity, profitability, financial leverage, operating leverage, business cyclicality, operating efficiency and growth.

It is well documented that large firms tend to have a lower beta as large firms are likely to be well diversified and therefore less prone to financial distress (Titman and Wessels, 1988). However, previous studies within the airline industry show a different result. While Hung and Liu (2005) found that firm size has no significant influence on an airline's beta, Lee and Jang (2007) found that firm size is negatively correlated with beta during a recession. Major airlines suffer from high fixed-costs which make them prone to suffer loss and hence suppressed stock price. While their argument may be true, we think the method of measurement for firm size (measured by total assets) play a part here. In order to understand this one would have to look at a unique operation practice of airline industry. Over the years leasing of aircraft had been common practice, especially for small companies (Damuri and Anas, 2004). For the past decade around half of the world aircraft under operation are leased (Oum et al., 2000; Gavazza, 2010). Operating lease account for one third of total lease and it is the most preferred type of lease (Gavazza, 2010). While leasing offers better flexibility in capacity management where airlines can return the aircrafts to leasor during recession, it has a negative effect during booming period. During expansion, when airlines capacity is needed the most, they would have to pay highest lease cost (Oum et al., 2000). Thus, major airlines usually prefer to purchase their own aircraft. As operating lease is not capitalized, airlines that operate leased aircraft will show substantial lower total assets on their balance sheet as compared to others who owned aircrafts.

Several researchers suggest a negative relationship between beta and liquidity (Beaver et al. 1970; Logue and Merville, 1972; Moyer and Chartfield, 1983; Mear and Firth, 1988). This means firms with higher liquidity are expected to have less exposure to systematic risk. However, Hung and Liu (2005) found that liquidity has a positive and significant effect on the betas. An unusual finding, probably due to the small sample problem as they only covered two Taiwanese airlines.

Previous studies also showed a negative relationship between beta and profitability (Logue and Merville, 1972; Mear and Firth, 1988). The reason is with higher profits, firms are less likely to face bankruptcy. This is especially true for firms that are highly leveraged. Profitability is usually measured by return on asset (ROA) as unlike return on equity (ROE), it is not affected by the company's capital structure.

Mandelker and Rhee (1984) and Ross et al. (2001) suggested that the degrees of operating and financial leverage are significant determinants of beta also. Operating leverage measures the percentage changes in earnings before taxes and interests (EBIT) for a given percentage change in sales or revenues (Ross et al., 2001). Operating leverage can also be defined through the relationship between fixed cost and variable cost. A business that has a higher proportion of fixed costs and a lower proportion of variable costs is said to have used more operating leverage. Firms whose revenues that are highly responsive to business cycle and operating leverage are likely to have high beta. Operating leverage is an important issue in airline industry. As mentioned earlier, usually airlines engage in either leasing of aircraft or purchasing it. During economic downturn, as people travel less often the number of airline passengers and airline revenues fall. This will greatly reduce the profit of those airlines that have high fixed cost.

Hamada (1972) and Bowman (1979) proposed that beta is positively correlated with debt over equity ratios, a measure for financial leverage. A lot of empirical studies supported this notion, including Logue and Merville (1972), Mandelker and Rhee (1984), De Jong and Collins (1985) and Marston and Perry (1996). For operating efficiency, however, Logue and Merville (1972) and Borde (1998) suggested that it is negatively correlated with beta. The reason is firms that are highly efficient in generating revenues with their assets will be more likely to be profitable and less likely to suffer loss, hence lower beta.

Depending on the variables used to measure growth, growth can have a contrasting relationship with beta. When growth is measured by assets growth or revenues growth, studies often show a positive relationship with beta. According to Roh (2002), firms often commit to debt leverage to obtain resources for investment in growth opportunity. As high leverage leads to higher financial risk, growth becomes positively correlated with beta. On the other hand, when growth is measured by earnings before interest and taxes (EBIT), it usually shows a negative relationship with beta (Borde, 1998; Lee and Jang 2007). As investor value growth opportunities, firms with high growth usually maintain high stock prices whereas firms with low growth may see their stock prices more volatile.

A special variable that has received increasing attention in this line of literature is airline safety. Comparing to other businesses, the performance of the airline industry is exposed to the rate of accident that causes airline companies to suffer financially. Bosch et al. (1998) found that specific airline's share price drop by 1.17% and 0.93% on the day of the event and on the following day. Borenstein and Zimmerman (1988) found similar result where share price decline 1.35% on the day following disaster. They further conclude that consumers switch from an airline involved in an accident to their competitor, resulting in increased share price of competitors. Hung and Liu (2005) reported that air crashes significantly increased the beta of the airlines involved. In other words, airline safety level is negatively correlated with the systematic risk of airline companies. In fact, Lee and Jang (2007) used a different measure for airline safety level instead of air disaster, but their finding still concurs to the above causality. Nevertheless, Rose (1992) point out that the direct cost of a plane crash fall onto the insurance company; evidence of market responses to other accidents apart from the case of the 1979 McDonnell Douglas DC-10 is weak to non-existent.

Methodology and Data

CAPM implied that the expected rate of return on a stock is given by adding risk free rate to the stock risk premium. This relationship can be estimated using the following empirical regression:

CAPM: $$R_i - R_f = \alpha_i + \beta_i(R_M - R_f) + \varepsilon_i \qquad (1)$$

where R_i is expected rate of return of company i, R_f the risk free rate (treasury bills), R_M the return of market portfolio. The coefficients α_i and β_i are the estimated intercept and coefficient, respectively; and ε_i is the regression residual. The systematic risk or beta of the firm is captured by β_i.

Turner and Morrell (2003) argue that CAPM may not be a good model for estimating airline betas. They found that R^2 obtained from CAPM has a low explanatory power. Hung and Liu (2005) estimated two betas for airline companies using CAPM and a more advance asset pricing model - the Fama-French 3-factor model (FF3F), and find that the values of the systematic risk could be significantly different. However, both CAPM and FF3F assume the local equity market is segmented from the world. We believe that the airline industry is a global business that connects the world, and hence these beta measures that assume a segmented world stock market are not really accurate to capture the systematic risk of the airline companies. Instead, airline companies should expose to world systematic risk. As such we employ a hybrid of the popular International CAPM (ICAPM) by Stehle (1977) with FF3F. We shall call it the International FF3F (IFF3F):

IFF3F Model: $$R_i - R_F = \alpha_i + \beta_i(R_W - R_F) + \tau_i SMB + \lambda_i HML + \varepsilon_i \qquad (2)$$

where R_F is the international risk free rate, R_W the return of world market portfolio (commonly proxy by the US market factor), SMB the Small minus Big factor (Market Capitalization) or so called the size premium, $HML$the High Minus Low factor (Book to Market Value) or the value premium, and τ_i and λ_i are the estimated coefficients for the size and value premiums. The first factors in FF3F model is the usual market premium as in CAPM. The second factor represents the size premium. It is the difference in returns between portfolios of small capitalization firms and big capitalization firms; or commonly known as SMB (small minus big) factor. The third factor represents book-to-market premium, captured by the difference in returns between portfolios of high book-to-market and small book-to-market firms; HML (high minus low) factor. All these 3 world factors are proxy by the factors from the US market. This is because the US market has been commonly referred to as the world benchmark in asset pricing literature.

Some recent asset pricing studies shows that the FF3F model fails to captures the momentum anomaly, see for example (Jegadeesh & Titman, 2001). Thus, we also estimate an augmented IFF3F model that account for the momentum factor. We shall call it the international 4-factor (I4F) model. The fourth factor is the momentum premium, which is the difference in average return between winner and loser portfolios (winner minus loser). We hope this additional setting can provide a means to robust checking in estimating the systematic risk, and also to ensure that the determinant investigation in the next section is robust to different construction of systematic risk. The I4F model is given as below:

I4F Model: $R_i - R_F = \alpha_i + \beta_i(R_W - R_F) + \tau_i SMB + \lambda_i HML + \kappa_i MOM + \varepsilon_i$ (3)

where MOM= the momentum premium and κ_i the coefficient for the momentum premium.

We derived annual beta from 3-year rolling regression of weekly firm stock returns according to the 3 models described above. We use Wednesday stock price data to avoid day-of-the-week effect as documented in many stock anomaly literature. We then estimate a panel regression of the annual betas with the annual determinant series. The Panel model we established to explain the systematic risks of the East Asia airline companies are given as below:

$$\begin{aligned}\beta_{it}^{J} &= \delta_0 + \delta_1 FS_{it} + \delta_2 LQ_{it} + \delta_3 PF_{it} + \delta_4 OL_{it} + \delta_5 FL_{it} + \delta_6 OE_{it} + \delta_7 GR_{it} + \delta_8 AS_{it} \\ &+ \delta_9 D9799_{it} + \delta_{10} D0002_{it} + \delta_{11} D0809_{it} + \eta_i + \varepsilon_{it}\end{aligned} \quad (4)$$

where J = betas estimated from CAPM, IFF3F and I4F models. The details and abbreviations for the variables are listed in Table 1. The list of the coefficients (δ) are the sensitivity of the airline betas to its various potential systematic risk determinants. Based on the literature review in section 2, we can expect a positive sign for firm size (FS), operating leverage (OL), financial leverage (FL), while the coefficients for liquidity (LQ), profitability (ROA), operating efficiency (OE), and growth (GR) are expected to follow negative sign. There is still a lack of consensus on the sign for airlines safety (AS), but since we are using a dummy variable that capture frequency of air incidents and accidents, we hypothesize that airlines beta will increase, as interpreted by Hung and Liu (2005).

Table 1. Name and Measure of the Explanatory Variables

Variable	Abbreviation	Measurement
Firm size	FS	Total assets
Liquidity	LQ	Quick Ratio
Profitability	PF	ROA
Operating leverage	OL	$\frac{\Delta EBIT}{EBIT} x \frac{Sales}{\Delta Sales}$
Financial leverage	FL	Debt ratio: total debts/total assets
Operating efficiency	OE	Asset turnover ratio: total revenue/total assets
Growth	GR	EBIT growth: annual percentage change in EBIT
Airlines safety	AS	Dummy variable for year with accident = 1
Asian Financial Crisis	D9799	Dummy variable for 1997-1999
Dot-Com Bubble Burst	D0002	Dummy variable for 2000-2002
Global Subprime Crisis	D0809	Dummy variable for 2008-2009

We also added 3 dummy variables to see if the systematic risks of the East Asia listed airline companies are expose to various regional (the 1997 Asian financial crisis) and world financial crises (the early 2000 Dot-Com crisis and the 2008 Subprime Crisis) that occurred during our sample period. The effects of some economic crisis are more domestic in nature such as the 1997 Asian financial crisis, while some are believed to have less effect on Asia countries such as the 2008 Subprime Crisis. We have no reference as to which direction and to what extend these financial crises affect the airline companies' systematic risks and hence we do not construct any specific hypotheses (despite to see if they are statistically significant) regarding these binary variables. Lastly, note that the model also allows for a cross-section (firm) effect, captured by η_i. This is to allow different company to have various level of systematic risk due to different aviation policy in each country.

We covered seven listed airline companies, one each from Japan, South Korea, Hong Kong, Taiwan, Singapore, Malaysia and Thailand. These are the major airlines listed in East and Southeast Asia stock markets for quite some time. The details of our sample companies are reported in Table 2.

Table 2. Details of the Sample Listed Airline Companies

No	Country	Company Name	Year of Establishment	Company Size in 2010 (Total assets in million USD)
1.	Japan	All Nippon Airways (ANA)	1952	18,926
2.	Korea	Korean Airlines (KAA)	1962	14,606
3.	Hong Kong	Cathay Pacific Airways (CPA)	1946	14,612
4.	Taiwan	China Airlines (CAL)	1959	6,614
5.	Singapore	Singapore Airlines (SAIR)	1947	16,003
6.	Malaysia	Malaysian Airlines (MAIR)	1947	2,491
7.	Thailand	Thai Airways Intl (TAI)	1960	8,163

Notes: The company size is converted as of exchange rate on 31st December 2009

The stock prices and company information of these seven listed airlines are downloaded from Datastream. The size, value and momentum premiums of the US market are obtained from the website of Kenneth French (http://mba.tuck.dartmouth.edu/pages/faculty/ken.french/data_library.html). To ensure our data is consistent in sample size, our data for stock prices spanned from March 1993 to December 2009. A 3-year rolling regression (36 observations) was then estimated for each company to generate an annual beta. These betas are the dependent variable in the panel regression (4). The actual sample for the panel regression for the determinant model is 1996-2009.

Result and Discussion

Table 3. Estimated Systematic Risks across the Different Periods

Period	CAPM systematic risk	IFF3F systematic risk	I4F systematic risk
Full sample	0.9782	0.4528	1.0015
Crisis 1997-1999	0.8179	0.8402	0.7632
Crisis 2000-2002	0.9435	1.3895	1.2335
Crisis 2008-2009	0.9914	1.1437	1.1065

Table 3 provides the estimated systematic risks from the three different models for the full sample and during the three different crises periods. For the full sample, obviously these airline companies are exposed to less systematic risk under IFF3F as compared to under the CAPM and I4F. The betas derived here are found to be within the range of the findings of Hung and Liu (2005) on Taiwan airlines but are vastly different with Lee and Jang (2007) findings on US airlines (beta=1.8). The differences in systematic risk might be due to the differences in the airlines operating characteristics and market conditions. For the 1997 Asian Financial crisis, all the three betas clearly are lower than the betas of the full sample, but they are higher for the other two crises, except for the drop in CAPM beta for the sub-prime crisis.

Table 4. Panel Regressions Explaining Systematic Risks in East Asia Airline Companies

Independent Variables	**Dependent Variable**					
	CAPM systematic risk		**IFF3F systematic risk**		**I4F systematic risk**	
Intercept	0.5877	(0.8244)	-19.3255	(0.0000)***	-16.8258	(0.0002)***
Firm Size	0.0038	(0.9781)	1.0184	(0.0000)***	0.8911	(0.0001)***
Liquidity	-0.1238	(0.3924)	0.1829	(0.4476)	0.1173	(0.6126)
Profitability	0.0033	(0.6446)	0.0082	(0.4933)	0.0075	(0.5151)
Operating leverage	0.0396	(0.4996)	0.1085	(0.2672)	0.1301	(0.1682)
Financial leverage	0.0017	(0.5116)	0.0062	(0.1505)	0.0071	(0.0908)*
Operating efficiency	0.6335	(0.0038)***	1.2868	(0.0005)***	1.1720	(0.0009)***
Growth	-0.0029	(0.4746)	-0.0096	(0.1605)	-0.0064	(0.3302)
Airlines safety	-0.1131	(0.2391)	-0.3347	(0.0384)**	-0.3710	(0.0177)**
D97	-0.1220	(0.2502)	0.2705	(0.1271)	0.1524	(0.3693)
D01	-0.0445	(0.6142)	0.5777	(0.0002)***	0.3753	(0.0096)***
D08	-0.1188	(0.2492)	-0.1781	(0.2988)	-0.2004	(0.2255)
R^2	0.6115		0.5587		0.5353	
Adjusted R^2	0.5187		0.4533		0.4243	
Regression F-statistic	6.5917	(0.0000)***	5.3008	(0.0000)***	4.8231	(0.0000)***
Redundant Fixed Effect	7.3102	(0.0000)***	6.6358	(0.0000)***	6.1865	(0.0001)***

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

Table 4 shows the estimated coefficients for equation (4). Using CAPM systematic risk, only operating efficiency is found to be statistically significant out of the 11 variables included. The R^2 of the model is 61.15% while adjusted R^2 is only 51.87%. When IFF3F and I4F systematic risks are used, more determinant factors are found to be statistically significant, namely firm size, operating efficiency, airline safety and 2000 Dot-Com crisis. Financial leverage is also found to be a significant factor under I4F systematic risk. R^2 for these two regression models are 55.87% and 53.53% respectively; whereas their adjusted R^2 are 45.33% and 42.43%, respectively. Note that our regression models achieved quite reasonable explanatory power as compared to those in Lee and Jang (2007) which reported to be about 22.9% and Hung and Liu (2005) ranging from 31% to 82%. Looking at the F-statistics, all three determinant models for systematic risks are found to be significant in general. The result of the fixed-effect F-test also implies our decision to impose the fixed effects is correct.

As hypothesized, two coefficients for firm size and financial leverage are positive and significant, conform to the expected signs in earlier study (Lee and Jang, 2007; Hung and Liu, 2005). The result implies that while East Asia airlines grow larger, the exposure to systematic risk tends to be larger. This might indicates that when these companies grow in size, they will opt for purchasing of aircrafts as oppose to leasing it. Some may even engaged in financial leverage, using debt leverage to finance the purchase of aircrafts. As mentioned earlier, the positive side of this policy is increase in profits during economic boom. Although companies face substantial downside risk during economic downturn as they would have to bare higher fixed-costs. Thus, the practice leads to cyclicality in revenue and stock price, which leads to increased systematic risk.

The sign of another significant variable, the operating efficiency is inconsistent with previous studies (Logue and Merville, 1972; and Borde, 1998). The result show operating efficiency is positively correlated with systematic risk. This unexpected finding suggests that the higher the operating efficiency, the higher the systematic risk. This probably can be explained by the “skimping” hypothesis proposed by Berg, Forsund, and Jansen (1992) in banking industry. According to skimping hypothesis, a bank that maximizes long-run profits may rationally choose to have lower costs in the short run. This can be done by skimping on the resources devoted to screening loan customers, appraising collateral and loans monitoring. This can make the bank appear to be cost efficient in the short run. Similarly, in the airline industry some airlines may choose to cut cost aggressively by attempting to reduce the amount of fuel remaining on board when a plane lands. They can also skimp on the resources devoted to training and safety equipment investments. These cost cutting measurements result in higher revenue but at the same time lead to higher systematic risk.

The estimated results also show that airlines incidents and accidents are negatively correlated with systematic risk. This finding is inconsistent with earlier research (Hung and Liu, 2005; Lee and Jang, 2007) and the methodology we used for estimation of beta might contribute to this results. Kaplanski and Levy (2010) found that stock price drop substantially after an airline accident that reverses themselves to pre-accident prices within two days. So, when we derived our annual beta from rolling regression of weekly firm stock data, it might be due to this time interval difference and rapid reversal of stock price that cause the betas we derived to not capture the impact of accidents on systematic risk. Our dummy variable might actually capture a significant reversal effect in the prices after the accidents. Another explanation on the negative relationship between the proxy for safety and beta could be due to increases in firm-unique (non-systematic) risks and a drop in sensitiveness towards market movements (systematic risks) in the years where accidents occurred.

The results on the relationships between systematic risk and the crisis dummy variables are rather interesting. While intuitively the 1997 Asian financial crisis is expected to have an impact on East Asia airline systematic risk, the results show only the 2000 Dot-Com crisis are found to be positively correlated with East Asia airline systematic risk. This result could be due to cycles in the East Asia airline industry. We find that the Asian financial crisis reveal mixed-impact on the sample airlines. While Malaysia Airlines, Thai Airways, and Cathay Pacific Airways suffered losses, Singapore Airlines has continued to be profitable due to minimal debt, currency depreciation, effective cost control and increased visitors’ number from Australia, China and India (Chin et al., 1999). Also, Oum and Yu (1998a, b) have reported that reduction in load factors and dampening of revenue growth of Asian airlines are believed to be short term effect. Their view were supported by Boeing and Airbus, where both manufacturer expect Asia to be the biggest aviation market following quick restoration of demand to its pre-Crisis levels once economic start to recovery (Mecham and Sparaco, 1998). Furthermore, during the Asian crisis, European and

North American markets remain buoyant. Moreover, the governments of Asian countries had signed open sky agreements with the United States; this certainly dilutes the negative impact of the Asian crisis. Nevertheless, Asian airlines were less fortunate in the event of Dot-Com bubble. Traditionally, Asian airlines order new aircraft one year after they experience a good year. Due to the high cost, aircraft manufacturers generally produce in line with the orders they received. Therefore, aircraft deliveries usually lag aircraft orders by 2–3 years (Chin and Tay, 2001). Boeing order book shows that orders for new aircraft from Asian airline peaked around 1996/1997 (Boeing, 1998). Taking into consideration of delivery lags, Asian airlines received those orders around year 2000. Then was the start of economy deterioration in US due to bursting of Dot-Com bubble, and subsequently the events of September 11 that paralyzed the economy and a recession was inescapable (Hätty and Hollmeier, 2003). During these periods, demand for air travel weakened. With the delivery of new aircrafts, airlines were facing overcapacity and eventually their earning yields eroded. Such negative impacts are so severe that it would induce bankruptcy risk to them. Therefore, 2000 Dot-Com crisis shows positive correlation with systematic risk.

Conclusion

This research investigates the determinants of systematic risk for East Asia airline industry. The systematic risk is proxy by betas estimated from CAPM, IFF3F and I4F models and the determinant model is based on existing wisdom from the literature. We employed a panel data of seven listed airline companies in East Asia (Japan, Korea, Hong Kong, Taiwan, Singapore, Malaysia and Thailand) from 1996-2009. Our estimated betas from the three models are found to be within the range of the findings of Hung and Liu (2005) reviewing Taiwan airlines. The estimated panel results are quite consistent. The estimation shows that among the fundamental firm factor, only size and operating efficiency are positive and significant related to systematic risk. The finding for firm size is consistent with Lee and Jang (2007). However, the positive relationship operating efficiency and beta is inconsistent with previous empirical studies and relevant theories (Logue and Merville, 1972; and Borde, 1998). This unexpected finding may be explained by “skimping” hypothesis proposed by Berg, Forsund, and Jansen (1992). Mean while airline safety is negative and significantly associated with the systematic risk which is inconsistent with the literature (Hung and Liu, 2005; Lee and Jang, 2007). The outcome could be due to price reversal effect using the annual data or could be increases in firm unsystematic risk during year with airline accident. Last but not least, we documented that East Asia airline’s systematic risk are significantly higher during the 2000 Dot-Com crisis, but not during the East Asian financial crisis or the recent Subprime crisis.

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The Drivers and the Outcomes of Environmental Management Practices in the Hotel Industry

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This conceptual paper seeks to identify the variables that drive Environmental Management Practices (EMPs) in Malaysian hotels. This paper attempts to illustrate how institutional theory is relevant to be applied in this study. The roles and the importance of the variables such as regulation or government, the pressure and demands from customers, the level of competition, the organizational awareness of green practices, and the organization's attitude towards change will be discussed. The hotel industry has always been one of the major players in the tourism sector. As such, it has an essential role in protecting the environment since the industry generally uses huge amounts of energy, consumes large amounts of water and generates unbalanced amounts of waste. In addition to protecting the environment, hotels can also ensure the sustainability of their businesses by incorporating environmentally friendly practices and improving their marketing performance. As such, this paper aims to explain the relationship between the drivers and EMPs and the impact of EMPs on marketing performance (efficiency, effectiveness and adaptability measure of marketing performance) in hotel industry.

Key words: hotel industry and environmental management

Introduction

There are many types of service industries such as hospitality, tourism, finance, transportation and healthcare. Each has its own characteristics that are different from those of the manufacturing industry. In conventional economic literature, services are defined as intangible goods and the services sector is known as the tertiary sector which involves the provision of services to businesses as well as final consumers (Ottenbacher & Gnoth, 2005). In Malaysia, the service sector's contribution to Gross Domestic Product increased to 57.4% in 2009 from 55.0% in 2008 (Bank Negara Malaysia, 2009 Annual Report). The services sector also contributed to about 60% of Malaysian small medium enterprises Gross Domestic Product in 2008 (www.smecorp.gov.my). According to AmResearch, Malaysia's services sector is expected to grow 7.1% in 2010, led by stronger demand arising from positive wealth effect from the financial markets, stable employment conditions and rising income levels (TheStar, 2010).

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Hence, it can be seen that Malaysia is becoming increasingly concerned about the service sector, especially the tourism industry. The tourism industry contributed RM 53,367.7 million in 2009 to total Malaysian revenue, a 7.7% increase from last year. In 2009, the World Tourism Organization reported that Malaysia was in the 9th place of the 'top ten most visited countries' list, jumping from its 11th position in 2008 (www.unwto.org). The impact of this on Malaysian revenue is an increase from RM 49,561.2 million in 2008 to RM 53,367.7 million in 2009 with an estimated figure of RM 59.4 billion in 2010 (www.tourism.gov.my; Ninth Malaysia Plan). The 5th year of survey by Global Traveler Magazine (a US-based business travel publication) in 2008 resulted in Malaysia winning the Best International Tourism Destination for the third time. From the survey done by Global Traveler, it was found that more than 31,000 readers claimed that Malaysia was the best destination for business and leisure holiday products (www.tourism.gov.my).

Therefore, the tourism industry is a highly significant part of the Malaysian economy. Continuous efforts to improve the quality of tourism sectors like the hotel industry play an important role in attracting more visitors. The Ninth Malaysia Plan, 2006-2010, showed that the average hotel occupancy rate in Malaysia increased from 59.2 percent in 2000 to 63.5 percent in 2005 and is projected to increase further to 66.4 percent by 2010. This industry has to progress in order to maximize tourism's contribution to economic growth and development. Expanding the role of the hotel industry requires adjustments to fulfill shifting customer needs. The hotel industry in Malaysia needs to be concerned about the rapidly changing demands and focus on customer satisfaction to remain flexible and competitive in a global market.

Lately, there is a trend of tourist are demanding environmentally friendly accommodation (Font, 2002; Kirk, 1998; Park, 2009). This has led to a number of hotels to improve their environmental performance. Similarly, some of the hotels in Malaysia have been recognized as green hotels through their efforts to become more environmentally friendly. In Malaysia, 12 hotels were declared by '*The Best Green Hotel'* as *Environmental Friendly Hotels.* '*The Best Green Hotel'* is the title given to lodging properties which have taken environmental actions and extraordinary steps towards greening themselves and the hospitality industry. Whereas '*Environmental Friendly Hotels'* is the title given to hotels that are environmentally friendly and that act "green", even if in only one small way (www.environmentalfriendlyhotels.com).

The objective of this paper is to discuss the drivers for the adoption of environmental management practices and the outcomes. By using institutional theory, there are five drivers that pushed organizations to adopt environmental management practices. There are regulation/government, customer demand, level of competition, greenness at the organizational level and attitude towards change/level of risk taking. Environmental management practices are conceptualized to include two dimensions which are; comprehensiveness of the Environmental Management Systems (EMS) and management of stakeholders' relations. Marketing performance is conceptualized into three dimensions which are; effectiveness measure of marketing performance, efficiency measure of marketing performance, and adaptability measure of marketing performance.

The conceptualization of Environmental Management Practices

Montabon et al. (2006) defined environmental management practices as the techniques, policies and procedures an organization uses that are specifically aimed at monitoring and controlling the impact of its operations on the natural environment.

Furthermore, questions relating to execution of environmental responsibility, for example, ‘what needs to be done’, ‘when it has to be done’, and ‘how it should be done’ can be answered by looking at the environmental management practices of the organization (USAID, 2002). As usual, the environmental management practices provide the directions relating to the means in achieving the action plan and often include resource requirements as well (USAID, 2002).

The hospitality industry has been traditionally considered as one that does not have a great impact on the natural environment compared to such industries as gas and oil, and other consumer product manufacturing industries. However, the hotel sector, in particular, is one of the main business sectors in the hospitality industry, generating much more negative environmental impact than the public perceives, consuming a vast amount of local and imported non-durable goods, energy and water, as well as emitting a large amount of carbon dioxide (Bohdanowicz, 2005; Kirk, 1998). As a result, it is an emerging business strategy in the hospitality industry and environmental management has been attracting much interest from industry practitioners as well as scholars.

So that, the implementation of environmental management practices also permits product/services differentiation in the hotel industry. An improvement in the pollution levels will probably increase the demand from environmentally sensitive tourists (Chan & Wong, 2006). Tourists have become increasingly demanding about the product/service and thus force hoteliers to adapt to their new tastes and preferences, including greater respect toward the environment (Tarí, Claver-Cortés, Pereira-Moliner, & Molina-Azorín, 2009). The WTO (1998) states that guest perception about the accommodation service quality level is influenced by such factors as the state of conservation of the environment. Thus, if hotels apply environmental management practices, they are likely to improve their guests’ perception of environmental quality both about the hotel and about the tourism product as a whole apart from offering a healthy location and obtaining differentiation badges such as the eco-labels (Chan & Wong, 2006; Kirk, 1998).

Institutional Theory

According to institutional theory, social pressure from other actors in the market, such as the government and general public, are important in determining an organization’s intention to adopt or even over-comply with environmentally friendly programs (Le, Hollenhorst, Harris, McLaughlin, & Shook, 2006; Rivera, 2002, 2004; Rivera, Oetzel, deLeon, & Starik, 2009). Institutional theory emphasizes the role of social and cultural pressures forced on organizations that influence organizational practices and structure (Delmas & Toffel, 2004; Scott, 2004). Some research has analyzed specific factors external to the firm that drive the implementation of environmental strategies such as regulation and competitive forces and pressure from nongovernmental organizations (Delmas & Toffel, 2004).

Delmas and Toffel (2004) hypothesize that organizational structure; strategic positioning and performance will affect how firms perceive institutional pressures and how they decide to respond. Delmas and Toffel provide a model that describes how stakeholders, including regulators, customers, activists, local communities and industrial associations impose institutional pressures on plants and their parent companies. They also suggest how a variety of plant and parent company factors moderate how managers perceive and act upon these pressures. Their approach complements institutional theory as it suggests that both institutional pressures and organizational characteristics influence organizations to adopt environmental management practices.

Institutional theory outlines three forms of isomorphism which can result in institutional environmental pressures for organizations (DiMaggio & Powell, 1983; Scott, 2003):

1. *Coercive isomorphism*: Coercive isomorphism results from pressures exerted on organizations by other organizations upon which they are dependent. Such pressures maybe felt as force, as persuasion, or as invitation to join in collusion.
2. *Normative isomorphism*: Normative isomorphism refers to sets of expectations, within a particular organizational context, of what constitutes appropriate and legitimate behavior. These expectations are set by social organizations, professional associations and academic institutions.
3. *Cultural-cognitive isomorphism*: Cultural-cognitive isomorphism results from the rational desire of an organization to imitate the behavior of other organizations. Such imitation results mainly from an organization's perception that the imitated behavior is legitimate or has technical value. There are three modes of imitation (Haunschild & Miner, 1997):
    a. *Frequency-based imitation*; imitating practices that have been adopted by large numbers of other organizations,
    b. *Trait-based imitation*: imitating practices that have been adopted by organizations that have certain positive traits such as large size and success,
    c. *Outcome-based imitation*: imitating practices that have produced positive outcomes or consequences in other organizations.

The principles of institutional theory have been used to identify the drivers for environmental practices. The theory gives plausible base for explaining the effect of the coercive isomorphism (regulation/government), normative isomorphism (customer demand), and cultural-cognitive isomorphism (level of competition, greenness at firm level, and attitude of organization level toward change). Therefore, institutional theory appears to be the most appropriate theory to explain the effect of the drivers on environmental management practices. Moreover, the general objective of institutional theory is to explain how organizations become homogenous in adopting certain practices or structures, which is in line with the objective of this study to investigate how environmental management practices initiatives are diffused among organizations.

Drivers for the Adoption of Environmental Management Practices

Drivers are defined as motivation and inducements that motivate business organizations to adopt environmental management practices (SitiNabiha, Wahid, & KamalulAriffin, 2010). Environmental management literature has directly addressed the pressures on hotel industries for environmental improvement practices. Some research has analyzed that drivers generally emanate from pressures of external and internal stakeholders such as government, investors, customers, suppliers, community groups and employees as well as from organizational culture or moral values related to doing the right or acceptable things (Carter & Jennings, 2002; Donaldson & Preston, 1995). Previous research also has analyzed specific factors external to the hotels that drive the adoption of environmental issues such as regulation and competitive forces, and pressure from non-governmental organizations (Delmas &

Toffel, 2004; Kasim, 2007; Le, et al., 2006). Some studies have looked at the role of the characteristics of the organization to explain the adoption of environmental management practices.

Kasim (2007) identified government's regulatory forces as one of the main drivers for Malaysian hotels to adopt environmental management practices. For example, local government organizations can provide hotels with environmental management guidelines and some even attempt to include environmental management into the hotel rating systems. On the other hand, Bohdanowicz (2005) identified customer demands as a powerful incentive for hotels to adopt environmentally friendly practices in the European hotel industry. This indicates that hoteliers are becoming aware of the customers' increasing concerns about the natural environment, corporate social responsibility and environmental purchasing trends. Instead, Jaworski & Kohli (1993) found that the 'level of competition' is one of the most important drivers for organizations to adopt new practices. Jaworski & Kohli (1993) explain this driver by stating that when rivalry is fierce, products and processes have to be innovated, new markets have to be explored, innovative ways to compete have to be found and finally ways to differentiate the company from its competitors is essential.

From other research, the concerns of organizations about their greenness level have been proven to be one of the main drivers that determine environmental initiatives in hotels. Horobin & Long (1996) examined awareness and the concern of organizations towards green practices in small UK tourism businesses. They found that there is a significant relationship between greenness at the organizational level and adoption of green practices. However, Le et al. (2006) argued that hotel companies' environmental risk taking strategies is one of the more important drivers in Vietnamese hotels and can be instrumental in attracting ever increasing environmentally conscious customers. The results suggest that attitude towards change (level of risk taking) positively affects an organization as it is able to enter new or establish markets with new or existing goods, in which the organization can implement new ideas, services or practices.

H1: *There is positive and significant relationship between the drivers and Environmental Management Practices*

Regulation/Government

Based on Rivera et al. (2009), government policies are regulations that establish price, service standards, environmental standards, marketing or distribution methods, accounting procedures, etc. and these tend to be demanded by existing businesses which are their main beneficiaries. In reference to this study, government agencies are in charge of developing and deploying the monitoring and enforcement efforts to execute protective policies and this also involves economic policies. Lack of enforcement may disregard the public policy prescriptions and regulations (Rivera, et al., 2009).

According to recent research, regulations have significant impact on environmental management practices implementation (Darnall, Henriques, & Sadorsky, 2008; Delmas & Toffel, 2004; Le, et al., 2006; Tarí, et al., 2009). However, there is still a lack of understanding of the conditions under which these various rationales attempt to explain the adoption of practices beyond regulatory compliance at the organizations (Delmas & Toffel, 2004). Therefore, this research proposes the following hypothesis:

H1.1*: There is a positive and significant relationship between Regulation/ Government and Environmental Management Practices.*

Customer Demand

Jaworski and Kohli (1996) defined customer demand is the set of beliefs that puts the customer's interest first, while not excluding those of other stakeholders such as owners, managers, and employees, in order to develop a long-term profitable enterprise. Organizations that operate in the more turbulent markets are likely to have to modify their services and products continually in order to satisfactorily cater to customers' changing preferences (Jaworski & Kohli, 1993).

Several studies have found that organizations that adopted environmental management practices were motivated by customer demand (Le, et al., 2006). A survey of the largest Canadian organizations showed that customer demand was the second most cited source of pressure to adopt an environmental management plan, after government pressure (Henriques & Sadorsky, 1996). Deshpande et al., (1993) concluded in their empirical investigation into customer demand and environmental practices among Japanese organizations that customer demand was positively associated with environmental practices. Khanna & Anton (2002) found that US organizations that sell final goods adopt more comprehensive EMS than organizations that sell intermediate goods.

From the previous studies disclosed above, it can be seen that customer demand has significant positive effect on environmental management practices (Christmann & Taylor, 2001; Delmas & Toffel, 2004; Henriques & Sadorsky, 1996; Khanna & Anton, 2002; Le, et al., 2006). Accordingly, it is hypothesized that:
H1.2*: There is a positive and significant relationship between Customer Demand and Environmental Management Practices.*

Level of Competition

Level of competition can be defined as the intensity of rivalry in a situation where competition might be fierce or calm due to the number of competitors in the market and the lack or presence of potential opportunities for further growth (Jaworski & Kohli, 1993). Jaworski & Kohli (1993) explains this phenomenon by stating that when rivalry is fierce, products and processes have to be innovated, new markets have to be explored, novel ways to compete have to be found and finally ways to differentiate the company from its competitors is vital. Businesses are willing to comply with environmental protection practices because they perceive benefits from doing so, such as competitive advantage (Darnall, 2008; Delmas & Toffel, 2004; Hurley & Hult, 1998).

Regarding environmental factors, empirical studies have shown that competition increases the likelihood of innovation adoption (Sigala, 2006). It is tough rivalry that pushes businesses to be innovative. Competition leads to environmental uncertainty and increases both the need for and the rate of innovation adoption. Thus, managers perceiving a greater level of competition would feel a greater need to turn to environmental practices to gain a competitive advantage, while managers perceiving a lower perceived level of competition would not be faced with a push to be innovative (Sigala, 2006).

Hart (1995) argued that organizations with capabilities needed to achieve environmental practices in connection with pollution prevention, product stewardship and sustainable development strategies, can differentiate themselves and achieve competitive advantage. The organizations with greater resource and capability profiles and a more progressive environmental orientation are better positioned to exploit the opportunities by gaining an environmental competitive advantage (Hart, 1995; Karagozoglu & Lindell, 2000). From the previous studies, shows that level of competition have significant positive effect on environmental management practices (Delmas & Toffel, 2004; Jaworski & Kohli, 1993; Le, et al., 2006). Accordingly, it is hypothesized that:

H1.3: *There is a positive and significant relationship between Level of Competition and Environmental Management Practices.*

Greenness at the Organizational Level

Horobin and Long (1996) defined 'greenness at organizational level' as the awareness and the concern of the organization to protect the environment, and the attitude of the organization towards sustainability. Some research states that implementing green practices at the organizational level to improve environmental performance generally involves several types of cost (Darnall, et al., 2008; Delmas & Toffel, 2004; Hoffman, 2001; Le, et al., 2006; Telle, 2006).

Previous researches in this "green" area argue that organizations will have to deal in an impressive culture change in order to respond to environmental challenges (Harris & Crane, 2002). Hoffman (1999) assumes that management implemented values will be widely shared and strongly held by organizational members. Thus, the cultural fix model advocated by Harris and Crane (2002) generally centers on a top-down flow of values from management to the shop floor. In particular, it is managers who have generally been enlisted to further organizations' environmental practices, and it is (other) managers who may often provide the most formidable obstacle (Harris & Crane, 2002).

Harris and Crane (2002) show how greening at the organizational level can have economic as well as environmental benefits (for example, competitive advantage) and can also deliver the level of environmental practices demanded by green stakeholder (customers, regulators, and pressure group). Previous research suggests that greenness at the organizational level has, to date, been quite limited in business organizations (Fineman, 1997; Fineman & Clarke, 1996; Harris & Crane, 2002). Hence, this research tests the following hypothesis:

H1.4: *There is a positive and significant relationship between Greenness at the Organizational Level and Environmental Management Practices.*

Attitude towards Change (Level of Risk Taking)

Attitude towards change as defined by Hurley and Hult (1998) as the organization being able to enter new or established markets with new or existing goods, in which the organization can implement new ideas, services or practices. Le et al., (2006) also define attitude towards change is the same as innovations which are ideas, practices, or concepts perceived as new to potential adopters. However new practices, services, products and programs often run a high risk of failure and tend to be more salient than established services (Jaworski & Kohli, 1993; Le, et al., 2006). Organizations whose cultures emphasize innovation when resources are available tend to implement more innovations and develop competitive advantage (Hurley & Hult, 1998).

Hurley and Hult (1998) argue that market orientation should focus on attitude towards change (innovation; implementation of new ideas, products, services, or processes) rather than learning (development of new knowledge and insights) as the primary mechanism for responding to markets. Organizations whose cultures emphasize innovation when resources are available tend to implement more innovations and develop competitive advantage (Hurley & Hult, 1998). Hurley and Hult (1998) argue that organizations with greater capacity to innovate will be more successful in responding to their environments and develop new capabilities that lead to superior performance. Accordingly, this study hypothesizes that:
H1.5*: There is a positive and significant relationship between Attitude towards Change (Level of Risk Taking) and Environmental Management Practices*

Linkages between Environmental Management Practices and Marketing Performance

Previous studies that have analyzed the relationship between environmental management and marketing performance have used different environmental variables (Tarí, et al., 2009). Some works have used variables related to environmental management (initiatives, technologies, environmental management system) (Klassen & Whybark, 1999; William Q. Judge & Douglas, 1998). Other studies have used environmental performance variables, both positively (emission reductions) and negatively (emissions generated) (Hart & Ahuja, 1996). Moreover, the findings about these relationships are mixed, but the majority of studies found that environmental management has positive effects on marketing performance.

Recently, there has been a great deal of interest in the research literature regarding whether or not environmental management practices can improve performance. Environmental management practices are the techniques, policies and procedures a firm uses that are specifically aimed at monitoring and controlling the impact of its operations on the natural environment (Montabon, Sroufe, & Narasimhan, 2007). According to Rondinelli and Vastag (1996), firms may be reacting to an increasingly difficult regulatory environment or responding to market pressure in adopting environmental management practices. However, the next three sub-sections will describe the relationship among environmental management practices and marketing performance perspectives. Marketing performance is conceptualized as having three dimensions, which are, efficiency measure of marketing performance, effectiveness measure of marketing performance, and adaptability measure of marketing performance (Baker & Sinkula, 1999; Rondinelli & Vastag, 1996; Tay, 2002).
H2*: There is a positive and significant relationship between Environmental Management Practices and Marketing Performance.*

Effectiveness Measure of Marketing Performance

Effectiveness is described as the degree to which organizational goals and objectives are met (Baker & Sinkula, 1999; Morgan, Clark, & Gooner, 2002; Ruekert, Walker, Jr., & Roering, 1985; Tay, 2002). Moreover, traditional organizational theory tends to view the environment as a deterministic influence to which organizations adapt their strategies, structures and processes (Zeithaml & Zeithaml, 1984). This attitude was reflected particularly in the previous empirical research done. In summary, traditional environmental determinism performance conceptualized the environment as a causal variable, organizational performance was dependent upon the efficient and effective adaption of organizational characteristics to environmental contingency (Zeithaml & Zeithaml, 1984).

The organization first attempts to discover what the consumer wants, then structures organizational goals, objectives and activities to deliver the desired product, service or idea better than competing organizations. The domain of marketing activity appears to start at a point where a system of environmental constraint already has been defined for the organization. In general, marketing theory appears to assume that the organization confronts predetermined opportunities in the environment. Marketing strategies, therefore, are viewed as a set of adaptive responses (Zeithaml & Zeithaml, 1984).

Similarly, forecasting market demand trends and analyzing supply and price conditions illustrate activities designed to anticipate future environmental situations so that production levels and other company-controlled variables can be adjusted to optimize the match between the environment and the organization. In summary, traditional environmental determinism perspective conceptualized the environment as a casual variable: Organizational performance is dependent upon the efficient and effective adaptation of organizational characteristics to environmental practices. Thus, based on the discussion above the following hypotheses were developed.

H2.1: *There is a positive and significant relationship between Environmental Management Practices and Effectiveness Measure of Marketing Performance.*

Efficiency Measure of Marketing Performance

Efficiency can be defined as the comparison of outputs (performance) from marketing to inputs (such as marketing expenditure) of marketing with the goal of maximizing the inputs relative to the outputs (Morgan, et al., 2002; Sheth & Sisodia, 2002). From the earliest study through to the 1970's, the vast majority of work on measuring the performance of marketing looked at marketing productivity (Clark, 2000).

Tyteca (1996) investigates efficiency as the possibility of obtaining an environmental performance indicator/s from an approach that would be analogous to that classically used to quantify output, input or overall productiveness. Demands on companies to measure, document and disclose information about environmental performance will become more invasive (as the result of pressures from employees, neighbors, the general public, environmental groups and regulatory agencies) (Bryant & Wilson, 1998; Tyteca, 1996).

This paper will require the indicators to allow us not only to perform that kind of comparison in an objective way but also to study the effect of various kinds of regulation or environmental management practices through the efficiency measure of marketing performance dimension. Conversely, the information derived from environmental management practices can provide public decision makers with meaningful guidelines in order to implement relevant financial or regulatory instruments. Therefore, based on the discussion above the following hypotheses were developed.

H2.2: *There is a positive and significant relationship between Environmental Management Practices and Efficiency Measure of Marketing Performance.*

Adaptability Measure of Marketing Performance

The adaptability measure of marketing performance is the ability of the organization to respond to environmental changes (Baker & Sinkula, 1999; Clark, 2000; Morgan, et al., 2002; Tay, 2002) (Walker, Jr., & Ruekert, 1987). Most previous studies posit that environment is a determinant factor of performance. From the adaptability measure of marketing performance, success of a company arises when a company's strategy fits the environment (Bryant & Wilson, 1998), and a company strategy fit the structure-conduct-performance framework in the industrial organization theory (Porter, 1981). The adaptability indicator was used on Walker and Ruekert's (1987) research as one of their three main constructs of performance.

Adaptability is said to reflect the ability of the organization to change in order to meet opportunities and threats (Ruekert, et al., 1985; Walker, et al., 1987). Marketing performance theory appears to assume that the organization confronts predetermined opportunities in the environment. Therefore, marketing strategies are viewed as a set of adaptive performances (Zeithaml & Zeithaml, 1984). The reactive performance is reflected in the typical marketing manager's reliance on marketing intelligence, forecasting and market research (Zeithaml & Zeithaml, 1984).

Traditional organizational theory tends to view the environment as a deterministic influence to which organizations adapt their strategies, structures and processes (Zeithaml & Zeithaml, 1984). Based on observations, research, and extensions of the traditions found in the business policy and corporate social responsibility literatures, these authors challenge the position that organizations are or need to be passive-reactive entities with respect to the external environment. Instead, they argue that organizations can and do implement a variety of strategies designed to modify existing environmental conditions. Hence, based on the discussion above the following hypotheses were developed.

H2.3: *There is a positive and significant relationship between Environmental Management Practices and Adaptability Measure of Marketing Performance.*

Discussion and Conclusion

Environmentally friendly hotels are not the norm in Malaysia as there are still no specific environmental laws or requirements for the hotel industry (TheStar, 2010). The hotel industry in Malaysia does not really focus on getting 'green' ratings or certifications like the Green Leaf (USA), Green Key (Denmark), Nordic Swan (Scandinavia) and EU Flower (European Union). 'Green' rated hotels are hotels that have taken extraordinary steps towards greening the hospitality industry, for example by implementing actions to save water, energy, recycle and have proper waste management. However, the latest requirements of Malaysian hotel star ratings are only based on normal criteria like bedroom requirements, services, safety facilities, staff benefits and others (http://www.hotels.org.my).

Hence, Malaysia is different from environmentally conscious countries as there is less focus on environmental policies and practices, but instead, more concern about facilities and services (Abdul Samad et al., 2008). General environmental practices include practices like recycling, proper management of waste, clean air, energy and water conservation, environmental health, issuance and monitoring of permits such as building permits and compliance with legislation, purchasing policy and environmental education (Manaktola & Jauhari, 2007). A survey of 14 hotels all over Malaysia by Abdul Samad et al. in 2008 revealed that there is a serious lack of awareness in green practices among hotel management. For example, the survey showed that only 50 percent of the hotels have committees for environmental issues and only a few hotels had best practices as guidelines for staff to follow (Abdul Samad et al., 2008).

The lack of environmental awareness has resulted in a pilot study conducted by Abdul Wahid et al. (2010) to identify common green indicators in various hotels in the two American continents, in order to develop a future Green Practice Index (GPI) that could be used as a benchmark for the environmental performance of Malaysian hotels. However, even with such an index, the hotel and tourism industry will be greatly affected in the long run if nothing is done to improve adoption of environmental practices among Malaysian hotels. Hence, it is essential to identify what drives the adoption of environmental management practices and it would be important to understand the benefits of these practices on marketing performance as this will motivate Malaysian hoteliers to become more environmentally conscious and ensure the industry's sustainability in the future.

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Factors Determining the Effectiveness of Training Programme: A Framework Development in Hotel Sector

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This paper describes the development of a framework on factors determining effectiveness of human resource training programme in the hotel sector. Many studies indicate that training play important roles in developing qualified employees. However, the gap has been acknowledged as lack of applying expected outcomes of training programmes due to several factors. The framework is developed according to depth literature search regarding human resource in tourism and hospitality. Most studies identify three major factors in determining human resource training programme for instance, work environment factors, individual factors and training process factors. A pre-study was undertaken involving 10 head of departments and thirty employees in hotel surrounding the area of Aqaba Special Economic Zone, Jordan. The framework eventually will contribute as guideline for tourism and hospitality organizations in designing an effective human resource training programme. It will also become a fundamental theory in managing human resource for the service organization such as tourism and hospitality.

Key words*:* human resource, training programme effectiveness, individual factors, work environment factors, training process factors

Introduction

Human resource is a vital instrument in the service industry particularly for hotel sector. In fact, human resource is considered as a capability which enables business to achieve better performance. Thus, to achieve best performance, organizations must employ qualified human resource. Having employees who are excellent in knowledge, skills and attitude is not a simple task. Organizations must provide excellent and quality training programmes in order to meet the issues and challenges in the current and global tourism and hospitality industry. The significance of training varies according to the organizational divisions (Buick & Muthu, 1997) and applications of what the workforce learns from the training programmes (Ford, Quinones, Sego & Sorra, 1992). This paper reviews several studies regarding the factors which determining the effectiveness of training programmes and eventually develops a framework to fulfill gaps in the tourism and hospitality industry.

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Related Literature

Training is the main key in determining employees' skills, knowledge and experiences in the organization. Chiang, Back and Canter (2005) emphasize training objectives as to keep or develop performance to an acceptable level by gaining knowledge, improving skills in each job position, aiming to reduce waste, increasing productivity and achieving high labor efficiency. Several studies also indicated the benefits of training to organizations for instance, ensuring the quality of organizational performance (Leiser, 2002) and ensuring competitive edge to survive in the business environment (Lim, Lee & Nam, 2007). It is a fact that effective training programme is important in achieving employees' visions and moreover, the organization's missions. However, there are several factors which need to be taken into account in valuing the effectiveness of training programme.

As noted by Zhao, Zhan and Namasivayam (2004), work environment factors such as social support, opportunity to perform and reward systems have great influenced on the training programme effectiveness. In fact, many studies supported the relationships between environment factors and the effectiveness of training programme (Elangovan & Karakonwsky, 1999; Travey and Tews, 1995). Zhao et. al. (2004) investigated the relationships between the effectiveness of training programme and the internal factors which consist of training design and implementation, and moreover, the external factors which consist of work environment, trainees and training assessment. In another study conducted by Noe and Schmitt (1986), efficiency of learning and successful behavior change due to training are seen as indicators of job involvement and career planning for most employees.

Many studies also agreed that work environment is a major factor which determines the learning in training programme and the application of skills in workplace (Burke & Baldwin, 1999; Chung, Liao & Tai, 2005; Clarke, 2002; Elangovan & Karakowsky, 1999). The work environment factors consist of four elements such as, social support, opportunity to perform, reward system and organization culture. The social supports including supports from senior management, supervisors, peer and subordinate colleagues (Chen, Sok & Sok, 007). Ford et. al. (1992) define opportunity to perform as the extent to which trainee is provided with activity or obtains work experiences relevant to the tasks for which he or she was trained. Reward system eventually drives employees' attitudes in gaining knowledge and acquiring new skills. Burke and Baldwin (1999) in their study found that organizational culture plays crucial role in the employees' process of gaining knowledge and skills. In fact, managerial commitment is considered as one of the component in organizational culture which led to innovation, values, norms and attitudes to support trainees achieving their performance.

Studies also indicated that individual factors may influence the effectiveness of training programme (Cheng & Ho, 2001; Rowold, 2007; Tai, 2006). According to Tracey, Hinkin, Tannenbaum and Mathieu (2001), individual ability is one of the positive related variables with the trainee's belief about the application of suitable knowledge and skills. In fact, individual ability also induced a positive relationship with performance development, innovation and problem solving (Chen et. al., 2007). In contrast, Elangovan and Karakowsky (1999) emphasized that if individual attitude towards training programme is negative, they will be less interested to participate. As for individual motivation, several studies indicated that trainees' ability to learn and acquire new skills may fail without motivation to learn (Chung et. al., 2005; Tai, 2004). In fact, in a study undertaken by Noe and Schmitt (1986) regarding the effect of motivation on training programme, they concluded that several dimensions lead motivation toward training effectiveness such as outcomes expectancies, motivation to learn and effort increase performance expectancies.

Besides work environment and individual factors, the training process will also determine effectiveness of the training programme (Dawe, 2002; Tracey et. al., 2001). The training needs for instance, vary according to the level of staffs and differences in performing the tasks (Tracey & Tews, 1995). Another aspect in the training process which needs to be considered as vital factor is the training design. Prior to several studies as discussed, a framework is developed to present three major factors which significantly may influence the effectiveness of training programme in the tourism and hospitality (Figure 1).

Objectives of the Study

The main purpose of the study is to develop the framework regarding factors determining the effectiveness of training programme. To confirm the factors presented in the framework, the study intents:

1. to identify work environment factors determining the training programme effectiveness
2. to identify individual factors determining the training programme effectiveness
3. to identify training process factors determining the training programme effective
4. to measure the validity of the items identified in all the three major factors
5. to measure the reliability of the items identified in all the three major factors

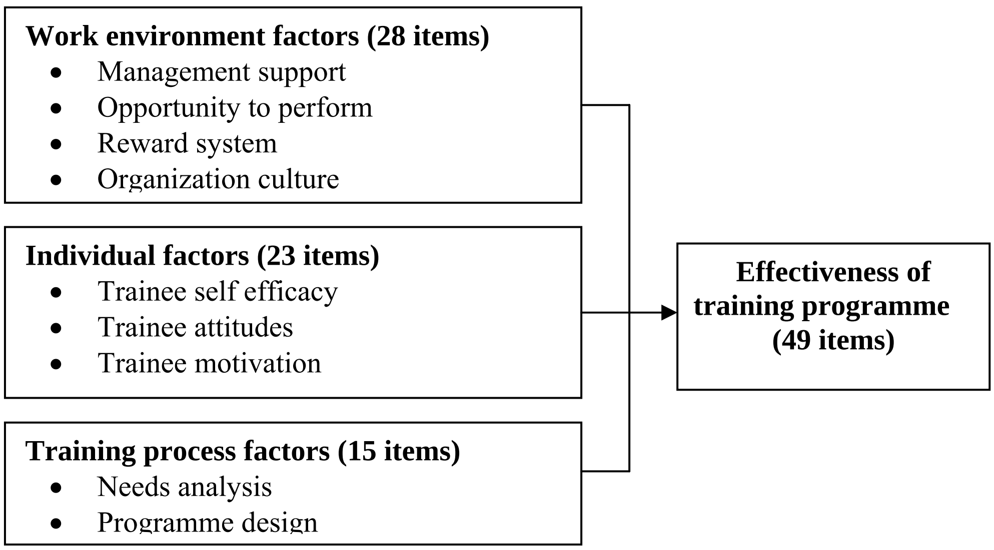

Figure 1. Proposed framework on factors determining the effectiveness of training programme

Method and Findings

A pre-test study was undertaken in Aqaba Special Economic Zone Authority, Jordan. In order to test the validity of the items, an in depth study involving 10 head of departments in four and five star hotels were conducted. They were randomly identified and personally approached by the researcher. The questionnaire was directly given to them with specific explanation of the study. The average duration to complete the questionnaire was between 1 to 2 hours. A survey questionnaire was used in the study and was adopted from Kirkpatrick and Kirkpatrick (2007) four levels of evaluation training model. The items on training effectiveness consisted of 49 items which involved learning, reaction, behavior and result. The items of three major factors were adapted from several literatures such as Burke and Baldwin (1999) and Bhati (2007). The work environment factors consisted of 28 items, the individual factors consisted of 23 items and the training process factors consisted of 15 items.

The first step was to measure the validity of the instrument by asking the 10 heads of department to evaluate the items in the questionnaire. Once the questionnaires were compiled, they were manually assessed. The assessment involved determining items which are redundant and unrelated to the factors understudy. Since the respondents involving only 10 heads of department, items rated less than 5 respondents were eliminated from the questionnaire. The results indicated that thirty-seven items were found to be irrelevant to the topic under study. Thus, these items were eliminated from the questionnaire. Twelve items in the evaluation training factors were indicated by the managers as redundant. The items were, *'I would recommend this course to other teammates', 'The knowledge gained through training are directly applicable to my job', 'The knowledge I learned will help me perform my job better', 'The skills I learned will help me perform my job better', 'I used the knowledge and skills learned in my job', 'I believe that knowledge learned in the training is useful in solving work related problems', ' Applying the skills learned in the training programme led to positive outcomes for me', 'I am able to influence my work environment', ' I apply the knowledge in dealing with guest', 'Guests see me as a benefit to the hotel', 'I'm satisfied with my job'*, and *'I use my experience in achieving high quality service'*.

9 items in the work environment factors were also indicated as redundant and not applicable to the study. These involved, '*Supervisor is supportive of my efforts to acquire new knowledge', 'Supervisor expects me to apply knowledge I gained in the training programme', 'I am encouraged to try new innovation after the training programme', 'I have adequate equipment to perform new knowledge in my job', 'I have adequate time to perform new skills I have been trained', 'If I use new skills learned from the training programme I can expect to receive some sort of recognition', 'Attending the training programme increase my chance of getting a promotion', 'The management understands the conditions that facilitate on the job training',* and *'The management discuss with the trainees the unforeseen barriers to apply trained skills'*.

In addition, another 10 items were eliminated from the individual factors variable. The items were, *'I feel confident that my capability exceed those of my colleagues', 'I am usually a good judge of my own capabilities', 'I am sure I can apply the knowledge from the training programme to my job', 'I feel confident in my ability to acquire new knowledge from the training programme', 'The training programme I have attended is useful for my job development', 'My peers feel there is a value in attending the training programme', 'I will try to learn as much as I can from the training programme', 'I want to improve my knowledge in the training programme', 'The knowledge I gained in the training programme may advance my career'* and *' The reason I decided to attend the training programme was to learn how I can improve my knowledge'*.

Finally, 5 items were eliminated from the training process factors variable. The items included were, *' New knowledge is very important in accomplish my job* *task', 'The training programme appropriately matched the needs of task in work situation', 'Physical facilities for the training programme that I attend are adequate', 'The training is believable where information is based upon knowledge'* and *'Training is entertaining where it engages trainees for their attention'.*

The next step is to test the confirmation of the items in the variables. A reliability test using Cronbach's coefficient alpha was used to the remaining items. Thirty employees who had attended the training programme were randomly selected. The findings indicated significant coefficient alpha value greater than .60 for all the factors variables. The coefficient alpha value for evaluation factors was .9169 comprising of .7567 reaction items, .8318 learning items, .7906 behavior items and .7982 result items. The work environment factors highlighted similar results as previous study by Zhao, Zhan and Namasivayam (2004).The findings indicated greater coefficient alpha value of .8728. The value comprised of .7131 management support items, .7710 opportunity to perform items, .7438 reward systems items and .7994 organization culture items. The individual factors are found to be consistent with study by Tracey, Hinkin, Tannenbaum and Mathieu (2001). The results indicated significance coefficient alpha value for the individual factors of .9542. All the three items in this factors indicated greater alpha values of .8081 self efficacy items, .8760 attitude items and .9359 motivation items. In addition, the training process factors indicated .8954 coefficient alpha value with 0.8242 need analysis items and .8088 training design items. This results eventually is in line with the study undertaken by Dawe, 2002; Tracey et. al., 2001). Based on the validity and reliability tests, the framework was restructured by presenting the most influencing items in the three major factors determining the effectiveness of training programme (Figure 2). This framework is significant to be applied in hotel sector specifically for the case of Aqaba Special Economic Zone Authority, Jordan.

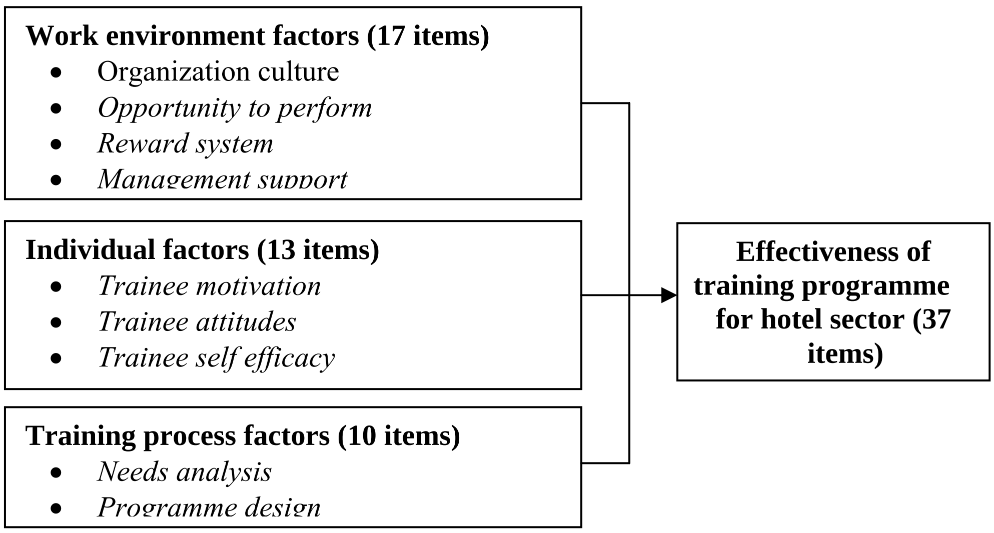

Figure 2. Revised framework on factors determining the effectiveness of training programme for hotel sector in Aqaba Special Economic Zone, Jordan

Conclusion

The study was undertaken for the purpose of developing a framework on factors determining effectiveness of training programme in hotel sector. It was an exploratory study to confirm the significant variables which play important roles in the hotel particularly towards managing the human resource. The factors were identified through related literature on human resource training and consisted of work environment, individual and training process. In order to understand the roles of these variables, the evaluation factors such as reaction, learning, behavior and result items were determined as dependent variable of the study. All the items were tested for confirmation of validity and reliability using a standard questionnaire. 10 head of departments and thirty employees in selected hotels around the Aqaba Special Economic Zone in Jordan were involved in the survey. The validity of the variables was determined by eliminating thirty-seven items. In addition, the results of the test indicated all items comprised of greater coefficient alpha value more than .60. Prior to the findings, the framework supports the previous literature regarding factors determining the effectiveness of training programme. Eventually, it can contribute as a conceptual framework to further study the aspects of human resource training programme and guideline to design effective training programme for the future.

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The Impact of Emotional Labor on Job Satisfaction and Emotional Exhaustion: An Empirical Investigation of Sabah Hotel Industry

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The present study examined the process of emotional labor, operationalized as surface acting and deep acting, as performed by hotel workers in Sabah. The study also investigated two consequences of performing emotional labor namely job satisfaction and emotional exhaustion. A survey questionnaire was used to collect data from a total of 137 front-line hotel employees. To some extent, our findings are consistent with past findings in the west. Results revealed that women engaged more in deep acting as compared to men. Results also indicated that surface acting and deep acting significantly predicted employee outcomes in the proposed direction.

Key words: emotional labor; job satisfaction; emotional exhaustion; hotel employees.

Introduction

In 2005, tourism accounted for 7 per cent of Malaysian economy (Asia Times, 2005). The industry has been identified as one of the major sectors to be reenergized in Sabah under the Sabah Development Corridor (SDC) Blueprint, (MALAYSIA.com, August 18, 2009). The SDC is an 18-year definitive development plan from 2008 to 2025, aiming to bring significant transformation to the state of Sabah (MICE Business Asia, April 8, 2008). The Sabah government spends more than RM10 million annually to promote Sabah as premier tourism destination through various events such as trade shows. These efforts seem to bear fruits as last year alone about 2.095 million visitors came to Sabah; a five per cent increase from the previous year (MALAYSIA.com, August 18, 2009). By 2012, the tourism sector in Sabah is expected to rake in RM8 billion in tourism receipts (MICE Business Asia, April 8, 2008). To facilitate the continued development and improvement of tourism in Sabah, improvement in manpower should be a priority. In the context of the hotel industry, training and development programs for hotel workers is of utmost importance to ensure that these workers can be empowered to provide world-class services in line with Malaysia's aspiration to be world-class tourist destination. Hotel

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managers can begin by looking into specific work aspects such as how their employees manage their emotions in the workplace and the outcomes of the process. The focus on emotion management is relevant given that emotional labor (the performance of various forms of work emotion) is commonplace in the hotel industry (Kim, 2008) such that to remain courteous and friendly even when having to deal with demanding and difficult customers is part and parcel of hotel employees' job.

Although the topic of emotional labor has been widely researched in the west, it remains largely unacknowledged in the Malaysian setting. Given the above, the current study embarked on two objectives: (a) to examine the process of emotional labor (i.e., surface acting and deep acting) as performed by front-line hotel employees; and (b) to explore the relationships between emotional labor and employee outcomes (i.e., job satisfaction and emotional exhaustion). The findings of this study would help to shed some light on the performance techniques and outcomes of emotional labor. Enhancement of knowledge in this area will lead to more effective employee training of the "best way to act", and improved psychological well-being of hotel workers.

Emotional Labor and Its Consequences

Emotions and their expression are controlled and managed in service organizations by a wide range of formal and informal means (known as display rules), ensuring that certain emotions are expressed while others are suppressed (Mann, 1997). Very often, employees are expected to conform to these expectations about emotional display even when they conflict with inner feeling. When this conflict results in individuals suppressing genuine emotion or expressing fake emotion, the effort involved in doing so is called "emotional labor." This term was coined by Hochschild (1983, p. 14) to refer to "invoking or suppressing personal feelings in order to display appropriate job related emotions in an attempt to yield customer responses." Grandey (2000, p. 27) views emotional labor as "the process of regulating both feelings and expressions for organizational goals" In this study, emotional labor is seen as the expression of organizationally desired emotions by hotel workers during interpersonal transactions or encounters with customers (Hochschild, 1983).

Over the years, emotion work has churned out various perspectives of emotional labor ranging from two dimensions to multi-dimensions. Some authors (e.g., Ang et al., 2010; Grandey, 2000; Johnson, 2004; Kim, 2008), however, have contended that emotional labor is best viewed as a two-dimensional construct consisting of surface acting and deep acting. Accordingly, this study operationalized emotional labor as surface acting and deep acting. Surface acting represents the expression of emotions that are not felt, whereas deep acting in a "good faith" deals with the modification of emotions to comply with the organization's display rules (Johnson, 2004).

Previous work in the area of emotional labor consistently supports the notion proposed by Hochschild (1983) that emotional labor does and can have both functional and dysfunctional consequences for the individual and the organization. Kim (2008) regards emotional labor to have double-edged effects: It can have positive influence on organizational success but negative impact on employees' well-being. At the organizational level, it has been reported that emotional labor influences perceived service quality (Bowen et al., 1989), affects customer loyalty, repeat business, financial gains (Heskett et al., 1997), client satisfaction and organizational productivity (Meier et al., 2006). On the other hand, research conducted at the employee level has found that emotional labor can affect workers' well-being (Johnson & Spector, 2007), job satisfaction (Yang & Chang, 2008), emotional exhaustion (Johnson & Spector, 2007; Kim, 2008), organizational commitment (Abraham, 1999; Yang & Chang, 2008), intent to leave/turnover (Abraham, 1999; Meier et al., 2006), and work-family conflict (Seery et al., 2008). The influence of emotional labor on employee outcomes such as health, psychological well-being and work attitudes has generally been reported to be less favorable. But some studies (e.g., Adelmann, 1995; Johnson, 2004; Wharton, 1993) found otherwise. For instance, Wharton (1993) did not find a negative relationship but a positive relationship between emotional labor and job satisfaction. Wharton's (1993) argument is that the positive or negative impact of emotional labor on employee outcomes depends on the performance technique which the employee chooses to use. Most past research assessing the relationship between emotional labor and employee outcomes demonstrates that deep acting leads to more favorable outcomes than does surface acting (Kim, 2008). However, empirical findings in other studies remain conflicting.

Job Satisfaction

Job satisfaction is a general assessment of how an employee feels about his/her job. Grandey (2000) identified job satisfaction as one of the two long-term consequences of emotional labor that deals with employee well-being. Most research (e.g., Abraham, 1999; Morris & Feldman, 1997) typically shows that employees with a high level of emotional labor are likely to be less satisfied with their jobs. However, a few studies (e.g., Adelmann, 1995; Wharton, 1993) have presented contradictory results such that emotional labor is positively associated with job satisfaction. As mentioned previously, these conflicting findings can be explained by the techniques of emotional labor employed. For instance, surface acting can lead to feelings of inauthenticity and consequently job dissatisfaction (Abraham, 1999; Morris & Feldman, 1997). Conversely, when employees engage in deep acting this may result in feelings of personal accomplishment and by extension, job satisfaction (Johnson, 2004). This is particularly true for those who express genuine emotions at work compared to those who fake their emotions. Hence, we propose the following hypothesis:
H1: Emotional labor is related to job satisfaction such that surface acting is negatively related to job satisfaction, whereas deep acting is positively related to job satisfaction.

Emotional Exhaustion

Emotional exhaustion is one key component of burnout; a stress outcome that occurs when an employee is in the state of depleted energy. This state is consequential when an employee is emotionally overextended in interactions with customers with little resource to recuperate from the drain on emotional resources (Jackson et al., 1986). Previous research (e.g., Brotheridge & Lee, 2003; Johnson, 2004; Kruml & Geddes, 2000) has demonstrated that emotional labor is likely to lead to increased emotional exhaustion, particularly when an employee's feelings do not match the display roles and as such the employee has to engage in surface acting to display the expected emotions. For instance, Johnson (2004) and Kruml and Geddes (2000) found that employees who perform surface acting tended to be more emotionally exhausted than those who prescribed to display rules by deep acting. Kim (2008), however, only managed to establish the positive influence of surface acting but not that of deep acting on emotional exhaustion. Similarly, Brotheridge and Lee (2003) and Grandey (2003) did not find support for the association between deep acting and emotional exhaustion. These findings are justifiable based on the following reason. Surface acting has been said to be a form of role conflict because it involves a clash between the needs and principles of the employee and the requirements of others within the same role (Johnson, 2004). Since role conflict has been suggested as a key determinant of emotional exhaustion (Jackson et al., 1986), engaging in surface acting which results in emotional dissonance may lead to higher levels of emotional exhaustion. The reverse would be true for the performance of deep acting. Thus, the following hypothesis is formulated:

H2: Emotional labor is related to emotional exhaustion such that surface acting is positively related to emotional exhaustion, whereas deep acting is negatively related to emotional exhaustion.

Method

A survey questionnaire was used to collect data from hotel employees who were front-line staff working in various departments such as front-desk, food and beverage, and concierge. We employed the drop-and-collect-survey method in distributing the questionnaires to 16 hotels that have 100 rooms and above in Sabah. At the end of the data collection period, a total of 139 completed questionnaires was obtained, rendering a response rate of 81.76%.

Profile of Respondents

The respondents were mainly concentrated on low organizational level (117 or 85.4%). There were more women (78 or 56.9 %) than men (59 or 43.1%). Bumiputeras made up the majority of the sample (120 or 87.6%). This is followed by Chinese (6 or 4.4%), Indians (2 or 1.5%), and 9 or 6.5 per cent classified themselves as Other. At the time of the research, most of the respondents were single (91 or 66.4%), whereas 39 (or 28.5%) were married, and 7 (or 5.1%) were either separated or divorced. In terms of academic qualifications, the majority of the respondents had high school (or below) (91 or 66.4%). There were also some diploma holders (31 or 22.6%), degree holders (11 or 8.1%), and the remaining obtained other qualifications (4 or 2.9%). Ages of the respondents ranged from 18 to 47 years, with an overall mean age of 25.6 years. Average organizational tenure for this sample was approximately 2.08 years, with the range from approximately 10 months to 29 years. The mean job tenure was 2.17 years. These statistics indicate that the sample was generally young employees with relatively minimum working experience.

Measures

The questionnaire used for the present study is comprised of measures adopted from various sources. The emotional labor scale, consisting of 6 items with 3 items for each dimension of surface acting and deep acting, was adopted from Brotheridge and Lee's (1998) 6-dimensional measure. Brotheridge and Lee (1998) reported good coefficient alpha values for these dimensions: surface acting ($\alpha = .86$) and deep acting ($\alpha = .89$). These dimensions were measured on a five-point Likert response scale (1 = Never to 5 = Always). A sample item for the subscale of surface acting reads, "I pretend to have emotions that I don't really have," whereas "I make an effort to actually feel the emotions that I need to display to others" represents an item from the deep acting subscale. Higher scores on each of the subscales suggest higher levels of emotional labor.

The measure of job satisfaction consists of three items that assess overall satisfaction with the job on a five-point Likert response scale (1 = Strongly disagree to 5 = Strongly agree). A sample item is "All in all, I am satisfied with my job." This scale was taken from the job satisfaction subscale of Michigan Organizational Assessment Questionnaire and it has been found to have a high alpha of .93 (Grandey, 2003). The nine items to assess emotional exhaustion were adopted from emotional exhaustion subscale of the Maslach Burnout Inventory (Maslach & Jackson, 1986). This subscale was reported to have high internal consistency reliability (α = .91) (Brotheridge & Lee, 2003). A five-point Likert response scale was used (1 = Never to 5 = Always). "I feel burned out from my work" is an item from this measure. It should be noted that principal components analyses were performed for all the scales and the results verified the discriminant validity of the instrument used.

Analysis and Results

As a preliminary test, the Pearson correlation values between the study variables were computed (see Table 1).

Table 1. Descriptive Statistics, Zero-Order Correlations and Cronbach's Coefficients Alpha

Factors	*M*	*SD*	1	2	3	4	5	6	7
Predictors									
1 Surface acting	3.08	1.06	**.81**						
2 Deep acting	3.34	.98	.25**	**.70**					
Criterion									
3 Job satisfaction	3.81	.71	-.13	.11	**.64**				
4 E. Exhaustion	2.84	.83	.21**	-.05	-.46**	**.85**			
Demographics									
5 Gender	-	-	.11	-.18*	-.03	.13	**SIM**		
6 Age	25.62	4.83	-.08	.02	.21*	-.14	.07	**SIM**	
7 Job tenure	2.08	3.19	-.03	-.06	.09	.04	.11	.50*	**SIM**

Note: $N = 137$; $*p < .05$; $**p < .01$; Diagonal entries in bold indicate Cronbach's coefficients alpha; SIM=Single item measure; Age and job tenure (in years).

The relationships between the variables of interest could be established, although most variables were not significant except for surface acting which was positively related to emotional exhaustion ($r = .21$, $p < .01$). Deep acting was negatively related to gender ($r = -.18$, $p < .02$). As expected, job satisfaction and emotional exhaustion were negatively related ($r = -.46$, $p < .01$). Table 1 also shows that there is only slight overlap ($r^2 = .06$) between surface acting and deep acting. This implies that both dimensions are distinct dimensions of emotional labor. It should also be noted that the Cronbach's alpha coefficient values for all study variables exceed the threshold value of .60, suggesting internal consistency and the reliability of the scales.

Several researchers (e.g., Hochschild, 1983: Johnson & Spector, 2007; Kruml & Geddes, 2000) reported that there are differences with respect to emotional labor across a number of demographics notably gender, age and tenure. For instance, Johnson and Spector (2007) found that females tended to experience negative consequences when engaging in surface acting. Kruml and Geddes (2000) noted that new workers experienced more emotive dissonance or effort. Other studies (Hochschild, 1983; Kruml & Geddes, 2000) reported that older employees are more able to control their emotions and express appropriate emotions. Given that, we conducted some analyses to determine if these differences were present in our sample. An independent-samples *t*-test was employed for this purpose. The results offered no support for significant differences in the mean scores of surface acting for males and females. On the contrary, there was evidence of significant difference between males and females with regard to performance of deep acting. In other words, female employees (M = 3.49) were found to engage in deep acting more than their male counterparts (M = 3.15). Table 2 summarizes the test results.

Table 2. Differences in Emotional Labor by Gender

Emotional Labor	***N***	***M***	***SD***	***t*-value**
Surface Acting				
Female	78	2.98	1.02	-1.33
Male	59	3.22	1.10	
Deep Acting				
Female	78	3.49	.94	2.07*
Male	59	3.15	1.00	

Note: N = 137; *p < .05.

The results, however, revealed that young and old employees were not statistically different with regard to their performance of emotional labor. The results also showed that there was no statistical difference between new and old employees with respect to their choice of acting processes.

To test the study hypotheses, two multiple regression analyses were run; each for every outcome variable (i.e., job satisfaction and emotional exhaustion). In the first analysis, job satisfaction was regressed on surface acting and deep acting. The initial regression revealed three influential outliers that were eliminated from subsequent analyses. As shown in Table 3, surface acting and deep acting significantly predicted job satisfaction in the proposed direction. Specifically, surface acting was negatively related to job satisfaction (β = -.21; p = .02), whereas deep acting positively influenced job satisfaction (β = .16; p = .08). Although the resultant model was fit (F = 3.53; p = .03), the R^2 value was a mere .05, indicating that the two acting processes could only explain 5 per cent of the variance in job satisfaction. The reason could be due to the construct of job satisfaction that was employed in this study. It only consisted of 2 items after factor analysis and possibly could not adequately capture the full impact of surface acting and deep acting.

Table 3. Regression Results: The Relationship Between Emotional Labor and Employee Outcomes

Criterion Variables	(N = 134) Job Satisfaction		(N = 135) Emotional Exhaustion	
	Std. Beta	***t*-value**	**Std. Beta**	***t*-value**
Predictors				
Surface Acting	-.21	-2.39**	.22	2.41**
Deep Acting	.16	1.80*	-.16	-1.81*
R^2	.05		.08	
F	3.53**		3.68**	

Note: $^{**}p < .05$; $^{*}p < .10$.

In the second analysis, emotional exhaustion was regressed on both surface and deep acting. Two outliers were detected and accordingly removed. Again, the results indicated that surface acting and deep acting were significant predictors of emotional exhaustion (see Table 3). Surface acting was positively linked to emotional exhaustion (β = .22; p = .02), whereas deep acting negatively predicted emotional exhaustion (β = -.16; p = .07). The ANOVA table shows that the model as a whole was significant (F = 3.68, p = .03). The variance in emotional exhaustion explained by the two acting processes at 8 per cent was slightly higher than that in the first model for job satisfaction. Based on the above results, Hypotheses 1 and 2 are substantiated.

Discussion

Some notable findings emerged from this study. First, female employees were found to engage in deep acting more than their male counterparts, thus corroborating previous findings (e.g., Johnson, 2004). The reason could be that women are more adept at building relationships and as such are better socialized when compared to men. This socialization may lead women to perform more deep acting to adhere to positive display rules.

Both acting processes were found to significantly predict employee outcomes with the relationships in the expected direction. These findings are consistent with past studies (e.g., Kim, 2008; Johnson, 2004; Yang & Chang, 2008). An important implication is that it is not emotional labor but rather how it is performed, either by engaging in surface acting or deep acting, is consequential upon employee outcomes (Wharton, 1993). Surface acting is negatively linked to job satisfaction but positively related to emotional exhaustion, suggesting that performing surface acting can be detrimental to employee well-being. Conversely, deep acting contributed to job satisfaction but negatively predicted emotional exhaustion. It can be surmised that an employee is better off to actually feel the organizationally mandated emotion rather than just "faking it" as less emotional exhaustion is likely with deep acting method. Hence, hotel employees have to make sincere efforts to experience and display the appropriate emotions by performing deep acting.

A crucial message for hotel managers is that education and training may be necessary to help employees use more appropriate and beneficial methods to manage their emotions. Such training could help employees learn how to provide sincere hospitality. For instance, when hotel guests are unhappy with a certain aspect of service, hotel workers should learn to express a "sincere" (not superficial) apology. This apology coupled with the correct remedies will help ease hotel guests' anger leading them to feeling more satisfied. This in turn helps lessen employees' job stress.

Clearly, deep acting can benefit hotel workers and guests alike (Kim, 2008). It follows that the management may need to consider effective ways to alleviate the negative effects of emotional labor amongst employees such as the use of humor and constant breaks in the workplace. Stress management programs can be another plausible alternative. Training programs can also be designed to give employees the opportunity to openly discuss the frustrations on their jobs (Chu, 2002). Such training has several clear advantages. First, it allows employees to ventilate their negative emotions caused by their jobs. Next, it assures employees that the organization is aware of and acknowledges the emotional contribution employees put into their jobs. This positive feedback can in turn motivate employees' productivity and commitment to their jobs and the organization.

Since females have been found to employ more deep acting as compared to their male counterparts, training and education in emotion management should also be gender-specific. In a similar vein, Grandey (2000) suggests than men may need more training in this aspect. Finally, we concur with Chu (2002) that although emotional labor evidently influences outcomes at individual level as well as organizational level, its significance has not been appropriately acknowledged. While the industry pays well for mental and physical labor, most of the emotional labor performers in the hospitality industry receive relatively lower wages (Chu, 2002). If the hospitality industry expects its service workers to provide quality service, these workers need to be not only recognized but also accordingly rewarded for their emotional contribution. This warrants the redesigning of the compensation structure of the hospitality industry to reward emotional labor performers as well as to attract more quality job candidates.

Limitations and Future Research

This study has rallied primarily on sample drawn from a limited geographical area which is Sabah. Therefore, future research can conduct a validation study with larger sample from diverse areas and using other statistical methods such as structural equations modeling. Also, the proposed model only managed to explain a minimal percentage of the variance in employee outcomes. Hence, the line of research may still be expanded by exploring other variables such as individual characteristics (e.g., emotional intelligence) and job characteristics (i.e., frequency, duration, and variety of emotional display). Finally, data were collected using a cross-sectional design that could only capture the proposed relationships at one point in time. A longitudinal study is thus recommended so that the consequences of emotional labor can be better gauged over a period of time.

Conclusion

Emotional labor in itself may not necessarily lead to negative consequences. Rather it is the choice of techniques of performing emotional labor (i.e., surface and deep acting) that actually determines the direction of the outcomes. Whereas performing surface acting is detrimental to employee outcomes (i.e., job satisfaction and emotional exhaustion), deep acting proves to be a more beneficial method to manage work emotions. Enhanced knowledge in this area can be helpful for organizations in the hospitality industry to reduce the related personal and organizational costs of emotional labor by means of training and stress management programs.

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A Study of the Effects of Factors in the Physical Environment of Hotels on Customers' Perceptions of Service Quality and Loyalty

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The rapid growth in hotel industry force hotels to begin to seriously recognize the importance of service improvement. One of the essential aspects of service quality is tangible aspect that includes the exterior design of hotels, the equipment found at hotels and the ambient conditions in the hotel environment. Some limited studies have been conducted to examine how the various components of physical environment affect attitudes and behaviours of customers and on the relationship between physical environment and customers' perceptions of service quality. As a means to improve the quality, the physical environment has not been addressed adequately. Therefore, the current paper reports the results of a study conducted on examining the effects of physical factors in the environment of hotels on both customers' loyalty and perceptions of service quality in some hotels in Al-Ladhiqiyah, Syria. Data were collected from 209 respondents using a questionnaire based on Parasuraman, Zeithaml, and Berry (1988); Bitner (1992); Wakefield and Blodgett (1996, 1999); and Skogland and Siguaw (2004). Data were analyzed using descriptive statistics and regression analysis. It was found that among physical environment factors, the design of the hotel had the greatest influence on customers' loyalty (VIF=2.66, β = 0.394, sig =0.00). The results also showed that the design of the equipment and the ambient conditions at hotels had great influence on customers' perceptions of service quality (VIF=2.663, β=2.96, sig =0.00). In addition, the factors of design and ambient conditions have the strongest influence on customers' perceptions of service quality, followed by the factor of equipment in hotels. Accordingly, it should be emphasize that the physical environment of hotels is one of the best drives for customers' selection and recommendations of hotels to their friends and relatives.

Key words: service quality, physical environment, customer loyalty

Background to the Study

Tourism has become popular activities in modern life. This industry, however, is characterized by an ever increasing competition. In tourism industry, service quality can be considered to be the customers' judgment about an entity's overall excellence

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and superiority of service (Clow, Kurtz, Ozment, & Ong, 1997; Zeithaml, 1988). The most important aspects of service quality are tangible and intangible. Tangible aspects that may include building design and décor, ambient conditions, and equipment are considered to have a direct influence on the customer's perception of service quality. Empirical studies (Wakefield & Blodgett, 1996; Wener, 1985) have been conducted to confirm the effect of ambient conditions, facility aesthetics, and cleanliness on customer perceptions of service quality In a study of leisure activities of customers at professional baseball games, football games, and in casinos, facility aesthetics and cleanliness have been shown to have a positive impact on customers' perceptions of quality (Wakefield & Blodgett, 1996, 1999). Bitner (1992) found that spatial layout and functionality are particularly salient in complex self-serve settings.

According to Wakefield and Blodgett (1999, p. 52), "the tangible physical surroundings may more directly influence consumers' affective responses". So, the environment with all its components is a key factor which has a great influence on people's feelings, which is one of the reactions that encourage and force people to remain in the place where they are in or to leave (Russell & Ward, 1982). Berry and Parasuraman (1991) suggested that consumers develop their understanding of the relationship between the environment of a given service and the 'quality' of the service they may expect to receive. In addition, it has been confirmed that consumers depend on the physical and tangible evidence to which they have access to give evaluation of the quality of the intangible service components (Namasivayam, 2004, p. 37). This can be applied to establishments, such as hotels, in which customers may use their interaction with the service provider to rate the service.

Wakefield and Blodgett (1999) tested a model that included the intangible and tangible elements of the service quality scale (hereafter referred to as SERVQUAL) (Parasuraman, Zeithaml, & Berry, 1988) with the tangible elements representing the physical environment. Wakefield and Blodgett (1999) also included an affective or emotional measurement of the customer's level of excitement. They have reported in their study that the tangible elements of the service environment had a positive effect on the excitement level experienced by customers, which led to a positive effect on repeat-patronage intentions and a greater willingness to recommend the leisure service to other people such as friends or relatives. However, the tangible elements were found not to have a significant effect on perceived quality.

Customer loyalty is particularly vital to the hotel industry, because of the intense competition among mature sectors of the industry (Bowen & Shoemaker, 1998). Customer loyalty has been described as the concept of repeat purchase behaviour, which can be regarded as some degree of repetitive purchase of the same brand by the same buyer. Moreover, customer loyalty has been viewed as one the various behavioural consequences of service quality (Zeithaml, 2000). As a behaviour intention after the performance of service, customer loyalty is considered to be related to perceptions of quality (Rust & Zahorik, 1993).

It has been confirmed that the architecture and design of hotels (i.e. components of tangible factors) are significant drivers for guests. In addition, customers' satisfaction is greatly affected by the room design and amenities through the evaluation of perceived quality. Moreover, the attributes of the hotels may contribute to the customers' determination of purchase decision (Dube & Renaghan, 2000). The physical environment is another factor that is related to the image of the facility includes extrinsic cues which influence the customer's perception and satisfaction of the service (Harrell, Hutt, & Anderson, 1980). In addition, it has been argued that physical structure and interior design emerged at the top of the list when customers were asked what creates value and which attribute improves customer satisfaction and loyalty during their stay at hotels (Dube & Renaghan, 2000). Thus, customers' satisfaction and loyalty increase significantly when the customers positively evaluate their perceived quality about their stay at hotels.

Recently, there have been a good number of studies focusing on service quality in hotel industry. Tse and Ho (2009) focused on analyzing 168 critical incidents of service success or failure for seventeen hotels in Hong Kong. Although earlier studies conducted in Western hotels identified service recovery as the most common critical incident, Tse and Ho found that the most common critical incident involved a hotel employee responding to a guest request. The analysis is based on interviews with fifty-six front-desk employees in a diverse group of Hong Kong hotels. In another recent study, Kamenidou, Balkoulis, and Priporas (2009) categorises business customers based on their satisfaction with the service quality provided by hotels. Their study revealed that business customers take into account seven factors while determining their level of satisfaction and four business customer categories. Their study showed the need for improvement in the hotels such as hotel staff training, improvement of facilities and marketing management.

With reference to studying physical environment in leisure settings, Wakefield and Blodgett (1996, 1999) tested their models in a variety of different leisure settings that included stadiums, casinos, family recreation centres, and movie theatres. However, they did not test their models in the environment of hotels. In addition, scales for both of the models developed by Wakefield and Blodgett (1996, 1999) were not developed from the perspective of a hotel and more specifically, they were not developed to evaluate the physical environment of a hotel lobby. Therefore, the effects of tangible and tangible elements in hotel industry have not been studied and have been the focus of studies on service quality in hotel industry in Arab countries.

To sum up, the physical environment of hotels has some effects on the behaviour and attitudes of customers. However, little research has been examined how the various component of physical environment and intangible factors affect attitudes and behaviours of customers and little empirical research has been done on the relationship between physical environment and key antecedents of perceived quality (Baker, Parasuraman, Grewal, &Voss 2002; Baker, Levy, & Grewal, 1992; Bitner, 1992). In the case of tourism in Syria and according to the best knowledge of the researchers, there are no published studies on the impact of physical environment of hotels on the customers' perceptions of service quality. The importance of a hotel's physical environment has been emphasized by different researchers. Although the physical appearance of hotels' exterior, the appearance of public spaces, brand name, and location of a hotel are the four important attributes customers use to choose a hotel, the exterior design and the appearances of public spaces are the most important ones. According to (Dube & Rennghan, 2000), the physical appearances of the hotels' exterior and public spaces are considered two of the most attributes that are related to having a decision for selecting a hotel to stay.

The Study

After reviewing the literature on hotel industry, it was decided that the present study had to include the exterior design, the equipment, and the ambient conditions. Moreover, there is growing evidence that hotel design has both marketing and strategic implications. Average daily room rate, occupancy, and revenue per available room are all positively related to good hotel design. Ransley and Ingram (2001) argued that good design can lead to greater profitability. Zeithaml and Bitner (1996) found that overall service quality perceptions directly influence customers' behavioural intentions, including their tendency to say positive things, to recommend the company, and to remain loyal to the company. Similar to these findings, Boulding, Kalra, Staelin, and Zeithaml (1993) found that there is a connection between service quality, and repurchase intention and willingness to recommend the place to others. Therefore, many of the messages hotels wish to convey to their guests can be effectively communicated through the design of hotels and other tangible factors.

In addition, for the improvement of tourism in a country, hotel managers and owners need to know how customers use and enjoy together the property and the manner in which specific architecture and design components contribute to creating distinctive value. Therefore, factors related to tangible factors should be crucial for most hotel operators (Dube & Renaghan, 2000; Hinkin & Tracey, 2003) because the physical environment of hotels, such as hotel exterior, layout, cleanness, electric equipment quality, are key factors to get positive perceived service quality evaluation from customers. In other words, hotel properties' elaborate physical surroundings require a large capital investment to create an impressive physical presence. Operators should consider whether those financial investments are truly worth the money.

Research Questions

The present study attempts to answer the following questions:

1. How do tangible variables of service affect customers' overall perceived quality of tangible factors (OPSQ)?
2. How do customers' perceptions of tangible factors affect their loyalty?

Based on these two research questions, there were two regression models (see Table 1).

Table 1. The Regression Models

Model	Dependent variables	Independent variables
Regression Model 1	OPSQ	Design of the hotel Equipment Ambient Conditions
Regression Model 2	Customers' Loyalty	Design of the hotel Equipment Ambient Conditions

Methodology

The present study is a survey study in which data were collected using a questionnaire based on Parasuraman et al. (1988, 1991a, 1991b, 1991c), Bitner (1992), Wakefield and Blodgett (1996, 1999), and Skogland and Siguaw (2004). The questionnaire was divided into three sections. The first section includes five items on demographic data. The second section includes sixteen items: eight items for the design of the hotel, three items for the equipments in the hotel, four items for ambient conditions in the hotel, and one item for OPSQ. The third section includes seven items for obtaining customers' loyalty. Data were collected from 209 customers who stayed overnight at hotels located in Al-Ladhiqiyah, a coastal city in Syria.

Table 2. Results of Reliability Tests

Dimensions (Variables)		Total items in the questionnaire	Alpha Value
Tangible Factors	Design of the hotel	8	0.86
	Equipment of the hotel	3	0.80
	Ambient conditions	4	0.85
OPSQ		1	0.77
Customer Loyalty		7	0.93

The sampling design in the present study was convenience sampling. Data were tabulated and entered in SPSS. To answer the two research questions and to test the hypotheses, regression analysis was employed. Regression analysis was used to analyze the relationship between a dependent variable and one or more independent variables. The technique could show the proportion of variance between variables due to the independent variables. The parameters are estimated so as to give a best fit of the data.

Using SPSS, reliability test for all items was run and the Cronbach's alpha reliability coefficient values (Table 2) for all dimensions are higher than 0.70, the accepted minimum value of 0.70 (Hair, Anderson, Tatham, & Black, 2006:137; Pallant, 2005:90).

Table 3. Results of Tests of Regression Assumptions

Model	Dependent variable	Independent variables	Tolerance	VIF	CI
Regression model 1	OPSQ	Design	.375	2.663	10.016
		Equipment	.464	2.156	13.444
		Ambient conditions	.398	2.511	17.279
Regression model 2	Customers' Loyalty	Design	.375	2.663	10.016
		Equipment	.464	2.156	13.444
		Ambient conditions	.398	2.511	17.279

Prior to reporting the results of the two regression models, all of the tests of regression assumption were conducted and there was no significant violation of the assumptions and outliers found in the model. The degree of variable collinearity is considered acceptable with the variance inflation (VIF) less than 10, and the condition indices less than 30 (Belsley, 1984). Indications show that there was no variable collinearity in the two regression models. Additionally, tolerance statistics were computed on each variable in order to determine if multicollinearity might exist among the predictor variables. The results of the tolerance statistics indicated that the tolerance was smaller than 0.1, indicating no presence of multicollinearity problems for each of the predictor (service quality) variables. These results are presented in Table 3.

Results and Discussion

Tangibles and Overall Perceived Service Quality

As it is shown in Table 4, the results of the first regression model indicates that the regression model was statistically significant *(p* = 0.00), and 54% of the OPSQ of tangible factors was explained by the three tangible factors of service quality. Moreover, the results of the regression coefficient from the first multiple regression showed the influence of the three independent variables on the OPSQ of tangible factors. The coefficients indicated that all variables (i.e. design, equipment, and ambient conditions) had high contribution to explaining the dependent variable. However, the variable of hotel design exerted the strongest influence on the OPSQ factors, followed by other independent variables.

Table 4. The Influence of the Independent Variables in Regression Model 1

Independent Variables	Dependent variables	R^2	Adjusted R^2	B	Beta	t	Sig.
1. Design	OPSQ	0.549	0.542	.385	.296	3.863	.000
2. Equipment				.278	.260	3.782	.000
3. Ambient conditions				.308	.270	3.635	.000

(a) Hypotheses 1-1, 1-2 and 1-3 Testing

Hypothesis 1-1 was that the design of the hotel had effect on customers' OPSQ. The null hypothesis and the alternative one were:
H_0 1-1: The design of the hotel had effect on customers' OPSQ.
H_a 1-1: The design of the hotel had no effect on customers' OPSQ.
Hypothesis 1-2 was that the equipment at the hotels had effect on customers' OPSQ. The null hypothesis and the alternative one were:
H_0 1-2: The equipment at the hotels had effect on customers' OPSQ.
H_a 1-2: The equipments at hotel had no effect on customers' OPSQ.
Hypothesis 1-3 was that the ambient conditions of the hotel had effect on customers' OPSQ. The null hypothesis and the alternative one were:
H_0 1-3: The ambient conditions at the hotels had effect on customers' OPSQ.
H_a 1-3: The ambient conditions at the hotels had no effect on customers' OPSQ.
As shown in Table 4, hypotheses 1-1, 1-2 and 1-3 are supported by the results of regression analysis. Therefore, the factors of design, equipment and ambient conditions were good predictors of OPSQ of tangible factors. Accordingly, there was a relationship between these factors and the dependent variable (i.e. OPSQ of tangible factors).

Tangibles and Customers' Loyalty

Research question two proposed that tangible service factors had an effect on customers' loyalty. To answer this research question, three hypotheses were developed. The three hypotheses were:

1. The design of the hotel has effect on customers' loyalty.
2. The equipment of the hotel has effects on customers' loyalty.
3. The ambient conditions in the hotel have effect on customers' loyalty.

To test these three hypotheses and find out the relationship between these three independent variables and the dependent variable of customers' loyalty, regression analysis was used. The three tangible factors: design of the hotel, equipment in the hotel and ambient conditions. On the other hand, based on Skogland and Siguaw (2004), seven items measuring customers' loyalty were included in the questionnaire of the current study. It was proposed that these three tangible factors had effect on customers' loyalty.

Table 5: The Influence of the Independent Variables in Regression Model 2

Independent Variables	Dependent Variables	R^2	Adjusted R^2	B	Beta	t	Sig.
1. Design	Customers' Loyalty	0.493	0.486	.455	.394	4.860	.000
2. Equipment				.198	.209	2.862	.005
3. Ambient conditions				.175	.173	2.193	.029

As provided in Table 5, the results of the regression coefficient showed that there was a great influence of the three independent variables on the customers' loyalty. As presented in Table 5, all variables (i.e. design, equipment, and ambient conditions) had high contribution to explaining the dependent variable (loyalty). However, the variable of design exerted the strongest influence on loyalty, followed by variables of equipment and ambient conditions.

(a) Hypothesis 2-1, 2-2 and 2-3 Testing

Hypothesis 2-1 was that the design of the hotel had effect on customers' loyalty. The null hypothesis and the alternative one were:
H_0 2-1: The design of the hotel had effect on customers' loyalty.
H_a 2-1: The design of the hotel had no effect on customers' loyalty.

Hypothesis 2-2 was that the equipment at the hotels had effect on customers' loyalty. The null hypothesis and the alternative one were:
H_0 2-2: equipment at the hotels had effect on customers' loyalty,
H_a 2-2: equipment at the hotels had no effect on customers' loyalty.

Hypothesis 2-3 was that ambient conditions had effect on customers' customers' loyalty. The null hypothesis and the alternative one were:
H_0 2-3: The ambient conditions had effect on customers' loyalty,
H_a 2-3: The ambient conditions had no effect on customers' loyalty.

As shown in Table 6, all these hypotheses were supported. Therefore, the factors of design, equipment and ambient conditions were good predictors of customers' loyalty. Accordingly, there was a relationship between these factors and the dependent variable (i.e. customers' loyalty).

Conclusion

Research question one focuses on examining the effect of tangible variables on OPSQ. In this research question, the dependent variable is OPSQ of tangible factors; the three independent variables are design, equipment, and ambient conditions. The present study shows that the design of, the equipment, and the ambient conditions at hotels have their great influence on customers' OPSQ of tangible factors. Moreover, the factors of design and ambient conditions have the strongest influence on customers' OPSQ of tangible factors, followed by the factor of equipment in hotels.

Research question two focuses on examining the effect of tangible factors on customers' loyalty. In this research question, the dependent variable is customers' loyalty; the three independent variables are design, equipment, and ambient conditions. The results of this research question show that the three independent variables have great effects on customers' loyalty. The results also showed that among the tangible factors at hotels, the design of the hotel has the greatest influence on customers' loyalty, followed by the other tangible variables.

Therefore, the present study shows that the exterior design of a hotel including the decor and the furniture in the public spaces and rooms have their effect on the customers' perceptions of service quality and loyalty. Moreover, the equipment found at hotels and the conditions of the rooms and the public spaces in hotels influence customers' evaluation of the service quality. For example, the padding and available seat space for a particular chair may affect a customer's impression of the service. This is because a customer may be psychologically uncomfortable if seated too close to other patrons. In this research, ambient conditions are defined as capturing the overall appearance of the facility's design (Wakefield & Blodgett, 1996). Therefore, the owners and managers of hotels should pay attention for this issue as it may maintain loyal customers that will be a good source for the profitability of the hotels.

Finally, this study emphasizes that the physical environment of hotels is one of the best drives for customers' selection and recommendations of hotels to their friends and relatives. It has been confirmed that all of these items have their affect on customers' perceptions and responses to the environment (Baker & Collier, 2005; Parasuraman et al., 1988). Similar to Bitner (1992) and Lucas (2003), this study argues that physical environment influences the perceived service quality that relate to customer loyalty. According to Bateson (1985), tangibles are described as an important factor in managing the service encounter and reducing a perceived risk. Therefore, managers and owners of hotels should take into consideration of such factors taking care of the cleanness of the furniture, rooms, and public places at hotels.

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A Study of Homestay Operators and International Guests English Language Oral Interaction

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Currently, there are many international tourists who visit homestays in Malaysia. Hence, the importance of the use of English language among homestay operators is very high; they undoubtedly need to use the language when interacting with international guests in their homestays. So far, no study has been done to examine the interaction between homestay operators and international guests in English. The purpose of this paper is to present some of the results from a larger scale study on the communicative skills of homestay operators in the Northern Region of Malaysia. The paper will analyse the communicative functions that are commonly used during the interaction between the two groups of people. The results of this part of the study will have significant implication for language training skills involving the homestay operators. This paper will demonstrate that eventhough English language is important; there are specific communicative functions and forms that need to be mastered by the operators to ensure effective communication.

Key words: Homestay operators, english language, needs analysis, oral interaction and communicative functions

Introduction

This paper will first discuss the concept of homestay in Malaysia. It will then move on to present the objective and motivation for the study followed by the methodology adopted and finally a discussion of the findings.

Homestay

The Ministry of Tourism Malaysia (2009) defines homestay as "an experience where tourists stay with selected families, interact and experience the daily life of these families as well as experiencing Malaysian culture. Homestay is not classified as accommodation facilities but focuses more on lifestyle and experience, which include culture and economic activities". As pointed out by Maimunah and Abdul Rahim (2009: 1), homestay is "an experience of staying with a Malaysian host family where

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tourists/guests are able to experience the daily way of life of the family and learn the local culture directly".

Homestay vacation is different from other forms of vacation. First and foremost homestay programs are located in rural areas or 'kampongs'. Tourists will stay under one roof with the host family where they tend to develop a personal bond with the family. Most of the tourists will usually adapt to the family lifestyle environment and sometime the tourists will refer the host as their 'foster parent' calling them 'ayah' (father) and 'emak' (mother). This bond makes the experience of 'kampong' lifestyle become more surreal and meaningful to the tourists. Unlike hotel vacation, in homestay vacation international tourists gets to experience the real life of Malaysian culture hands-on throughout their visit.

Homestay operators comprise people from various backgrounds which make up the identity of rural tourism and therefore, make the homestay programme unique. Most of the operators practice a moderate lifestyle with a touch of tradition though not fully rigid or restricted allowing them to be open and friendly to their guests.

Homestay is located in rural areas, and therefore, may also be considered a form of rural tourism. According to the Organization of Economic Co-Operation and Development (OECD), "rural tourism is defined as tourism taking place in the countryside" (as cited from Reichel, Lowengart, Milman, 2000 in OECD, 1994, p. 15). Cloke (1992) notes that, "rural places have been traditionally associated with specific rural functions: agriculture, sparsely populated areas, geographically dispersed settlement patterns" (as cited from Ministry of Rural and Regional Development, 2009: 4). Foreign tourists found that the 'unique natural or man-made surroundings such as nature, habitat and vernacular architecture, historical significant locations, art and crafts, music and cultural activities, special food and beverage and special phenomena' as a new form of attraction and adventure (Maimunah and Abdul Rahim, 2009: 11).

Oral Communication

According to Lailawati and Sidek (2000: 20) "oral communication takes place face to face, in group discussion, during telephone calls, and other circumstances in which the spoken words are used to express meaning". Oral communication involves two interrelated oral skills – speaking and listening. In any social or business setting, the ability to communicate effectively through speaking and listening is highly valued and demanded. Strong oral communication skills are essential in enabling one to share thoughts and information clearly in a variety of situations.

For homestay operators, oral communication skills in English language are essential not just when interacting with domestic guests, but also with international guests. This is because many of the guests who visit and stay at their homes are from outside Malaysia and do not speak Malay. This means that in order to make their guests feel welcome and create a pleasant experience, homestay operators need not just strong oral communication skills in Malay but also in English language.

Statement of Problem

Despite the multitude of studies on the homestay industry, very little attention has been given on homestay operators' communication skills particularly in English language. We still know very little how they interact with their guests and the difficulties, if any, that they face when communicating with their international guests in English. Preliminary investigation prior to the study revealed that the use of English presents a great challenge to homestay operators when communicating with their international guests. A comprehensive study is therefore needed in order to determine how they actually interact with their international guests and the nature of their difficulties in using English language. This is important in order to understand their needs which in turn will allow efforts to improve their English language communication skills be made more effectively.

Aims

The paper aims to analyse oral communication skills that are commonly used during the interaction between homestay operators and their international guests. In addition, it will seek to discover what difficulties the operators face in communicating in English. The results of this study will have significant implications for English language training skills involving the homestay operators.

Methodology

Sampling

The sample for this study comprises 2 homestays in Perlis: Homestay Kg. Ujong Bukit (12 houses) and Homestay Kg. Paya Guring (22 houses). The former is located in Kangar and the latter in Arau. 15 homestay operators in each homestay participated in this study making up 30 respondents in total. Of the 30 respondents, 30% are male and 70% are female (Table 1).

Table 1. Respondents' Gender

Gender	Frequency	%
Male	9	30
Female	21	70
Total	30	100

Majority of them, who are mainly females, are unemployed. The others work as either farmer, barber or self-employed. 3 did not fill in their job information (Table 2).

Table 2. Respondents' Occupation

Occupation	Frequency	%
Barber	1	3.3
Farmer	5	16.7
Unemployed	18	60
Not Answered	3	10
Self Employed	3	10
Total	30	100

Table 3. Marital Status

Status	Frequency	%
Married	27	90
Single	1	3.3
Not Answered	2	6.7
Total	30	100

Their age ranges from 36 – 72 years old. Majority is below 49 years old (Table 4).

Table 4. Respondents' Age

Age Range	Frequency	%
36-39	10	33.4
40-49	10	33.4
54-60	5	16.7
62-72	4	13.2
Not Answered	1	3.3
Total	30	100

13 respondents have operated the homestay for 2 to 4 years, 4 respondents have operated it for 5 to 7 years and another 8 respondents have operated it for 9 to 10 years. 5 respondents did not answer the question (Table 5).

Table 5. Duration

Duration	Frequency	%
2-4	13	43.3
5-7	4	13.3
9-10	8	26.2
Not Answered	5	16.7
Total	30	100

Instrument

The study employs quantitative and qualitative research instruments in order to gather the relevant data. The instruments were developed based on Needs Analysis model created by Hutchinson and Waters (1987).

The questionnaire comprises questions on:

- English language communication skills which the operators consider important
- their ability in using the skills, and
- the skills that they consider they need training in

In addition to the questionnaire, 16 respondents comprising 12 from Homestay Kg. Paya Guring and 4 from Homestay Kg. Ujong Bukit participated in semi structured interviews. The interview questions include:

- homestay operators' background
- homestay operators' experience with international guests
- difficulties/challenges that the homestay operators face in communicating with the international guests
- how they overcome the challenges
- homestay operators' motivation to learn English
- English language training offered to the homestay operators
- sequence of international guests arrival, programmes and departure

- homestay operators suggestions to improve the communication skills in English language
- what communication skills the homestay operators desire to learn

To get more in-depth data, observation technique was also employed in which the researchers video-taped their interactions with international guests in a variety of situations.

Findings and Discussion

Respondents' Perception on the Importance of English Language Oral Communication Skills

It was found that majority of the respondents considered all the skills listed in the questionnaire as either very important or important, as can be seen in table 6. This is especially so with respect to introducing others to guests and giving instructions with 96.6% of the respondents agreed that both items are either important or very important. For most of the skills, more than 85% of the respondents agreed they were either important or very important. The only skill that received less than 85% agreement was negotiating skill for which 16.5 % said it was only somewhat important while 3.3% did not answer.

Table 6**.** The Importance of Speaking and Listening Skills

No	The Importance of Speaking and Listening	Not Important		Somewhat Important		Important		Very Important		Not Answered		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	Greeting	1	3.3	2	6.7	16	53.3	11	36.7			30	100
2	Introducing others to guests	1	3.3			16	53.3	13	43.3			30	100
3	Giving instructions	1	3.3			19	63.3	10	33.3			30	100
4	Giving directions			2	6.7	17	56.7	11	36.7			30	100
5	Explaining information, ideas or opinion			2	6.7	16	53.3	12	40			30	100
6	Asking questions			1	3.3	16	53.3	13	43.3			30	100
7	Making telephone calls			4	13.3	12	40	14	46.7			30	100
8	Public speaking			4	13.3	16	53.3	10	33.3			30	100
9	Communicating in a large group			3	10	17	56.7	9	30	1	3.3	30	100
10	Communicating with individuals			1	3.3	16	53.3	12	40	1	3.3	30	100
11	Using diplomacy and politeness			1	3.3	16	53.3	12	40	1	3.3	30	100
12	Responding to questions appropriately			1	3.3	16	53.3	12	40	1	3.3	30	100
13	Speaking to foreigners in English			3	10	17	56.7	8	26.7	2	6.7	30	100
14	Counselling/guiding/ advising others on options, information, issues	2	6.7			17	56.7	10	33.3	1	3.3	30	100
15	Negotiating			5	16.7	14	46.7	10	33.3	1	3.3	30	100
16	Listening to presentations			4	13.3	16	53.3	9	30	1	3.3	30	100

17	Understanding foreigners speaking English			2	6.7	16	53.3	11	36.7	1	3.3	30	100
18	Sharing past experience	1	3.3	2	6.7	15	50	10	33.3	2	6.7	30	100

Respondents' Ability in Using Oral Communication Skills

Majority of the respondents perceived that their ability in using the various oral communication skills in English was satisfactory. For instance, for greeting, introducing to others, giving instructions and giving directions, over 50% ticked satisfactory. However, though not majority, quite many also considered themselves either good or excellent in English in some of the communication skills. For many of the skills, the percentage of respondents who said good or excellent was over 30%.

Table 7. The Ability of Using Speaking and Listening Skills

No	The Ability of Using Speaking and Listening Skills	Unsatisfactory		Satisfactory		Good		Excellent		Not Answered		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	Greeting	5	16.7	17	56.7	5	16.7	3	10			30	100
2	Introducing others to guests	1	3.3	16	53.3	5	16.7	8	26.7			30	100
3	Giving instructions	2	6.7	16	53.3	7	23.3	5	16.7			30	100
4	Giving directions	1	3.3	17	56.7	8	26.7	4	13.3			30	100
5	Explaining information, ideas or opinion	5	16.7	13	43.3	10	33.3	2	6.7			30	100
6	Asking questions	3	10	13	43.3	9	30	5	16.7			30	100
7	Making telephone calls	4	13.3	13	43.3	6	20	7	23.3			30	100
8	Public speaking	5	16.7	14	46.7	7	23.3	3	10	1	3.3	30	100
9	Communicating in a large group	4	13.3	13	43.3	6	20	6	20	1	3.3	30	100
10	Communicating with individuals	1	3.3	15	50	5	16.7	8	26.7	1	3.3	30	100
11	Using diplomacy and politeness	2	6.7	12	40	8	26.7	7	23.3	1	3.3	30	100
12	Responding to questions appropriately	4	13.3	12	40	8	26.7	5	16.7	1	3.3	30	100
13	Speaking to foreigners in English	5	16.7	15	50	7	23.3	2	6.7	1	3.3	30	100
14	Counselling/ guiding/advising others on options, information, issues	6	20	13	43.3	6	20	4	13.3	1	3.3	30	100
15	Negotiating	6	20	13	43.3	6	20	4	13.3	1	3.3	30	100
16	Listening to presentations	1	3.3	18	60	4	13.3	6	20	1	3.3	30	100
17	Understanding foreigners speaking English	2	6.7	20	66.7	3	10	4	13.3	1	3.3	30	100

18	Sharing past experience	5	16.7	16	53.3	2	6.7	6	20	1	3.3	30	100

This finding, however, has to be taken with a lot caution as focus group interviews with some of the respondents and our recorded observation of their interactions in English revealed that they only could manage a very basic level of English. Many could not even construct a simple grammatical sentence in the language. Many also had a very limited range of vocabulary. Most of them to compensate for their lack of proficiency in English language, they either used sign language or Malay language. This suggests that the respondents may have overrated themselves when assessing their ability in the questionnaire. Covington (1989) as cited by Turner (2006) explained this overestimation of ability as a way to establish and maintain the respondents' dignity and worth. Similarly Bandura (1989: 1176) states, "the stronger [people's] belief in their capabilities, the stronger and more persistent are their efforts".

Training Needs for Oral Communication Skills

Majority agreed that they needed training in all the skills listed in the questionnaire. Many of the skills received about 90% agreement from the respondents including giving instruction; giving directions and responding to questions appropriately (Table 9). This means that the respondents were in agreement that training of English language oral communication skills was necessary for them.

Table 9 Training Needs for Speaking and Listening Skills

No	Training Needs for Speaking and Listening Skills	Strongly Disagree		Disagree		Agree		Strongly Agree		Not Answered		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	Greeting			9	30	13	43.3	8	26.7			30	100
2	Introducing others to guests			1	3.3	23	76.7	6	20			30	100
3	Giving instructions	1	3.3	4	13.3	20	66.7	5	16.7			30	100
4	Giving directions	1	3.3	3	10	21	70	5	16.7			30	100
5	Explaining information, ideas or opinion	1	3.3	3	10	20	66.7	6	20			30	100
6	Asking questions			2	6.7	20	66.7	8	26.7			30	100
7	Making telephone calls			5	16.7	18	60	7	23.3			30	100
8	Public speaking			3	10	19	63.3	8	26.7			30	100
9	Communicating in a large group			1	3.3	21	70	7	23.3	1	3.3	30	100
10	Communicating with individuals			4	13.3	20	66.7	6	20			30	100
11	Using diplomacy and politeness			1	3.3	21	70	7	23.3	1	3.3	30	100
12	Responding to questions appropriately	1	3.3	1	3.3	21	70	6	20	1	3.3	30	100
13	Speaking to foreigners in English	2	6.7			17	56.7	11	36.7			30	100

14	Counselling/ guiding/ advising others on options, information, issues			2	6.7	19	63.3	9	30			30	100
15	Negotiating			6	20	16	53.3	8	26.7			30	100
16	Listening to presentations			4	13.3	17	56.7	9	30			30	100
17	Understanding foreigners speaking English	1	3.3	2	6.7	15	50	12	40			30	100
18	Sharing past experience	2	6.7	6	20	14	46.7	8	26.7			30	100

Findings from the semi structured interview sessions support the questionnaire findings. The respondents indicated a strong motivation to learn and participate in English language training. However, they stated that the training must be specific to their needs as a host. Although, majority of them agreed that all of the communication skills were important; they stressed that they needed more training on how to greet the guests, interact and conduct small talks in English language. They also need specific vocabulary to be used during the interaction related to their daily tasks such as words to do with cooking, clothes, traditional games, culture etc.

Implications and Conclusion

On the whole, the findings indicate that the homestay operators had a very basic level of English and faced difficulties in communicating in English effectively resulting in many instances of communication breakdown. On a positive note, they were aware that oral communication skills in English were important for them. Among the ones they considered important are asking questions, introducing others to guests, giving instructions, giving directions, explaining information, ideas or opinion, communicating with individuals, using diplomacy and politeness and responding to questions appropriately.

As for training needs, the study found that the homestay operators needed training in all communication skills in English. However, it was also found that the homestay operators were also interested in learning certain vocabulary related to their daily task. This aspect of language therefore is worth considering and given attention to when designing English language course for homestay operators as their ‘wants’ should constitute part of their training needs as mentioned by Hutchinson and Waters (1987).

As a conclusion, oral communication skills in English are certainly crucial for homestay operators. Ability to use the skills effectively will enhance the interaction between the operators and their international guests which in turn will give the guests a more pleasant experience. Nevertheless, due to the low level of English possessed by the operators, it may not be necessary to offer them a course which covers all the skills listed. What may be more needed to start with is perhaps an elementary English course which focuses on basic elementary and communication function related to their daily tasks such as greeting, giving instructions and description especially of the ones related to food and family.

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Consumer Behavior Study, Tourist Behavior Research and their Usage

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The global marketplace makes the researchers to study the consumer behavior in order to enable marketers to understand and predict how consumers would react in the marketplace and to understand the reasons they made the purchase decision. Having a complete knowledge about all phases of consumer behavior assist managers in their decision making, provide marketing researchers with the knowledge base from which to analyze consumer, help legislators and regulators create law and regulations concerning the purchase and sales of goods and service and assist the average consumer in making better purchase decision. Tourism by having special product and service become one of the important industries in many countries. The study of tourist behavior as the consumer in tourism industry turns into an important issue for many researchers while this industry grows rapidly all over the world. The overall purpose of this paper is to review the consumer behavior studies in order to find its usage in studying tourist behavior. Analyzing the tourism product and its differences as well as similarities with other products will be the other part of this paper which facilitates to find whether consumer behavior study can be applied in tourism field. Some differences and similarities were found which inform the researchers to do their job through a full consideration of the differences as well as similarities while studying tourist behavior.

Key words: consumer behavior, tourist behavior, tourism product

Consumer Behavior and the Concept of Tourist Behavior

According to the literature there are different definitions for consumer behavior which all concern about some main elements as the behavior which consumer has while selecting, purchasing, using or disposing of products, services, ideas or experience. According to Moven and Minor (2001, p. 3) consumer behavior is "the study of buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, service, experiences and ideas" Hanna and Wozniak (2001, p. 2) refer to consumer behavior which "focuses on the consumption-related activities of individuals. It investigates the reasons behind and the forces influencing the selection, purchase, use, and disposal of goods and services in order to satisfy personal needs and wants". The other definition for consumer behavior was given by Kardes (2002,

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p.5) which is "the study of human responses to product, service and the marketing of products and services". In addition, Schiffman and Kanuk (2004, p. 8) define consumer behavior as, "the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs".

Referring to the definition mentioned above and other available definitions, it is clear that all those definition can be useful in tourism field since tourism is a service industry by having some products. Moreover, different phase of consumer behavior study can be equal to tourist behavior study, such as pre-trip behavior equivalent to selection process while during trip behavior is equal to use and disposal part can be the same as post-trip behavior. In this regard according to Reisinger (2009) the concept of tourist behavior can be explained by the concept of consumer behavior. The study of tourist behavior focus on the way tourist select, purchase, use and evaluate travel products, service and experiences. In tourist behavior studies researchers try to understand and clarify the process of decision making according to available source as time, money and effort on travel related service and product. He refers to the study of tourist behavior as the study of tourist's mind, body, spirit, environment and feedback a tourist receives from the environment.

On the other hand Clawson and Knetsch (1966) in Pearce (2005) has different opinion. Referring to the concepts of tourism product and its difference with other products he mentioned five elements that make studying consumer behavior different from studying tourist behavior. Pre-purchase, travel to the site segment, on-site experience, return travel component, and extended recall and recollection stage are those differences he refers to. Some characteristic of tourism products according to a number of scholars which make them different from other products are as follows:

Long journey to have access to the product

Tourist should leave their geographical living area and travel long distance in order to have an access to tourism product (Kim et al., 2007). Tourism product such as; accommodation, transportation, activities, food and etc, are different from other products which are available in any shopping complex. For example in order to buy a set of furniture, cloths, shoes, detergent or any other daily necessary substances just going to the nearby shopping centre or store will help the consumers to have access to their needs.

Impossibility to be tested or control in advance

According to Werthner and Klein (1999), the tourism product normally cannot be tested and controlled in advance which means buying the product and using them are separated regarding to time and place. The problem can just be solved by searching the information about the product and service by the travelers through different sources (Kim et al., 2007).

Impossibility to have earlier complete evaluation

Another characteristic of the tourism product is that consumer cannot evaluate the tourism products completely before having access to them. In consumer behavior research, Nelson (1970, p. 730) suggests that "goods can be classified as possessing either search or experience qualities". Search qualities are those that "the consumer can determine by inspection prior to purchase", and experience qualities are those that "are not determined prior to purchase". Tourism classified as a confidence good and an earlier complete evaluation of its qualities is impossible. Because of this especial character it requires information from the consumer and supplier sides (Williamson, 1985).

Complexity of tourism product

In addition, the tourism product is a complex product; it is a set of basic products, delivered by a large number of suppliers (Werthner & Klein, 1999). Products should have well defined elements so that they match consumer needs, processes, and distribution channels. For example, a hotel may make a special package including transportation or even combined with necessary service for an event or occasion. These packages can be sold to different consumer groups, so the product quality and the consumers' interests may not be matched to each other.

Perishability of tourism product

Another important feature of tourism products is their perishability (Kotler, Bowen & Makens, 1999). They have to be sold when they are available and cannot be stored. This is true for nearly all kinds of the tourism product; an empty room in a hotel overnight as well as not booked airplane seat means lost. So, the providers will be in high risks if consumers are unaware of product offerings. This risk can be somewhat reduced if suppliers or intermediaries have complete access to information about products and their availability. In short, the unique characteristics of the tourism product increase the importance of successful information dissemination strategy (Kim et al., 2007).

Taking the above argument into account Researchers should concern about similarities as well as differences between tourism products and other products while using consumer behavior theories and literature in their research. There are different models of studying tourist behavior with different concerns. Some researchers focus on motivational part while the others worked on decision making process. Satisfaction is the other part of tourist behavior studies. Middleton and Clarke (2001) mentioned that by knowing tourist behavior in each phase marketer can find sort of people who choose particular product. They also can find tourists need which they seek to fulfill by each type of vacation as well as their preferred activity which they want to engage. They believe that understanding tourist behavior lies at the heart of modern marketing theory and practice. Pearce (2005) also mentioned that tourists are not all alike and they are different in age, motivation, level of affluence and preferred activity. Galani-Moutafi (1999) and Nash (2001) in Pearce (2005) refer to tourist behavior study as a tool to avoid homogenization. They also mentioned that knowing tourist behavior help not to treat all travelers in the same way.

Benefit of Tourists Behavior Studies

Mowen and Minor (2001) believe that studying consumer behavior assists managers in decision making, provides information to marketing researchers, helps legislators to create laws and regulations concerning the purchase and sale of goods and service, and assists the consumer by themselves to have a better decision making. In general the study of consumer behavior is a help to understand social science factors influencing human behavior.

According to Pearce (2005) studying tourist behavior is important for different groups. The first group can be tourists by themselves. It helps them to understand their behavior better and put step forward to growth. The other group can be public sectors who can manage and control the negative impact of tourism by studying tourists' behavior. Another group is business interests who use the result of studying tourist behavior for marketing and sales. All in all study of tourism behavior is interesting for researchers and academicians as well.

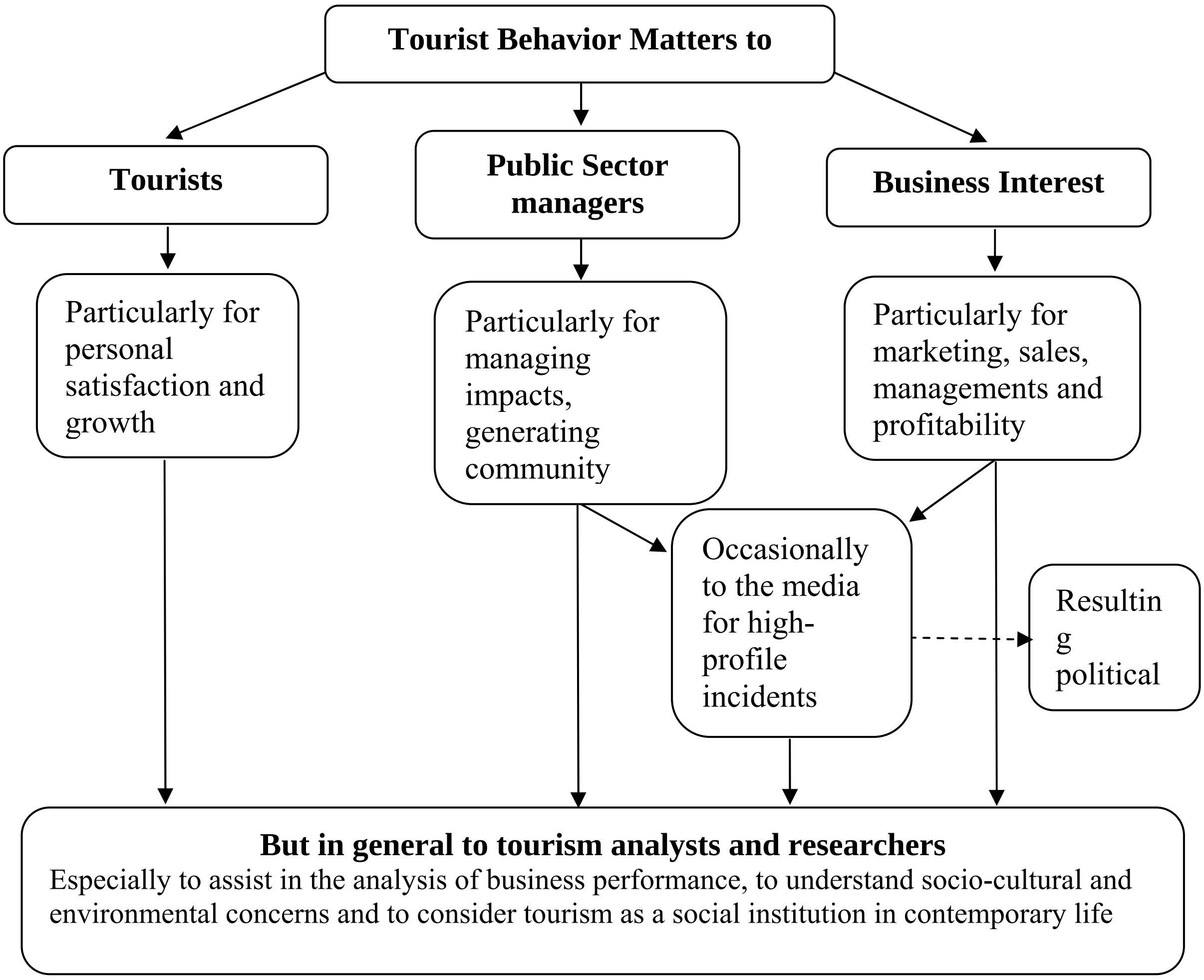

Figure 1. Benefit of tourist behavior studies
Source: Pearce (2005)

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A Study of Tourists' on Religion Destination Images, Service Qualities, Perceived Value, and Revisiting Willingness

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The purpose of this study was analyzed the tourists' tourism behavioral in religion destination. Besides, this study is analysis difference situation on religion destination image, service qualities, perceived value, and revisiting willingness in different demographic tourist. This study area was LuGang town, located at Changhua County, Taiwan. One-site and questionnaires were given to tourist in parking place of Mazu Temple and Civil and Military Temple, and non-random sampling method is used. 620 effective questionnaires were collected. Statistics method includes descriptive analysis, and One-way ANOVA was used. After testing, fore results are shown: 1. Most tourist main purpose to LuGang is tourism, secondly is worship at temple. 2. Most tourists to here is stay half-day, and their tourism resources almost from relative and friends. 3. The tourists to here most is self driven car, tour arrange by self, and consume about under NT.1000. 4. There are not significance difference on religion destination image, service qualities, perceived value, and revisiting willingness in different gender, marital situation, occupation, education degree. However, there are significance difference in different age and one-month income tourists. A Based on these findings, the study not only gives some suggestions for tourism managers and government in LuGang, but also supports research orientation for future researchers.

Key words: Image, quality, perceived value, revisiting willingness, LuGang

Introduction

Motivation

In recent years, the "culture" as the theme of tourism activities is people's favorite. According to the Tourism Bureau statistics in 2009, in terms of "cultural experience" including viewing cultural heritage, festivals, performances, shows, and exhibition

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(such as museums, galleries, exhibitions and travel fairs, etc.), learning traditional skills (such as bamboo art, pottery, weaving, etc.), aboriginal cultural experiences, religious activities, rural life experience, such as railway nostalgia, the central Regional participants in Taiwan outnumber the other regions during 2008. Among all highly impressive touristic sites, LuGang Tian-Hou Temple is in one of top 10 ranking. LuGang, a well-known tourist attraction town, has abundant cultural and tourism resources in central Taiwan, is always crowded with visitor during the holiday seasons and its profound image to the visitors. Many studies, have found the fact that visitors' image of tourist destinations will affect their willingness in engaging to the target tourism sites. (2006; Chon, 1990; Echtner & Ritchie, 1993; Kin & Yoon, 2003).

According to Crompton (1979) definition of images, the image is a combination of what people's impression, beliefs, ideas, and feelings of an object, action and events. Crompton pointed out that people is the subject of the image, people can have knowledge of the outside world, while the image is built on the human brain based on information processing, the formation of an inner belief and impression. Tourists' destination image can fully express the attitude of the local tourism development and serve as one of the most important indicator on people's feeling. (Hunt, 1975) Moreover, the destination image build in with the communication, promotion and marketing functions, which is the key factors when comes to decide where to go. (Birgit, 2001)

From the above analysis, one can found the relation among tourists' "destination image", the tour-quality and revisiting-willingness. The tour-quality means the "destination service quality". Since tourism products are different from other services or products in following characteristics: intangibility, heterogeneity and indivisibility (Keane, 1997), When measuring "tour-quality", one needs to consider the characteristic of destination. As various characteristics of the different tourist destinations, the service and quality would be varied which including the followings: public primary facilities and services (for example: transportation, water, electricity, communications, medical, etc.), catering, accommodation, retail, recreational opportunities, information, promotions and so on. "Service quality" is essential and the study also found a positive impact on perceived value of the "tour-quality".

Perceived value means the balance between perceived product benefits and perceived sacrifice (Dodds, Monroe, Grewal, 1991). According to Zeithaml's (1988) integrated the concept of perceived value, it will be the case into four points: 1. Value is the low price; 2. The value of what a consumer can benefit from the product; 3. Value is the quality consumers obtains after paying the price; 4. value is what consumers purchased. So from the above definition, as consumers spend money, they expect good product quality that is worthwhile. In fact, when perceived product value is high, the possibility of future consuming is more likely to occur. In contrast, low perceived value indicates lower willingness of repurchase (Zhang Xiaoming, 2008). In related tourism studies, the perceived value of tourism products has a significant influence on willingness of revisiting.

Revisiting-will can be regarded as consumers repurchasing intention, in the related tourism and leisure studies, the "loyalty" or "re-visiting-will" is the measurements of consumers repurchase behavior. The main theoretical basis of these metrics is from the study of consumer behavior, such as Sum and Thiry (1991). They believe that the loyal consumers have following behavioral: repetition of purchase, purchasing the company's other products, recommending to others, as well as immunity to competition.

Cronin, Brady and Hult (2000) point out that the loyal customers has the following intentions: they intend to tell others the good performance of service providers; to recommend the product or the company to other consumers, to maintain loyalty to the service providers (such as the re-purchase), to purchase more as well as to pay higher price for the products.

Based on the above discussion, cultural and religious tourism gradually become a major part of tourism in Taiwan, especially in "MaZu belief"-based tourism activities. Up to thousand of Mazu temples in Taiwan, Tian-Hou Gong, located in LuGang, Changhua County is one of well-known Mazu- temple. (Ming and Qing dynasties have trading activities with China Quanzhou), it dedicated to MeiZhou Mazu who came to Taiwan in Qing Dynasty. In fact, several hundreds of Mazu-temples in Taiwan region sub-spirited from Tian-Hou Gong as well as other Mazu-temples in Chinese community overseas. This research focus on analyzing the differences of the tourism image, tourism, quality, perceived value, and "re-visit will" from the range of different demographic variables, hoping to provide tourism-related information to LuGang tourism Bureau and the future researchers.

Research Objective

This study aims to (1) analyze tourist in LuGang Town's consumption situation, and (2) analyze the difference between demographic variables tourists in the tourist town of LuGang image, tourism quality, perceived value, and the tourist's will of revisit.

Research Methods

Survey and Sampling

This study surveyed the tourists at the two parking lots of visiting the Man Mo Temple located in LuGang from noon to 5PM between June 11 and 12. Before carrying out survey, respondents will be asked tourists will, and whether the tourists come to LuGang, then according to their willingness to investigate. Issued a total of 700 copies of the survey, a total of 658 questionnaires were withheld 38 invalid questionnaires (completed or incomplete answers to the same), a total of 620 valid questionnaires were collected the rate of the effective questionnaires was 88.57%.

Research Tool

The tool is divided into five parts, the first part is "Tourism Destination Image Scale" with a total of 22 questions, designed to understand the tourist's the impression, expectation and imagination for LuGang as well as the town's environment, traffic, and overall evaluation of the experience. The second part is "tourist quality scale", a total of 23 questions, mainly tourists want to know the town's heritage for preservation LuGang, attractions, services, transportation, attractions, services, food service, clean environment, transportation, snacks, public facilities, the quality of the case. The third part is "perceived value scale", a total of three questions, mainly want to know visitors to the tourist town of LuGang, pay money, time, physical and spiritual is worthwhile. The fourth part, "will revisit Scale", a total of 5 items; mainly want to understand tourists want to come at a later date in the tourism activities in the town of LuGang will, and will recommend friends and family. The four scales apply 5-point Likert scale to indicate "strongly disagree" and "disagree", "fairly agree,"

"agree," "strongly agree" with respect to 1,2,3,4, and 5, respecting. The fifth part of the personal information, including: gender, age, marital status, education level, occupation, income, place of residence, etc. 7.

Data Analysis

SPSS for Windows 12.0 is used to analyze the valid questionnaires, analysis steps are as follows:

a. Apply item analysis and exploratory factor analysis and Cronbach'α reliability test to construct the reliability and validity of questionnaires.
b. Apply frequency distributions to analyze the basic characteristics of the town and the tourist and tourism consumption situation in LuGang.
c. Use single factor analysis of variance to analyze the differences concerning demographic variables in the tourism image of tourists, tourism, quality, perceived value, and tourism's willingness of revisit.

Reliability and Validity Analysis

Item Analysis

The results of the item analysis show that CR =- 11.84 ~ -18.68, p <.01; r =. 46 ~ .66, p <.01; in the "Tourism Image" Scale section, CR =- 7.11 ~ -21.82, p <.01; r =. 37 ~ .69, p <.01, in the "tourist quality" scale section; in the "perceived value" scale section, CR =- 23.35 ~ -23.45, p <.01; r =. 86 ~ .89, p <.01; in the "re-visit will" scale section, CR =- 18.99 ~ -24.28, p <.01; r = .70 ~ .78, p <.01, because all the items reached the significant level (p <.01), all the questions are retained.

Factor Analysis

Tourism Image

Through exploratory factor analysis, a total of five factors regarding the tourism image scale was extracted, each factors was named regarding the characteristics of options. They were named as "folklore multiple image" and "well-known cultural heritage images," "features well-known snacks image "and" craft known image "and" famous image of Matsu." The cumulative variance of this scale is 55.69 scale, indicating that 55.69% of "Tourism Image" with respect to the visitors can be explained.

Tourist Quality

Through exploratory factor analysis, a total of five factors associated with tourism were determined quality scale factors. Each factor was named based on the characteristics of options they were named as "heritage", "food service", "spot service", "environment clean "and" negative perception ", the cumulative variance of this factor is 58.70, indicating that 58.70% "Tourism Quality" with regard to the visitors can be explained.

Perceived Value

Questions listed in the "perceived value" scale are: (1) I think the money spent in LuGang is worth; (2) I think the time spent in LuGang is worth; (3) I think the spirit of participation in physical activity LuGang spent is worth. Together with relevant literature prepared by the department made, has good content validity.

Will of Revisit

5 questions are given to discover: (1) In the future I would like to come back LuGang to engage in tourism activities; (2) I would be happy to recommend friends and family to travel LuGang ; (3)LuGang met for improvement, I will be happy to recommend to the relevant competent units; (4) thinking about the future travel, tourism LuGang is still my first choice; (5) As long as there are festivals LuGang, I will be happy to come back in tourism. This questionnaires are designed referring to the references related to the preparation of re-made tour will have a good content validity.

Estimated Reliability Analysis

The α values are 0.89, 0.91, 083, and 0.78 for "Tourism Image scale. "Tourism Quality" scale, "perceived value" scale, "re-visit will", respectively. The results show that the scale of this study is highly reliability.

Conclusions and Discussions

Analysis of Valid Samples Characteristics

Recovery of 593 valid questionnaires was collected from 265 males and 321 females. Among them, 325 were married and 164 people unmarried. Moreover, 21 to 30 age group has the highest number, namely 275, at least for those who age over 61 years, namely, 2. Degree in education, in which the largest share of university level, namely 300, at least for the countries in (including age), total 23. In the occupation, which share the largest number of students, total 213, at least in agriculture, forestry and fishing, total 6. In terms of personal monthly income, of which the share of income of 20,000-40,000 yuan by the largest number, namely 204, at least for 100,001 dollars, for 5 people. There are 101 tourists who live in Taichung which are the largest. As shown in Table 3.

Analysis of Tourism Consumer Behavior

Among the 593 valid recovery questionnaires tourism is regarded as the main purpose of LuGang visit for the highest number of 373 people, however, public service is the least 21 tourism in total. In the "how long to stay LuGang" part of those who stay for up to half a day, 359 total, at least to stay 2 days or more. LuGang in terms of the number of year to visit, to a maximum of 1 to 3 times, 9 to 12 times the minimum. Obtain information from the tourist areas of LuGang, informed by the relatives and friends had the highest, namely 327, the travel agency winners at the least, only 10 people. This line of mostly fellow students, friends, colleagues, namely, 285, visitors LuGang of transport used to own a maximum of vehicles, total 341. LuGang in the itinerary, the most for their own arrangements, 493; visitors to spend the amount LuGang yuan in 1000 had the highest, namely 490.

Analysis of the Difference Between Demographic Variables in the Tourism Image of Lugang Tourists, Tourism Quality, Perceived Value and Behavioral Intention

Gender and Marital Status

The result of t-test analysis shows that gender of the tourists does not exist significant difference regarding "Tourism intention" factor (t = -1.163, p> .05), "Tourism Quality" factor (t =-. 162, p> .05) "perceived value" factor (t =- 1.398, p> .05) and "behavioral intention" factor (t =- 1.382, p> .05). Also, marital status of tourists does not exist significant difference with respect to "Tourism intention" factor (t = -. 961, p> .05), "Tourism Quality" factor (t =. 927, p> .05), "perceived value" factor (t =. 416, p> .05) and "behavioral intention" factor (t =-. 581, p> .05).

Age

The result of ANOVA analysis shows that age of tourists sightseeing in LuGang does not exist significant difference associated with "Tourism intention" factor (F = 1.629, p> .05), "Tourism Quality" factor (F = 1.223, p> .05) and "perceived value" factor (F = 1.194, p> .05), but there exists significant difference for in the "behavioral intention" factor (F = 3.805, p <.05). It can be found from the results of post hoc comparison that visitors aged 31-40 years was significantly higher than 20 years of age in the "behavioral intention" factor.

Education Levels

ANOVA analysis showed that different levels of education of tourists sightseeing in LuGang have no significant influence on the difference of "Tourism intention" factor (F =. 633, p> .05), "Tourism Quality" factor (F = 1.646, p> .05), "perceived value" factor (F =. 508, p> .05) and "behavioral intention" factor (F = 2.107, p> .05).

Different Occupations

ANOVA analysis showed that different occupations LuGang sightseeing tourists, "Tourism intention" factor (F =. 246, p> .05), "Tourism Quality" factor (F = 1.548, p> .05) "perceived value" factor (F = 1.213, p> .05) and "behavioral intention" factor (F = 1.592, p> .05), there were no significant differences.

Different Income

ANOVA analysis shows that different income tourists does not exist significant difference for "Tourism intention" factor (F =. 926, p> .05), "perceived value" factor (F = 1.230, p> .05) and "behavioral intention" factor (F = 1.682, p> .05), but there exists significant difference in the "tourist quality" factor (F = 3.474, p <.05). Through post hoc comparison, it can be found that "tourist quality" factors, there is no significant difference between the two groups.

Conclusion

The Main *f* the Analysis of Characteristics of Effective Samples

In this study, 275 valid questionnaires are mostly collected from females with marital status at the age 21 to 30. There are only 2 survey participants are over age 61. In terms of education background, the majority of survey participants have B.A. degree. And occupation wise, student participants outnumber all other occupations, and agriculture, forestry and fishing have the least number. In terms of personal monthly income, most of participants' monthly income fall in to the range NTD$ 20,000-40,000, the number of participants whose monthly income exceed NTD$100,001 is the least . In terms of place of residence, the majority of participants come from Taichung city. From the characteristic of the sample in this study, the tourism and related LuGang research is consistent. From the above comparison, it is obvious that cultural based theme is becoming the tourists' favorite, young tourists in particular.

The Analysis of Effective Sample on Tourism Consumer Behavior

Research result shows that the majority of visiting purpose is tourism (sightseeing) and the average time of visiting is half-day. In terms of frequency of visiting, the number falls in to the range 1-3 times per year. Their major traveling sources are from their friends and relatives, but rarely though travel agencies. The major travel companions are mostly students, friends, and colleagues. And the choice of transportation is private vehicles. The traveling arrangement to LuGang is usually do-it-yourself style with under NTD$1000 per visit budget.

The Analysis of Different Demographic Variables in the Tourism Image of Lugang Tourists, Tourism Quality, Perceived Value and Behavioral Intention

a. The difference of Gender and marital status does not affect tourists on "tourism imagery," "Tourism Quality", "perceived value" and "behavioral intention."The factor of "behavioral intention" from Visitors, age 31-40, has significant higher mark. It is obvious that with the religion, culture and heritage characteristics, LuGang town is more attractive to physically-fit, financially capable and stabile young tourists.
b. The different education levels and occupations show no affect "travel intentions," "Tour quality "," perceived value "and" behavioral intention "and other factors in Lugang tourism. However; different income does affect people's awareness on "Tour Quality".

Suggestions

The Recommendation to the Government and Tourism Organization

a. In the tourism image, the result of analysis showed that visitors' tourism image of LuGang is in line with the current situation in the LuGang town, that is, the majority of tourists acknowledge its religious atmosphere, with culture and heritage, including: " a large number of pilgrims", "rich in historical buildings (such as temples, old house)", "a traditional small town with beautiful simplicity," " rich in folk heritage" and "folk festivals and more", etc. Obviously, the government and tourism units have applied these characteristics to promote Lugang town image to its visitors in the recent years, therefore; its image has been build-in deeply into tourists' mind. As the result, the relevant governors and tourism could apply above mentioned features in the promoting LuGang town.

b. In the quality of tourism, the result of analysis shows, those tourists have both positive and negative aspects. Negative aspects indicate" the crowdedness during peak seasons and holidays," followed by "disorganization of street vendors". In terms of improvement of "the crowdedness during peak seasons and holidays," the common phenomenon which exist in major scenic in Taiwan, technical difficulty does exist. Therefore, Changhua County, LuGang town hall, and the related local tourism organizations could encourage its potential visitors to avoid rush hour crowd when adverting. Meanwhile, effective management of "vendors" is also necessary since the problem of disorganization of vendors affected visitors' dynamic line. On the other hand, positive aspects such as "Health and delicious snack," "friendly and cordial residents", "rich heritage displaying," and so on, can continue to maintain, especially, "LuGang snacks" has been tourists favorite, it can be strengthen regarding to marketing and promotion.
c. In general, this study found that the visitors' three Lugang town images "cultural monuments", "features snack" and "craft", and three tourism quality factors "heritage", "spot service" and "Food service " as well as tourists' post-visiting perceived value will affect their willingness of re-visiting .So for the government and the tourism promotion organizations, in addition to strengthening marketing on the "cultural monuments", "features snack" and "craft", the improvement quality of the local "heritage", "attraction services" and "catering service" is also required. In addition to improvement the quality of attractions, the related tourism units can also use publicity to invited field-experts for seminars to promote tourism and enhance the quality, as well as to boost visitors' satisfaction regarding the physical strength, time, and money they spent and increase their revisiting will.

Suggestions for Future Research

The majority of study participants are at aged 21 to 30 since the senior citizens are reluctant to do the survey (mainly because they do not understand the meaning of the questionnaire). Therefore, for the future research, interview will be feasible approach to this older age group.

In addition, this research survey was conducted on June 11th and 12th, two days to complete nearly 700 questionnaire survey, mainly due to tourists' high willingness to the research. However, the most popular religious activities in LuGang Town are during Lunar New Year in March and Mau birthday and Ascension Day in September. The sub-spirits of Mazu from other temples return LuGang Tian-Hou Gong temple. It is the busiest time of LuGang. It is suggested that further research may consider the time of the questionnaires in order to gain a better understanding of factor impacts of visitors.

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Satisfaction and Novelty Seeking in Tourists' Behavioural Intentions to Revisit

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Two decades ago, research has started to undertake repeat visit as part of destination loyalty, and satisfaction was the backbone of most these studies. They argued that destination loyalty has been regarded as an extension of satisfaction rather than an initiator of revisit decision making process. More recently, a number of studies have focused on novelty seeking as a direct influential factor on repeat visit in different ways. Hence, this conceptual paper reviews these factors and their limitations in repeat visit, and suggests a new model that considers both satisfaction and novelty seeking as main factors that affect repeat visit. This new model suggests new causal relationships between satisfaction's determinants: destination image, perceived value, and distance.

Key words: tourist satisfaction, novelty seeking, destination loyalty, repeat visit.

Introduction

As whole, customer satisfaction has been considered a basic business goal due to that the more a customer is satisfied the more he or she is willing to buy more. Many companies, for that reason, have started to observe a high customer defection even with high satisfaction levels (Oliver, 1999). Satisfaction has been a central subject of tourist's behaviour. Measuring satisfaction in post-consumption moments aims at providing feedback from a current customer to push managers towards service improvement (Danaher and Haddrell 1996). This feedback is argued to be an effective way when comparing the performance of one destination with another (Kotler, 1994).

Therefore, satisfaction, being positive or negative, can be determined by performance and regarded as a vital basis of competitive issues (Peters, 1994; Krishnan & Gronhaug, 1979). It is one of the main success factors of destination marketing regarding its important role in tourists' mind to select the destination, and thereby to probably take a decision to return (Yoon & Uysal, 2005). Concerning its role in repurchase intention, tourists' satisfaction level should be intensively studies for many practical reasons since costumers' repurchase intention and loyalty are closely associated with their initial purchase. Its effect on repurchase intention and

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word-of-mouth (WOM) explains its utmost importance (Fornell, 1992; Halstead & Page, 1992).

Tourist Satisfaction: an Integral Factor in Revisit

Previous theoretical studies on factors influencing revisit intention have considered tourists' satisfaction a backbone of their models. Despite this common factor among most studies in this field, the way detailing satisfaction and determining its influential factors has been a continuous issue**.** In their model, Baker and Crompton (2000) used both satisfaction and performance quality for revisit intentions measurement. They however hypothesized that performance quality has a direct influence on behavioral intentions. Practically, measuring participants' satisfaction in this model was processed globally as far how it was in performance quality. Thus, including further specific domains to the satisfaction reflective may develop respondents' perceptions and lead to different findings.

A comparative empirical study by Kozak (2001) was conducted in two destinations in two different countries: Spain and Turkey. The results were described as different between a mature and a less-developed destination. Findings of the study may lead to that maturity of the destination is excluded when the intention is to revisit the country but to other destinations. By this study, determinants like destination competitiveness is important to focus on since tourists intend to revisit a destination due to its maturity.

Later, Akama and Kieti (2003) examined tourists' satisfaction in a national park in Kenya. The results indicated that participants were mostly satisfied with the destination products. As they stated, ambiguity of why the park visitors' number is modest appears some explanations. A logical possible explanation may be related to the visited country as a Third World one. An examination of how motivation and satisfaction affect loyalty was modeled by Yoon and Uysal (2005). In the study model, motivation is divided into push factors (internal forces) and pull factors (external forces), both affect destination loyalty. It is argued in this study that motivation in behavioral researches needs further domains other than examining tourists' wants and needs.

Satisfaction and revisit intention alike have been influenced by the perceived attractiveness more than by both perceived quality of services and value for money (Um et al, 2006). Meanwhile, attractiveness (described here as destination performance) was revisit intention determinant more than the overall satisfaction. Nevertheless, for better prediction, many argue that attractiveness should be developed due to its positioning in an omnibus way in the model. Despite the wide agreement among authors of the role of destination image on process, few empirical researches have been conducted (Lee et al, 2005).

Moreover in this model, positioning perceived value as a moderator between quality and satisfaction has been neglected in previous research. An indirect effect of trip quality is revealed by the findings which makes subsequently the positive behavioral intention uncertain. The whole results are similar to what found by Bigne et al (2001). Later, Hui et al (2007) have developed a model for measuring tourist satisfaction. In their model they explain the dependence of customer's repeat purchase and loyalty on his or her satisfaction. They also refer to the influence of satisfaction on the word-of-mouth.

Revisit intention measurement with respect to its temporal change is a new perspective in a new study (Jang & Feng, 2007). They justify the importance of this usage that revisit intention usually changes over time. Hence, novelty seeking and destination satisfaction have been modeled to influence short-term (within twelve months), mid-term (within three years), and long-term (within five years) revisit intention. Chi and Qu (2008) offered an integrated approach to understand destination loyalty, satisfaction as determined by destination image and attribute was examined. The results confirmed the significant overall satisfaction effect on destination loyalty, as well as the two mentioned determinants on the overall satisfaction. Destination image in turn was found to affect significantly attribute satisfaction. As well, satisfaction determined by destination image and perceived value was examined to affect revisit intention (Bigne et al, 2009). A recent study by (Zabkar et al, 2010) explored the complex relationship between main constructs and behavioral intention modeled as destination attributes affect perceived quality, which then affects satisfaction. These latter two affect repeat visit intention. Although its results confirmed this complex relationship, the study recommends to future studies to test the universality of such a model apart from (destination-specific) attributes set used as indicators for the perceived quality.

Novelty Seeking

A result that novelty seeking has had more significant effect on return intention than satisfaction was pointed out (Bigne et al, 2009). As it was detailed by Jang and Feng (2007), novelty was examined with a general perspective (Assaker et al, 2010). They pointed out that novelty affect positively revisit intention directly and indirectly (through satisfaction). This refers also to the role plays novelty in satisfaction.

Conversely, some studies posited negative relationship between novelty seeking and return intention (Barros et al, 2007; Berne et al, 2005; Niininen et al, 2004). Niininen et al (2004) examined the role of novelty in destination choice. Various types of destination choice were shown by those with high novelty seeking propensity. Nevertheless, the small sample size in this study may decrease the validity of this result. Berne´ et al. (2005) referred also to a negative direct influence of novelty seeking on grocery retailing consumers' behavioural intention. This field would not reflect the issue with travellers.

Barroso et al. (2007) proposed a mediator role of novelty seeking tendency and its effect on perceived quality, satisfaction, and return intention. Respondents were segmented according to their level of novelty they seek as well as the way they perceive it. They supported the effect of novelty as a moderator by that all variables depend on tourists' tendency to seek novelty. Though, such results could change depending on some continuous issues such as the way novelty is undertaken, the type of studied products, bad perceptions of other determinants, and some demographic factors. This would lead to further determinants of revisit intention in order to achieve more comprehensive measurement.

Suggested Model of Revisit Intention

Based on the mentioned above theoretical studies, satisfaction is a basic actor in tourists' behavioural intentions. However, modelling satisfaction is a continuous issue. According to them, antecedents of satisfaction without affecting directly (according to how they are modelled and not to results) the intention to return were: perceived quality (Um et al, 2006; Akama, 2003; Baker & Crompton, 2001), expectations and experience perception (Hui et al, 2008; valle et al, 2006), destination image (Assaker et al, 2010; Chi & Qu, 2008), destination attributes (Zabkar et al, 2010; Che & Qu, 2008; Akama & Kieti, 2003).

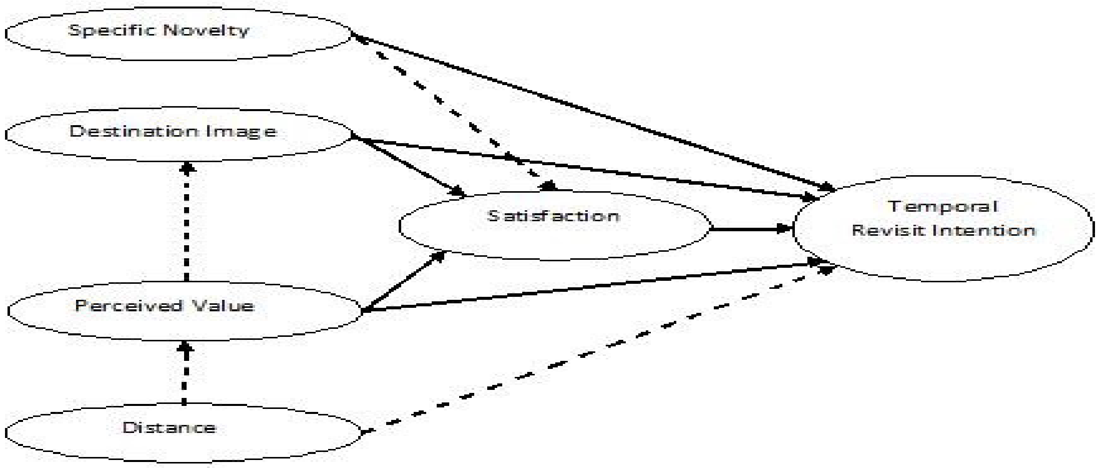
On the other hand, some determinants in a model would refer to the same thrust in other models. Push motivations play a determinant role of satisfaction (Yoon & Uysal, 2005); this would refer to the destination image since this latter could be defined as the tourists' subjective perception of the destination reality (Chen & Tsai, 2007). Pull motivations (Yoon & Uysal, 2005) would lead to the same destination attributes' components and perceived quality since pull motivations concern an overall product. Similarly, within pull and push motivations, exogenous factors such as natural environment, and endogenous factors such as accommodation are components of the destination image (Chi & Qu, 2008). This would consequently comprise perceived quality.

As mentioned earlier, destination image is a determinant to affect both satisfaction and visit retention as it is modelled (Bigne et al, 2009) conversely to what they did (Assaker et al, 2010; Chi & Qu, 2008). The existence of destination image thus could be beneficial because of its significant effect on satisfaction and revisit intention, as a comprehensive determinant. Perceived value is an antecedent to affect satisfaction and revisit intention each apart (Bigne et al, 2009; Chen & Tsai, 2007; Um et al, 2006). It is the tourists' evaluation of the net worth of the trip based on benefits (what is received) and cost (what is given) (Chen & Tsai, 2007). It may be argued therefore that the perceived money value would determine tourists' image.

On the other hand, Gitelson and Crompton's (1984) found that many satisfied respondents did not intend to return because they seek for new experience in their future potential trip. Hence, this paper suggests novelty seeking to be a determinant of revisit intention, by virtue that few studies focused on it (Bigne et al, 2009). They also argued that specific novelty seeking in a concrete product category could enrich respondents' propensity. To contribute to the way through which it affects intention to revisit, the current suggested model would undertake novelty to affect directly satisfaction and once again directly revisit intention.

Based on Assaker et al (2010), novelty was significant to affect destination image and then revisit intention. Thus, the justification of its effect on satisfaction in the current suggested model is that destination image was revealed to affect significantly satisfaction (Assaker, 2010; Bigne et al, 2009; Chi & Qu, 2008; Chen & Tsai, 2007). These studies, excepting Assaker (2010) have undertaken novelty to affect only and directly revisit intention. Accordingly, the following relationships in the suggested model could be argued: (i) destination image would affect both satisfaction and revisit intention (ii) perceived value would affect destination image, satisfaction, and revisit intention (iii) novelty would affect both satisfaction and revisit intention.

This paper proposes distance as determinant of perceived value and revisit intention. The research in this context did not show it in such a relationship, while it was used to determine travel motivations and destination choice (Nicolau & Mas, 2006; Borgers et al, 1989; Fesenmaier, 1988). Distance or geographical situation of tourists relative to destinations is a restriction of destination choice due to temporal and monetary causes (Adamowicz et al, 1994; Perdue, 1986). Alternatively, it can be useful and positive for choosing a destination. Long distance increases satisfaction of the whole journey (Baxter, 1979; Beaman, 1976).



New Suggested Relationship

Previously Examined relationship

Regarding revisit intention, it is shown in the model as a part of loyalty. Indeed, loyalty can lead to revisit intention and likelihood to recommend the visited destination. Hence, focusing on revisiting intention may make respondents more specific when expressing their sensation to the destination. Hui et al (2007) revealed that tourists who were satisfied from the whole trip were likely to recommend the destinations to others rather than to revisit it in the future. Oppermann (1999, 2000) found that less satisfied visitors might revisit the same destination. Therefore, asking tourists only about their intention to return would refer by the way to their willingness to recommend it. In addition, measuring the temporal revisit intention should be more beneficial than being in general. It therefore leads to more specific responses of revisit intention and more clarification for satisfaction level (Assaker et al, 2010; Bigne et al, 2009; Jang & Feng, 2007).

Conclusion

Over the past two decades, several researches attempted to find out reasons behind tourists' return intention to the destination. Satisfaction as modelled in most these researches has had significant relationship with repeat visitation intention. According to Yi (1991), satisfaction is a mediator of attitude changes since it is considered a psychological state. Yet, limitations and gaps revealed by them lead to that satisfaction, even with further antecedents, still a continuous research. The current paper attempts to focus on their limitations and gaps by suggesting new relationships as well as adding new antecedents to have significant effects.

Hence, the following main discussions would contribute to the field:

New suggested relationships among satisfaction and other antecedents to be influential on revisit intention; destination image may have logical influence on satisfaction and revisit intention apart. Such a relationship could be imposed due to that destination image comprises some antecedents which had the similar effect such as push and pull factors (Chi & Qu, 2008; Yoon & Uysal, 2005), perceived quality (Um et al, 2006; Akama & Kieti, 2003; Baker & Crompton, 2001), destination attributes (Zabkar et al, 2010; Che & Qu, 2008; Akama, 2003). Plus, perceived value may have significant effect on destination image since it has, according to Bigne et al

(2009), Chen and Tsai (2007), Um et al (2006), the tourists' evaluation of the trip based on the benefit and cost. Another new suggested relationship in the current study is the direct effect of novelty on satisfaction that had significance on destination image (Assaker, 2010), while in other studies it had only effect on revisit intention (Bigne et al., 2009; Chi & Qu, 2008; Chen & Tsai, 20007).

Specifying novelty rather than undertaking it in a general perspective; this can be justified referring to some previous studies' results that satisfied tourists had no intention to revisit the same destination in the future (Hui et al., 2007, Gitelson & Crompton, 1984). Specific novelty would be the reason of repeat visiting, although it did not gain researchers' attention (Bigne et al., 2009).

Adding another factor to be a main antecedent of satisfaction and revisit intention since distance to destination is related to temporal and monetary issues (Adamowicz et al., 1994; Perdue, 1986). It can influence the whole perceived value and revisit intention. Perceived value in turn was described to be related to monetary (price) and nonmonetary (time, search costs, convenience) evaluation (Zeithaml, 1988).

Focusing only on revisit intention rather than loyalty; this way would reveal to more precise responses regarding the intention to return. Those with revisit intention are logically willing to recommend the current destination (they are loyal in all senses), while it is not necessary that willing tourists to recommend will revisit the destination (Hui et al., 2007; Oppermann, 1999, 2000).

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Exploring the Antecedents of Tourist Revisit Intention: A Case Study of the Sarawak Rainforest InterHash 2010 Event

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Revisits by tourists are an economic boon not only to the parties directly involved with the tourists but also to other stake holders within a specific locale. Service quality plays an important role in determining the decision making process for revisits. Via a survey, participants of a mega event, The Sarawak Rainforest InterHash 2010 confirmed that the programme organized, entertainment provided, security, logistics as well as food plays an important role in deciding if a place is worth visiting again.

Key words: tourist revisit intention, event management.

Introduction

The State of Sarawak in Malaysia Borneo has continuously hosted visitors from foreign lands and within the country. From the years 1992 to 2009 there has been a general increase in the numbers of visitors to Sarawak (Ministry of Tourism and Heritage Sarawak, 2010). The State also regularly play host to several big events of different types which include festivals, meetings as well as those from sporting and leisure. Up till November 2010, 35 such events had been carried out (Ministry of Tourism and Heritage Sarawak, 2010). One of them, The Sarawak Rainforest InterHash 2010 held between the 2th to 4th of July of 2010 in Kuching City the state capital of Sarawak, hosted more than 3,000 visitors from around the world. This event has a long history amongst the participants; runners who go by the name of Hash House Harriers or Harriettes worldwide. What started in Hong Kong in 1978 with only a few hundred runners this biennial event has seen an increasing number of participants throughout the years, as such it is now considered that the InterHash is now a mega event (Geiki, pers. comm.).

Running such an event requires the support and involvement of many parties, including the organizers, and would be of interest to many. Amongst those who were involved directly with the event were The Hornbill Hash House, the organisers of the

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event, Sarawak Tourism Board (STB) and Sarawak Convention Bureau. With tourist satisfaction strongly linked to revisit intentions or destination loyalty (do Valle, 2006; Cole & Chancellor, 2009), there would be interest from other stake holders such as The State Government, tour operators and the service industry. They would all view this event and its outcomes as providing insights to identifying key points essential for sustaining destination revisit intention. By obtaining information from the participants of The Sarawak Rainforest InterHash 2010, this research would be able to answer the question of what are the factors affecting tourist revisit intention.

Accordingly, the participants of this year's event did not have a choice in determining the destination for the visit as this was predetermined by a bidding process (John, pers. comm.). Therefore, biasness due to individuals choosing a destination was not introduced in this study. The evaluation was solely based on the perception of the participants in the research question. The objectives of the study were to identify the demography of the participants of The Sarawak Rainforest InterHash 2010 and the variations of impressions in factors determining their revisit intention.

Literature Review

Demography

Demography describes the composition (size distribution and structure) and development of human populations (Dinkel, 1989; Hillman, 1994 and Fröhlich, 2000). The dimensions which are taken into account include gender, education, place of residence and income or any one combination of these factors.

Variations in demography will also impact different facets of economic life, including consumption of goods and services (Nedelea & State, 2008) as well as different aspects of tourism.

Festival and event tourism

Events, and festivals included, are unique tourism products which are seen as important tourism motivator.

It consists of the interrelation of sets of variables within the development of such an event and marketing it (Quinn, 2009). It is a unique form of tourism product concerning various aspects or themes including organizational, social activity as well as fulfillment (Kaplanidou & Vogt, 2006).

Services

Customer services within the tourism industry can be defined as "the sum total of what an organization does to meet the customer expectation and produce customer satisfaction" (Exploring customer service in travel and tourism, n.d.).

Revisit intention

Revisit intention has been regarded as an extension of satisfaction as well as of the initiator in decision making (Um *et. al.,* 2006). Entertainment (Cole & Chancellor, 2009), security (Brida *et al*., 2010), transportation and food (Colleti *et al.,* 2010) are the few key areas of concern with regards to revisiting making decision.

Hypotheses

Prior discussion has led to a brief examination of the existing literature and the resultant research gaps led to the development of the hypotheses in this research. The six hypotheses are:

H1: There is a relationship between the overall services provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.

H2: The is a relationship between the Interhash programme provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.

H3: There is a relationship between entertainment provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.

H4: There is a relationship between logistics provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.

H5: There is a relationship between help desk/secretariat/information provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.

H6: There is a relationship between first aid provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.

Research Method

Research Design

Positivism approach was adopted in this research because this approach allows the researcher to search for truths of the observation by empirical evidence via the hypothetico-deductive method (Jankowicz, 2005). Furthermore, descriptive research design was adopted as the study has clear problem statements, specific hypotheses and detailed body of knowledge (Malhotra, 2004).

Questionnaire Design

The first part of the questionnaire provides the personal information of the respondents, including nationality, gender, marital status, age group, occupation, and annual income. The second part of the questionnaire elaborates the independent variables (overall services provided by the organizers of The Sarawak Rainforest InterHash 2010 in which consist of interhash programme, entertainment, logistics, help desk/secretariat/information, and first aid) and dependent variable (tourist revisit intention) that would be tested in the survey. Questions in the form of scaled-response questions were adopted in the second part of the questionnaire because “scaling permits measurement of the intensity of respondents’ answers” (Churchill & Brown, 2004, p.329). A 5-point Likert scale anchored by “very poor” (1) to “excellent” (5) was used as the attitude measurement for the independent variables (i.e., interhash programme, entertainment, logistics, help desk/secretariat/information, and first aid). Another type of 5-point Likert scale anchored by “weak” (1) to “strong” (5) was used as the attitude measurement for the dependent variable (tourist revisit intention).

Sampling

The target population covered all the participants of The Sarawak Rainforest InterHash 2010. The targeted sample size is 350 and simple random sampling technique was used to select potential respondents in this survey based on the sampling frame provided by the organizers of The Sarawak Rainforest InterHash 2010.

Administration of Survey

Self-administered survey method in the form of e-survey technique was used to ensure the accessibility of the respondents that are dispersed globally. The questionnaire will be distributed via email to the participants' private email or corporate email accounts. The voluntary nature of the participation was explained in the email as well as being indicated in the survey questionnaire.

A total of 3,158 sets of questionnaires were distributed via email and only 353 usable questionnaires (11.18 percent) were used for data analysis using SPSS software version 17.

Research Results

Respondents' Demographic Profile

Based on the survey, male respondents represented 72.2 percent of the total respondents while female respondents 27.8 percent. In the case of marital status, the majority of the respondents was married (62.9%) and followed by single (22.4%). In terms of age group, most of the respondents are between the age 51-60 (39.9%) and above 60 (32%). In the category of annual income, most of the respondents do not identify their annual income bracket (25.5%), followed by USD61, 000-USD80, 000 (27.2%) and USD41,000-USD60,000 (19.3%). In term of occupation classification, most of the respondents can be classified as corporate employee (28%), followed by retired (27.2%) and entrepreneur/self-employed (25.8%). Lastly, all the respondents come from different countries, mainly from Ashmore and Cartier (38.8%), United Arab Emirates (18.7%) and United Kingdom (10.5%). Table 1 provides a detail of the demographic profiles of the respondents.

Table 1. Demographic Profiles of the Respondents

Demographic Profile	Classification	Frequency	Percentage (%)
Gender	Male	255	72.2
	Female	98	27.8
Marital Status	Married	222	62.9
	Single	79	22.4
	Divorced	45	12.7
	Widowed	7	2
Occupation	Corporate employee	99	28
	Retired	96	27.2
	Entrepreneur / Self-employed	91	25.8
	Government sector	65	18.4
	Student	2	0.6
Age Group	51-60 years old	141	39.9
	Above 60 years old	113	32.0
	41-50 years old	69	19.5
	31-40 years old	22	6.2
	21-30 years old	8	2.3
Annual Income	Not applicable	90	25.5
	USD61,000 - USD80,000	88	24.9
	USD41,000 – USD60,000	68	19.3
	USD21,000 – USD40,000	47	13.3
	Below 20,000	36	10.2
	Missing response	24	6.8
Nationality [Top Ten]	Ashmore and Cartier	137	38.8
	United Arab Emirates	66	18.7
	United Kingdom	37	10.5
	New Caledonia	31	8.8
	Malawi	20	5.7
	Cameroon	8	2.3
	Georgia	6	1.7
	India	5	1.4
	Afganistan	5	1.4
	Guadeloupe	4	1.1
	Others (including: Akrotiri, Anguilla, Antarctica, Austria, Bahrain, Barbados, Belgium, Bhutan, Chile, cocos (Keeling) Islands, Czech Republic, Falkland Islands, Islas Malvinas, French Polynesia, Iceland, Nepal, Northern Marians Islands, Oman, sierra Leone, Swaziland, Sweden, Tuvalu, Denmark, French, Australia, Philipine, New York, Papua New Guinea)	34	9.6

Reliability Test

The reliability of a measure indicates the stability and consistency with which the instrument measures the concept and helps to assess the 'goodness' of a measure (Cavana, Delahaye & Sekaran, 2001). All the constructs were tested for the consistency reliability of the items within the constructs by using the Cronbach Alpha reliability analysis. In Table 2, the results indicated that the Cronbach alpha for the two constructs were well above 0.7 as recommended by Cavana, *et. al*. (2001). Cronbach alpha for the construct "overall service provided by the organizers of The Sarawak Rainforest InterHash 2010" is 0.869 and "tourist revisit intention" is 0.749. In conclusion, the results showed that the scores of the Cronbach alpha for all the constructs used in this research exceeded the preferable scores of 0.70 and this indicated that the measurement scales of the constructs were stable and consistent.

Table 2. Reliability Analysis

Construct	Items	Alpha Coefficient
Overall services provided by the organizers of the The Sarawak Rainforest InterHash 2010	Interhash programme Entertainment Logistics Help desk/secretariat/information First Aid	0.869
Tourist Revisit Intention	Places of interest Accommodation Accessibility into Sarawak Cost	0.749

Regression Analysis

A simple regression analysis was conducted to test all the six hypotheses separately. The result is presented in Table 3, 4, 5, 6, 7 and 8.

Table 3. Overall Services Provided by the Organizer of the The Sarawak Rainforest InterHash 2010 and Tourist Revisit Intention

Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.106	0.718	0.313	15.461	0.000
	Overall Services Provided	0.220	0.045		4.909	0.000

Notes: R = 31.3 per cent; *R Square* = 9.8 per cent; *Adjusted R Square* = 9.4 per cent
F = 24.098; *p* = 0.000 ($p<0.05$)
Dependent Variable: Tourist Revisit Intention; Independent Variable: Overall services provided by the organizer of The Sarawak Rainforest InterHash 2010. The services provided include interhash programme, entertainment, logistics, help desk/secretariat/information, and first aid.

To assess the relationship between the overall services provided by the organizer of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention, a bivariate regression analysis was used. The result in Table 3 shows that overall services provided by the organizer of The Sarawak Rainforest InterHash 2010 is positively and significantly affects tourist revisit intention because the p value of the t-test (p = 0.000) is less than the alpha value of 0.05 and the unstandardized coefficient is 0.220. Therefore, hypothesis 1 was accepted. The value of R square (0.098) implies that the overall service provided by the organizer of The Sarawak Rainforest InterHash 2010 explained about 9.8 % of the total variation in tourist revisit intention.

Table 4. Interhash Programme and Tourist Revisit Intention

Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.214	0.646		18.898	0.000
	Interhash Programme	0.7000	0.188	0.242	3.720	0.000

Notes: R = 24.2 per cent; *R Square* = 5.9 per cent; *Adjusted R Square* = 5.4 per cent
F = 13.838; p = 0.000 (p<0.05);
Dependent Variable: Tourist Revisit Intention; Independent Variable: Interhash programme

To assess the relationship between the interhash programme provided by the organizer of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention, a bivariate regression analysis was used. The result in Table 4 shows that the interhash programme provided by the organizer of The Sarawak Rainforest InterHash 2010 is positively and significantly affects tourist revisit intention because the p value of the t-test (p = 0.000) is less than the alpha value of 0.05 and the unstandardized coefficient is 0.7000. Therefore, hypothesis 2 was accepted. The value of R square (0.059) implies that the interhash programme provided by the organizers of The Sarawak Rainforest InterHash 2010 explained about 5.9 % of the total variation in tourist revisit intention.

Table 5. Entertainment and Tourist Revisit Intention

Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.285	0.637		19.275	0.000
	Entertainment	0.728	0.199	0.239	3.661	0.000

Notes: R = 23.9 per cent; *R Square* = 5.7 per cent; *Adjusted R Square* = 5.3 per cent
F = 13.403; p = 0.000 (p<0.05);
Dependent Variable: Tourist Revisit Intention; Independent Variable: Entertainment

To assess the relationship between the entertainment provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention, a bivariate regression analysis was used. The result in Table 5 shows that the entertainment provided by the organizer of The Sarawak Rainforest InterHash 2010 is positively and significantly affects tourist revisit intention because the p value of the t-test (p= 0.000) is less than the alpha value of 0.05 and the unstandardized coefficient is 0.728. Therefore, hypothesis 3 was accepted. The value of R square (0.057) implies that the entertainment provided by the organizer of The Sarawak Rainforest InterHash 2010 explained about 5.7 % of the total variation in tourist revisit intention.

Table 6. Logistics and Tourist Revisit Intention

Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.192	0.530		24.869	0.000
	Logistics	0.478	0.179	0.177	2.673	0.008

Notes: R = 17.7 per cent; *R Square* = 3.1 per cent; *Adjusted R Square* = 2.7 per cent
F = 7.144; *p* = 0.008 (*p*<0.05);
Dependent Variable: Tourist Revisit Intention; Independent Variable: Logistics

To assess the relationship between the logistics provided by the organizers of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention, a bivariate regression analysis was used. The result in Table 6 shows that the logisitcs provided by the organizer of The Sarawak Rainforest InterHash 2010 is positively and significantly affects tourist revisit intention because the p value of the t-test (*p* = 0.008) is less than the alpha value of 0.05 and the unstandardized coefficient is 0.478. Therefore, hypothesis 4 was accepted. The value of R square (0.031) implies that the logistics provided by the organizer of The Sarawak Rainforest InterHash 2010 explained about 3.1 % of the total variation in tourist revisit intention.

Table 7. Help Desk/Secretariat/Information and Tourist Revisit Intention

Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.434	0.535		23.254	0.000
	Help desk / Secretariat / Information	0.665	0.160	0.268	4.149	0.000

Notes: R = 26.8 per cent; *R Square* = 7.2 per cent; *Adjusted R Square* = 6.8 per cent
F = 17.215; *p* = 0.000 (*p*<0.05);
Dependent Variable: Tourist Revisit Intention; Independent Variable: Help desk / Secretariat / Information

To assess the relationship between the help desk/secretariat/information provided by the organizer of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention, a bivariate regression analysis was used. The result in Table 7 shows that the help desk/secretariat/information provided by the organizer of The Sarawak Rainforest InterHash 2010 is positively and significantly affects tourist revisit intention because the p value of the t-test (*p* = 0.000) is less than the alpha value of 0.05 and the unstandardized coefficient is 0.665. Therefore, hypothesis 5 was accepted. The value of R square (0.072) implies that the help desk/secretariat/information provided by the organizer of The Sarawak Rainforest InterHash 2010 explained about 7.2% of the total variation in tourist revisit intention.

Table 8. First Aid and Tourist Revisit Intention

Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.325	0.642		17.630	0.000
	First aid	0.976	0.188	0.328	5.177	0.000

Note: *R* = 32.8 per cent; *R Square* = 10.8 per cent; *Adjusted R Square* = 10.4 per cent
F = 26.804; *p* = 0.000 (p<0.05);
Dependent Variable: Tourist Revisit Intention; Independent Variable: First Aid

To assess the relationship between the first aid provided by the organizer of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention, a bivariate regression analysis was used. The result in Table 8 shows that the first aid provided by the organizers of The Sarawak Rainforest InterHash 2010 is positively and significantly affects tourist revisit intention because the p value of the t-test (p = 0.000) is less than the alpha value of 0.05 and the unstandardized coefficient is 0.976. Therefore, hypothesis 6 was accepted. The value of R square (0.108) implies that the first aid provided by the organizer of The Sarawak Rainforest InterHash 2010 explained about 10.8% of the total variation in tourist revisit intention.

Conclusion

Conclusion of Hypothesis Testing

The research findings conclude the following tested hypotheses as indicated in Table 9.

Table 9. Summary of Hypotheses Testing

No.	Hypotheses	Finding
H1	There is a relationship between the overall services provided by the organizer of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.	Supported
H2	There is a relationship between the Interhash programme provided by the organizer of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.	Supported
H3	There is a relationship between entertainment provided by the organizer of the Sarawak Rainforest InterHash 2010 and the tourist revisit intention.	Supported
H4	There is a relationship between logistics provided by the organizer of the Sarawak Rainforest InterHash 2010 and the tourist revisit intention.	Supported
H5	There is a relationship between help desk/secretariat/information provided by the organizer of The Sarawak Rainforest InterHash 2010 and the tourist revisit intention.	Supported
H6	There is a relationship between first aid provided by the organizer of the Sarawak Rainforest InterHash 2010 and the tourist revisit intention.	Supported

Implications of Research Findings

The research findings do provide some managerial insights and feedback for the organizers of event management. Organizers should look into various strategies how to improve the content of the event programme, enrich the entertainment services, provide reliable and comprehensive logistics services, maintain high quality and responsive help desk/secretariat/information services, and lastly to develop a dedicated first aid team to provide comprehensive health care services to the tourists or participants in the future event. These efforts will ultimately increase the customer satisfaction and also lead to the high tourist revisit rate.

Limitations of Research

Although the research findings provide some new insights to researchers, these findings should be viewed in light of some limitations. The study is based on cross-sectional data that is only able to reveal the net effect of predictor variable towards a particular criterion variable at a specific point in time (Cavana, *et. al*., 2001). Due to the inherent limitation of cross-sectional study, the research findings are not able to "explain why the observed patterns are there" (Easterby-Smith, Thorpe and Lowe, 2003, p.p.45). In other words, this research is not able to describe satisfactorily the observed changes in pattern and the causality of the tourist revisit intention. In addition, the limited independent variables that were selected in the study will restrict the explanation of the variation of the tourist revisit intention.

Recommendations for Further Research

Due to the limitations of this research, two recommendations are suggested for the purpose of enhancing the study of the tourist revisit intention. Psychological judgment will change over time. Therefore, cross-sectional study may not be able to capture the observed changes in patterns and the causality of the tourist revisit intention (Easterby-Smith, et. al., 2003). Longitudinal study is recommended in the future research in order to help researchers identify the cause and effect relationships among the various constructs (Cavana, *et. al.,* 2001). Besides, it is also suggested to broaden the research setting by incorporating more independent variables in the study. These efforts may able to enhance the validity and generalization of the research finding.

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Repeat Visitation and Diversification of Tourism Attractions

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Research has shown that it would be extremely important for any destination to develop customer retention, and repeat visitation has become more crucial in relationship marketing as the competition in tourism industry is very intense. In recent years, customer retention has been acknowledged as a favorable strategy and has been investigated from different perspectives, but research findings about repeat visitation phenomenon are not conclusive. Thus, this paper examines repeat visitation as an indicator of loyalty in tourist destination that is strongly affected by destination attributes. Based on preliminary findings of a survey that was conducted on foreign tourists to Penang island, this paper argues that diversification of attractions appears to be one of the necessary conditions for explaining repeat visitations, and this has direct implications for future choice process.

Key words: repeat visitation, loyalty, relationship marketing, diversification of attraction

Introduction

Travel and tourism is one of the important industries that "will continue to generate GDP and jobs across the world economy" (Hui et al., 2007, p. 965). This value of contributions is highlighted in marketing studies by many researchers (e.g. Roe& Urquhqrt, 2001; Okello & Yerian, 2009). In their discussion, Kaur (2006) in Yusof et al. (2010, P. 184) points that "tourism industry was not regarded as an important economic activity in Malaysia up until the 1970s, but recently the tourism sector has ranked second in generating foreign exchange after the oil and gas industry."

Taking this important issue a step further in competitive market, Dwyer et al. (2009, p.1) assert that "the coming decade and a half will see major shifts in the leisure and tourism environment reflecting changing consumer values, political forces, environmental changes and the explosive growth of information and communication technology." The acceptance of this premise has resulted in a stream of marketing studies focusing on attracting tourists as well as building long–term relationship with them to achieve economic benefits, competitive advantage, and repeat visitation. That is called relationship marketing.

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Repeat visitation is an indicator of loyalty (Chi & Qu, 2008) which is "a primary goal of relationship marketing" (Boonajsevee 2005, p.13). Jang and Feng (2007, P. 580) argue that "to understand why travelers make repeat visits, many studies have focused on the antecedents of destination revisit intention in recent years." They point to the major antecedents of revisit that are emphasized in many studies including *satisfaction* (e.g. Yuksel, 2001), *perceived value* (e.g. Petrick et al., 2001), *quality related constructs* (e.g. Frochot & Hughes, 2000), *image* (e.g. Milman &Pizam, 1995), *past vacation experience* (e.g. Kozak, 2001), *cultural difference* (e.g. Reisinger & Turner, 1998), *safety* (e.g. Chen & Gursoy, 2001), and *attachment* (e.g. petrick, 2004).

This article considers *satisfaction* as the major antecedents of revisit. The main purpose of this paper is to examine the level of international tourists' satisfaction on Penang's attractions as well as the role of diversification of attractions in future revisit intention. First, the paper presents a brief review of literature concerning relationship marketing with the focus on customer satisfaction. Subsequently, it outlines the research method, findings and ends with conclusion.

Literature Review on Relationship Marketing

Berry (2000, p. 149) asserts that "until recently, marketing's focus was *acquiring* customers. Formally marketing to existing customers to secure their loyalty was neither a top priority of most businesses nor a research interest of marketing academics." He claims "the phrase *relationship marketing* appeared in the service marketing literature for the first time in a paper I published in 1983" (ibid, p. 150). He defined relationship marketing (RM) as "attracting, maintaining and – in multi-service organizations- enhancing customer relationships" (Berry, 1983, p.25).

In 2005, Flambard-Ruaud declares that "relationship marketing as a philosophy and a set of practices is now widely accepted by both academics and practitioners" (p.53). It is acknowledged by many studies that the focus of relationship marketing is elaborating on long-term relationships and improving corporate performance through customer loyalty and customer retention (e.g. CRM Today, 2007). In words of Flambard-Ruaud (2005), "globalization of markets, competitive pressure, brand multiplication and, above all, the ever-changing lifestyles and consumer behaviour have forced companies to develop strategies to keep their clients and create consumer loyalty programmes and thus carry out relationship marketing" (ibid, p.55).

Presenting a comprehensive view, "relationship marketing as a competitive strategy aimed at the creation, maintenance and development of successful relationship with customers is currently considered a management approach to cover all marketing activities and generate important advantages in its implementation, both in firms and for customers" (Casielles et.al. 2005, p.83). Several significant studies have emphasized that relationship marketing represents a strategy for achieving a definite, obvious, and sustainable competitive advantages (e.g. Robertset al., 2003).
Concerning RM in tourism destination, Mostafavi Shirazi & Mat Som (2010, p.48) argue that "RM can be regarded as an apt strategy and a coherent approach to building a continuing relationship among all key elements (e.g. stakeholders, host community, tourists) in the tourism destination to gain a competitive advantage." Continuing the theme of RM, Boonajesevee (2005, p. 13) assert that "loyalty is a primary goal of relationship marketing and sometimes even equated with the relationship marketing concept itself." Many of recent tourism destination studies have acknowledged that

repeat visitation and recommendation to other people are both signs of loyalty (e.g. Bigne et al., 2001; Chen& Gursoy, 2001; Cai et al., 2003; Niininen et al., 2004). As mentioned earlier, satisfaction has been recognized as a major antecedent of revisit by many researchers.

Tourist Satisfaction

Recent researches on revisit intention have focused on satisfaction as one of the most important antecedents of loyalty (e.g. Bigne et al., 2001; Bowen, 2001; White & Yu, 2005). In words of Carmen & Camarero (2007, p.528) "it has been suggested that tourist satisfaction affects the intensification of the visit, this being understood as an interest or motivation on the part of the visitor." Regarding tourism destination, several recent studies have found strong relationship between satisfaction, loyalty and intention to revisit (Yoon & Usal, 2005; Chen & Tasi, 2007; Awadzi & Panda 2007). On the subject of the crucial affect of satisfaction in short and long –term revisit intentions in tourism destination, Chen and Tasi (2007) argue that a key consequence of tourist satisfaction will affect on upcoming tourist intention is loyalty to the destination.

From marketing view point, as Hudson et al. (2007, p.55) rightly point out "a marketing philosophy that helps explain why marketers should pursue relationship marketing is what Kotler called the marketing concept, which that states that the best way to achieve an organization's objectives is through satisfaction of its customer." While much of the above mentioned issues sound positive influence of satisfaction on revisit intention, a few recent studies(e.g. Bigne et al. , 2009) discussed that, in competitive market, even satisfied customer may switch to rival because of the opportunities to achieve better results (e.g. Jones and Sasser, 1995) or perceive more attractive options (Andreassen and Levik, 1999). In 2006, Um et al. in their seminal work concluded that satisfaction was insignificant in affecting revisit intention to Hong Kong for European and North America tourists. They mention that "to retain tourists as repeaters, marketing efforts should provide diverse opportunities to experience Hong Kong in many different ways" (ibid, p.1155). In short, from management perspective, Yen-Lun Su (2004, p. 399) argue that "the purpose of measuring customer satisfaction is to assess the quality of the existing management practices and identify directions for improvement".

Research Method

The primary data was collected using a questionnaire with closed questions for the purpose of measuring the level of foreign tourists' satisfaction on Penang's attractions. Questions covered the importance of and satisfaction with Penang's attractions and visitors, characteristics. The respondents were asked to rate their satisfaction with attractions along a 5–point Likert scale with 1 being *strongly dissatisfied* and 5 being *strongly satisfied.* In tourism studies, performance analysis (IPA) technique has been used by researchers in a many areas and has confirmed to be a valuable managerial tool (Zhang & Chow, 2004). A 5-point scale ranging from *not important* (1) to *strongly important* (5) was structured to measure the importance of attractions in deciding repeat visitation or recommending Penang to others. This paper presents preliminary findings based on one hundred twenty three foreign tourists that were surveyed in Penang.

Preliminary Research Findings

Demographic characteristics of the foreign visitors were investigated with regards to their nationality, gender, age, marital status, education, income and profession. The socio demographic profile of the respondents is presented in Table 1.

Table 1. Demographic profiles of foreign respondents

Variable	Percentage
Nationality	
North America	2.4
Europe	56.1
Asia	17.9
Australia & New Zealand	21.1
Gender	
Female	54.5
Male	43.9
Age	
Below 20	13.8
21-30	21.1
31-40	27.6
41-50	20.3
51-60	10.6
Over 60	4.9
Marital status	
Single	35.0
Married	53.7
Widowed	1.6
Divorced	7.3
Education level	
High school	26.8
Diploma	15.4
Degree	26.0
Master	21.1
PhD	5.7
Others	2.4
Monthly income	
Less than US $ 1000	12.2
$ 1000 – 1999	13.0
$ 2000 – 2999	16.3
$ 3000 – 3999	12.2
$ 4000 – 4999	6.5
Over 5000	24.4
Occupation	
Student	20.3
Professional	22.0
Academic	8.1
Self-employed	8.1
Retired	3.3
Home maker/housewife	7.3
Businessperson	4.9
Others	22.7

According to Oppermann (2000) in Yoon & Yusal (2005, P. 45) “the degree of tourists’ loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendation to others.” Based on data analysis, 76.4% of respondents had visited Penang for the first time and 23.6 % of them had repeat visitation (see Table 1). Since satisfaction was introduced as an antecedent of loyalty, the respondents were examined on this topic. Table 2 illustrates the level of their satisfaction as well as the frequency and mean for all attractions. “Variety of food” was the most important factor for tourists that visited Penang as it yielded 4.08 mean values. “Variety of special events/festivals” was the least important factor for international tourists who visited Penang.

Table 2. Level of foreign tourist satisfaction of Penang’s attractions

Statement	Strongly Satisfy	Satisfy	Neutral	dissatisfy	Strongly dissatisfy	Mean	S.D
Variety of natural attractions	8.9	50.4	30.1	6.5	0.8	3.50	1.00
Variety of cultural attractions	14.6	48.6	27.6	3.3	0.8	3.55	1.16
Variety of built attraction	13.0	42.3	30.1	7.3	2.4	3.41	1.18
Variety of special events/festivals	6.5	20.3	45.5	13.8	4.1	2.82	1.27
Variety of entertainment	7.3	34.1	29.3	12.2	7.3	2.93	1.39
Variety of food	50.4	27.6	12.2	1.6	5.7	4.08	1.26

Analysis of variance (ANOVA) was conducted to identify statistically significance between attractions in the destination and recommendation to revisit Penang ($p < 0.005$). The result of one way ANOVA (Table 3) revealed the relevance between four factors and recommendation to revisit. Those factors were “variety of natural attractions”, “variety of cultural attractions”, “variety of built attractions” and “variety of entertainments”. This is significant because the result of P value is less than 0.05, and there are no statistically significant among other attraction factors, due to P value greater than 0.05.

Table 3. The result of One way ANOVA on Destination Attractions

Dimension	Sum of Squares	Mean square	F Value	P Value
Variety of natural attractions	1.459 306.970 308.429	3.291 .929	**3.544**	**0.009**
Variety of cultural attraction	2.638 276.077 278.715	4.062 1.256	**3.235**	**0.015**
Variety of built attractions	.024 221.654 221.679	3.287 1.328	**2.475**	**0.04**
Variety of events or festivals	1.575 199.091 200.667	2.156 1.605	**1.343**	**0.258**
Variety of entertainments	.058 245.594 245.652	5.270 1.824	**2.889**	**0.025**
Variety of food		1.993 1.587	**1.256**	**0.291**

Conclusion

It can be concluded that repeat visitation or recommendation to others have fundamental relationships with diversification of attractions. In the literature, although it has been recognized that repeat visitation and recommendation to others are important indicators of destination loyalty, little has been done to investigate its influential factors. This study confirmed the existence of the significant relationship between "variety of natural attractions", "variety of cultural attractions", "variety of built attractions", "variety of entertainment" and intention to revisit or recommendation. This finding proposes that it would be valuable for destination managers to consider developing a wide range of attraction products in order to attain repeat visitation or recommendation. As mentioned earlier, some of the previous studies have shown that revisit is positively influenced by satisfaction, and this research demonstrates that diversification of attractions in destination also has an important influence on repeat visitation.

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Holiday Satisfaction: Segmentation of International Visitors in Pahang, Malaysia

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This study utilized the holiday satisfaction model of Tribe and Snaith to assess the holiday satisfaction of international visitors to the state of Pahang, Malaysia. The gap between tourists' expectations and experiences, in terms of various destination attributes, was measured. This study examined 51 destination variables, categorized into six groups, namely, accessibility, accommodation, tourist amenities, tourist activities, food/meal, and tourism attractions. The results were drawn from a questionnaire survey involving 130 international visitors who visited Pahang between March and April 2010. The respondents, categorized based on the mode of travel, were identified and interviewed (through questionnaires) to determine differences in experiences and satisfaction levels of the various segments of international travelers who visited the study areas. The data, analyzed quantitatively using matrices, showed the mean scores of expectations, which were plotted against experience in a two-dimensional axis for positive and negative attributes. The significance of the results was determined using paired t-test in the scale of 1:1000. The findings provide Pahang's service providers with insights on the perceptions and satisfaction levels of international visitors, and help develop recommendations for the improvement of strategies in future tourism development action plans, which will ultimately result in high-quality tourism services.

Key words: holiday satisfaction, segmentation, international visitors, Pahang

Introduction

Pahang, the largest east coast state in Peninsular Malaysia, has diversified its tourism industry by introducing new tourism products, such as Kuala Gandah Elephant Sanctuary and Bukit Gambang Water Park. These developments have been influenced by the increasing popularity of Malaysia, which is among the most competitive and fastest growing tourism destinations in Southeast Asia, as demonstrated by its growing number of international tourists. There are numerous attractions in Pahang, and these attractions can be categorized as natural, cultural and heritage, and man-made attractions. The most famous natural attractions in Pahang include Tioman

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Island, which has been voted as one of the most beautiful islands in the world; Cherating, a coastal destination popular among budget travelers; and Taman Negara, known as Malaysia's premier national park. Genting Highland, which is an amusement theme resort, is the most popular man-made attraction in Pahang. Meanwhile, Muzium Sungai Lembing is considered a cultural and heritage attraction. Pahang is one of the Malaysian states that receive millions of tourists annually. Fraser's Hill Development Corporation (2008) reported that tourist arrivals to Pahang reached 10.4 million in 2007, registering a 30% increase from the previous year's 8 million tourist arrivals. The major markets for Pahang include Singapore (1,459,845), China (859,220), Hong Kong (414,862), India (329,964), Indonesia (295,413), Taiwan (155,369), and Thailand (128,116). This paper aims to measure holiday satisfaction among tourists who have visited Pahang recently. Specifically, this study aims to:

1. measure the gap between tourist expectations and experiences in Pahang, Malaysia;
2. determine the levels of tourist satisfaction using the holiday satisfaction (HOLSAT) model; and
3. recommend improvement strategies that should be emphasized in tourism development action plans, to provide better services for future tourists.

Literature Review

Tourist Expectation vs. Destination Experience

Tourist travel expectations on particular destinations vary for many reasons. Tourists do not visit destinations that have nothing to offer. It is then important for a destination to offer highly diversified and value-added tourism products for the enjoyment of tourists. A successful site attraction or destination requires a critical mass of compatible products, which have market viability and appeal (Pearlman, 1989). Therefore, destinations must compete with each other in attracting travelers, and they can do this by emphasizing the experiences they offer. Experience, however, is more difficult to produce and manage compared with other products because it involves many different elements, and the participation or role of tourists in the experience is very critical (Ritchie and Crouch, 2003).

Laws (1995) argued that consumers are likely to make comparisons regarding the facilities, attractions, and service standards of destinations. Generally, "the choice of a particular good or service is the result of a comparison of its perceived attributes with the person's set of preferences" (Fishbein and Ahjen, 1975 as cited in Laws, 1995, p. 113). Pritchard and Havitz (2006) later claimed that tourists are more likely to give positive ratings to destinations they visit if their expectations were met. Mayo and Jarvis (1981) argued that a consumer selects a destination among alternatives and evaluates each alternative considering its potential to serve the benefits he/she is looking for. However, Laws (1991) stressed that each tourist has the opportunity and freedom to choose among a set of destinations.

Different factors may affect destination choices. Telisman-Kosuta (1989) asserted that tourist decisions are determined by two factors: (1) the destination's potential for performance; and (2) the perception of its personality or image. Therefore, a destination must be able to offer an overall attractiveness and quality experiences that are better than those provided by alternative destinations, to sustain its good image and attract more tourists.

Tourist Satisfaction

Evaluating satisfaction is a changing process because the features of satisfaction change from time to time, from one person to another, from one service to another service(s), and from one company to another. This characteristic makes it important to find valid definitions for this concept. Therefore, the study of customer satisfaction should start with knowing the factors that affect satisfaction and the extent to which these factors are important in raising satisfaction levels. Many studies have suggested that customer satisfaction is a by-product of the confirmation or positive disconfirmation of expectations and that customer dissatisfaction is a by-product of the negative disconfirmation of expectations (Olshavsky & Miller, 1972; Olson & Dover, 1976; Oliver, 1980; Day, 1984). Tourist experience and expectation are the two main factors that influence satisfaction. The balance between tourist expectations and real experiences influences tourist satisfaction, and the satisfaction level is primarily influenced by factors, such as tourism environment, activities, and psychological experiences (Xie, Qiu, Chen, & Song, 2007). Woodside, Frey, and Daly (1989) added that satisfaction is generally recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it. Bryant, Kent, Lindenberger, and Schreihe (1998), and Ganesh, Arnold, and Reynolds (2000) also suggested that when satisfactions are met, or when performance actually exceeds expectations, a customer experiences positive confirmation, feels satisfied, and reinforces his/her willingness to use the product again. Similarly, Pizam, Neumann, and Reichel (1978) defined tourist satisfaction as the result of the comparison between a tourist's experience in a destination and his/her expectations. On the other hand, Churchill and Surprenant (1982) claimed that customer satisfaction determinants differ between goods offerings and service encounters. Studies have also shown an interaction between product and service activity in achieving customer satisfaction (Bearden & Teel, 1983; Cadotte, Woodruff & Jenkins, 1987; Oliver & DeSarbo, 1988). There are indeed many techniques and considerations in measuring tourist satisfaction. Tourist experience and expectation were used in the HOLSAT model as factors determining tourist satisfaction.

Research Methodology

This study employs a questionnaire survey for primary data collection. The survey was conducted in the main attractions of Pahang. The questionnaire is divided into three sections, namely, demographic background, travel patterns, and expectation vs experience. The 5-point Likert Scale was used in asking respondents to identify the level of agreement of their expectations on and experiences in tourist attractions. The scale ranged from 1 (strongly disagree) to 5 (strongly agree), with a neutral position at the middle and 0 for "not applicable" answers. Three methods were used in distributing the questionnaires: (1) face to face basis, (2) mailing the questionnaire to selected attractions, and (3) using an online questionnaire located at http://www.hbp.usm.my/tourism/tvs/default.htm.

The sample size for this study was determined based on tourist arrivals (international) to Pahang in 2007. The sample included 130 participants, 56.9% males and 43.1% females. The international tourists were from Asia (56.9%), Europe (32.3%), Oceania (10%), and Africa (0.8%). The biggest age group consisted of respondents aged 26 to 35 years (36.9%), followed by group age 36 to 45 years (26.9%). There were more married travelers (50.8%) than single travelers (46.9%).

Majority of the respondents obtained tertiary education (71.5%) and worked in the business sector (24.6%), whereas 21.5% were students.

Responses from the survey were entered and encoded into the SPSS program. The results were analyzed using descriptive and cross-tabulation methods. The HOLSAT model was used in the next stage to identify the level of satisfaction among international tourists to Pahang. This model uses the score of mean differences between experience and expectation as a base to justify the level of satisfaction. A t-test was used to justify the validity of the scores (experience minus expectation) at 1:1000 level.

Findings on Tourist Market Segmentation from HOLSAT

Positive Attributes for the International Tourist Group

Figure 1 show the positive attributes plotted on the "win" side. This indicates that the international holidaymakers to Pahang are satisfied with their trips because the mean of difference between experience and expectation is positive. The farther the attribute points are from the "draw" line, the greater is the gain of satisfaction for the particular attributes (Table 1). The results of the t-test reveal that 2 out of 38 attributes are not significant, with significance values (Sig) greater than 0.001. These attributes are Attribute 27 (*I am able to visit museums, art galleries, and historical sites)* and Attribute 33 (*This destination has a variety of nightlife).* Only 31 attributes, among the remaining 36, are statistically significant (Sig < 0.001), with recorded t values at >6. Attribute 22 (*Availability of brochures in my own language;* mean of difference=1.71) and Attribute 38 (*There is a variety of tourism products to buy;* mean of difference=1.27) show the highest satisfaction levels.

Negative Attributes for the International Tourist Group

Figure 2 shows that 12 out of the 13 negative attributes are plotted on the "loss" side, and only one attribute is plotted on the "win" side. This explains that international tourists to Pahang confirm their dissatisfaction in terms of Attributes 39–50 (Table 2), and their satisfaction on the condition that there are no beggars in tourist attractions [considered as a disconfirmation of Statement 51 *(There are many beggars at attractions)*].

The farther the attribute points are from the "draw" line on the "loss" side, the greater is the gain of dissatisfaction of international tourists for the particular attributes. Five attributes indicate a greater level of dissatisfaction: Attribute 39 (*Communication in English is poor*; mean of difference=0.76), Attribute 42 (*There is a lack of clean public toilets in the destination*; mean of difference=0.71), Attribute 43 (*Sign posts, in English/Bahasa, in attractions and facilities are misleading and difficult to find*; mean of difference=0.65), Attribute 48 (*Food preparation is untidy and dirty*; mean of difference=0.64), and Attribute 50 (*The attractions are often crowded*; mean of difference=0.58). The results of the t-test reveal that 8 out of 13 negative attributes are significant, with significance levels of less than 0.001. Only one (Attribute 51) among the eight attributes indicate tourist satisfaction.

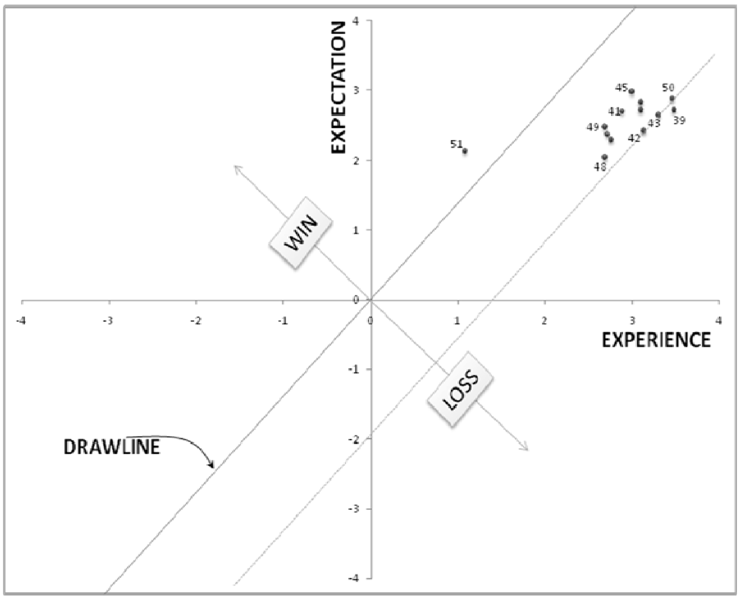

Figure 1. Expectation/Experience matrix of positive attributes for the international tourist group

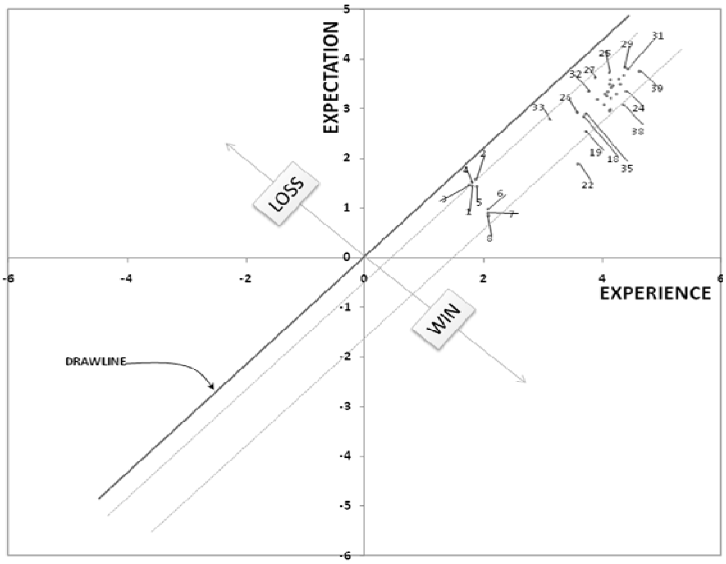

Figure 2. Expectation/Experience matrix of negative attributes for the international tourist group

Market Segmentation (*Travel Mod)*

1) Package Tour Group

Positive Attributes for the Package Tour Group

International package tour group tourists are satisfied in terms of the 38 positive attributes. The positive attributes exhibit positive values (after deducting expectation from experience). Satisfaction is gained based on the attributes plotted on the "win" side of the HOLSAT graph. This indicates that the experience of tourists exceeds the expectations of package tour group tourists. T-tests were applied on all the attributes, and the results show that only 1 out of 38 attributes shows an insignificant score of mean difference at 1:1000 level. A t-test was used to assess the validity of the results (on all attributes).

Negative Attributes for the Package Tour Group

The results on the negative attributes for the international package tour group show that only one attribute leads to satisfaction, Attribute 50 *(There are many beggars at the attraction site)*. The other 37 attributes are plotted on the loss side, indicating dissatisfaction among tourists in the package tour group because of the values for each attribute exhibit the positive sign. A t-test was used to assess the validity of the results. Attribute 50 is indeed significant at 1:1000 levels.

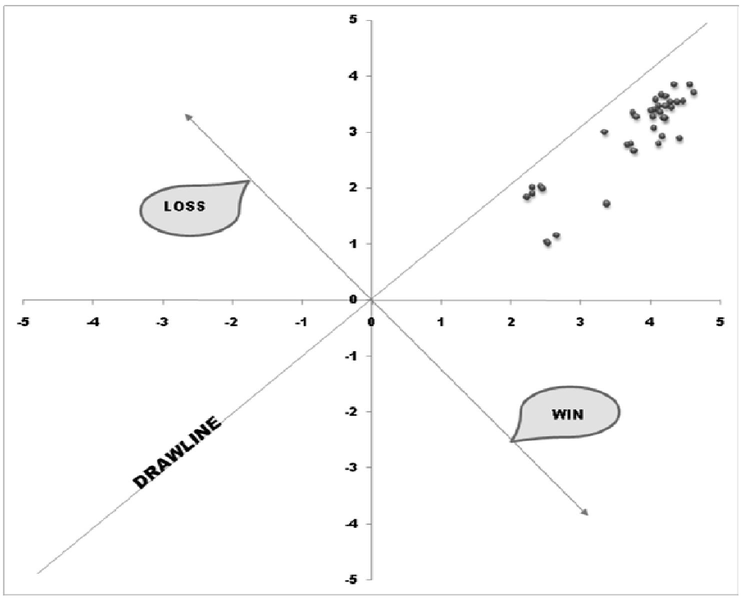

Figure 3. Expectation/Experience matrix of positive attributes for the package tour group

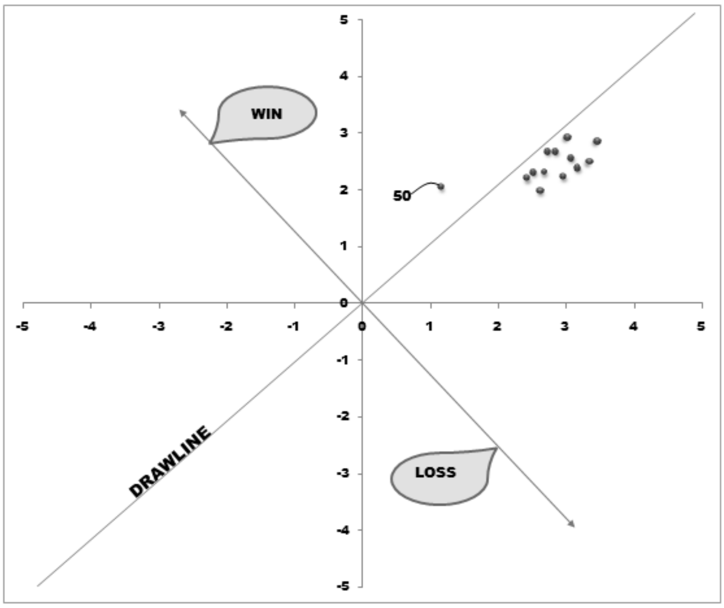

Figure 4. Expectation/Experience matrix of negative attributes for the package tour group

2) Free and Independent Tourist Group

Positive Attributes for the Package Tour Group

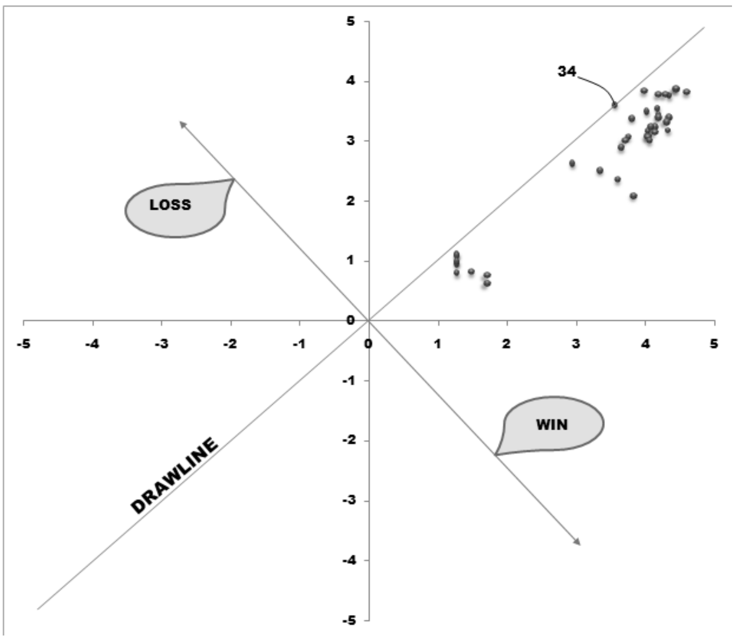

Figure 5. Expectation/Experience matrix of positive attributes for the free and independent tourist group

The results for the free and independent tourist group show that the tourists from this group are satisfied in terms of the 37 attributes and dissatisfied with only 1 attribute, specifically Attribute 34 *(I am able to visit museums, art galleries, and historical sites)*. In the HOLSAT analysis, the satisfaction level is met when the mean difference between experience and expectation is positive. This is plotted on the "win" side of the graph. The t-test, used to assess the validity of the results, show that 10 out of the 38 attributes show insignificant scores at 1:1000 level.

Negative Attributes for the Package Tour Group

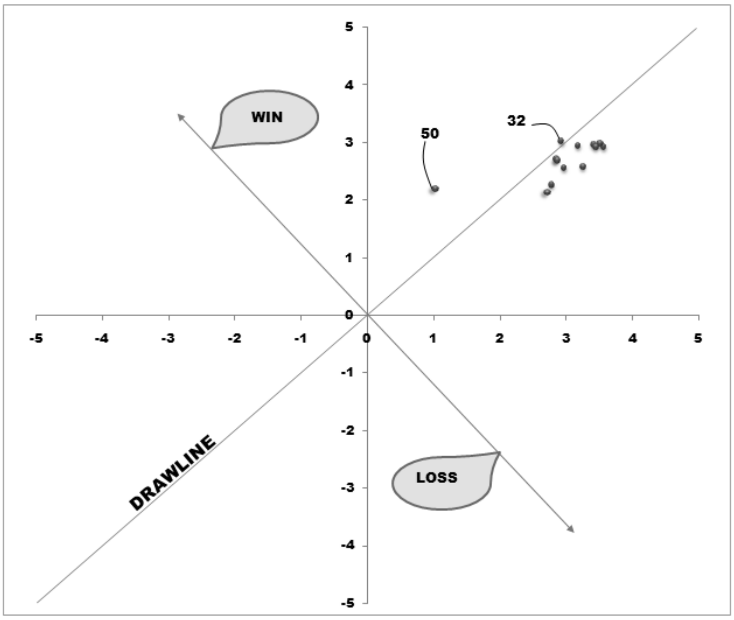

Figure 6: Expectation/Experience matrix of negative attributes for the free and independent tourist group

The negative attributes for the free and independent tourist group show slightly different results. The tourists from this group are satisfied with two attributes, namely, Attributes 32 and 50. The mean differences between experience and expectation for these two attributes are positive. These attributes are also plotted on the "win" side of the HOLSAT model graph. The t-test for validity reveals that Attribute 50 has a significant score value at 1:1000 level, whereas Attribute 32 has an insignificant score value (0.513).

Conclusion and Recommendations

This study aims to determine the level of holiday satisfaction of international and domestic tourists to Pahang by measuring the gap between their expectations and experiences in terms of positive and negative destination attributes. The findings demonstrate the usefulness of the HOLSAT model in three aspects: (1) this study identifies tourists' sense of satisfaction or dissatisfaction in terms of the various attributes of Pahang as a holiday destination; (2) this study provides insights on how Pahang is perceived as a holiday destination by international and domestic tourists; and (3) this study provides a better approach to the understanding of tourist behavior vis-à-vis Pahang, based on the results of the comparison between expectations and experiences. The results of this study may assist local tourism authorities, destination managers, and tourism players in providing better services and infrastructure for future tourists to Pahang, based on tourists' perceptions, satisfaction levels, and needs. Overall, tourists are satisfied with the positive attributes and dissatisfied with most of the negative attributes. Two dissatisfaction attributes have high scores: Attribute 14 *(Communication in English is poor)* and Attribute 24 *(There is a lack of clean public* *toilets in the destination)*. Tourism local authorities, destination managers, and tourism players should therefore pay more attention to these issues to maintain tourist arrivals in key destinations. Basic infrastructures, such as toilets, should be provided and adequately maintained so that tourists will not encounter problems when using them. Tourist-related businesses, service providers, and the local government should ensure that tourists to Pahang always have satisfactory experiences during their visits.

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Appendices

Table 1. Summary of results from survey questionnaire (for international tourists group)

	Positive Attributes	N	Expt	Exp	Exp-Expt	T-Test	
			Y	X		t	SIG
1	The arrival airport would be modern and efficient	130	1.44	1.81	0.37	-4.77	0
2	Immigration officials at the port of entry are courteous and friendly	130	1.58	1.87	0.29	-5.78	0
3	Check-in/check-out at this destination airport is fast and efficient	130	1.46	1.76	0.3	-4.42	0
4	Information for tourist at the point of entry is available and efficient	130	1.52	1.8	0.28	-4.29	0
5	Travelling between the airport and the place of stay is secure and fast	130	1.42	1.89	0.47	-6.25	0
6	Local transport services is comfortable and satisfying	130	0.98	2.08	1.1	-7.34	0
7	Taxi/bus fare is reasonable	130	0.89	2.08	1.19	-7.92	0
8	A bicycle/motorcycle/car rental is available with reasonable fare	130	0.83	2.09	1.26	-8.32	0
9	The destination would be safe and secure for tourist whilst travelling/walking	130	3.08	4.03	0.95	-15.72	0
10	This destination is accessible	130	3.29	4.24	0.95	-14.79	0
11	I would be able to find an accommodation easily	130	3.21	4.14	0.93	-10.99	0
12	Check-in and check-out at the accommodation (front desk) is fast and efficient	130	3.25	4.07	0.82	-10.41	0
13	The hotel staffs are friendly and courteous	130	3.46	4.18	0.72	-10.6	0
14	The accommodation is clean and comfortable	130	3.34	4.09	0.75	-9.06	0
15	The room have quality furnishings	130	3.59	4.28	0.69	-9.79	0
16	Facilities in the room are function properly	130	3.58	4.13	0.55	-6.68	0
17	Internet and telephone services is available with fair charges here	130	3.29	4.04	0.75	-13.07	0
18	I am able to charge the money easily	130	2.83	3.68	0.85	-10.44	0
19	Withdrawal cash from my credit card or ATM is convenience and secure	130	2.54	3.72	1.18	-11.64	0
20	Shopping facilities are available	130	2.97	4.13	1.16	-13.11	0
21	Tourist information centre is available and located at tourist spots	130	3.67	4.36	0.69	-7.93	0
22	Availability of brochure in my own language	130	1.88	3.59	1.71	-13.31	0
23	Tourist guide services are available and competence	130	2.95	4.12	1.17	-11.1	0
24	I am able to mix and talk with local people	130	3.35	3.76	0.41	-5.45	0
25	I am able to shop in local markets	130	3.72	4.11	0.39	-6.85	0
26	I am able to visit religious sites and temples	130	2.92	3.58	0.66	-6.2	0

27	***I am able to visit museums, art galleries, and historical sites***	***130***	***3.62***	***3.88***	***0.26***	***-1.98***	***0.049***
28	I am able to witness traditional music and dance	130	3.48	4.3	0.82	-15.9	0
29	I am able to relax on beaches	130	3.83	4.38	0.55	-9.98	0
30	I am able to visit National Parks and Reserves	130	3.74	4.63	0.89	-13.39	0
31	It is a place with lots of things for families to see and do	130	3.79	4.43	0.64	-8.19	0
32	I have chance to see things that I do not normally see/experience	130	3.35	4.4	1.05	-11.85	0
33	***This destination have a variety of nightlife***	***130***	***2.78***	***3.11***	***0.33***	***-2.58***	***0.011***
34	I am able to sample local food and drink	130	3.18	3.92	0.74	-10.13	0
35	Halal food is easy to get	130	2.89	3.71	0.82	-8.94	0
36	This destination offers variety of natural, cultural and historical attractions	130	3.48	4.12	0.64	-8.44	0
37	I have wonderful memories about this destination	130	3.42	4.15	0.73	-8.99	0
38	There are variety of tourism product to buy	130	3.08	4.35	1.27	-10.75	0
	Negative Attributes	**N**	**Y**	**X**	**Exp-Expt**	**t**	**SIG**
39	Communication in English is poor	130	2.72	3.48	0.76	-8.25	0
40	***There is no hot water in bathroom***	***130***	***2.83***	***3.1***	***0.27***	***-2.93***	***0.004***
41	***Electric power disruption is often***	***130***	***2.7***	***2.88***	***0.18***	***-3.09***	***0.002***
42	There would be lack of clean public toilet at destination	130	2.42	3.13	0.71	-8.78	0
43	Sign posting to attractions and facilities in English/Bahasa are difficult to find and mislead	130	2.65	3.3	0.65	-6.54	0
44	***There would be queuing/waiting for services at tourist facilities***	***130***	***2.72***	***3.1***	***0.38***	***-3.35***	***0.001***
45	***The prices of goods in shop/market are expensive (different prices for residents & tourist)***	***130***	***2.98***	***2.99***	***0.01***	***-0.09***	***0.927***
46	It is difficult to find variety of restaurants	130	2.29	2.76	0.47	-3.8	0
47	The food and beverages at destination is expensive	130	2.37	2.71	0.34	-3.69	0
48	The food preparation is untidy and dirty	130	2.04	2.68	0.64	-8.44	0
49	***The beaches and ocean are dirty and polluted***	***130***	***2.48***	***2.68***	***0.2***	***-2.01***	***0.047***
50	The attractions are often crowded	130	2.88	3.46	0.58	-7.23	0
51	There are many beggars at attractions	130	2.13	1.08	-1.05	8.68	0

How Language Use Stimulates Tourism

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As it is known, language, in all its different facets, is a very effective means of communication. It has proven itself to be very essential and applicable in many different disciplines. Not only that, language has also started to be part and parcel of every linguistic and extra-linguistic field or activity, as it is the case with tourism. And where tourism is concerned, it is postulated here that its communicative property per se plays a vital role in developing the field under study; therefore, it started to be highly invested to be the first step in achieving tourism. Accordingly, the present paper aims at studying the semiotic aspect of the language of tourism, represented by touristic pictorial and wording aspects of language; that is to say, the concrete and abstract facets of language use. Nevertheless, understanding the pervasiveness of language use in tourism, it is reasonable and practicable that an aspect of language use in tourism is studied separately from another aspect with the ultimate objective of obtaining a realistic and clearer picture of the language of tourism. This paper will not, however, embody the findings of such a study but will lay the grounds for examining language in touristic written texts namely brochures, leaflets and pamphlets produced for the promotion of tourist sites, hotels, travel packages, etc. When the practical aspect of this study is later attempted, it would be with the objective of discover the extent language, in its different forms, may help to seduce tourists and enhance tourism.

Key words: language, tourism, mental tourism, real tourism, and linguistic devices

Tourism from a Linguistic Perspective

Generally speaking, tourism is a local, national, and international industry aimed at developing a country's best features by offering products that may be educational or recreational. It involves people and organisations that work together to bring visitors to a region or country (Heyns and Boekstein, 2000: 11). It goes to reason that when it involves people promoting and selling a non-tangible product, as fundamentally the case with tourism, language will have to play a part to expedite and effectuate the

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process of creating tourism. Linguistically speaking and on the basis of this linkage between language and tourism, tourism in this paper is viewed to be of two types: mental and real.

Mental tourism, to the authors and researchers of the current paper, is the first essential step towards real tourism. It precedes real tourism; and it can appear in various forms: at the wording level, and the pictorial level. In this type of tourism, people start sailing imaginatively; searching for places to go to satisfy their needs, be they of rest and relaxation, adventure, exploration, etc.; people will consequently have the chance to see and get acquainted with new and strange touristic places. Such a process is done by reading brochures, seeing announcements, hearing from friends, searching in the internet etc. In this type, tourists can visualize the reality or concretely sense the real beauty, as expressed about it, by means of listening or both; tourists can imagine, live, feel, and experience themselves as if they were actually there. Accordingly, the pictures displayed and the type of expressions used in tourist brochures in describing the destinations, facilities and touristic activities play a vital role in influencing people's mind, so much so as to encourage them to decide on choosing a particular destination for a holiday. That is why mental tourism represents the main step or opens the door towards achieving real tourism.

Real tourism on the other hand, represents the act of visiting places and sights. It follows mental tourism. In this type of tourism, language will be of essential advantage throughout every step of touring. It may have different roles to play and/or take newer and broader functions. Language, for instance, is needed for expressive, persuasive, directive and informative functions. A country promoting tourism will need to pay attention to signage to direct visitors to the country efficiently. It needs good front-liners or personnel who will be the first few people representing the country whom visitors meet upon entering the country, for example, airport personnel, information personnel, transport people, etc; how these people communicate with tourists will leave good or bad first impressions of the country. Then, when tourists arrive at their accommodation, the service people, i.e. the hotel staff will be using language to provide the services desired by the tourists.

In short, language in both types of tourism represents the stepping stone of any touristic activity. In the first type, the semiotic aspect of language takes the upper hand. It helps to motivate and push people towards a particular destination for their holiday through words and pictures; language tries to seduce visitors to a country. In the second type, the discourse and the stylistic functions of language, besides the provisional one, are the controlling forces. Language may be utilised for recreational, educational, and business functions. It aims at refreshing, relieving, relaxing, amusing and satisfying tourists as well, and in all these functions, language is seen as an operating tool for achieving every single stage of tourism.

Characteristics of Touristic Language

From previous studies about tourism, certain points should form the basis for the discussion of language and its role in tourism. Some of these points may be backed by consensus while others might be points of dispute. These points include the following:

a. Dann (1996:294) maintains that “the language of tourism covers all forms of touristic communication at every stage of the trip”. This statement clearly embeds the multi-forms of language that are contextually selected in accordance with the needs and requirements of the context of situation at a particular moment in time. That is, it is a functionally-oriented means of communication and attraction.

b. Dann (ibid.: 35) adds also that the language of tourism has the following characteristics: lack of sender identification, monologue, euphoria, and tautology. In accordance with the proposed classification of the types of tourism, this statement could be true but with certain limits. For in the mental tourism, the last three characteristics are applicable; but the sender can be thought of as being implied within the pictures, words, and expressions used; or it can be obvious, for, as it is previously mentioned people may see or hear from others about some interesting touristic areas. Thus the sender or producer of the language is known. In the second type, language can be a cohesive device; it is no more a single-sided communicative device; on the contrary, language is seen in the form of dialogues between the host and the tourists.

c. MacCannel (1989; cited in Razusova) maintains that people usually seek novelty and strangeness. However, there are still many others who prefer to go to known places or places where they can find a mutual means of communication or at least a guide for them to protect them from the unknown. In this respect, Dann (2002:3) states that tourists usually end up gazing or feeling 'lost' simply because of the lack of a suitable means of communication. In this vein, the researchers of the current paper also add that any instructions, written or spoken statements, brochures, leaflets, or any form of advertisement should appear in two or three languages – if possible – in the native language, in English (being a popular world language, if not the lingua franca of today), and possibly a few other major languages to give a chance for as many tourists as possible to understand what happens around them and to enjoy themselves fully.

d. The researchers of the present paper propose that the points of convergence between language and tourism lie in the way of language use, such as that of word play, humourous language, pun, descriptive language, self-expressive pictures, politeness principles, the way of talking, and the choice of words. In this vein, Potter (1971) mentions that the idea of using different forms or words from different languages is called languaging, a means that is used for the purpose of impressing and/or seducing tourists.

e. Chastain (1967; cited in Tipmontree, 2007) emphasizes the idea that the type of language used in tourism advertisements should be concise, short, attractive and to the point to avoid dullness.

f. The use of ego-targeting phrases where tourists find themselves as being personally addressed should be encouraged. This device helps tourists feel important, respectful and even pampered. Sometimes 'pampering through language' can have the desired impact on tourists that can leave them with good memories of their holiday and a wish to make a return visit in the future. This is an aspect worth researching and of much interest to the authors of this paper. Unfortunately, an attempt to study this has got to be left for another occasion and paper due to certain constraints.

g. The language of tourism can be called descriptive language. This type of language enables humans to create a new world; that is, a world of knowledge. For it represents a source of information for all tourists to know about the unknown in this world. This type of language entails using different types of adjectives in different positions. Such a language can be said to be adjectival-based one. It can also be full of symbolic, metaphoric, funny caricatures and wonderful touristic pictures that all play as a good motive for attraction.

The above points form a description of the language of tourism as gathered from various researchers. Whether these points are valid can be verified through an analysis of written tourists-oriented texts as mentioned earlier.

Conclusion (Studying Tourist-Oriented Texts)

From a brief review of work done on language of tourism as presented above, it can be concluded that the language of tourism is a magical one. It only displays the best aspects about tourist sites, facilities and services. It is a highly selective language that demonstrates etiquette and respect; it is a flowery language in the sense it is full of all positive descriptive words that can best and so easily attract and entice people to whatever is being promoted. To determine the real language that is being used and whether these claims with respect to the characteristics of the language of tourism stand, a practical study has to be conducted and is being conducted by the researchers of this paper. Unfortunately, this study is not ready for presentation in the present paper. To close, it should be emphasized here that this study should be followed by other studies on other aspects of tourism to help, through their findings, people in tourism to enhance tourism through better usage of language.

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Sustainability of Tourism Industry: West Bengal (India) Perspective

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West Bengal as a land of escape and it has many aspects. The tourist attractions include archeological sites, historic buildings, monuments, pilgrimage places, beaches, hill station, scenic beauty, national parks, wildlife sanctuaries, entertainment, recreational parks and also with well-built culture. The study identified West Bengal, a province of eastern India, to explore the possibilities of the growth of tourism that can play an important role in sustainable development of rural and urban societies. In West Bengal, prospective areas also present, minimum infra-structural arrangement is required. Now, role of government is positive, private and public organizations have come forward side by side to develop the destinations and also attract the domestic and foreign tourists. Presently, specialized tourism education like bachelor's and postgraduate degrees are available in universities of West Bengal. This study will facilitate the decision makers to assess the strength of the problem and prospect to plan accurate measures to train and develop a good number of human resources for the present and future need. This could change the economic picture of tourism sector and contribute a big share in the GDP of the country. Here various new forms of tourism can bring economic and social benefits to the society. The purpose of the study is to access the image of West Bengal and to identify the strength and weakness of tourism destinations. Data were collected through direct interview with travel & tourism management students who were born and brought up those places in West Bengal. The result indicates that the image of the tourism industry in West Bengal is a mixture of positive and negative observation.

Key words: tourism, sustainability, rural and urban societies, tourism impacts, domestic and foreign tourists, West Bengal.

Introduction

The significance of tourism has been recognized in both developed and developing countries. This can be seen in the establishment of sophisticated and well resourced government departments of tourism, widespread encouragement and sponsorship of

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tourist developments, and the proliferation of small business and multinational corporations contributing to and deriving benefits from the tourism industry. There is widespread optimism that tourism might be a powerful and beneficial agent of both economic and social change, some even advocating that it might be a force for world peace. Indeed, tourism has stimulated employment, investment and entrepreneurial activity, modified land used and economic structure, and made a positive contribution to the balance of payments in many countries throughout the world.

West Bengal a province of eastern India has much to offer to the world. Rich in traditions of arts, crafts, culture, nature, scenic beauty, historical monuments West Bengal can emerge as important tourist spots. Those in the developed world who have a craze for knowledge about traditional ways of life, arts and crafts will be attracted to visit West Bengal (WB) if the tourism is marketed well. Tourism, in the recent times, is one of the most happening sectors of the state. There has been about 300% growth of tourist inflow in WB since 2000. WB stands fourth in terms of foreign tourist inflow and fifth in terms of domestic tourist inflow in the country. Being encouraged by the tourism prospective in the WB, the union ministry of tourism and state government has sanctioned a number of projects in state.

Rationale of the Study

West Bengal is trying to develop the tourism status to compete in local and global market. Tourism is one of the main roots of developing the state’s economy and as well as skilled professional human resource. West Bengal needs to develop its human resources for improving tourism marketing in local tourists as well as foreign tourist. In West Bengal, tourism has lot of potentiality to earn more revenue than presently what they are earning and also can create lots of employment in future. There has no plethora research work on tourism in West Bengal perspectives. This research will add some value and fill up the gap between tourism sustainability, opportunities, challenges and development.

Objectives of the Study

In the light of development of tourism industry in West Bengal (WB) particularly, the main objectives of the study are-

1. To find out the present status of sustainability of tourism industry in West Bengal
2. To explore the potential tourist destinations for growth and development of West Bengal
3. To give some recommendation to the associate organizations for the development of tourism industry in West Bengal

Literature Review

Tourism is a multidimensional, multi-faceted activity. There are as many definitions of tourism as there are disciplines and investigators from various academic areas. No definition of tourism is universally accepted. Definitional problems arise partly because of the word tourism is typically used as a single term to designate a variety of concepts, partly it is an area of study in a range of disciplines (history, geography, economics, business, marketing, sociology, psychology etc.) and different conceptual structures within this disciplines lead inevitability to contrasts in perspective and emphasis.

Hunzikar and Krapf (1942), professors of Berne University

According to them, "the sum of the phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity."

Cohen (1972)

Borrowed Simel's concepts and developed his model of tourists, based on the familiarity strangeness continuum. He described four types of tourists in terms of their interaction with the hosts, ranging from absolute strangeness (no interaction with the hosts) to maximum familiarity of 'drifter' tourists who fully interact with the host population. These phenomenological studies are important in so far as they describe an event but fail to explain why it occurs.

Wahab (1975)

A professor of law and tourism policy observes that the "anatomy of tourism is composed of three elements: man, the author of the act of tourism, space, the physical element to be covered and time, the temporal element consumed by the trip and the stay".

Jafri (1976)

He goes some way to achieving this by epistemologically defining "tourism as the study of man away from his usual habitat, of the industry which responds to his needs and of the impacts that both he himself and the industry have on the hosts' socio cultural, economic and physical environments.

Nolan and Nolan (1978)

Note four different types of travel frequency: Limited, occasional, regular and extensive travelers. Corresponding with frequency, these authors note four types of travel styles: rapid movement, leisurely travel, exploratory travel and multipurpose and multi-destination travel (1978: 5-9).

D. Pearch (1992)

Conceptualizes tourism as an "origin-linkage-destination system involving the temporary movement of people from an origin to a destination and usually back home again after at least one overnight stay."

Sociological studies did not ignore the importance of the subject but have been very critical of the touristic phenomena. Sociologists portrayed the tourist as a superficial nit wit, easy to cheat and easy to please (**Boorstin 1964**). Other sociological writings have shown the adverse consequences of tourism in many societies. (Foster 1964, Bryden 1973, Finny and Watson 1975)

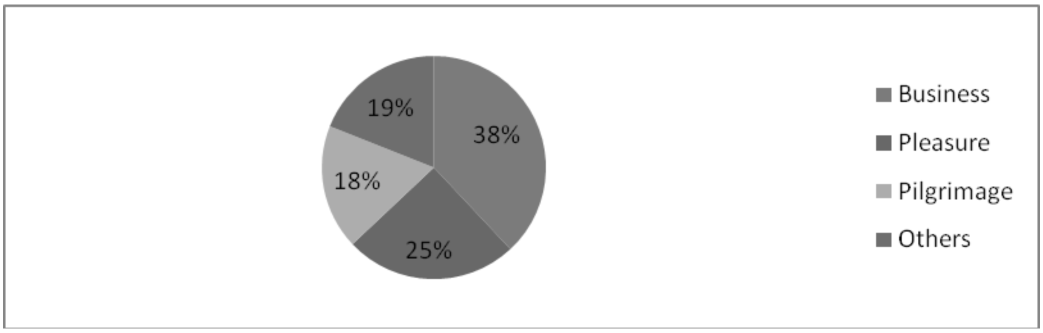
McIntosh, Goeldner and **Ritchie** (1995) suggest that tourism has become the largest commodity in international trade for many world nations, and for a significant number of other countries it ranks second or third. For example, tourism is the major source of income in Bermuda, Greece, Italy, Spain, Switzerland and most Caribbean countries.

Tourism is defined by the World Bank, 'the activities of people travelling to and staying in places outside their usual environment for no more than one year for leisure, business and other purposes not related to an activity remunerated from the place visited.' (World Bank, 2009, p393)

The Users of Tourism Services

There are two broadly categories of users, such as domestic and international tourists. Domestic tourists are divided into two categories, rural and urban tourists. For the successful execution of marketing strategies for translating the strategies into meaningful purposes, it is essential to have a detailed knowledge of users of services. Tourists coming to the rural areas are call rural tourists whereas the tourists coming to urban areas are call urban tourists. According to the survey, the tourists' arrivals in West Bengal are classified in the following categories:

A. Business - 38 B. Pleasure - 25
C. Pilgrimage - 18 D. Others – 19



Tourism Industry in West Bengal

West Bengal, with her spectacular scenic beauty and wide natural variety, has long been a major tourist-puller of India, attracting tourists both from other parts of the country as well as aboard. Of late this interest level has got even higher than before. A statement of tourist inflow to West Bengal in the recent times will be a clear testimony of this claim along with focusing on how the state government has been chipping in its best effort in this sector. Tourism, in recent times is the most happening sector of the state. There has been about 300% growth in tourist inflow in West Bengal since 2000. West Bengal stands fourth in terms of foreign tourist inflow and fifth in terms of domestic tourist inflow in the country. Being encouraged by the tourism prospective in the West Bengal, the Union Ministry of tourism has sanctioned a number of projects in the states.

The tourism sector in West Bengal has recently got some attention towards development. Though still not among the leading performers in the country, the state tourism has been able to encourage some tourists largely because of the many tourist attractions include archeological sites, historic buildings, monuments, pilgrimage places, beaches, hill station, scenic beauty, national parks, wildlife sanctuaries, entertainment, recreational parks and also with well-built culture. These places are slowly becoming known to tourists. However, tourist inflow into West Bengal given below:

Table 1. Tourists inflow into West Bengal (WB)

Year	Domestic Tourists	Foreign Tourists	Total
1999	47,02,735	1,98,713	49,01,448
2000	47,37,112	1,97,061	49,31,173
2001	49,43,097	2,84,092	52,27,189
2002	88,44,232	5,29,366	93,73,598
2003	1,13,00,763	7,05,457	1,20,06,220
2004	1,23,80,000	7,60,000	1,31,40,000
2005	1,35,66,391	8,95,639	1,44,62,030
2006	1,55,00,000	10,25,000	1,65,25,000
2007	1,85,80,669	11,54,770	1,97,35,439

In the area of tourism, some manifestations of development have been felt. WB is developing new destinations like Ballavpur Danga in Birbhum district and Mukutmonipur in Bankura district, Mandermoni beach, Chainatown in Kolkata, North Bengal etc.

Linkage between Tourism Industry & Economic Development

As per the WTTC (World Travel & Tourism Council) this sector employs 212 million people world- wide, generates $3.4 trillion in gross output and contributes $655 billion towards government tax revenues. Tourism & Hospitality is the world largest industry. The industry accounts for 10.7% of the global work force and provides 1 in every 9 jobs. Between the years 1995 and 2000 the industry is adding a new job every 2.5 seconds. It will contribute up to 10.3% of the global GDP. According to the same estimate, the global tourism & hospitality activities is expected to increase by 4.7% between 2007 and 2016. The rapid increase in tourism is being fuelled by a wide range of contributory factors as outlined in the table below.

Table 2. Factors for Rapid increase in Tourism & Hospitality

Tourism Segment	Growth Drivers
Domestic Tourism	• Rapidly increasing the purchasing power of the middle class • Better accessibility • Evolving lifestyle
International Tourism	• Development of internationally acclaimed destinations • Favorable perception of brand India • Developing various new forms of tourism • Attractive market which motivates foreign business travelers
Hospitality	• Increasing tourists both domestic & international • Developing lifestyle • Dedicate to service to the guests

Travel & Tourism industry can be used as a weapon of poverty reduction and economic development through the multicultural approach in West Bengal (India). In this industry customer comes to the product, offering opportunities to make additional sales (linkages). Tourism & Hospitality is more labour-intensive than many other sectors, such as manufacturing. It is also employs higher proportion of women. Tourism product can be built on natural and cultural resources which are often some of the few assets that the poor have.

Human Resource Development & Training: Tourism is expected to contribute 10.1% to India's national GDP and anticipated growth will create 40 million jobs employment by 2018. The academic institutions offering tourism & hospitality programs have to design strategies to enhance the supply of trained tourism manpower to meet the demands of the industry. International and domestic tourist's flows are growing day by day. So to cater the needs of today's highly enriched & sophisticated tourists and tourism industry the entire nation urgently needs the trained manpower in different regions of the country. UGC (University Grant Commission) and Ministry of Tourism & Culture allotted Tourism & Hospitality Course in under graduate level and also post graduation level.

Explore the Places of Tourism Destinations in West Bengal

Kolkata (formerly Calcutta): It is the Capital city of West Bengal. Previously, it was the capital city of India. It played a central role in the rise of the British Empire. Tourists can spend two to four days here. Main attractive destinations are Victoria Memorial, Indian Museum, Maidan, Kalighat, Botanical garden, Belur Math, Eden Garden, Marbel Palace, Aquatica, Nalbon, Millennium Park etc. Kolkata is well stocked with top-end hotels and restaurants.

North Bengal: Northern part of Bengal is famous for nature lover. Because of, this part is full of hill station, wildlife sanctuaries, national parks, waterfalls and scenic beauty. The attractive destinations are Darjeeling, Kalimpong, Mirik, Kurseong, Sandakffu, Jaldapara wilflife sanctuaries etc. Draped over a steep ridge and backed by a panoramic Himalayan horizon, including four of the world's five highest peaks, is the quintessential hill station of Darjeeling.

South Bengal: Southern part of West Bengal (WB) is famous for vacation. Its tourist attraction including archeological sites, monuments, pilgrimage, beaches, forest, picnic spots, delta, rural tourism etc. Major destinations of south Bengal are Sundarban, Sagar Island, Bakkali, Digha, Mandermoni, Sankarpur, Murshidabad, Bishnupur, Santiniketan, Mukutmonipur etc.

Methodology of the Study

The study is based on the primary data, derived through sample survey using pre-tested structured instrument (questionnaire). The questionnaires are designed in such a way that can draw out information on challenges and opportunities of tourism in WB. The questions were pertaining to influence of WB tourism, social and economical impact etc. The sample designs were based on random sampling. The study was done in few districts in WB. The data were collected from travel agencies & tour operators, tourists and local peoples numbering 130 selected at random. For testing the hypotheses, chi-square tests were to be administered at 5% level of significance with the aid of SPSS. The period of study was from December 2009 to February 2010 which is considered to be 'peak season' in WB.

Findings of the Study

Data were collected from 130 persons by visiting different areas. The respondents include travel agencies & tour operator (service provider), domestic & international tourists and local people.

Table 3. profile of respondents

Category	Number	Percentage
Local People	43	33.1
Travel agencies & Tour operators	27	20.8
Domestic Tourists	36	27.7
International Tourists	24	18.5
Total	**130**	**100.00**

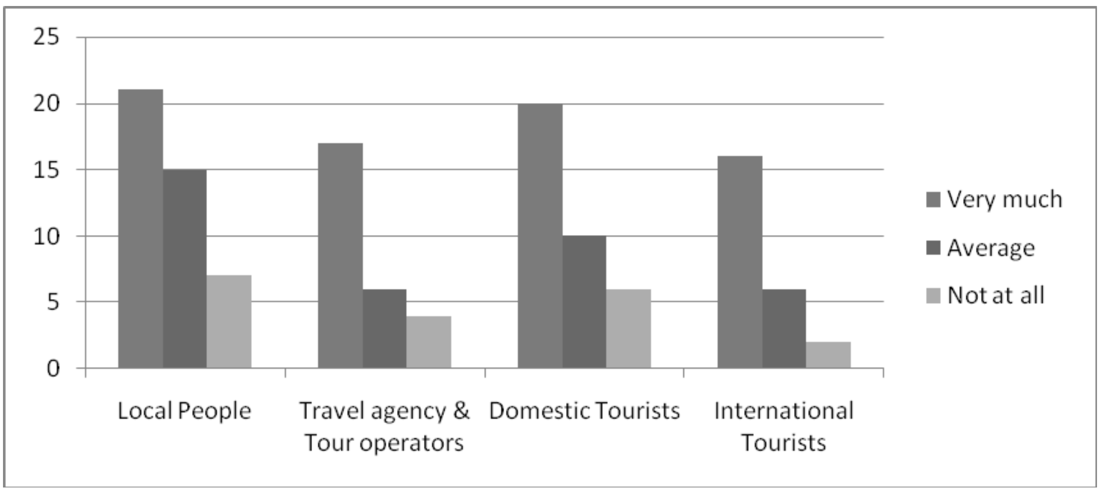
The respondents were asked about the importance of WB tourism. The following table gives to opinion about this query. Among the 130 respondents 74 (56.9%) were opinion that WB is very much important in tourism, 37 (28.4%) were of the opinion that WB is important (average) in tourism and 19 (14.7%) opined that WB is not at all important in tourism. This implies that the WB is an essential part of tourism industry in India.

Table 4. Importance of WB in tourism industry

Respondents	Very much important	Important (average)	Not at all	Total
Local people	21	15	7	43
Travel agencies & Tour operators	17	6	4	27
Domestic Tourists	20	10	6	36
Int. Tourists	16	6	2	24
Total	**74**	**37**	**19**	**130**

Results	
Critical Value	12.59157742
Chi-Square Test statistics	3.012265632
p-Value	0.807305797
Do not reject null hypothesis	

The following diagram shows distribution of respondents on the basis of their profile and opinion about the importance of WB tourism. Opinion about the importance of WB in tourism is not related to profile of respondents. Majority of respondents in the entire category say that WB is an essential part of tourism industry in India.



Limitation of the Study

The study covered very limited number of sample organization in respect of its real scope all over the state. There is no plethora of research work in this field. Sometimes responded were not interested to express to their honest opinion. To overcome this limitation, an intensive study of existing literature in this field, journal, relevant publication by Government and other private agencies were studied. This is fully self-financed research work that is why the research could not able to cover wider area.

Recommendation

The tourism is based on principles of sustainable development and the aim is to promote tourism sites in WB, India. Also it is emphasizes entrepreneurship and active community participation in development of tourism. These recommendations can be undertaken for the sustenance of the capacity building and better utilization of the infrastructure and other materials provided under tourism.

a) A complete tourism package
b) Good community leadership
c) Support and participation of local government
d) Creating special monitoring cell
e) Sufficient funds for tourism development
f) Strategic planning
g) Marketing of sites with the help of travel agencies and tour operators
h) Coordination and cooperation between travel & tourism entrepreneurs
i) Information and technical assistance for tourism development and promotion
j) Good convention and visitors bureaus
k) Coordination and cooperation between business persons and local leadership & people
l) Wide spread community support for tourism

Conclusion

Since tourism development is recent and locally managed, the involvement of local people is high. The various schemes have empowered the local people by increasing their livelihood opportunities. The sites have their own traditional and importance and place in history. Few sites are known for the beautiful temples, scenic beauty and environment. Each site has specialty, which cannot be duplicated. If a proper marketing plan is done, it could bring lots of benefit to our society. It could be a sustainable revenue generating project for community development in WB. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural areas. Environmental management, local involvement, sound legislation, sustainable marketing and realistic planning are crucial for development of tourism. It will be emerged as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of rural and urban areas. The government should promote tourism to ensure sustainable economic development and positive social change.

We have to act smart here and first, we have to create more information outlets in various markets. Second, West Bengal tourism industry and governments should work more closely with the different areas to spread the awareness and remove hurdles. Finally, we have to work towards getting tie-up with various travel agencies & tour operators to build up awareness of quality among domestic and international tourists. There is no doubt that WB can be the leader in India to provide tourism & hospitality service very soon.

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From Fairy Princess to a Wronged Maiden: Assessing Self-Representation of Langkawi as the "Isle of Legends"

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Langkawi Island, one of the premier tourist destinations in Malaysia, is home to many fascinating legends. The importance of legendary tales to Langkawi is particularly evident via the selected theme, the "Isle of Legends" being part of its tourism marketing for many years. From a marketing perspective it is claimed that the association with past legendary tales can add to the appeal of particular destinations as this suggests to potential visitors that these attractions or places are worth visiting and comprise of extraordinary qualities. It is also proposed that the inclusion of legends can contribute to the imaginations of places as Oriental destinations or Otherness which is regarded as a reputable approach to lure tourists. However, despite the recognition of the value of legends in destination marketing thus far, there have been few studies which have looked into this area especially from the perspective of Oriental countries themselves such as Malaysia. Therefore the main aim of this paper is to explore the self-representation of one of the prime destinations in Malaysia, Langkawi as the "Island of Legends". The analysis focuses on legends which are projected into various categories of brochures published by the Malaysian national promotional bodies from 1962 to 2009. A content analysis method was adopted in the assessment of self-representation of these legends in tourism brochures over five decades. The analysis carried out in this paper involved examining the quantitative and qualitative projections of the narratives of legends included in brochures. A quantitative analysis of brochures published over 47 years identified that there were 10 legends which have been employed in 23 brochures as part of the representation of Langkawi as the "Isle of Legends". It is revealed that although the promotional theme of Langkawi was changed from "Island of Legends" to "A UNESCO Global Geopark" in the mid 2007, legends are still represented widely in tourism brochures. One of the reasons which may contribute to this finding can be linked to the fact that legendary tales also form an important component in the contemporary tourism marketing of Langkawi as this promotional effort includes cultural elements. Moreover, the incorporation of legends such as those of fairy princesses, a wronged maiden, a magical lake of the Pregnant Maiden and a mysterious animal, supports the general proposition by tourism scholars that the incorporation of these tales in tourism promotional material can accentuate themes of Orientalism and Otherness. Findings of this paper

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expand the present knowledge in tourism representation through the assessment of legends by revealing that the incorporation of these tales can also portray global and familiarisation themes. These themes are embedded within legends associated with Mahsuri and the Lake of the Pregnant Maiden.

Key words: Isle of Legends, Langkawi, self-representation

Introduction

Langkawi Island, one of the prime tourist destinations in Malaysia, is blessed with plentiful natural and cultural attractions. However, according to Soleman (2008) despite the existence of a variety of interesting attractions on Langkawi Island, its myths and legends play a significant role in making the island particularly appealing as a tourist destination. The importance of myths and legends is reflected via the promotional campaign adopted in the marketing of Langkawi as “Isle of Legends” for many years (Ahmad, 2008). Historically it is said that legendary stories have inspired people to travel to faraway destinations (Liang and Crouch, 2009). Among famous tales which have been employed in tourism promotion in order to lure tourists include that of the Loch Ness monster, the legend of King Arthur and Dracula’s myth. Conceptually, various scholars (e.g. Coggins, 2005; Hennig, 2002; Pritchard & Morgan, 2001) have acknowledged the value of myths and legends in tourism marketing. In the tourist industry, myths and legends are regarded to be as crucial as the act of travelling is believed to straddle the worlds of fantasy and reality (Hennig, 2002). Moreover, it is believed that mythological stories including legends, have the ability to form tourists’ fantasies and entice them to destinations (Staiff, nd).

In the Asian region, it is maintained that stories of myths and legends have been part of the culture and traditions since ancient times (Muthalib, 2009). Yousoff (2009) states that Malaysia has not only been blessed with a plentiful supply of its own myths and legends, the country has also been enriched with numerous supernatural and animal tales brought by travellers and traders via both land and sea from the neighbouring regions. During the past 10 years it is noted that increasing attention has been given to several famous legendary tales including the Mount Ledang Fairy Princess, Mahsuri, Princess Saadong and the Fanged King which have featured in the Malaysian mass media. For instance, the latest developments relating to Mahsuri’s and Princess Saadong’s ancestors have been reported in the local newspapers and on television. Other legends have also appeared in local newspapers as part of the descriptions of the beliefs and cultural heritage of multi-ethnic societies living in Malaysia.

From a marketing perspective, the promotion of places using Orientalism and Otherness themes via myths and legends has been recognised by academicians (e.g. Echtner & Prasad, 2003; Sardar, 1999) as one of the reputable strategies in luring tourists to destinations chiefly in the Far East. Nevertheless, despite the recognition of the value of legendary tales in destination marketing thus far, there have been a dearth of studies which have explored into this area especially from the perspective of Oriental countries themselves such as Malaysia. Therefore the main aim of this paper is to analyse the self-representation of one of the key destinations in Malaysia, Langkawi as the “Island of Legends”, as projected by tourism promotional brochures. The assessment focuses on legends which are integrated into various categories of brochures published by the Malaysian national promotional bodies from 1962 to 2009.

Literature Review

According to the Greenwood Encyclopaedia of Folktales and Fairy Tales (2008) historically, the term ‘legends’ derived from the Latin word *legere* which means to read. It is said that the term originated in the Middle Ages and was used in describing the reading of the Christian saints’ tales (Günter, 1910). Kryzyzanowski (1967) details that during the Medieval period, it was customary for monks to read out loud stories of the saints during mealtimes in monasteries as part of their duties. However, the usage of the word ‘legends’ extended beyond the reading of the tales of saints in the 18th century to incorporate various stories of folk tales either in written or oral forms which were not perceived as formal knowledge (Langlois, 2008). The modern conception of this concept is hypothesised to have developed from a proposition made by the Grimms’ brothers (1916 – 18) who contended that ‘legends’ are more closely linked to historical tales whereas fairy tales are more poetic stories (Langlois, 2008).

In addition to the origin and development of the term, contemporary definitions of ‘legend’, are reviewed. The general consensus among scholars about the definition of ‘legend’ is that it is “an originally literary story based on a supposedly historical figure or event, a story which contains elements or themes from earlier, mythical narrative transmitted by oral tradition” (Willis, 1993:15). The New Encyclopaedia of New World (2008) defined ‘legend’ as historical adventure tales depicting stories related to particular subjects such as warriors, outlaws, wars and acts of bravery. These definitions reveal that ‘legends’ primarily comprise of stories of historical individuals or their deeds or events which have been inherited from past generations. However, it is important to note that ‘legend’ has been classified by Bascom (1965) as a subcategory of folklore together with ‘myth’ and ‘folktales’. Besides, the term ‘legend’ is commonly used interchangeably with the terms ‘myth’ and ‘folklore’ (Dundes, 1984).

The existence of the early works including those by Maxwell (1881) and Skeat (1900) demonstrates that Malay and indigenous mythological elements including myths of origin, ancient legends and magical beliefs have captivated the interest of scholars for more than one hundred years. However, the early works on Malaysian myths were mainly in the forms of anecdotes or brief descriptions of particular myths and legends which focus on the magical or supernatural aspects. In the context of indigenous groups, Ong (2009) argues that, although they are host to an abundance of myths and legends, many of these tales exist in the form of oral tradition. Another observation identified within works analysing Malay myths and legends is that the majority of authors highlight that these tales contain elements associated with past beliefs. This critic has been present since early studies by Maxwell (1881) and Skeat (1900) claiming that although the Malays of the Peninsula have been the followers of Mohammedan, their myths and legends are ingrained with their past Pagan, Hindu and Buddhist beliefs. Numerous scholars (e.g. Larsen, 1996; Hamzah, 2007; Knappert, 1980) have continued to debate this issue up to the present day. Moreover, based on the review of various past works (e.g. Othman, 2008; Ismail, 2000; Omar, 1980; Roseman, 2003; Carsten, 1988; Tong, 1992) several key attributes of Malaysian myths and legends are identifiable. Among the main characteristics of Malaysian myths and legends are that these traditional tales: i) form part of historical tales, ii) contain universal and local values, iii) have a presence of magic and supernatural elements, iv) are intimately linked to rituals, v) are embedded with religious beliefs and traditional world views, vi) present nature as the source of supernatural and mystical occurrences and vii) suggest the human world is closely connected to a supernatural realm.

Despite the recognition of its importance it is noted that there are not many works which have delved into the subjects of myths and legends in tourism. However, studies by Coggins (2005) and Laing & Crouch (2009) briefly mention the value of myths and legends in tourism. Coggins (2005) claims that legends have the power to enhance the appeal of tourism attractions and places. The association of particular attractions with legendary tales conveys to potential visitors the message that these attractions are worth visiting (Coggins, 2005). A study by Laing and Crouch (2009) demonstrates that myths and legends of past explorers can inspire tourists to visit exotic and faraway destinations. From a broader perspective it is evident via studies conducted by Adams (2004), Stymeist (1996) and Light (2007) that mythological components including myths and legends are represented among key commodities of tourism promotion and they complement the representation of various tourism attractions including natural, cultural and manmade. Furthermore, it can be identified from past studies (e.g. Adams, 1984; 2004; Pritchard &Morgan, 2001; Stymeist, 1996) that mythological components including myths and legends can enhance the portrayal of the themes of Orientalism and Otherness of tourism destinations. Additionally, scholars (e.g. Gingging, 2007; Palmer, 1999) argue that the representation of mythological elements can accentuate the cultural identity of particular ethnic groups especially in the globalised world. It is demonstrated through works (e.g. Gingging, 2007; Pritchard &Morgan, 2001) that famous legends and mysterious tales play important roles in differentiating one destination from another and make them more memorable. Based on the review of myths and legends in the contexts of Malaysia and tourism, it is apparent that there have been a limited number of studies which have looked into this area. Although these traditional stories form an important component in tourism promotion in Malaysia, thus far there are limited number of studies which have assessed the representation of myths and legends from a tourism marketing perspective. Therefore this paper intends to fill this gap by analysing self-representation of legends incorporated in tourism brochures in the promotion of Langkawi Island. The following section provides an explanation of the method used in the assessment of the representation.

Method

In the analysis of legends represented in tourism brochures over five decades (1962 to 2009), a content analysis technique was chosen. A content analysis method was selected as it has been recognised by experts in the field (e.g. Krippendorff, 2004; Neuendorff, 2002; Weber, 1990) as a reputable tool in the analysis of media and promotional content including brochures. It is considered as an appropriate means to examine the representation of legends in brochures as it can be used to examine both quantitative and qualitative aspects (Granehaim & Lundman, 2003). Although past studies which analysed mythological components have paid more attention to the qualitative elements, this paper adopted both qualitative and quantitative approaches as together, they can produce a richer understanding of the assessment of the representation. Besides, the quantitative component can give an indication of the importance of legendary tales in tourism brochures.

During the data collection process all past brochures were scanned and analysed at the Tourism Malaysian Resource Centre located at the Putra World Trade Centre and contemporary brochures were collected from Tourism Malaysia offices from three locations in Malaysia. These brochures were collected from the Tourism Malaysia offices at their head office in Kuala Lumpur, two prime destinations in Malaysia, Penang and Langkawi Islands. The time frame for the analysis of the brochures (47 years) was determined based on the earliest tourism brochures kept at Tourism Malaysia's Resource Centre. The earliest brochures kept at this centre are two brochures published in 1962. The latest editions of the brochures collected and used in this study are the ones published in 2009. However, in the assessment of the representation, only legends that are directly mentioned in the brochures are analysed. The representation of these legends are analysed based on the manifest and latent aspects conveyed within the tales. The operational definition of the term 'legend' employed in this paper includes narratives of historical figures or their deeds which can involve supernatural beings or humans. In addition, traditional tales that start with opening statements such as "according to legend" or "legend says" are analysed as these stories are represented as legends.

Findings and Discussions

Based on the analysis of brochures published by the Malaysian national promotional bodies over 47 years, it is found that legends associated with places and sites on Langkawi Island are incorporated into brochures published from 1974 to 2009. There are 10 legends which featured in 23 brochures during the period of 34 years (Refers to Table 1).These legends are employed in various categories of brochures published by the Malaysian national promotional bodies over time. These categories of brochures include national, state, destination, thematic and integrated. The finding of the assessment of the legends reveals that in general the number of legends integrated into brochures increases over the four decades. One of the factors which may influence the general finding can be attributed to the rise in the number of brochures featuring Langkawi Island over time especially from the year 2000 to 2009. As shown in Table 1, it is apparent that Mahsuri's legend is the most prominent tale which is included in brochures promoting Langkawi Island. It is detailed in Table 1 that there are 23 brochures which incorporate Mahsuri's legend as compared to other legends which are represented in between 2 to 13 brochures. However, the Lake of the Pregnant Maiden is the site which is associated with the highest number of legends. There are five legends mentioned in the brochures that are employed in the promotion of the Lake of the Pregnant Maiden. These tales include stories of a childless couple, a fairy princess, barren women, a drowned princess and a white crocodile. Three of these legends are related to magical tales of the lake's water in curing barren women.

Table 1. Representation of Legends over Four Decades

No	Legends	1970s	1980s	1990s	2000s	Total
1.	Mahsuri	3	2	5	13	**23**
2.	The Field of Burnt Rice	2	2	1	8	**13**
3.	Childless couple (The Lake of the Pregnant Maiden)	3	2	3	3	**11**
4.	Wedding feast brawl	2	1	1	7	**11**
5.	Fairy princesses (The Seven Wells)	-	-	1	2	**8**
6.	Fairy princess (The Lake of the	-	-	1	7	**8**

	Pregnant Maiden)					
7.	Barren women (The Lake of Pregnant Maiden)	-	-	-	3	**3**
8.	Drowned princess (The Lake of Pregnant Maiden)	1	1	-	-	**2**
9.	Mystical cave stories	-	-	-	2	**2**
10.	White crocodile (The Lake of Pregnant Maiden)	-	-	-	2	**2**

From a quantitative analysis, it is identified that there are several other prominent legends which have been incorporated into brochures in addition to Mahsuri's tale. These include stories associated with the Field of the Burnt Rice, a childless couple, a wedding feast brawl, fairy princesses of the Seven Wells and a fairy princess of the Lake of the Pregnant Maiden. These key tales are employed in more than seven brochures.

It is also found that Langkawi Island has been promoted as the "Isle of Legends" since the earliest brochure published in 1974. Almost all destination brochures market Langkawi using the promotional tagline Langkawi "Island of Legends", "Isle of Legends" or "99 Magical Islands". Other categories of brochures such as national, state, integrated and thematic have at least mentioned the fact that the island is known for its legends. Numerous fascinating tales are employed as part of the promotion of various sites and places on Langkawi Island. Among the types of stories represented in tourism brochures include fairy princesses, historical figures, formation of natural landscapes and mystical animals. Two of the legends that are widely employed in brochures of the Lake of Pregnant Maiden are tales related to a childless couple and a fairy princess. These two tales tell the stories of the magical power of the lake's water to cure barren women. For example two brochures claim that "According to local folklore, a married couple who had been childless for nineteen years came to the lake. The wife drank water from it and in due course gave birth to a baby girl. Subsequently, the lake became a place frequented by childless couples" (Brochures Langkawi Land of Legends, 1977; Island of Legends Langkawi, 1983). Another key legend utilised in the description of this lake depicts a tale of a fairy princess. It is mentioned in five brochures that:

> The name of this largest freshwater lake in Langkawi is attributed to the legend of a lovely fairy princess who marries an earthly prince. Her first child died shortly after birth. She was so sad and depressed that she buried the child in the crystal clear water of the lake. Before she returned to her celestial abode, she blessed the water so that any childless maiden who bathed in the lake would conceive thereafter
>
> (Brochures Langkawi, 1998; 1999; 2000; 2002 and 2006).

These two legends that are utilised in the promotion of the Lake of the Pregnant Maiden are quite different. Based on their narratives, it appears that the event associated with the childless couple took place in a recent past whereas the legend of the fairy princess happened in a distant past. Furthermore, the description of the place named the Seven Wells incorporated the tale of fairies. It is claimed in brochures that the Seven Wells is the site where fairies like to frolic. Based on local beliefs it is said that the seven fairies have their own favourite spots. Overall, it appears that the inclusion of legendary tales can enhance the projection of these natural sites as destinations associated with elements of mysticism.

Another well-known tale employed in the promotion of Langkawi Island is a legend linked to a wronged maiden named Mahsuri. Three components of this legend that appear in the majority of brochures include stories of alleged adultery, a curse and white blood that flowed from her body. This legend is intimately linked to Langkawi as it is believed that Mahsuri placed a curse on the island for seven generations. It is even implied in statements mentioned in brochures that prosperity would only come to Langkawi after the period of seven generations of curse have elapsed. For example it is claimed in one of the brochures that "whatever the reason, economic or legend, Langkawi's meteoric success only came around recently" (Brochure Kedah, 2002). The outstanding qualities of several natural attractions such as beaches on Langkawi have also been linked to Mahsuri's legend. It is claimed in a brochure that "the story goes that Mahsuri proved her innocence when white blood streamed from her body at her execution. The blood seeped into the earth, accounting for the unusually snow-white nature of Langkawi's shore" (Brochure Langkawi Island of Legend, 1983). Likewise, it is stated in another brochure that "its pure white beaches are believed to have originated from the sea page of white blood that flowed from the body of a beautiful princess named Mahsuri" (Brochure Kedah Guide, 1998).

The assessment of brochures featuring Langkawi legends shows that these tales play a crucial role in the promotion of the island as a tourist destination. As a far away destination which comprises of exotic and secluded attractions such as the Lake of the Pregnant Maiden and the Seven Wells, legends can play important roles in luring tourists as proposed by Coggins (2005), the association with well-known traditional tales can suggest that these places are extraordinary and worth visiting. Besides, legends are widely incorporated into the promotion of Langkawi as it is possible to inspire tourists to travel to distant sites or attractions (Laing and Crouch, 2009). The finding of this paper also demonstrates that the representation of Langkawi Island as the Orient or Other destination has been further highlighted via the inclusion of exotic and mystical legends. The projection of destinations according to themes of Orientalism and Otherness is significant in tourism marketing as Echtner and Prasad (2003) proposed they have been acknowledged as reputable strategies in luring tourists. It appears that the projection of Orientalism and Otherness destinations can be one of the useful approaches to draw foreign tourists especially from the West. It is apparent that this marketing strategy has been employed by the Malaysian national promotional bodies over the years in marketing Langkawi Island by presenting various legendary tales which depict traditional worldviews and superstitious and magical beliefs, in tourism brochures. The integration of these legends into the promotion of tourist destinations such as Langkawi Island can be an effective way of showcasing places which have the power to fulfil Western fantasy that is related to the search for differences and authentic attractions (Britton, 1979). Furthermore, from the general assessment of the brochures and collection of brochures at tourism information offices, it seems that the focus of the Malaysian brochures and tourism officers is to attract international tourists and assist their visitations. As a well-known beach resort and duty free zone, Langkawi appeals to both international and local tourists. Therefore, more efforts should be made by Tourism Malaysia in order to lure and cater to the needs of local tourists via tourism brochures as domestic tourism has been gaining its importance lately. Besides, Langkawi Island is a famous shopping destination for local people, especially those shopping for household items.

The intimate link of legends especially Mahsuri's legend to Langkawi has also helped the island to define its identity. Langkawi Island is almost synonymous with Mahsuri's legend. This finding supports the proposition made by scholars such as Ginging (2007), Rob (1998) and Palmer (1999) that mythological elements including legends draw attention to the cultural identity of particular places or ethnic groups. The utilisation of Mahsuri's legend in the promotion Langkawi Island has managed to differentiate this island from other tourism destinations in Malaysia and create its strong image.

It is noted that although the main tourism promotional campaign of the island changed to portraying Langkawi as "A UNESCO Global GeoPark" in mid 2007, the legends featured in the later publication of brochures remain the same. The selection of the new theme in the marketing of Langkawi demonstrates the shift in focus towards conservation. The attempt to make Langkawi Island "A UNESCO Global Geopark" is helpful towards the sustainability of the island in the long run as it has been developed aggressively since its declaration as a duty free zone in 1987. In conjunction with the declaration by UNESCO, the promotional theme of Langkawi also shifted to reflect its conservation effort in 2007. However, despite the change in the main theme in tourism promotion, the importance of legends in marketing Langkawi is still evident in tourism brochures featuring Langkawi Island. One of the reasons for this finding can be linked to the concept of Geopark (Geological Park) itself. The concept of "Global Geopark" as defined by UNESCO includes not only a strong emphasis on geological components and biological diversity, it also comprises of archaeological and cultural elements. Therefore, legendary stories associated with many places on Langkawi can still be an important part of the new conservation and tourism promotional efforts. Besides, the core areas of Geopark which are represented by Machinchang Geoforest Park, Kilim Geoforest Park and the Dayang Bunting Marble (Weng, 2009) comprise of many interesting legends. Although some of these tales have been incorporated into past and present brochures, there are others which are linked to these areas that have not been presented in tourism marketing. In addition, it is possible that legends are employed widely by the Malaysian national tourism bodies over 34 years in the promotion of Langkawi Island as authorities are aware of the power of legendary tales in attracting tourists.

The values embedded within the representation of Langkawi legends can also influence the general portrayal of Langkawi as a tourist destination. Although many of the legends on Langkawi depict local and exotic tales, there are a number of universal values ingrained within these stories. Therefore, it is possible that the deeper analysis of the legends associated with Mahsuri and the Lake of the Pregnant Maiden can denote globalisation themes. For example, one of the universal projections identifiable via Langkawi legends is the global theme of healing and curative power associated with lakes and wells. Universal values conveying that in the end, justice will prevail and that the colour white via white blood symbolises innocence are also embedded within Mahsuri's legends represented in tourism brochures. The projection of contradictory themes of Orientalism and globalisation within the narratives of Langkawi legends either directly or symbolically, is significant to lure tourists. This is because in addition to exotic and mystical attractions, some familiar elements to tourists' culture are important to motivate them to travel.

The representation of Langkawi legends reveals that similar descriptions of tales are used in brochures over time. The analysis of the legends only identified minor alterations in the narratives of these tales over the four decades. The factors which may contribute to these findings can be linked to the nature of the printed promotional material. It is said that information and images contain in printed promotional materials including tourism brochure take time to change. Besides, as proposed by scholars (e.g. Othman, 2008; Knappert, 1980; Omar, 1993) Malaysian myths and legends form part of historical tales and religious and local beliefs, therefore these attributes can be one of the reasons for why the majority of the stories have stayed the same over time.

Within the descriptions of Langkawi legends employed in the Malaysian national brochures, it is identified that the term ‘legend’ has been used interchangeably with “myth” and ‘folklore’. For example, the tale associated with the Field of Burnt Rice is introduced either with opening statements such as “legend says” or “according to a local myth or folklore”. This finding supports the claim made by Dundes (1984) that the terms ‘legend’ ‘myth’ and ‘folklore’ have been employed to substitute each other. It is also apparent that tourism marketers adopt a loose definition of the term ‘legend”.

Conclusion

This paper explores the self-representation of legends employed in the promotion of Langkawi as the “Isle of Legends” within brochures published over 47 years. The quantitative and qualitative analysis of the manifest myths represented in the brochures published by the Malaysia national tourism bodies reveals that legends are an important part of Langkawi Island’s promotion as a tourist destination. Since 1974, Langkawi Island has been marketed as “Isle of Legends”. Despite the change in the promotional campaign of Langkawi from the themes of “Island of Legends” to “A UNESCO Global GeoPark”, legendary tales remain important in tourism brochures after the mid 2007 to 2009. It is found that the use of local legends can complement the representation of Langkawi as a Geopark as this concept not only focuses on conservation of geological and biodiversity components, it also contains preservation of cultural values. Therefore, the shift in the promotional theme of Langkawi is a reflection towards the sustainability of the island both in terms of physical and cultural resources. The utilisation of the promotional tagline which portrays conservation efforts can present a good image of the destination to tourists.

Moreover, it is likely that the Malaysian national promotional bodies, over the period of four decades, utilised legends widely in tourism marketing as they believed in the power of legendary tales to attract tourists to exotic Oriental destinations like Langkawi Island. The incorporation of legends as part of the descriptions of sites and attractions on Langkawi also accentuates the projection of Orientalism and Otherness themes as proposed by past scholars. However, this paper extends the present understanding on tourism representation by demonstrating that the inclusion of legends can also portray global themes such as healing and the curative power of lake’s water and other universal values.

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Participation of Tourism Stakeholders in Conservation and Preservation on the Environmental Dimension: A Strategic Marketing Tool to Promote Sustainable Tourism in Malaysia

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The purpose of this paper is to suggest that the utilization of marketing to promote the participation of tourism stakeholders in the conservation and preservation on the environmental dimension. This can also become a strategic marketing tool to promote Malaysia's tourism and enhance sustainable tourism in Malaysia. This paper is constructed by a comprehensive study on tourism and marketing articles together with impressive recommendations. This is an initial stage for marketer to use the participation of stakeholders in conservation and preservation on the environmental dimension to improve tourism and enhance sustainable tourism in Malaysia. Further researches should be carried out on the specialization of the conservation and preservation activities which can be participate by all the stakeholders. New strategic marketing tool to promote sustainable tourism and to attract tourists.

Key words: stakeholders' participation, sustainable tourism, strategic marketing tool.

Introduction

In Malaysia, tourism has become a considerable source of income from foreign exchange and Malaysia's government has pushed to increase tourism as an effort to diversify the economy and make the economy less dependent on exports. However, the prosperity of tourism in Malaysia has created both positive and negative impacts on social, environmental, and cultural aspects. Researchers claimed that the rapid growth of tourism has contributed to the environmental deterioration of natural resources and the commodification of cultural resources. Hence, in order to balance the short term drive towards profit with a long term commitment to the environmental protection, maintaining cultural integrity, and promoting economic benefits, the term sustainable tourism has emerged in Malaysia.

Sustainable tourism has become one of the most important issues affecting the tourism industry in recent years. According to World Tourism Organization, WTO, (1998), sustainable tourism meets the needs of present tourists and host regions while

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protecting and enhancing opportunities of the future. It is envisaged as leading to management of all resources 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.

All the countries in this world employ marketing to promote tourism. The government agency in charge of promoting tourism in Malaysia is Tourism Malaysia or the Malaysia Tourism Promotion Board. Its vision is to make the tourism industry a prime contributor to the socio-economic development of the nation and aims to market Malaysia as a premier destination of excellence in the region. Malaysia launched a worldwide marketing campaign called "Malaysia, Truly Asia" which was largely successful in bringing in over 7.4 million tourists in year 1999 (Wikipedia, 2010). The successfulness of tourism strongly depends on the performance of marketing. As stated above, it could be the objective of the marketing campaign that attracted the tourists to visit the country or it might be the way that the marketing campaign is carried out that attracted the visitors. This phenomenon also applied on sustainable tourism. In order to develop sustainable tourism in Malaysia and to ensure the attainment of sustainable tourism, marketers are encourage to find out better approaches which can be used to promote sustainable tourism. However, researches on sustainable tourism marketing are scant in Malaysia. The purpose of this paper is to suggest that marketers can create a new strategic tool which focuses on encouraging the participation of tourism stakeholders in the areas of conservation and preservation to enhance sustainable tourism in Malaysia. Marketers can make this as an attraction point to make sure that the tourists will visit Malaysia regularly. This paper is constructed by a comprehensive study on sustainable tourism marketing model, sustainable tourism, tourism marketing, stakeholder in sustainable tourism, and conservation and preservation articles together with impressive recommendations and this is a conceptual paper.

Sustainable Tourism Marketing Model

Sustainable tourism marketing model is created by Ute Jamrozy (2007) which reflects the sustainable development principles based on the Brundtland Report. The World Commission on Environment and Development, WCED, (1987), declares the mission of the sustainable development as meeting the needs of the present without compromising the ability of future generation to meet their own needs. The keys to achieving moral implications are environmental health, economic viability, and social equity. Hence, Ute Jamrozy urged that there is a need to shift from the traditional economic paradigm on tourism to a sustainable tourism marketing model. Under the traditional economic paradigm, tourism has been used as a tool to maximize profits. The ultimate goal of tourism is to get the maximum profits than all others things. As a result, there are negative issues caused by the growth of tourism. Most of the issues on the growth of tourism are damage on natural resources and negative impacts on social and cultural resources. These negative impacts or issues have created the awareness among the public to find the solution and hence led to the concept of sustainability. Regarding to the definition on sustainable development by World Commission on Environmental and Development, Ute Jamrozy made a shift from the traditional economic paradigm to a sustainable tourism marketing model which considering the factors of environmental and social in order to achieve sustainability in tourism. The author also suggested that marketing plays an important role in this model to link all this three dimensions which are economic, social, and environmental. Before this, there are numerous arguments on the role of marketing in tourism. Most of the people think that marketing is also one of the factors that bring up the negative issues on tourism. However, the author suggested that marketing can be used as a strategic tool to promote the three dimensions to the public and to sustain the tourism. Firstly, for the economic dimension, the awareness of nature has brought to the green marketing concept. However, there is no a fix definition on green marketing so that the marketing would be more focused on the green product to achieve profits in tourism. For the social dimension, marketing promotes the benefits from the growth of tourism to the public or local community in a destination and marketer always considers the effects on the public when they want to launch the tourism campaign. Lastly, for the environmental dimension, the marketing does not promote the use of the resources but preservation and pro-environmental behaviors. Ute Jamrozy stated that a sustainable approach provides a macro-holistic view of marketing and integrates economic viability, social equity, and environmental responsibility. The author also stated that if we leave environmental protection to environmentalists, marketing products to marketers, and social equity to activists groups, the system will be separated and common objectives are hard to achieve. The author suggested that the utilization of marketing in the environmental dimension is to promote the preservation and pro-environmental behaviors. My study will further the marketing role in environmental dimension by suggesting marketing can be used to promote the participation of tourism stakeholders in the conservation and preservation areas and make this as a strategic marketing tool to promote sustainable tourism in Malaysia. To enhance the literature review, study on sustainable tourism, tourism marketing, participation of stakeholders in sustainable tourism, and the conservation and preservation is needed.

Sustainable Tourism

According to World Tourism Organization (1998), sustainable tourism meets the needs of the present tourists and host region while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources 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 system. The Organization of Eastern Caribbean States (1999) has defined sustainable tourism as the optimal use of natural, cultural, social, and financial resources for national development on an equitable and self-sustaining basis to provide a unique visitor experience and an improved of quality of life through partnerships among government, the private sector, and communities. Hence, these meanings again support that for sustainable tourism to become successful, the economic, social, and environmental dimension should be integrated with the participation of all the citizens and also tourists. Without the participation of the local community and tourists, the sustainable tourism concept in one country would not be achieved. According to Gunn (1994), there is no other form of development that has so many far-reaching tentacles as do tourism. Choi & Sirakaya (2006), Inskeep (1991), and McCool (1995), furthered this idea indicating that if tourism development was planned improperly it could destroy the very resources like economic, environmental, and social that are the foundation of tourism in a community. For tourism development to be successful, it must be planned and managed in a sustainable manner. According to May (1991), tourism development in recent years has not considered either local inhabitants or the environment in sufficient measure.

According to Bulter (1993), sustainable tourism is community-based, embraces long-term planning, protects natural and human resources, is manageable in scale by destinations, optimal economic growth, and reflects an ethical treatment of environment. By compiling all the definition on sustainable tourism, it suggests that sustainable tourism will brings benefits to the present and the future generation. However, it needs to be planned properly. Environmental dimension become the attention because nowadays there are a lot of the natural disaster which caused million of lost and treated people life. If tourism does not find a way out to deal with the negative effects on environmental, then it would be criticized by all the citizens and this will reduce the development of tourism and so the economic of the country.

Tourism Marketing

In addition, marketing is a vital component in sustainable tourism. People get the knowledge of tourism or sustainable tourism and what are the ideas have been included in sustainable tourism through marketing. Middleton and Hawkins (1998) provide a marketing perspective on sustainable tourism that is essentially an overall management orientation reflecting corporate attitudes that must balance the interests if shareholders or owner with the long-run environmental interests of a destination and the same time meet the demands and expectations of customers. Besides that, Keefe (2004) stated that marketing is an organizational function and a set of processes for creating, communication, and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders. Hence, it is undeniable that in order to make the sustainable tourism become successful, marketing acts as a media or tool to promote, communicate, educate the public and also the tourist on the concept of sustainable tourism. Dinan and Sargeant (2000) point out how a promotional campaign provides behavioral codes for tourism and therefore encourages behavior that benefits society at large and draw the relationships to sustainable tourism while specific segments can be targeted, behavioral change accomplished, and the environment is more likely to stay protected. This significantly shows that marketing has the power to make a change of consumers' attitude. It also suggested that marketing which promote the attitude and behavior toward environmental will make the environment to stay protected.

Participation of Tourism Stakeholder

The concept of sustainable tourism would not be accomplished without the participation of stakeholders in sustainable tourism. According to Freeman (1984), a stakeholder is identified as any group of individual who can affect or is affected by tourism development in an area. According to The World Commission on the Environment and Development (WCED), (1987), sustainable tourism development is defined as development that meets the needs of the present without compromising the ability of the future generations to meet their own needs. Besides that, World Tourism Organization (1998) stated that sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future. From the above definitions on sustainable development and sustainable tourism development, Erick (2007) has identified four groups of stakeholders in sustainable tourism. The four distinct stakeholder groups are the present tourist, the present host community, the future tourist and the future host community. Back to the discussion on the participation of stakeholders, there are a lot of researches supported that sustainable tourism will only become a failure if without the participation of stakeholders. Ioannides suggested that sustainable tourism development cannot be achieved if imposed without regarding the stakeholders' interests. Briassoulis (2002) and Robson & Robson (1996) support Ioannides findings that for sustainable tourism development to be successful stakeholders must be involved in the entire process. Himani Kaul and Shivangi Gupta (2009) stated that the active involvement of local people is the critical success factor in sustaining momentum and local communities should reap direct benefits from tourism development as reflected by the expansion of local business opportunities. Here, as we know, there are four groups of stakeholders and the participation of stakeholders in sustainable tourism is very important. However, most of the researches focus on the participation on local community rather than tourists. Hence, marketers must include the tourists in the entire process of sustainable tourism so that it could be a perfect process.

Conservation and Preservation

Lastly, this paper will focus on the areas of conservation and preservation on environmental dimension rather than economic and social dimensions. This is because the world has put the environmental dimension in a major attention. The latest trend is moving towards saving our planet as a premier task. Thus, in order to sustain our planet, conservation and preservation on environmental dimension should not be neglected. According to Himani Kaul and Shivangi Gupta (2009), a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Its importance lies in its objective which is to conserve resources and increase and preserve the environmental, local culture, and involvement of local communities. Roy and Tisdell (1999) stated that sustainable development requires us to manage resources efficiently, not exhaust them prematurely. Conservation, therefore, is an integral part of prudent and efficient resource management and preservation of natural resources and the environment are fundamental to the sustenance of all life forms and civilizations.

Recommendation

Based on the literature review, it is undeniable that the participation of stakeholders is one of the important factors for sustainable tourism. From the sustainable tourism marketing model, it mentioned about economic, social, and environmental dimensions are important for sustainable tourism and marketing plays a vital role to promote the three dimensions. This paper focuses on the utilization of marketing to promote the participation of the stakeholders in the areas of conservation and preservation on environmental dimension which can be used as a strategic marketing tool to promote tourism and at the same time to enhance sustainable tourism in Malaysia.

Stakeholders' participation can be facilitated or implemented in different forms, both informal and formal. Forms of participation include public hearings, advisory committees, surveys, focus group, public deliberation, citizen review panels, collaboration, civic review boards, work groups, implementation studies, and written comments (Beierle 1998; Carter & Darlow 1997; Fiorino 1990; Nanz & Steffek 2004). As stated above, marketers should take the responsibility to implement the suitable form of participations according to the stakeholders' interest. As we know, there are four types of stakeholders identified by the World Tourism Organization and World Commission on Environment and Development which are present local community, present tourist, future local community, and future tourists. For example, marketers can invite the tourists to participate in the public hearing when they travel to Malaysia and for those who are willing to attend the public hearing, marketers can be the daily free tour guide and bring them to the tourism spots in Malaysia which equipped with the conservation and preservation technologies. For local community, marketers should always make sure that the communication about the conservation and preservation on environment to sustain tourism is always available throughout all states in Malaysia. Ecotourism is one of the examples that promote tourism based on environmental attraction. However, people tend to perceive that ecotourism is designed for those people who are willing to spend in high price. So, marketers should be able to create a new tourism experience which also focuses on environmental but it is affordable and enjoyable for everyone. Besides that, the stakeholders have the right to get all the latest news, issues, and technologies on sustainable tourism. Hence, marketers have to make sure that they themselves always update all the stakeholders. This is very important because stakeholders not only know what is happening in the world of conservation and preservation on environment in Malaysia however they also feel like they are appreciated by Malaysia's citizens. Thus, traveling to Malaysia becomes a must for the tourists and supporting the local tourism becomes a must for local community. Lastly, marketers should always make sure that all the stakeholders aware of the direct benefits to them if they participated in conservation and preservation activities. For any type of stakeholder involvement needs to posses five elements which are fairness, efficiency, knowledge, wisdom, and stability (Nicodemus 2004; Susskind & Cruikshank 1987). Marketers have to discipline themselves to imply these five elements during the whole process of stakeholders' participation.

Conclusion

Sustainable tourism has become a famous topic since recent years however the effort to accomplish it is at the minimum level. Again, this paper tends to create a strategic marketing tool which concentrates on the promotion of the participation of tourism stakeholders in the areas of conservation and preservation on environmental dimension meanwhile to uplift the level of sustainable tourism in Malaysia. Further research should be carried out on the specification of conservation and preservation activities which can be participate by all the stakeholders. This paper creates an initial step for the marketer to think a head to combine the participation of stakeholders in the areas of conservation and preservation on environment as an attraction point to the tourists and to improve sustainable tourism in Malaysia.

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Discovery Destinations and the Allocentric Traveller in Malaysia

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The average tourist buys a tour and is then happy to be shown the sights by the tourist guide. The allocentric traveler, on the other hand, prefers to venture forth on his own preferred 'discovery' trails, away from the well-trodden mass tourist trails. This paper lists several amazing destinations that would interest the allocentric traveler. It will set forth a number of distinct Malaysian niche tourism types, each accompanied by an appropriate illustration and brief description. The types of niche tourism will include Thana Tourism (The Legend of Mahsuri), War Tourism (The Imperial Japanese Army's Landfall at Pantai Saba, 1941), Railway Tourism (Port Weld-Taiping Wooden Railway), Mines Tourism (Sungai Lembing Mines), Nature Tourism (Birding at Tanjung Tuan), Religious Tourism (Glass Bottle Wat, Sik), Health Tourism (Ulu Legong Natural Health Spa), Diplomatic Tourism (Tunku Abdul Raman & Chin Peng's Conference, Baling), Geographical Tourism (Metonemic Lake, Pantai Acheh), Archaeological Tourism (Perak Man, Lenggong), Historic Tourism (Bujang Valley Civilization, Kedah). The two main objectives of the paper are to showcase the wealth of Malaysia's niche tourism destinations to, firstly, interested parties, especially tourism industry players in the hope that they will pick up the ideas and subsequently develop tours for today's more discerning and sophisticated tourists and, secondly, stakeholders and the government in the hope that such priceless tourist sites will be preserved and maintained for the appreciation and enjoyment of both domestic and international tourists.

Key words: allocentric traveller, niche tourism, discovery destinations

Introduction

Malaysia receives over 20 million inbound tourists a year, many of whom travel as mass tourists, on package tours, and when they depart, they leave behind trampled trails and big carbon footprints. At the beginning of the second millennium, however, the global trend has been towards green earth and green tourism, thus starting the race for an alternative form of tourism that is more sustainable. The trend has been towards the 'greener' niche tourism. Another reason for this trend is because many tourists have become tired of the usual destinations and, especially the allocentric travellers among them, are demanding to go on 'discovery tours', which would usually

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translate into niche tourism destinations. This study will attempt to explore the most attractive discovery destinations with the allocentric traveller in mind.

Background of the Study

Mass tourism destinations have been largely visited and explored by the millions of annual visitors who, should they return for subsequent visits, wish to see 'new' destinations. This corresponds with the demand of the allocentric traveller for 'novel experiences'. Initial steps have been taken in this direction, with the promotion of homestays and adventure tourism such as rafting, canoeing and abseiling. But more needs to be done to expand and drive the tourism industry.

Statement of the Problem

Sufficient numbers of discovery tourism products (mainly related to niche tourism themes) have yet to be identified, developed and made available to allocentric travellers.

Objective of the Study

To source for and provide information on a sufficient number of discovery tourism destinations to satisfy the demand of the allocentric traveller.

Research Questions

1. What type of discovery destinations would be attractive to the allocentric traveller?
2. What aspects of the destinations would he like to discover?
3. How would a discovery trail be created for such a traveller

Significance of the Study

To open up Malaysia's discovery tourism destinations in an effort to further expand Malaysia's tourism industry.

Limitations of the Study

Owing to limiting factors of time and finance, the study will only cover a reasonably sufficient number of destinations in Peninsula Malaysia.

Definition of Terms

1. Mass tourism:

This has been defined as 'a large-scale phenomenon, packaging and selling standardised leisure services at fixed prices to a mass clientele' (Poon 1993)

2. *Psychocentric, Allocentric*:

According to Plog's (1974) typological continuum model, at one extreme end are the psychocentric travellers, people who seek comforts and protection, and prefer safety to experience. At the other end of the spectrum, Plog places the absolute allocentric traveller, who tends to seek the unique, the daring. He desires adventure rather than safety and creature comforts (Tarlow 2005).

3. *Discovery Tourism*:

There is as yet no established definition for this term, but a workable solution is based on Discovery Initiatives' policy: 'to offer inspirational journeys that give the traveller a privileged insight into cultures and the natural world whilst supporting their long-term survival and conservation. This is travelling as an investment' (Discovery Initiatives 2003).

Theoretical Framework

The allocentric traveller seeks new and exciting tourism products to satisfy his urge to discover and explore. The local tourism industry takes the opportunity to develop and establish its discovery tourism destinations.

Study Instrument and Procedure

The study entails an exploratory qualitative enquiry, using a semi-structured questionnaire, together with case studies.

Findings

Dark Tourism

Dark Tourism (thanatourism) may be identified as 'visitations to places where tragedies or historically noteworthy death has occurred and that continue to impact our lives' (Marcel 2003).

Discovery Destination: Mahsuri's Mausoleum at Pulau Langkawi Mahsuri was the daughter of a Thai couple who migrated to Pulau Langkawi from Phuket in search of a better life. Legend has it that she was the most beautiful maiden in all of Langkawi and that she married the warrior Wan Darus. When her husband left to fight a war, she befriended a young man named Deraman. The village chief's wife who was jealous of Mahsuri because of her beauty took this opportunity to berate her. She spread a rumour that Mahsuri was unfaithful to her husband and was having an affair with Deraman. Eventually the villagers took this to be the truth although Mahsuri pleaded her innocence. She was tied to a stake to be stabbed to death. However, all the attempts to execute her failed till she revealed that she could only die by her own keris. Finally, white blood flowed from her wound, signifying her innocence, and a flight of birds flew overhead to shield her body. With her dying breath, she cursed Langkawi whereby the land would not prosper for seven generations. Soon Langkawi was invaded by Siam.

Many Langkawians believe the legend to be true because for decades after Mahsuri's death, the crops failed and Langkawi was invaded by Siam numerous times till 1821. It was only towards the latter part of the 20^{th} Century, when the seven generations were supposed to have passed, that the curse was lifted and Langkawi began to prosper as a tourist destination.

War Tourism

On December 8, 1941, troops of the Imperial Japanese Army landed on the beaches at Kuala Pak Amat, Sabak, near Kota Bharu. This marked the beginning of World War II in Malaya and the Pacific. From here, the invading troops raced south across the Malay Peninsula to Singapore. South-East Asia fell to the Japanese within two months. Almost seventy years have gone by since the beginning of the Japanese Occupation and local allocentrics have visited these beautiful beaches. A memorial had been built there to mark the site where the invading troops made their landfall. With the idyllic swaying coconut palms, the white sands, and the clear waters of the South China Sea, the traveller would have the impression of being on a tropical island paradise. But this place had once been a war zone, a sort of 'killing field'.

Another renowned but virtually unknown war tourism destination is the Green Ridge outside the town of Kampar in Perak. This terrain was the site where the Battle of Kampar was fought during World War II. It was an attempt to prevent the rapidly advancing Japanese troops from progressing further south downs the peninsula. The Commonwealth forces which were defending Malaya were heavily outnumbered and outgunned by the Japanese army. The Commonwealth troops put up a heroic fight but were overrun. The four-day battle lasted from December 30, 1941 to January 2, 1942. It is interesting to note that a local volunteer force also took part in the battle. This was the first battalion of the Federated Malay States Volunteer Force (1FMSVF) which comprised European, Malay, Chinese and Indian volunteers or reservist troops, although the Malay volunteers were disarmed and discharged before the Battle of Kampar. Today military personnel, both local and foreign, visit this heritage battle ground to study military strategy and to inspect the site as well as the general landscape where hundreds of men had fallen. They have come to view the scene of a long-past tragedy, driven by the inherent nostalgia in War Tourism – a return to view a tragic and highly dangerous incident in the comparatively relaxed comfort and safety of the present (Novelli 2005).

Similarly, Commonwealth war veterans, now in their nineties, return, resplendent in their ceremonial uniforms, to lay wreaths and to remember the fallen at God's Little Acre in the quiet, historic town of Batu Gajah, Perak. Their numbers may be dwindling as the years take their toll but they still return, year after year.

Movies Tourism

Movies Tourism is a subniche that is strongly driven by nostalgia. In the Malay film industry, P. Ramli stands tall as actor, producer and director. Many of his fans harbour a wish to return to visit his era of the movie industry. They travel to his kampong house in George Town, Penang, where he grew up. Here they indulge in reverie of a great artist who had established a significant era in the History of Malay movie-making. The stories behind the characters that he portrayed induce people to travel to learn more about the place and its history, to soak up the ambience created by the movies (Fong 2009).

World-renowned movie star, Chow Yun-fatt starred in ‘The King and I’, which was partly filmed in inner George Town towards the end of the last millennium. Today, visitors explore the site of the filming and marvel at the heritage buildings that formed the backdrop. For a few hours, the allocentric travellers among them would imagine themselves back in the time the story happened, complete with elephants, roadside vendors, artisans, and the local inhabitants appropriately attired in era clothes. Incidentally, George Town has, since then, been inscribed as a UNESCO World Heritage Site.

Rail Tourism

Railways have a long history of being valued dating back to the nineteenth century when the romance of steam captured popular imagination all around the world. Its current popularity can, however, be precisely related to the slow death of steam since the late 1950s, the subsequent decline of railway services and the more recent closure of railway facilities in several countries. These changes played an important role in transforming many railway facilities into sites of heritage and nostalgia (Taska 2009).

Despite being the country’s oldest railway station, Taiping Station still retains its old-world heritage charm. The first railway line joined Taiping Station to Port Weld (Kuala Sepetang). The amazing fact is that the tracks were made of wood and what is left today is a concrete monument marking the end-of-line at Port Weld. The town of Kuala Sepetang is the home port for its fishing industry. It is situated in the midst of a Forest Park comprising several species of mangrove and has subsequently become a nature lover’s paradise. These facts make the Port Weld end-of-line a must-visit destination in the allocentric traveller’s list of discovery destinations.

The Malaysian Rail Tourism Tour Package was launched in October 2010. It is an effort to combine rail travel with the homestay (a form of rural tourism) experience. It enables tourists to explore and enjoy the scenic beauty of Malaysia’s landscape as well as the opportunity of living with families in the countryside, immersing themselves in the livelihood and culture of the people. There are now 138 licensed homestays where tourists can experience authentic Malaysian village life.

Mining Tourism

Ghost towns abound in many countries and one of the main reasons for towns to revert to ghost towns is when the industries that established the towns in the first place, have ceased to exist. Mining towns spring up and flourish when the mines are in operation but when the ores have been exhausted, the mines are abandoned. As a result the miners and workers of supporting enterprises such as retail shops, restaurants, machine shops and vegetable farms move away. The one-flourishing township becomes a shell of its old self. A handful of its former inhabitants may choose to remain behind if they can find work in nearby areas or for other reasons.

A Malaysian town that almost perfectly suits the above description of a ghost town is Sungai Lembing, Pahang. In its heyday, it had the largest subterranean mine in the world and was even dubbed the ‘El-Dorado of the East’. Its deepest tunnel was 700 metres below ground level. But when the ores were exhausted and the price of tin dropped drastically, the industry was liquidated in 1986. However, the town did not die. Like similar situations in the USA, Australia and New Zealand, it turned to Mining Tourism.

The ghost town of Sungai Lembing consists of two rows of shop houses shaded by towering old raintrees that had evidently been planted when the miners first moved into the town. Nowadays, small groups of allocentric-oriented travellers trickle into the town to take pictures of the heritage buildings, many of which are in a derelict state. A government-built mining museum stands on a hill overlooking the town and the relics of tin-mining machinery. The inhabitants seem to have an aura of sweet reticence about them while the visitors take photographs to record this unique discovery destination.

Lighthouse Discovery Tourism

A subniche form of tourism that is gaining popularity with allocentric travellers on discovery tours is Lighthouse Tourism. Perhaps the biggest attraction of lighthouses is that they are virtually always sited on high ground, thus providing the visitor with an unobstructed, panoramic view of the surrounding landscape as well as the sea. A majority of lighthouses are located in remote areas and can be quite inaccessible. This difficulty of access appears to make a visit to a lighthouse an adventure in itself. It is a challenge readily accepted by the extreme allocentric traveller. In recent times, however, there has been a trend to promote lighthouses as tourist destinations. In New Zealand, for example, the lighthouse at Northland has been placed on the tourist trail.

Perhaps the most well-known and stately Malaysian lighthouse is the Tanjung Tuan (Cape Rachado) Lighthouse in Malacca. After the Portuguese conquered Malacca in 1511, they wanted to build a lighthouse to guide their ships. They chose Tanjung Tuan as the preferred site and named the promontory Cape Rachado, meaning ‘Broken Cape’. Construction was completed in 1529. A visitor to the lighthouse today will be awed by the splendid structure straddling the highest point of the promontory, surrounded by steep ravines on two sides. The compound of the lighthouse offers a commanding view of the Straits of Malacca for as far as the eye can see. The coastal area off the cape is famous as the site of the naval Battle of Cape Rachado in 1606 between the Dutch and the Portuguese fleets.

The lighthouse is surrounded by a verdant forest. In 1971, the Cape Rachado forest reserve was gazetted as a wildlife sanctuary under the jurisdiction of the Forestry and Wildlife Protection Department (Perhilitan). The area has since been designated by BirdLife International as an Important Bird Area and has, consequently, become an important destination for birders. It has been said that the allocentric-oriented traveller who visits this destination, gets to kill two birds with one stone. On one hand he gets to discover the Cape Rachado Lighthouse and, on the other hand, he gets to observe nature and indulge in birding if that happens to be his hobby.

Another lighthouse worthy of a visit by the allocentric traveller is the Muka Head Lighthouse, sited on a promontory at the north-west corner of Penang Island. It is located 242 metres above sea level and functions as a guiding light for shipping in that section of the Malacca Straits as well as the entry point to the North Channel. Hence its location is strategic and the visitor can have a view of the entire area, both the land and sea. It was built by the British in 1884. A well-appointed trail leads the visitor from Teluk Duyung (Monkey Beach) to the lighthouse.

The Muka Head Lighthouse is actually within the Penang National Park which was established in 2003. Covering an area of 2562 hectares (9.9 square miles), the park is the smallest national park in Malaysia although, where convenience is concerned, it is among the most accessible national parks in the world. It is only an hour’s drive from the Penang International Airport. National parks could appear the same the world over but the discovery destination here is in the form of a meromictic lake. This unique lake is fed by a number of streams before it empties into the sea. When the tide comes in, the lake consists of two layers of water – a lower layer of saline water overlaid with another layer of cooler fresh water. This is a rather rare phenomenon, perhaps the only one in the country. The fringes of the lake are hemmed in by lush green vegetation and its waters are alive with fish. Eagles and other birds share the space above the lake. There is a gazebo in the middle of the lake, connected to the land by a plank walk. The Lighthouse visitor could also explore this meromictic lake.

Discussion of Findings

Discovery Destinations with multi-attractions. Most of the discovery destinations surveyed in this project are not stand-alone attractions but are mulit-faceted in that the visitor can explore more than a single destination within an area. For example, the visitor to the Cape Rachado Lighthouse can take pleasure in an added attraction in birding and observation of annual bird migrations at the surrounding wildlife sanctuary. A visit to the Muka Head Lighthouse can be made in tandem with the exploration of the meromictic lake in the same area. Rail travel can go hand-in-hand with the homestay of rural tourism. Multi-faceted destinations add more value and interest to tours and it makes the time and money spent more worthwhile than otherwise.

Building Discovery Destination Trails. A Discovery Destination Trail can consist of a singular theme, such as War Tourism; or it could be built up with mixed themes, such as a Rail Tourism cum Village Tourism Trail. A War Tourism Trail could, for example, commence at the Green Ridge of Kampar battleground, leading on to God's Little Acre at Batu Gajah, thence on to the War Museum at Penang and conclude on the beaches at Kuala Pak Amat where the Japanese troops made landfall in World War II.

Directions for Further Research

Malaysia has an abundant wealth of discovery destinations and more of them could be located, explored and assessed for promotion possibilities on behalf of the allocentric group of travellers. Other possible themes could include Nostalgia Tourism, Adventure Tourism, Volunteer Tourism, Photographic Tourism, Youth Tourism and Tribal Tourism.

Conclusion

As the tourism industry expands, resulting in more allocentric travellers demanding to have their share of 'extreme' discovery destinations to explore, it would make good sense for the tourism industry to develop more such products for them. It would appear that the trend at the beginning of this millennium is towards new and amazing discovery destinations to satisfy the emerging new generation of very demanding and discerning allocentric travellers.

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Budget Hotels: Gaining Market Share in the Accommodation Sector

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The budget hotel segment has a major impact on the structure of the hospitality industry as it indirectly competes for the markets of mid-market hotels, the full-service segments and the traditional guest houses. Research shows that its success lies in offering customers a consistent and reliable product at value-for-money prices. This paper explores key strategies applied by budget hotels in attracting and preserving market share and addresses the challenges to its continued development. Service and product quality is considered to be the best foundation for the sustained expansion of this sector.

Key words: budget hotels, marketing, hotel strategies

Introduction

Imrie & Fyall (2001), Hall (1999), White (1999), Toynbee (2001), Leaver (2002) and Connolly (1998) refer to the budget sector as an innovative hospitality product that meets the needs of the cost-conscious travellers by offering a good quality room with efficient service for a good price. This hybrid strategy (Johnson & Scholes, 1999) of simultaneously achieving differentiation and a price lower than that of competitors, give budget hotels a competitive advantage over other hotel segments. Budget hotels have successfully adopted this strategy by identifying and understanding what is valued by their customers, therefore delivering the right mix of accommodation services and products. In order to analyze their strategies, this paper will focus on how budget hotels satisfy customer demands through its value-for-money and consistent products, strategic locations, effective designs and branding strategies.

Market Demands

Although there is not yet a single, comprehensive 'budget hotel' definition (Fiorentino, 1995), a number of authors characterize budget hotels as properties with

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good quality core products at reasonable prices (Hall & Rawlinson, 1998; Connolly, 1998: Imrie & Fyall, 2001; Hall, 1998; Toynbee, 2001; White, 1999). The budget hotel concept evolved in response to a fully researched market by the French, which indicated an apparent lack of good quality accommodation in the lower tariff market (Gilbert & Arnold, 1989; Senior & Matthew, 1990).

It has been estimated that about 30 years ago, only one in eight people had stayed in a hotel whereas that number is now one in four (Hall, 1999). The budget sector is believed to contribute to making hotels more accessible and affordable to travellers who have previously not used hotel accommodation (Hall, 1999; Hall & Rawlinson, 1998; Bland & Toulantas, 2000; White, 1999). Besides creating a new market, budget hotels are also posing a threat to other hotel segments as it attracts business and leisure customers from the full-service segments and inexpensive accommodation. During the economic recession, many hotel guests traded down to budget hotels, but when the economy picked up, in many cases, they did not trade back up to three and four star hotels (Fiorentino, 1995; Deloitte & Touche, 2002; Hall, 1999; White, 1999) because they have realized that budget hotels offer more value for money.

Product: Value for Money and Consistency

One of the unique benefits of staying in budget hotels is that they offer value for money by removing the extra facilities from the service package and including only what customers really need. Budget hotels such as Tune Hotels pride itself in offering its guests comfortable five-star beds and heated high-pressure power showers in a clean environment. Tune Hotels have omitted conventional full-service facilities and services such as meeting rooms, swimming pools, business centres and gyms as it is targeting guests who are more likely to spend most of their time outside the hotel during the day time. The pricing structure of most budget hotels is based on price per room per night rather than price per person per night, which lands itself competitive advantage over other hotel segments.

Outside of Malaysia, there are other budget hotels such as Ibis, Travelodge, Travel Inn and Formule 1 that have succeeded in winning a significant share of the hotel market (Deloitte & Touche, 2002). These hotels are highly standardized, offering value and consistency to customers. For example, the French Formule 1 offers new modern constructions containing well-designed sound-proof rooms with very limited facilities, minimal staffing and a high degree of automation (Fiorentino, 1995). Tune Hotels have also maximised occupancy space by reducing the number of rooms taken up by storage and operations. This concept is in tune with Senior & Morphew's (1989) findings of the four essential needs of customers, namely housekeeping, value for money, the service encounter and comfort.

In order to ensure budget hotels remain popular with consumers, a number of authors (Hall & Rawlinson, 1998; Hall, 1999: White, 1999; Deloitte & Touche, 2002; Connolly, 1998; Chandiramani, 2002) have recognized that additional or different facilities have to be provided to satisfy future consumer demands. At present, consumers may settle for standardized, minimal facilities but as they become accustomed to the many technological conveniences of the home and office, they are demanding more facilities at the same 'no frills' price (Connolly, 1998). This new demand has led to segmentation of the budget sector (Deloitte & Touche, 2002; Toynbee, 2001; Hall & Rawlinson, 1998; Evans, 1999; Connolly, 1998). At the end of the scale is Travel Inn, offering the bare minimum of a bedroom and shared bathroom facilities but on the other end, Premier Lodge's latest room offers a desk area, phone and modem point, satellite television and 24-hour reception in addition to the basics (Toynbee, 2001). Tune Hotels have also recognized that there is a demand for extra facilities such as air-conditioning, satellite television and in-room Internet connection, therefore guests have the option of using these facilities at an extra cost.

The challenge for managers is to add value to the product while controlling overheads and minimizing rate increases. One of the strategies used by Tune Hotels to keep room rates low include leasing empty space to convenience stores, food and beverage outlets as well as newsstand operators. Tenant brands that operate in Tune Hotels include 7-Eleven, Subway Restaurants and Gloria Jeans Coffee. Although segmentation has resulted in the budget market becoming less defined, budget hotels remain attractive because consumers rely on its promise of guaranteed quality accommodation at a relatively low cost.

Strategic Location and Effective Design

Besides price and quality facilities, another consumer choice criteria for budget hotels relate to the convenience of location. A majority of budget hotels are located in people-intensive flow areas such as main route roads and city centres making them easily accessible to travellers. For instance, all Tune Hotels are strategically located near major shopping, sightseeing and business destinations such as Kuala Lumpur, Penang, Johor Bahru and Kuching. Historically, the expansion of budget hotels to city centre location was encouraged by the success of motels in traditional road and highway areas (Hall, 1999; Evan, 1999). This move to city centre location has created competition with other hotel segments.

Budget hotels have an advantage over other hotels as consumers welcome the value-for-money alternatives being offered. Much of its success in expansion and remaining competitive is due to its focus on high standards of basic room accommodation with limited public space and customer service (Hall & Rawlinson, 1998; Connolly, 1998; Gilber & Arnold, 1989). Their development costs are much cheaper compared to full-service hotels because cost-savings are achieved by reducing the size of the guest rooms (Connolly, 1998) and optimizing the use of public space within the hotel. Tune Hotels, for instance, managed to squeeze in an extra seven rooms by including in the layout fewer linen rooms than hotels usually have (Doebele, 2007). Hall & Rawlinson (1998) further explains that developing public space typically costs 15 per cent more than the equivalent grade of room accommodation. The budget hotel concept has also proven true Ramsley & Ingram's (2000) theory by demonstrating a positive link between hotel design and profitability. Its minimal and standardized design has attracted value-conscious customers, enabling the hotel to be priced accordingly while operating in an efficient way.

Branding Strategies

Branding aims to create awareness among consumers that budget hotels are reliable quality products with guaranteed service consistency. Therefore, this strategy helps maintain accommodation standards to the disadvantage of independent mid-market hotels (Toynbee, 2001; Lilley, 1998; Imrie & Fyall, 2000). Travel Inn, for example, has invested heavily into developing its brand name through the crescent-moon logo and the promise of 'A Good Night's Sleep'. Their product delivers consistency around the country, across rooms, prices and the refund policy (Chandiramani, 2002).

Guests are also promised 100 per cent satisfaction guarantee where Travel Inn undertakes to fix any problems during a guest's stay, or failing to do so, offers a refund (Toynbee, 2001). Travel Inn's achievement as the leading brand in the UK Budget Hotel Survey 2002 (Deloitte & Touche, 2002) could be considered as proof of the strong power of branding. Tune Hotels also has a strong brand presence due to its aggressive promotion online and in the media. Their official tagline '5-Star Sleeping Experience at 1-Star Price' promises good levels of comfort and security at a very low price.

In an increasingly competitive market, a majority of budget hotels have realized the importance of retaining customer loyalty. Hall & Rawlinson (1998), Deloitte & Touche (2002), Evans (1999), Smith (2001, Toynbee (2001) cite one of the key trends affecting the budget hotel sector is increased expenditure in creating brand awareness and loyalty. Some of the loyalty schemes mentioned in the literature include loyalty cards, discounts, point systems, gift vouchers, clubs and joint schemes with airlines. The challenge lies in assessing the effectiveness of these schemes in permanently placing budget hotels in consumer travel plans as they are being wooed by newly refurbished mid-priced hotels (Hall, 1998), greater discounting by full-service hotels (Connolly, 1998) and the entrance of boutique 'designer' hotels (Hall & Rawlinson, 1998). Ideally, budget hotels should maintain its focus on its core values of quality, value for money and good design (Hall, 1998). However, as mentioned before, market pressure has led budget hotels into segmentation with the original 'no frills' concept on one end, and the upscale market on the other. Loyalty schemes could prove effective if budget hotels offer unique selling points differentiating themselves from each other.

Conclusion

The budget hotel represents a major strategic management tool in increasing the hospitality market's dimension as the concept not only appeals to value-conscious hotel users but also attracts new customers from a population of people who have hardly any hotel experience. It is a concept that was developed from a thorough research of customer needs and strongly focuses on providing value for money, good quality products and services to satisfy these needs. Effective positioning in terms of location, building design and branding has made it more accessible and popular among consumers. Recognizing the heterogeneous nature of consumer demands, many budget hotels have also adopted marketing strategies tailored to different segments. As competition becomes greater and consumers grow to expect more services and amenities, this sector must face the challenge of not letting its products lose its identity. Managers must be proactive and constantly scan the environment for current and future trends in order to maintain the market share of this sector.

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