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International Tourism Studies Association Conference
Cross-Cultural Tourism in and Beyond Asia
Nov 30th – Dec 2nd, 2010
Universiti Teknologi MARA, Malaysia

Editors

Lim Lay Kian

Mohd Hafiz Mohd Hanafiah

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NOR'AIN OTHMAN, PhD

Chairman

4th Tourism Outlook & 3rd ITSA Conference

Greetings,

It is with pleasure that Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Malaysia is participating with the International *Tourism* Studies Association (*ITSA*) to produce this joint conference.

The 4th Tourism Outlook & 3rd ITSA Conference is an opportunity to keep abreast with international research in cross-cultural tourism and provide the opportunity for event researchers from various disciplines and event industry managers to share their experiences and learn about new trends and challenges. The 4th Tourism Outlook & 3rd ITSA Conference is quickly becoming the premier international meeting for those interested in the different perspectives and the various contexts of events.

The 4th Tourism Outlook & 3rd ITSA Conference will be fully integrated and offered in conjunction to provide an interesting and informative selection of interaction sessions. Presentations at this joint event will include national and international perspectives with a high priority given to current industry issues. International and prominent Keynote Speakers have been invited from industry, professional associations and academia.

This is a very good example of how two academic organizations can work together to share ideas and expertise to produce an excellent educational and research outcome for the international community.

I look forward to meeting all the delegates!



ASSOC PROF. ABDUL AZIS ABD. MAJID

Dean

Faculty of Hotel and Tourism Management

Universiti Teknologi MARA Malaysia

“Selamat Datang”

The success of the conference calls for an acknowledgement towards the hard work and conviction of all concerned to make the aims and objectives of the 4th Tourism Outlook & 3rd ITSA Conference, a reality. Gratifying thanks are due to all the members of the organizing Committed who have worked day and night to ensure not only the success of the conference but also to open up all channels for a smooth networking of national and international organizations and individuals. I have no doubt that this conference has fulfilled all that it has set out to achieve.

This conference is particularly honored with the co-hosting by the International *Tourism* Studies Association (*ITSA*) as well as the participation of speakers, paper presenters and delegates from all over the world. Immense thanks to the Ministry of Tourism for their unfailing moral and financial support to this conference. Not forgetting that appreciation is also due to the sponsors, the speakers (local and international), the participants and all the behind-the-scene helpers.

I take this opportunity to wish each and every one of you a successful deliberation. Hopefully, at the end of the conference, you could bring home with you a wealth of knowledge and experience and we would see you as a frequent visitor to the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Malaysia or the country in the future.



TIGER WU
Secretary General
International *Tourism* Studies Association (*ITSA*)

Greetings,

First and foremost, I wish to welcome all of you to the 4th Tourism Outlook & 3rd ITSA Conference. I am greatly honored and glad that the International *Tourism* Studies Association (*ITSA*), co organizing this conference with the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Malaysia. The International *Tourism* Studies Association (*ITSA*) wishes to thanks the university and supporting bodies for their trust, confidence and continuing support towards us.

This conference with the theme “Cross-cultural Tourism in and beyond Asia” is an important opportunity for bringing together various experts from around the world. Not only does it interact with the many facets of this organization, we feel appropriate to embrace cross-cultural tourism as part of the tourism activity to attract both domestic and international tourists.

Moreover, it is the need to preserve our culture and show tourists the unique of cross-cultural tourism. With this as a backdrop to your deliberation, I am certain that your contributions of knowledge and debate in the conference will be extremely valuable. Perhaps the networking which begins at a conference such as this can lead to future collaboration and research interaction in areas of mutual interest and importance.

Lastly, I would like to thank all the committee members for their hard work and excellent job in ensuring the success of this conference.

Keynote Speaker



Fahmy Mubarak

Fahmy Mubarak is the founder of GET AWAY AGENCY Sdn. Bhd. The Company was established on the 20th of April 1994. GET AWAY AGENCY Sdn. Bhd. is an Event and a Destination Management Company. He started his career in the airline business (in the then Malayan Airways) and later in the tourism and leisure industry. He worked with Malaysia Airlines holding management positions and later joined Northwest Airlines with working stints at various stations such as Hong Kong, Tokyo, Chicago, and Minneapolis and back to Kuala Lumpur to manage the Malaysian operations.

In 1976, Fahmy Mubarak was one of the 30 founder members of the Malaysian Association Of Tours & Travel Agents (MATTA) and was elected as the Treasurer. In 1977, he served for 3 terms as the 2nd MATTA President. He was also a Board member of the Association of South East Asian Nation of Travel Agents (ASEANTA). He currently sits as a Board member of the PATA Malaysia Chapter and is actively involved with the Skal Club and provides advisory and consultancy services to leisure industry organizations on a project basis.

Keynote Speaker



Professor Zhang Jie, PhD

Dr. Jie Zhang, professor of geography and tourism, is acting as the Director of The University Institute for Tourism Research, Nanjing University and Associate Director of the Department of Land Resources and Tourism, Nanjing University, China. Dr. Zhang has studied geomorphology and later transferred his interests into tourism and heritage research. His name is listed in several national and international academic commissions of geography, tourism and geology. He is the Founding Member of ITSA, the Board Member of the Commission in Tourism, Leisure and Global Change, International Geographical Union, the full member of the Editorial Board for the *Tourism Geographies* journal, and the Member of the Standing Commission of the China national Tourism Association. He is the concurrent professors of several Chinese university and the consultants for several local governments and tourism companies in China.

Zhang's research interests include tourist and allied flows, tourism regional impacts and tourism planning, Chinese cultural and art heritages, geomorphological heritage and evaluation, empiric aesthetics of audience, and Internet impacts on tourism. Zhang's finished research projects include four projects supported by the National Science Foundation of China (NSFC, 1992-1994, 1996-1998, 2002-2003, 2004-2006), three by the National Ministry of Construction, one by the National Ministry of Education, four provincial tourism planning projects, and dozens of regional tourism master planning projects invited by local governments. He is undertaking a newly approved NSFC project titled as "Calligraphy Landscapes in China: Processes of Geographical Differentiation and Sense of Place", and the keynote speech of Zhang's for this conference, '*Calligraphic landscape and cultural identity in metropolitan Recreation Business Centre (RBD) - a comparative approach with cases of Beijing, China and Tokyo, Japan*', is the part of the result of the project.

Zhang is the author and co-author of more than 150 refereed papers published in scholarly

journals or book chapters in the fields of geography and tourism either in Chinese and English. His awarded research projects include: Spatial connectivity of Chinese Internet (2nd Class Award of Outstanding Youth Geographical Paper, Geographic Society of China, 1997), Tourist Flow to Chinese National Park (Best China paper Awards by APTA, 1999), National Pilot Evaluation System for Historic Township (3rd Class Provincial Scientific Progress Awards of Jiangsu, 2007), National Pilot Guidelines for Conservation Planning of Historic Township and Village (3rd-Class Provincial Soft Science Awards), Tourism Planning projects with one item of provincial 1st class Awards of the Best Tourism Planning, Jiangsu, 2009, two items of 2nd class Municipal Awards of Best Tourism Planning of Nanjing (2005), and many outstanding paper awards by various academic organizations in China.

Zhang was born in Wuxi, Jiangsu, China. He received his B. Sc and M. Sc in 1982, 1987 from Nanjing University. He was the joint-Ph.D. student in School of Geography, Oxford, U.K. in 1988-1989 by SBFS, and obtained doctoral degree from Nanjing University, China in 1990.

Keynote Speaker



Prof. Roger Carter, PhD, FTS, MTMI

Since establishing TEAM in 1997, Roger Carter has undertaken consultancy work in a wide range of areas, including tourism strategy and business planning, planning and implementing e-business, visitor services re-engineering and conference development. This has included work for international clients, such as the World Tourism Organization, the European Travel Commission, the Irish Tourist Board, Enterprise Estonia, the Seychelles Tourism Marketing Authority and Western Cape Tourism Board (South Africa), and UK clients such as the British Tourist Authority, the English, Scottish and Wales Tourist Boards, and Scottish Enterprise. He was Expert Advisor to the Tourism Inquiry of the Scottish Parliament in 2003. Prior to establishing TEAM, Roger was involved in tourism destination management for nearly 30 years, including 15 years at CEO level, running two of the most successful Tourist Boards in Britain.

In 1990, Roger was appointed to set up and run the Edinburgh Tourist Board. As Chief Executive, he was responsible for the strategic development of the organization, for business planning and for overseeing all aspects of the Board's operations, including the Edinburgh Convention Bureau, leisure tourism marketing, visitor services and research. Through carefully targeted leisure and conference marketing activity, Edinburgh's hotel occupancy figures increased from average annual room occupancy of 59% in 1991 to 76% in 1996, with the highest rates of growth in the first and last quarters of the year. Standards of visitor service were improved markedly and the company, with support from its Partners, was particularly innovative in its approach to information technology and in its research programme. During its five years of operation (until it was subsumed within a wider regional organization), the Edinburgh Tourist Board doubled its budget, largely from commercial sources, and achieved a position of financial strength.

From 1982 to 1990, Roger was Director (CEO) of the Heart of England Tourist Board where he increased the budget from £250k to £1.5m and membership from 850 to nearly 2,300. The Board developed a reputation for successful innovation in many aspects of tourism marketing and planning. Before that, he was Director of Research and Planning at the Scottish Tourist Board,

where he designed and managed a highly innovative programme of tourism research and planning studies, many undertaken in co-operation with other agencies.

Together with TEAM Associates, Roger co-authored two World Tourism Organization Business Council publications, 'Marketing Tourism Destinations Online', published in 1999; and 'E-Business for Tourism - Practical Guidelines for Tourism Destinations and Businesses', published in October, 2001. Since publication of the earlier report he has spoken regularly at WTO conferences and seminars - in South America, Africa, Eastern Europe, the Middle East and Asia.

Roger's special interest in the use of information technology by tourism organizations originated in the mid-1980s. He initiated a strategic approach to the use of IT in England and subsequently in Scotland. From 1994-96, he chaired the Common Interest Groups of two major European IT Projects. In addition, he chaired the IT Working Group of the Federation of European Cities' Tourist Offices. In 1998/99, he was a partner in the KNITE consortium, which assisted the European Commission in determining its policy towards IT in tourism. For four years, he was a Vice-President of the International Federation for IT and Travel & Tourism. Roger has a BSc in Geography from the University of Birmingham and a PhD from the University of Strathclyde.

Keynote Speaker



Prof. Alastair M. Morrison, Ph.D., CDME, CTME

President and CEO, Belle Tourism International Consulting, Ltd. Distinguished Professor Emeritus of Hospitality and Tourism Management, Purdue University. Dr. Alastair M. Morrison is the President and CEO of Belle Tourism International Consulting Ltd., an international tourism and hospitality advisory services company that provides advice, research and practical solutions related to tourism and hospitality for governments, private-sector companies, and not-for-profit organizations located within Greater China and the Asia-Pacific region.

His recent BTI China projects include the development of an international strategic marketing plan for a provincial government tourism administration in China; a tourism master plan for a Yangtze River delta city; and a tourism development concept plan for an area of the Grand Canal. He has also just assisted UNWTO and the Ministry of Culture and Tourism (Indonesia) with the development of a new national tourism marketing strategy.

In addition to having lived and worked in five different countries, Professor Morrison has had a wide variety of experience in the global tourism industry. Most recently he has conducted training programs and provided marketing and development advice in Australia, Bahrain, China, Ghana, Honduras, Hong Kong, India, Indonesia, Italy, Jamaica, Macao, Malaysia, New Zealand, Philippines, Poland, Russia, Scotland, Singapore, Slovenia, Sri Lanka, Thailand, Trinidad & Tobago, and Vietnam. He has also developed and coordinated training programs held at Purdue University on behalf of the World Tourism Organization for eight South Asian countries and the China-Tibet Tourism Bureau.

He is a Visiting Professor at the Scottish Hotel School, University of Strathclyde in 1999 and was the Queensland Tourist & Travel Corporation Visiting Lecturer at James Cook University in Queensland, Australia. Prior to joining the Purdue faculty, he worked in Canada as a management consultant in hospitality and tourism, most recently as President of The Economic Planning Group of Canada. In his consulting career, he specialized in tourism and hospitality

marketing planning and research, project evaluation and feasibility studies, tourism planning and development.

He is a Distinguished Professor Emeritus specializing in the area of tourism and hospitality marketing in the Department of Hospitality and Tourism Management. In an analysis by Ryan (2005), Professor Morrison was placed among the five most prolific contributors in the world to the academic journals in tourism and hospitality management. He has published 200 academic articles and conference proceedings, as well as over 50 research monographs related to marketing and tourism. In addition, he is the author of three books on tourism marketing and development, *Hospitality and Travel Marketing*, 4th edition (Delmar Publishers, Inc., 2010), *The Tourism System*, 6th edition, (Kendall/Hunt Publishing Company, 2009), and *Tourism: Bridges across Continents* (McGraw-Hill Australia, 1998). In addition to English, his books are now available in Simplified Mandarin, Traditional Mandarin, and Korean.

Professor Morrison is an Editorial Board Member of several major hospitality and tourism academic research journals including the *Journal of Travel & Tourism Marketing*, *Tourism Management*, *Tourism Review International*, *World Journal of Tourism Development*, *Journal of Convention & Event Tourism*, *Tourism Recreation Research*, *Tourism Analysis*, *Tourism, Culture and Communications*, *European Journal of Tourism Management*, *World Journal of Tourism and Hospitality Management*, and *Journal of Quality Assurance in Tourism and Hospitality*.

Professor Morrison has received several teaching awards and honors at Purdue University. He is a Founding Member of the *Purdue University Teaching Academy* and his name has been entered in *Purdue's Book of Great Teachers*. He was awarded *The Best Teacher Award* from The Society of Professional Journalists and *The Mary L. Matthews Award as the Outstanding Undergraduate Teacher in the College of Consumer and Family Sciences* (CFS). Eta Sigma Delta twice selected him as the *RHIT Professor of the Year*. CFS chose him twice as its nominee for The Purdue University Outstanding Undergraduate Teaching Award. He was selected as one of the winners of *Purdue University's Charles B. Murphy Award for Outstanding Undergraduate Teaching*, Purdue University's most prestigious award for undergraduate teaching. Gamma Sigma Delta, the honor society of Agriculture, Consumer and Family Sciences, and Veterinary Medicine, honored him with the *Award of Merit* for outstanding teaching at Purdue University in March 2002. In 1998, the International Society of Travel & Tourism Educators (ISTTE) selected

Professor Morrison as the recipient of the *Lifetime Achievement Award* for his contributions to tourism education. In addition, he has been elected as a Fellow of the world's most elite organization of tourism scholars, the *International Academy for the Study of Tourism* (IAST).

Professor Morrison is active in several major industry associations. He has served as Chairman of the Travel & Tourism Research Association (TTRA) - Canada Chapter, Board member of the CenStates TTRA Chapter, Vice President of the International Society of Travel and Tourism Educators (ISTTE), and Chairman of Association of Travel Marketing Executives (ATME).

He was awarded the distinction as one of the first recipients of the Certified Travel Marketing Executive (CTME) designation from ATME. He has designed and presented the *Destination Marketing Planning*, *Travel Information & Research*, *International Tourism & Convention Marketing*, and *Communications and Technology in Destination Management* courses for the

International Association of Convention & Visitor Bureaus (IACVB) as part of its Certified Destination Management Executive (CDME) Program and is a Co-Director of that program.

He is the former Associate Dean for Learning and Director of International Programs in the College of Consumer & Family Sciences (CFS) at Purdue University, West Lafayette, Indiana, USA. CFS has 2,200 students and Professor Morrison was responsible for undergraduate and graduate education. His specific responsibilities included overseeing undergraduate student services, undergraduate instruction, curriculum planning, honors program, international programs and study abroad, multicultural programs, service learning, grade appeals, and other matters relating to the academic affairs of CFS.

Keynote Speaker



Irfan Sungkar, PhD, Rfc
Head of Advisory; Green Research (M), Malaysia
Partner, PT. Green Research Indonesia

Expertise	: Economist and Market Intelligence Expert
Place/ Date of Birth	: Indonesia; March 31, 1971
Current Residence	: Malaysia (Expatriate)
Education	: - Al-Azhar High School, Jakarta, Indonesia; - STEKPI Business School, Jakarta, Indonesia; - Faculty of Economy, University of Malaya, Kuala Lumpur, Malaysia; - Faculty of Economy & Faculty of Business, University of Malaya, Kuala Lumpur, Malaysia; - Institute of Social Studies (ISS), The Hague, Netherlands; - Ecole' Superieure R.D. Sorbon, Paris, France - Institute of Bankers Indonesia, Jakarta, Indonesia; - International Association of Registered Financial Consultant/ IARFC, Ohio, USA (RFC Professional award)

**4th Tourism Outlook & 3rd ITSA Conference
Malaysia, 30th November – 3rd December, 2010**

Sincere thanks to:

4th Tourism Outlook & 3rd ITSA Conference Technical Committee

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7. Salim Abdul Talib, PhD, Universiti Teknologi MARA, MALAYSIA
8. Assoc. Prof. Salehuddin Mohd Zahari, PhD, Universiti Teknologi MARA, MALAYSIA

THE BRANDING OF THE SMALL AND MEDIUM SIZED ACCOMMODATION IN SABAH: CATEGORIES OF BRAND NAME AND INTERPRETATION OF BRAND NAMES

Jennifer Kim Lian Chan, PhD
Universiti Malaysia Sabah, MALAYSIA
jkimchan@yahoo.co.uk

ABSTRACT

The paper reports on the findings of a year-long project, which sought to explore the categories of brand name used and the interpretation of brand names within the small and medium sized accommodation sector in Sabah, Malaysia. Specifically, the objectives of this paper are: a) to describe the categories of brand names used by small and medium sized accommodation operators; and b) to interpret the brand names from the small and medium-sized accommodation operators' perspective. A total of 55 in-depth interview transcripts were analyzed using a qualitative-phenomenological approach which was data- and conceptually-driven. Findings reveal that a significant number of small and medium-sized accommodation operators agreed that brand names are important as they give their accommodation an easily-recognizable identity, and a perception of reliability and consistency in terms of service quality provided. It was found that three categories of brand names, namely generic, descriptive and arbitrary were used by the small and medium-sized operators. Descriptive brand names describing the product/accommodation unit/services seemed to be the most commonly used, followed by the generic and arbitrary categories. It reveals that the existing brand names were reflected in the use of respective family names, local tourist attractions, quality of products and services, use of special symbols and image creation. The selection and acceptable brand names as well as the interpretation of brand names took into account the reflection of the accommodation product's benefits and qualities, ease of name pronunciation/recognition and recall, name brevity, distinctiveness and local identity in the marketing promotion and communication of the respective accommodation. The interpretation of brand names is strongly associated with benefits and quality aspect of the accommodation. The paper contributes to the understanding and interpretation of brand names within the small and medium-sized accommodation sector. It points out the importance of having brand names to enhance the business performance of the small and medium-sized accommodation sector, which has not been well-researched.

Keywords: small and medium-sized accommodation, branding and brand names

SUSTAINABLE DEVELOPMENT APPROACH TO THE ECOTOURISM OF THE IRAN DESERT LANDS

*Hamideh Beigi, PhD and Ali Zangiabadi, PhD
Esfahan University, IRAN*

ABSTRACT

The term ``desert`` always reminds ``nonexistence``; while the patient and hard-working people and the resistant plants live and grow in the deserts. One who is interested in the deserts for the first time, never desist it. Desert has a lot of hidden tourism attractions which are not considered yet. In fact, the deserts are so beautiful the same as forest, oceans and grasslands with a lot of unique and interesting attractions. The greatness and calmness of the desert are presented the silence and peace which is not accessed in urban life for the human being. The sky and earth are boundless, horizon is endless and the night is infinite in the desert. You can watch bright and shiny stars mass and even milk way there. The dry earth reminds the blessings such as water and prosperity. The profound and long roots of the plants are the symbol of the resistance and endurance, and the green plants of the salt marsh state the love to the life. In our tensional and stressful world, desert lands are the spiritual shelter for the fatigued and exhausted soul of the people. This study is about taking advantage of the natural tourism attraction of the desert like sand and salt in order to cure the patients and to create calmness contemporary. Also this study emphasizes the conservancy and sustainable development of Iran's natural investments using the earning tourism development approach. This article is based on the authors' field studies, the investigation of the available electronic and library sources.

Key words: ecotourism, sustainable development, desert lands, sand therapy, salt therapy

PERCEPTION OF THE IMPACTS OF ECONOMIC GROWTH AND TOURISM AND TRAVEL DEVELOPMENT

Pedro Moreira, PhD
Institute for Tourism Studies, Macau SAR, PR CHINA
pmoreirasys@netscape.net

ABSTRACT

Economic growth is the primary drive of tourism and travel development. The impacts of economic growth and tourism and travel development expand from the economy to the social, cultural, and environmental dimensions of a city. An Asian city is considered here the basic unit of travel attraction and market demand for the study of the perception of the impacts of economic growth on two stakeholder groups: residents and travellers and tourists. The study is based on a survey involving a large sample (n=480) and the analysis is focused on the perception of three core impact targets: (1) economy; (2) society and culture; (3) environment. Finally, the implications of the results are discussed on the theoretical and applied perspectives.

Keywords: economic growth, perception, core impacts, tourism, travel, destination.

INTRODUCTION

The Perception of the Impacts of Economic Growth and Travel and Tourism Development

Economic growth and yield are the primary drives in destination development. For that reason, sustainability and environmental conservation become more important concerns the higher the expectations for future economic performance. Sustainable tourism first emerged as a reaction to the devastating impacts of mass tourism (Lu, Nepal, 2009), and is associated with a strategy of balanced development (Muller, 1994), and a long time frame (Sausmarez, 2007). Sustainable economic development can in addition be considered a factor of competitiveness as destination attraction is influenced by the information or knowledge about sustainability and the quality of the environment associated with the image of a travel destination (Crompton, 1979, Camprubi, Guia, Comas, 2008). The growth of travel and tourism destinations is frequently dramatic in terms of the scale of the changes occurring in a reduced time frame. With the dramatic changes of economic growth the balance between the pressures for economic development and the protection of the environment is in risk and often the losses are irreversible. The threats to environmental sustainability are also threats to the long term economic sustainability of a destination as the travel and tourism attraction will weaken with the environment degradation. As the number of arrivals to a travel destination rises and tourism captures the interest of more investors, the evolution trend towards mass tourism becomes inexorable.

The core appeal of mass tourism is economic and the challenge is to conciliate the temptation to maximize the revenues with the development of “environmentally benign forms of tourism” (Sharpley, 2000:14-15). Macau was always a city of cultural and social diversity. The concentration of the population in a small area is a risk factor for the balance between the natural and the urban environment. Dense clusters with high concentration of individuals or organizations represent a risk “always greatest when a population clusters itself in dense pockets of humanity rather than distributing itself uniformly over the available land area. Clustering, however, is part of our nature as humans and that much will never change” (Zebrowsky, 1997:126). With clustering, the risks increase, for individuals, for organizations, and for economic activities in a destination, hence the importance of the diversification of the economy and of the focus on the long term sustainability versus the focus on the immediate incomes that will inevitably lead to a tragedy of the commons effect (Hardin, 1968). In the case of Macau the minimal territory offers limited alternatives to protect this balance. Along with the attempt to increase the land area through sea reclamation and concessions of adjacent areas of mainland China to specific organizations and economic activities, the control of illegal immigration and expired visas has recently been enforced. Destinations are vulnerable to a wide range of influences. At the destination scale travel and tourism represent threats to the sustainability of the environment and to long term economic sustainability. The ideas of balance, intelligent use of resources, and prevention of future negative impacts are often linked in the literature to sustainable tourism and the debate now includes environmental, economic, and social and cultural issues (Lu, Nepal, 2009), the focus of this exploratory article. The following section presents the results obtained in Macau SAR, PR China for the perceptions of the impacts associated with economic growth and travel and tourism development.

RESULTS

The data collection was carried out during March 2010 through structured interviews at the city centre and several points of entry of Macau. The Chinese-English bilingual questionnaire included a 1-5 rating scale (limit 1 corresponding to ‘strongly disagree’ and limit 5 corresponding to ‘strongly agree’ with the questionnaire statements) to standardize the interviews for consistency and data log and analysis. The survey sampling tendency was random in nature, as individuals were not selected before they were invited to participate in the study. The total sample included 480 respondents and two identical sub-samples of visitors (n=241, 50%) and residents (n=239, 50%). The gender frequencies were balanced (47% male, 53% female) and the age categories percentage distribution was the following: 15-24, 28%; 25-34, 37%; 35-44, 23%; 45-54, 9%; 55-64, 1%; and 65 or above, 1%.

	Mean	SD
The economy		
01. Tourism is positive to the economy	4.0	.8
04. Economic development is important and should be supported	4.1	.7
The society and culture		
013. The growth of tourism increases the number of different cultures in the population	3.8	.8
022. The economy of a city with many cultures is more competitive	4.0	.8
023. The economy of a city with many cultures is more prosperous	4.0	.8

The environment		
02. The environment is important and should be protected	4.2	.8
03. The air pollution has been worsening in the last years	4.0	.8
06. The noise pollution has been worsening in the last years	3.8	.8
08. The traffic has been worsening in the last years	3.9	.8
07. Tourism is negative to the environment	3.3	1.0

Table 1. Perception of the impacts of economic growth and travel and tourism development on the economy, society and culture, and the environment

The descriptive results on Table 1 show that the item with the highest mean score was related to the importance of the environment and the protection of the environment, followed by the acknowledgment that economic development is important and should be supported, revealing the recurrent underlying contrast between economic development and sustainability and protection of the environment. On the opposite side, the respondents scored the lowest agreement on the statement conveying that tourism is negative to the environment. Even if this was the lowest score, 3.3 is almost one unit over the neutrality of the formal mid-point of the rating scale, and therefore tourism was clearly associated with negative impacts to the environment. The agreement to the culture and society influences on the economic competition and the economic prosperity of cities as travel and tourism destinations was very clear (4.0). The importance of the economic development and the support that it should deserve is also expressed by a very positive score. Finally, positive high scores acknowledge the environmental degradation and the pollution and traffic negative trend in the last years. The total sample can be considered homogeneous as only two of the items revealed significant differences between the residents and travellers and tourists sub-samples. The differences of the means in these two items did not reach the .01 p-level, and therefore the following analysis and discussion will consider the full sample results.

Component	Eigenvalue	Explained variance percentage	Cumulative variance percentage
1	2.5	25	25
2	1.4	14	39
3	1.4	14	53
4	.95	10	63
5	.83	8	71
6	.75	8	79
7	.71	7	86
8	.61	6	92
9	.54	5	97
10	.33	3	100

Table 2. Factor analysis total variance explained (extraction method: principal components)

The first three factors explain 53% of the total variance (Table 2). When the three factors selected by the Kaiser rule and the eigenvalue are represented graphically on the scree plot, the graph confirms the selection. The theoretical structure of the questionnaire was confirmed by the factor analysis (Table 3) with the items 01 and 04 loading on factor 1, the items 013,

022 and 023 on factor 2, and the items 03, 06, 08, and 07 on factor 3. Item 02 load on factor 3 was very low and instead loaded high on factor 1. These results led to a minor revision of the initial structure, with item 02 to be included in the economy component in future surveys. A possible explanation of the unanticipated result of item 02 might be the symmetry of this item with item 04. The result can be related with the contents of the item, redirecting the respondents to strategic options related to the economic development, the effects on the environment, and the especial attention to monitoring and protection required under conditions of strong economic growth.

Factor analysis	F1	F2	F3
The economy			
01. Tourism is positive to the economy	.72	.15	.02
04. Economic development is important and should be supported	.62	.21	.05
The society and culture			
013. The growth of tourism increases the number of different cultures in the population	.24	.45	.13
022. The economy of a city with many cultures is more competitive	.05	.89	.04
023. The economy of a city with many cultures is more prosperous	.04	.88	.06
The environment			
02. The environment is important and should be protected	.78	-.05	.09
03. The air pollution has been worsening in the last years	.35	.03	.59
06. The noise pollution has been worsening in the last years	.12	.24	.61
08. The traffic has been worsening in the last years	-.28	.05	.62
07. Tourism is negative to the environment	.08	-.02	.68

Table 3: Factor analysis rotated component matrix (extraction method: principal components; rotation method: varimax with Kaiser Normalization)

The positioning of the items suggests that the structure of the questionnaire is solid and the Cronbach alpha of .65 for the full scale offers a good reference of consistency and reliability. The questionnaire is therefore apt to be applied in future surveys, and extended to research on the impacts of travel and tourism on other destinations, opening possibilities for benchmarking and compared studies using multi-destination samples. In terms of limitations, the explained variance of the first three factors can still be further improved, either by adding items to the original factors or adding other factor or factors that may be important in terms of impacts.

DISCUSSION

These first results offer an initial indication of the perception of the impacts of economic growth and travel and tourism development in the Asian city of Macau SAR, PR China. Along with the support and acknowledgment of the importance of economic growth there are clear concerns about the sustainability of the environment. The consistency revealed by the results of residents and travellers and tourists deserves a note, as on other themes these are divergent destination stakeholders. The questionnaire presented proved to be an efficient instrument and the metric qualities suggest further applications in future studies on the same destination for time comparisons and monitoring or other destinations, and to multi-

destinations benchmarking or compared studies. The results of the study in terms of the consistency found between the perceptions of the residents and of the travellers and tourists on the economy, the society and culture, and the environment are understood as relevant at the destination management level and to lines of research on impacts of economic growth, sustainability, destination life cycle, destination attraction and destination image.

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AN EMPIRICAL STUDY ON TRAVEL MOTIVATIONS OF MAINLAND CHINESE TO TAIWAN

*Ning Dang, PhD, Xue Yao and Anran Dong
East China Normal University, Shanghai, CHINA*

ABSTRACT

Taiwan has become one of the latest and most popular outbound destinations for mainland Chinese since July 2008, however, the travel motivations of the mainland residents remained unclear. Also, few studies have been found on mainland tourists' motivations to Taiwan, by both local and international researchers. The primary objectives of this study were to delineate the travel motivations of the mainland Chinese, to discover which variables are important and then to classify the tourists into certain types. An instrument was developed based on previous tourism studies as well as in-depth interviews, and the data were collected from 272 Shanghai residents in a self-directed survey, which acted as a sample of the mainland Chinese. Based on the data from the survey and using factor analysis, this study identified six motivation factors, which included politics, culture, personal development, leisure, destination image, and fashion trends. Among these travel motivations, political motivation factor and destination image factor were the most important ones. Subsequent cluster analysis indicated that tourists can be classified into three types including positive, negative and personalized tourists. Then this study demonstrated some demographic characteristics of each type of tourists. For example, the elderly were mostly positive tourists and had enthusiasm for travelling to Taiwan. Finally, several recommendations were made to the government and travel agencies, regarding the further development of this tourism market.

Keywords: travel motivation, outbound tourism, Taiwan tour, Shanghai residents

ANALYSIS ON THE SITUATIONS AND POLICIES OF CHINA'S MICE INDUSTRY

WU Jianhua, PhD & XIAO Xuan
Guang Dong University of Business Studies, Guangzhou, CHINA
wujianhua304@126.com

ABSTRACT

In China, there are five MICE economic zones: Bohai Sea Circle, Yangtse-River Delta, Pearl-River Delta, Northeast China, Central and West China, each with a certain metropolitan as the core. In geographic distribution, some MICE economic zones are rather nominal ones, just in the initial phase of N-tier pattern development. Generally speaking, all these zones lack leading powers to form competitive MICE city cluster. The government served as the main drive to foster these MICE economy centers, which partially explained the reason for weak connections among these zones and the lack of coordinate systems. China's central and local governments have issued some policies to prompt the development of MICE industry.

Keywords: China's MICE industry, patterns, policies

INTRODUCTION

Basic Pattern of China's MICE Industry

Since Reform and Opening-up, China's MICE industry has developed fast and formed five economic zones: Bohai Sea Circle, Yangtse-River Delta, Pearl-River Delta, Northeast China Region, and Central-West China Region (see diagram 1).



Diagram 1: Five MICE Economic Zones in China

Zone 1: Bohai Sea Circle.

It includes Beijing, Tianjin; Qingdao, Jinan, Yantai, Weifang, and Weihai in Shandong Province; Shijiazhuang, Tangshan, Langfang in Hebei Province, etc, with Beijing as the flagship. In this zone, the MICE industry developed earlier, featuring abundant large-scale players, professional, highly-specialized, internationalized exhibitions of many categories.

Quite a few well-known MICE brands are clustering here, together with numerous national scientific research organizations and industrial associations. It endows the city incomparable advantages in industrial specialized technology exhibitions. Among the 22 UFI certified exhibitions in mainland China, nine of them are from Beijing, such as CIMT (China International Machine Tool Show), CITME (China International Textile Machinery Exhibition), P&T/EXPO COMM CHINA and ChinaMed (International Medical Instruments & Equipment Exhibition), etc. Beijing boasts the most international exhibition brands in mainland China.

Zone 2: Yangtse-River Delta.

It mainly refers to Nanjing, Suzhou and Nantong in Jiangsu Province, Hefei in Anhui Province, Ningbo, Wenzhou, Yiwu and Hangzhou in Zhejiang Province. Ningbo and Wenzhou focus on manufacturing exhibitions; Suzhou is more concentrated on foreign-trade and foreign-fund exhibitions; Hangzhou positions itself as a composite for leisure, meeting and sightseeing. This zone benefits from good starting basis, commitment of local government, rational planning, hence great potentials highly impacted by the regional advantages and industrial structure.

Zone 3: Pearl-River Delta.

It covers Guangzhou, Shenzhen, Dongguan, Shunde, Zhuhai and Zhongshan in Guangdong Province, and Fuzhou, Xiamen in Fujian Province, as well as Hongkong and Macao Special Administrative Regions, with Guangzhou as the core. This MICE economic zone is highly modernized and globalized, with notable MICE industrial structure. MICE projects show obvious clustering both in geographical and industrial distributions. Another distinguished feature of the zone is keen “coopertition”. The implementation of CEPA has greatly prompted the integrations of the zone, especially on market entities and operations. Hongkong, Shenzhen and Guangzhou enjoy solid industrial basis, convenient transportation and developed logistics, and become top three international exhibition centres in equilibrium with each other.

Zone 4: Northeast China Region.

It refers to Dalian, Changchun, Harbin, Shenyang and Jilin, with Dalian as the leading city. The most outstanding advantage of this zone comes from its adjacency to Russia, South Korea and North Korea. It develops MICE economy by organizing Russia-oriented or Korea-oriented trade fairs. The zone also utilized its industrial merits to develop several well-known exhibitions, such as International Automobile Fair in Chuangchun, International Equipment Manufacturing Expo in Shenyang, CIGF (China International Garment & textile Fair) in Dalian, etc.

Zone 5: Central-West China Region.

It consists of Chongqing and Chengdu in Sichuan Province, Zhengzhou in Henan Province, Wuhan in Hubei Province, Changsha in Hunan Province, Xi’an in Shanxi Province, Kunming in Yunnan Province and Nanning in Guangxi Province. This zone tends to foster exhibitions

with regional characteristics, such as Western China International Fair in Chengdu, CCHTF (Chongqing Hi-Tech Fair) in Chongqing, China East-West Region Cooperation, Investment & Trading Fair in Xi'an, China-ASEAN Expo in Nanning, etc.

The quantity and percentage of expos in each MICE economic zone in 2008 are shown in table 1. [Data source: WANG Fanghua, GUO Jurong (2009). Blue Book of Convention & Exhibition Economy (2009)]

Zone	Northeast China	Bohai Circle	Sea	Yangtse-River	Pearl-River	Central-West China	Others
Quant.	50	197		243	102	85	161
%	6%	24%		29%	12%	10%	19%

Table 1: Expos Distribution in MICE Economic Zones, 2008

FEATURES OF THE PATTERN

We observe the features of China's MICE Industry's Pattern from the following aspects:

Geographic distribution: five MICE economic zones began to take shape, each with a metropolitan as the core. However, some zones are rather nominal, i.e. some cities are classified into the same zone just because of their geographic adjacency, but not because of the interactions and linkages among them.

Characteristics of MICE cities: based on local industrial advantages, the five zones is stepping into the initial stage of interactive and N-tier development pattern. Nevertheless, none of the zones has fostered distinguished features, not to mention irreplaceable competence.

Drives of MICE industry: although each zone has at least one well-known exhibition, none of them has dominant power; therefore the drive of central MICE cities to satellite ones is too weak to form competitive urban clusters.

Industrial features: MICE industry of central MICE cities is booming; that of some medium-sized cities, sprouting; while small or remote cities barely have any MICE industry.

Features of development mechanism: generally speaking, China's MICE economy centres are government-initiated, which results in poor linkage and coordination among these zones. Blind competitions even occur in cities from one zone.

CHINA'S INCENTIVE POLICIES FOR MICE INDUSTRY

Examination and Approval System:

Financial Support for Market Expansion: The State Economic and Trade Commission has set up a fund for medium-and small-scaled enterprises to explore international markets. It comes from Central Foreign Trade Development Fund, which is divided into two parts: one part is allocated by the state and the other, by local government.

LOCAL GOVERNMENT'S INCENTIVE POLICIES

Positioning and Objectives of MICE Industry

There are 31 provincial-level administrative regions in mainland China, and 29 of them have identified specific objectives for MICE economy in their Eleventh Five -Year Plan. Key MICE cities have specified their positioning and objectives for MICE industry. e.g. Beijing positions MICE as one pillar industry of its third industry, struggling to China's primary city for political, cultural and tech conventions & exhibitions, to be a major Asian city for brand conventions & exhibitions on international trade, social environment, tech & culture; Shanghai positions MICE as a key component of its service industry, and as a new industry to enhance city image, improve municipal services and prompt economic & social development, so as to be one of the key MICE city of Asia-Pacific region in 2010, with MICE industry accounting for 0.2% of GDP; Guangzhou positions MICE as an important part of modern service industry, aiming to be a central city for international conventions & exhibitions. It can be summarized that China's MICE metropolitans (e.g. Beijing Shanghai, Guangzhou and Shenzhen) aim to be the major MICE cities in Asia or Asia-Pacific area; other MICE cities (e.g. Hangzhou, Nanjing and Dalian) aim to be national or regional key MICE cities. These objectives are fairly feasible, with diversified focuses so as to avoid blind competitions to a certain extent.

Incentive Modes

Priority in development planning: e.g. Beijing has announced MICE industry as one of its six key modern service industries of high priority in its 11th five-year planning. Hangzhou gives priority to MICE industry over economic development and traditional tourism sectors.

Financial Support, Capital Aid or Award: The content and modes of financial support vary from one region to another. In some metropolitans, such as Beijing, Shanghai, Hangzhou, Ningbo, Dongguan and Xi'an, exclusive funds are established to support MICE industry, with incentives consolidated as municipal financial subsidies. These exclusive funds are mainly spent on exhibition orientations, exhibitors' allowance, MICE publications and other basic operations. Other cities only grant allowance to listed exhibitions.

Taxation Preference: e.g. Shanghai Local Tax Bureau released Circular on Issues Regarding Levy of Business Tax on Conference & Exhibition Industry in Shanghai, which ensured preferable taxation for MICE industry. For example, it's stipulated that for the sponsors or organizers of conferences & exhibitions, business tax shall be levied on their net revenue from all the service fees and other charges directly collected from exhibitors or conferees, i.e. the revenue excluding (venue) rental, construction fee, advertisement fee, accommodation fee, admission and transportation fee paid to the third party.

Encouraging Personnel Training & Introducing: This is mainly embodied in personnel training, introducing and exchanging, such as enhancing the development of academic and vocational education, launching various training programs and enhancing personnel communications.

Preference of Incentive Policies

The central MICE cities aim at the development of their overall industry and economy, so they prefer exhibitions & conferences that can invigorate the local economy, to be specific, exhibitions & conferences coincident with local industrial development objectives, MICE projects with well-known brand or specialty, encouraging international cooperation.

Standardizing Administration: First, to set up administrative institutions

Many efforts have been made to explore an effective administrative system of MICE industry. e.g. it is suggested in Shanghai's Action Plan for the Development of MICE Industry that "joint-meeting system should be set up to decide the strategy, planning and policy of MICE industry, and to solve problems through overall coordination." **Second, to offer auxiliary services.** e.g. Beijing has established a "green path" for MICE industry. It reforms administrative system, simplifies market entry formalities, gradually restructures its administrative system (administrative rights transferred from multi-department to local industrial associations) and reforms market access control (from restrictive mode to market-oriented mode).

CONCLUSION

The planning of MICE industry is somehow neglected in state-level planning – it was only mentioned in the planning of cultural industry, which indicates that government hasn't recognized the comprehensive influence of this industry. It was again neglected in the Outline of China's 11th Five-Year Plan. The lack of state-level planning and strategic positioning has resulted in the weak overall control and coordination of MICE industry in various regions.

Chinese government hasn't designated a unified administrative authority for MICE industry; the local governments, venues, associations and financial institutions all have examining and approving rights for MICE projects, which caused serious problems of multi-administrations and blind repetitions. Exhibitions & conferences are supervised by different departments according to their themes and regions (overseas or domestic). Take "international exhibitions" for instance, they can be examined and approved by three departments: the Ministry of Foreign Trade and Economic Cooperation, the Ministry of Science and Technology and CCPIT (China Council for the Promotion of International Trade).

China's administrative mode of MICE industry is imprinted with the planned economy, which is well embodied by its examining and approving system. In China, policies and regulations of MICE industry are made individually by local governments: e.g. Beijing, Hangzhou, Dalian and other cities have individually released MICE industry plans in their long-term municipal planning, yet there is no unified administrative authority to make an overall planning, hence poor positioning differentiation across regions.

Chinese government's support to MICE industry is rather limited. The State Economic and Trade Commission's market exploring fund is the only state-level supportive project concern; and only a small part of the fund is used to support medium-and small-scaled enterprises to explore international markets (exclusive to exhibition fee, exhibition installation fee and

freight charge for large exhibits). China's MICE industry is still in its initial stage: the key MICE cities are in the expansion period, with preference for projects and companies of large-scales; while the support to growing enterprises and SMEs of MICE industry is rather weak.

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A THEORETICAL STUDY OF TOURIST INFORMATION

*Prof. Kazuyoshi Takeuchi, PhD
Jissen Women's Junior College, JAPAN*

ABSTRACT

The age of tourism study was born when the Italian governmental officer, Bordio, applied statistical analysis to tourism phenomena in the field of economics in 1899. Soon thereafter, researchers from Italy, Germany, and Switzerland followed him with their sociological and psychological approaches in the late 19th Century. In spite of these early beginnings, tourism science as a discipline has not been realized, nor has a field of tourist information been established. This lack of development is due to a commonly held belief that the diversity or wide range of tourism phenomena precludes it from being analyzed. In this paper, the author points out the significance of tourist information and attempts to establish a field of information in the theoretical study of tourism. In the discussions of the characteristics of tourist information, the author finds a strong bond between tourist information and tourist attractions. Although tourist information is originally made for tourist attractions, it synchronously identifies the existence of tourist attractions. Thus, the value or appeal of tourist attractions depends on the explanations or interpretations provided to tourists, as in the form of instructions or manuals. The paper also discusses the normalization of tourist information, due to wrongly-interpreted situations by tourists of various language backgrounds.

Keywords: tourism phenomenon, tourist information, product liability, normalization, information manufacturing process

INTRODUCTION

It was only after the Industrial Revolution that safe and comfortable journeys became possible in steam engine locomotives. This is the beginning of modern tourism in which people can repeat to travel safely between home and destinations, however the age of tourism study was born much later when the Italian governmental officer, Bordio, applied statistical analysis to tourism phenomena in the field of economics in 1899 (Shiota, 1996). Soon thereafter, researchers from Italy, Germany, and Switzerland followed him with their sociological and psychological approaches in the late 19th Century. In spite of these early beginnings, tourism science as a discipline has not been realized, nor has a field of tourist information been established. This lack of development is due to a commonly held belief that the diversity or wide range of tourism phenomena precludes it from being analyzed. The purpose of this paper is to assert the significance of tourist information in the field of tourism study through an analysis of the characteristics of tourist information and while attempting to establish a field of information in the theoretical study of tourism.

CHARACTERISTICS OF TOURIST INFORMATION

Communication Process

Among varieties of communication methods, language is mostly used in this present society since its development by humans. It may have been originated from a single shrill voice of a human kind who let other members of the group know that they were in danger. As in such a case, language may have obviously started with a speaker, not a listener. In other words, communication conducted in languages starts with speakers. In the study of linguistics (Austin, 1962; Searle, 1969), a conversation or dialogue begins with a “speech act” or a performance of an utterance made by a speaker. And a listener receives the information through the speaker’s utterance act with two meanings – an ostensible meaning with phonetic sounds of the utterance and a real meaning intended by the speaker. As a result of the act of delivering information, the listener receives a message and interprets a certain meaning from that message, regardless of the linguistic intentions of the speaker. This communication process can be applied exactly the same way to a study of tourist information.

Channels of Delivering Messages

Human life is fundamentally divided into two styles – ordinary and non-ordinary. This can be applied to the categorization of tourist information. Information obtained in ordinary or daily life, naturally away from tourist sites, is referred to as “off-site information” and information gained in non-ordinary or tourist destination areas is called “on-site information”. Both on-site and off-site information as shown in Table 1 contain the same three types of channels for delivering messages, which are human contacts, audio-visuals, and written forms. The channel of human contacts has an interactive factor that is capable of providing mutually communicating environments, whereas the other two channels are designed to work in a one-sided communication.

Modes	Channels	Tourist Information Sources
On-site information in non-ordinary	Human Contacts	Words of mouth from local people Explanations of guides, interpreters or tour leaders
	Audio-Visuals	Audio guides or recorded announcements at sites Stories on screen or monitors prepared in facilities
	Written Forms	Label texts at museum exhibits or tourist attractions Handouts, leaflets, brochures or books in areas
Off-site information in ordinary	Human Contacts	Words of mouth from family or friends Lectures or research at academic institutions
	Audio-Visuals	Broadcasted programs through mass media DVD or video programs at home
	Written Forms	Commercial messages at stations or store’s racks Books, newspaper editorials or website writings

Table 1: Channels of Tourist Information Sources

ISSUES

Tourists as a Social Minority

Wofensberger (1992) introduces categories of people who are apt to be or become devalued in societies. In his sixth category, he asserts that those who are unassimilated into the culture for any number of reasons, including ethnic minority groups, religious minorities, migrant laborers are also apt to be devalued. When a tourist who only can understand his/her own first language travels to a country of a different language base, he/she is put in the same situation as a person with a problem in the faculty of sight. The tourist cannot comprehend information that is provided in a different language of the country he/she is visiting, due to the fact that there is no access to such information in a languages that he/she understands. The tourist may consequently fall into one of Wofensberger's categories unless a multilingualistic approach is employed in the providing of tourist information.

Kachru (1992) states that the present international status of English is rightly justified on the basis of the numerical strength of its non-native speakers. Crystal (1997) points out that there has never been a language so widely spread or spoken by so many people as English. There is no doubt that English nowadays plays a crucial role as a common language especially in providing tourist information to foreign visitors of different language backgrounds. Although there are cases that tourist information is provided in English as an auxiliary language for non-native English speakers, only 28% of the world population speak English as first and second languages, according to Crystal's calculation as of 1995. The majority of the world population, or the majority of potential tourists, would seem unable to understand English.

Interpretation of Negative Heritage

Turnbridge & Ashworth (1996) agree that the message conveyed through the selection, packaging and interpretation of atrocity heritage sites can be seen in terms of those projected by various producers and those received by visitors. The intensity of emotions evoked by the events may create protective barriers against their understanding. The messages being projected by site managers, however well meaning and earnestly expressed, may have little to do with the motives, expectations, or experiences of some visitors to such sites. Tourist attractions, such as museum exhibits, are to contribute to public profits and education through shared experiences. To provide the best contribution to knowledge or education, interpretations or explanations of tourist attractions must be carefully organized and manufactured.

Product Liability

The main purpose of the language is to deliver information to other people. Naturally, whether information is trustworthy or not is essential. In the tourism industry, information on tourist attractions is a large concern to tourists since it could motivate people to visit attractions, which is a main event in the tourist phenomena. It is a vital argument that tourist information should be authentic or good enough to believe. Historical sites can last for

centuries, but human cannot. They are mortal. There are no more original people who can prove that the historical site is genuine or no fake.

According to the American Heritage of Dictionary of the English Language (2000), the word “authentic” is defined as conforming to fact and therefore worthy of trust, reliance, or belief or having a claimed and verifiable origin, not counterfeit or copied. Turnbridge & Ashworth pointed out that an appeal is made to authenticity as a self-explanatory justification and criterion for selection and interpretation, and the quality of authenticity endows the object or site with value and its removal renders the object worthless. If an interpretation or explanation of a tourist attraction contains wrong information, it may damage the image of the attraction or leave an unpleasant impression to tourists.

Even a simple sign or catchphrase, rather than a long text of interpretation or explanation, could create an inconsistency. A prohibitive sign board, shown in Figure 1, was in place on the ceiling of a Japanese temple building when the author visited in August 1998. The sign had three requests in Japanese, i.e. “No smoking”, “No food or drink”, and “Tripods prohibited”, as indicated in Figure 2, which is now hung in the same place, as of October 2010. The third request written in Japanese characters in both Figures 1 and 2 means “Do not use a tripod when taking pictures”, whereas the English translation states that “Photos are permitted”. The Japanese request and its English translation do not logically contradict each other, but the meanings of the contents are totally different. Until the second translated sign is corrected, the consistency in Figure 1 may create a situation in which visitors who are unable to understand Japanese may use a tripod, resulting in displeasing those Japanese visitors who are unable to understand the English translation.



as

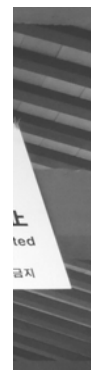


Figure 2, as

The idea of “product liability” as an area of law for consumer protection has been widely accepted in the 20th Century. It applies to a case when a person is harmed by a product. The idea is distinguished between three major types – manufacturing defects, design defects, and marketing defects. Manufacturing defects may involve a poor quality of materials or shoddy workmanship. Design defects occur where the product design is inherently dangerous or useless. Marketing defects arise in products that carry inherent non-obvious dangers which could be mitigated through adequate warnings to the user, and these dangers are present, regardless of how well the product is manufactured and designed for its intended purpose.

The idea also involves navigation charts or instructions to introduce how the product should be used safely. If there is a flaw in such information and the flaw results in a cause of loss, it will be a case of product liability. When this idea is applied to tourist information, an inconsistency such as in Figure 1 should be avoided. From a viewpoint of museology (Tanahashi, 1950), label texts for museum exhibits are considered to be part of the museum exhibits and museum exhibits do not achieve their purposes without label texts.

MANAGEMENT OF TOURIST INFORMATION

In Figure 3, details a manufacturing process model of tourist information, which clarifies the process of how inconsistencies such as in Figure 1 or defects mentioned in Chapter 2.3. are created in the providing of tourism information. There are four components that all connect tourist attraction related information, i.e. interpretations, explanations, label texts, captions, etc. The basic component that all these components share is “administrator” or the administrating organization who owns the tourist attraction or directly takes charge of the maintenance of the concerned tourist attraction. When an administrator provides information on the tourist attraction, the administrator may enter into a package contract with a manufacturer to prepare informational texts in their first language and sometimes in other languages, if necessary. If a sufficient budget is not available for a contract with a manufacturer, the administrator may write and translate into an information script by themselves or ask an acquaintance with less expertise to translate the script in the target languages, which is indicated in the dotted arrows in Figure 3. This process could be a form of negligence of product liability, which has a high risk of producing inconsistencies or defects in the providing of tourist information. A recommended process is that an administrator should directly arrange experts of script-writing and translation or assign a manufacturer to organize the whole process, all indicated in solid lines.

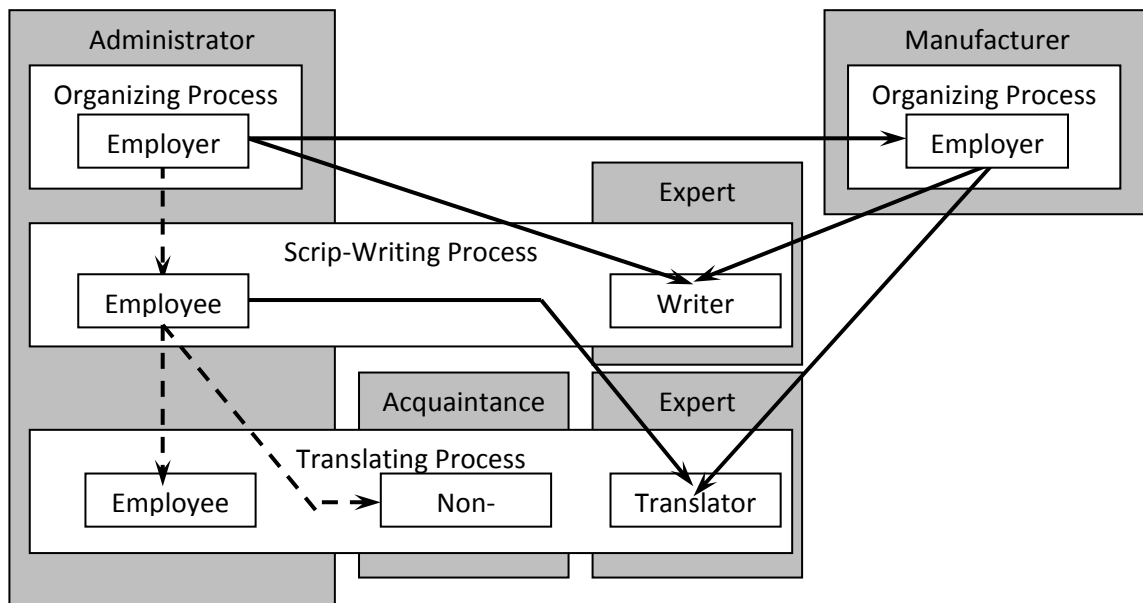


Figure 3. Manufacturing Process Model of Tourist Information (Modified from Takeuchi, 2003)

CONCLUSION

In the discussions of tourist information, the findings support that there is a deeper connection between tourist information and tourist attractions than is initially evident. Although tourist information is originally made for tourist attractions, both could be affected at the same time when there is an inconsistency or defect in the information of tourist attractions. In that sense, tourist information synchronously identifies the existence of tourist attractions. Much attention must be paid to the quality of tourist information both theoretically and practically. Thus, the value of tourist attractions depends on the authenticity of explanations or interpretations provided to tourists.

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HIGH-CONTEXT SERVICE IN THE JAPANESE HOSPITALITY INDUSTRY

Noriko Fukushima, PhD
Service Consultant Representative Office Wald, JAPAN

ABSTRACT

The purpose of this research is to clarify the existence of “high-context service” based on culture and customs, apart from rational and efficiency-centered manual-type service. The paper details two types of knowledge bases, as well as an investigation into the service providing scenes. Firstly, it presents the concept of “considerate behavior”, which engenders positive feelings in people, whereas psychology introduces a similar notion of “helping behavior,” which concerns people who require help in pro-social studies. With the theories of tacit knowledge and knowledge conversion, the paper indicates an evolutionary model of considerate behaviors that explains how a considerate behavior is gradually accepted among co-workers in the same organization and how it then matures into a generalized service as a homogeneous commodity. Secondly, the paper asserts, by utilizing a modularity theory in economics, that individual attending service forms a pattern of service architecture with three types of modules – considerate behavior, service with considerate behaviors, and service with generalized models. The structure of high-context service observed in Japanese high-level compact-sized ryokans is analyzed with Japanese customs, traditions, or its culture as an integral architecture in which each module is mutually connected in a multiple complex linkage. The paper defines modular architecture with one-to-one linked modules as a standardized service.

Keywords: considerate behaviour, high-context service, tacit knowledge, knowledge conversion, service architecture, Japanese high-level compact-sized ryokan

INTRODUCTION

Unlike a manual-oriented service that pays more attention to rationality and efficiency, a service style called “omotenashi” can be often observed in a Japanese high-level compact-sized ryokan, which only provides an expensive package of accommodation, dinner, and the next-day’s breakfast (approx. 1,840 MYR or 600 USD). A professional service provider guesses a customer’s needs by the customer’s attitudes and serves what exactly matches the needs without requests. This anticipatory behavior tends to be appraised as “excellent service” in Japan. The behavior can be explained by Polanyi’s “tacit knowledge” (1966). Once this new behavior takes place in the service industry, it develops into an excellent service that creates a positive feeling in a customer. When the behavior is copied and adopted by other service providers in the workplace or organization, it will be included in manuals and thus develops into a commoditized service through an evolutionary process.

TACIT KNOWLEDGE IN THE SERVICE PROVIDING

Polanyi reconsiders human knowledge and introduces a knowledge base, which he refers to as “tacit knowledge”. He explains this knowledge with an example that when a blind man first finds his way by tapping with a cane, he feels its impact against his fingers and palm. But as the man learns to use the cane for feeling his way, his awareness of its impact on his hand is transformed into a new sense for the objects he is exploring. Polanyi calls this sense a “proximal term” and names the awareness a “distal term”. When a sense of an object dwells in the distal term from the proximal term through a cane, tacit knowledge can be recognized. The same explanation can be applied to the aforementioned excellent service in Japan. When a service provider serves “sake” (Japanese rice wine) in a pottery bottle to a customer, the provider lifts up the bottle to check how much sake is left, so the provider can determine the right time for serving a new bottle before the customer orders. Here, a sense of a weight (proximal term) is transformed into a knowledge (distal term), based on a previous experience of a bottle weight connected with a quantity of sake in it. To sense a quantity by weight cannot be explained in words, and this proves tacit knowledge is involved. Determining the best timing for having an order of another bottle depends not only on how much a bottle weighs but also on whether sake matches with the food, or the timing matches with the pace of the meal or customers’ budgets. It is characteristic of Japanese service to predict the customer’s next move and to serve an item before it is ordered. There is an argument concerning tacit knowledge. Any selected empirical object could be recognized as a distal term since this term is arbitrarily determined whenever a sense of an object dwells in the distal term (Kurashima, 2007). However, this argument does not impact the discussion in this paper. As long as the definition of tacit knowledge is based on an action of attempting to realize the distal term, it is a matter of course that the determination is arbitrary. Because of this arbitrariness, it is appropriate to indicate that tacit knowledge functions with individual service providing.

HELPING BEHAVIOR AND CONSIDERATE BEHAVIOR

A behavior voluntarily conducted, knowing it may involve cost for other people with no expectation of rewards in return is called “prosocial behavior” by sociopsychologists. Among prosocial behaviors, a behavior to help people who require help is called “helping behavior” (HB). A different type of behavior is also observed in the service industry. Service provided behavior is basically observed when a service provider pleases customers or makes them feel satisfied with a mindset emphasizing hospitality. Similar as it may seem, there is an important difference from the definition of HB. The author defines it, in this paper, as “considerate behavior” (CB) which is a prosocial behavior that is voluntarily conducted, knowing it may also involve cost, to give a positive feeling to other people with no thought of receiving financial gain. Both HB and CB are also separated by the changes in people’s feelings or alterations of predictable situations. Relative research indicates that various kinds of patients’ behaviors may be barriers to nurses’ HBs in medical environments (Hara, et al., 2005). The major purpose of nurses’ HBs is to bring patients’ negative feelings up to a normal level. The research shows that a negative feeling of a patient was gradually reduced by a nurse’s HBs. This relationship, however, ends when a patient has recovered from a bad condition and is released from the care of a nurse.

The purpose of CB provided in the service industry, on the other hand, is to lead a customer to a heightened level of positive feelings. The emotional status of a customer or tourist at his/her leisure may be in a normal or slightly elevated condition before he/she receives service and then is uplifted to and stays in a pleasant state every time he/she receives CBs from a service provider. Such behavior may induce a customer to become a repeat customer and the relationship between a customer and a service provider can be maintained after the first service. When a customer receives more CBs than expected, a customer’s feeling may elevate to an excited level followed by a level of calm, which then shows a slight increase at the end. A customer’s feeling, even if it is characterized as negative at first, may become positive as the customer receives CBs. CB can be reproduced as long as a receiver asks for it, while HB may prove to be unnecessary when a receiver leaves a situation where he/she once required help.

KNOWLEDGE CONVERSION FROM CONSIDERATE BEHAVIOR TO SERVICE

Nonaka & Takeuchi (1996) introduces “explicit knowledge” as a knowledge delivered in a formal or logical language. Tacit knowledge and explicit knowledge are mutually complemented and together convert to create human knowledge. Knowledge conversion has four modes, i.e. 1) socialization – a process of sharing experiences and creating tacit knowledge, 2) externalization – a process of articulating tacit knowledge into explicit knowledge, 3) combination – a process of systemizing concepts into a knowledge system, and 4) internalization – a process of embodying explicit knowledge into tacit knowledge. Nonaka & Takeuchi do not refer to tacit knowledge in Polanyi’s “subception” – a perception to a subliminal stimulus, while Polanyi indicates tacit knowledge belongs to a personal subception that cannot be seen and learned by other persons. The author asserts that tacit knowledge can be converted if it is visualized by verbal or non-verbal behaviors of service providers in the service industry. Fig. 1 shows how CBs as personal knowledge are converted to organizational knowledge or commoditized service.

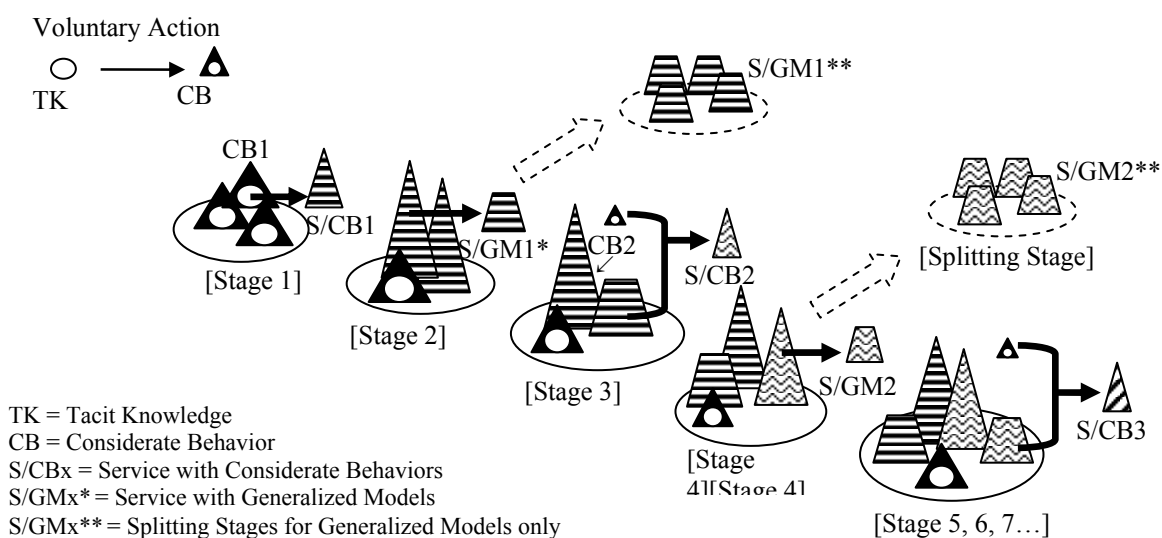


Fig. 1: The Evolution Model of Considerate Behaviors in the Service Providing

Tacit knowledge can be recognized as a CB, which is always conducted voluntarily (externalization mode). When a service provider delivers a CB to a customer, the CB becomes “service with considerate behavior” (S/CB) as shown in Stage 1 in Fig. 1. When a first service provider conducts a certain action of S/CB1 at Stage 2 and a second service provider sympathizes and follows the first one’s action, a CB is generated to produce a replica of the first S/CB1 in the same business workplace (socialization mode). Thus, the idea of the first S/CB1 is shared with the colleagues of the workplace and accepted as in manuals, which the author defines as “service with generalized models” (S/GM). At Stage 2 it is introduced as S/GM1.

Then at Stage 3 begins a more advanced movement when a service provider adds a brand-new type of CB (CB2) into S/GM1 and creates a different type of S/CB (S/CB2). Now at Stage 4, the idea of S/CB2 is accepted by other colleagues and evolves into a high-level manual-based service (S/GM2). Then, the next stage continues and this continuum is a mechanism of how a CB containing tacit knowledge inside is conducted as a S/CB at service providing scenes and is converted to a S/GM of explicit knowledge. The possibility exists that a service provider makes a new explicit knowledge from a combination of another explicit knowledge (combination mode) or creates an original CB out of a standardized service (internalization mode).

With this mechanism as shown in Fig. 1, a manual-centered service with more attention to rationality and efficiency originates from a stage where S/GM is created, such as at Stage 2 or Stage 4. It is then separated from its original stage in order to maintain its manual-centered state (S/GM only) in a splitting stage. To determine which stage is the best timing of separation from a service evolution continuum depends on business forms, strategies, budgets, or human resources.

TWO TYPES OF SERVICE ARCHITECTURES

When the idea of product architecture in economics is applied to a high-context service providing process and such service architecture is considered to be an integral architecture where converted modules are linked to each other, service architecture can be explained in two structures – customer needs hierarchy and service structure hierarchy. Service structure hierarchy consists of three basic modules – CB, S/CB, and S/GM, and each module has its own subsystems.

In Japanese “kaiseki” or a traditional multicourse dinner such as French haute cuisine, high-level compact-sized ryokan, for example, serving each dish to customers (service architecture) is composed of modules (S/CB or S/GM) such as “taking orders”, “serving dishes to customers”, “clearing dishes from the table”, etc. And for a module of “clearing dishes from the table”, for instance, there is a linkage of subsystems (containing CB) such as “do not make noise when taking away the dishes” or “do not gather garbage in front of customers”. In Japan, such uncomfortable actions as making noise when clearing up a table and collecting food leftovers in front of customers are prohibited. Although it may be difficult for customers to know whether the service came from CB or S/GM, service modules in support of subsystems can function well enough to be recognized, regardless of a case when customers do not notice CB in subsystems.

In this paper, manual-oriented service, concentrating on service equality for customers, is called “standardized service” observed in the type of modular-type architecture. At a splitting stage (S/GM1** or S/GM2**) in Fig. 1, where standardized service is provided, each basic module does not depend on each other but can connect easily to conduct fixed and ready-made service to customers. On the other hand, service in an evolving continuum, where each module depends on each other with a multiple linkage to serve customers with a wide range of flexibility, is named “high-context service” as is seen in the style of integral architecture. Fig. 1 shows an ideal model of the continuum of high-context service, where each module is connected, based on module interfaces, such as service providers’ judgments, experiences, or talents. As a connection between interfaces multiplies, mutual dependency of each module becomes strong (high-context service), and as an interface connection becomes simpler, each module can stand independently (standardized service).

CONCLUSION

High-context service discussed in this paper is a different notion of standardized service. Standardized service has expanded in the United States, due to the fact that manuals written in English are simple and clear enough to understand accurately and quickly for immigrants of different language backgrounds. High-context service raised in high-level compact-sized ryokans emphasizes flexible reactions of service providers for each situation with customers unlike standardized service, partly because Japan is a country with less variety of racial or cultural differences for mutual understanding, sharing the same values, traditions, customs, or morality. If HB is related to human principle needs, the similar notion of CB can be rooted in human nature. It, then, would be reasonable to consider that a high-context service, based on considerate behaviors can be observed in any other countries or regions or communities, even if the ways or methods of providing a high-context service vary from country to country. Standardized service, as evidenced in MacDonal’s chain, because of its rationality and simplicity, can be copied or mass-produced rather easily but it faces the risk of value loss combined with the potential to become a mere commodity. This paper clarifies the structure of service providing through the introduction of new concepts of three modules – considerate behavior, service with considerate behaviors, and service with generalized models, and indicates two types of service architectures. High-context service, which was first introduced by the author, has the potential to contribute to the creation of a new wave of service innovation in the service industry.

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**A STUDY ON TOURISM IMAGE PERCEPTION AND ITS
APPLICATION: A CASE STUDY OF THE AMERICAN TOURISTS'
PERCEPTION OF SHANGHAI TOURISM IMAGE**

*HOU Yuan-Si, GUO Ying-Zhi and ZANG Sheng-Nan
Fudan University, Shanghai, CHINA*

ABSTRACT

For a geographic area to become a successful tourist destination, it is crucially important to recognize the tourists' perceived images. Consequently, the value of perceiving the images of tourist destinations should be recognized, since it affects the individual's subjective perception and destination choice. The study targeted at foreign tourists from the United States, conducted at Shanghai Pudong International Airport and United States for the sample collection. The questionnaire survey has begun since July 2009, and was finished in January 2010. The data was obtained from the questionnaire surveys in Shanghai and the United States, which can be employed to be the reference for Shanghai tourism policies.

Key words: formation of destination image, image perception, American tourists, Shanghai.

THE RECIPROCAL EFFECTS OF ARCHITECTURE AND TOURISM: THE SUSTAINABILITY APPROACH

*Assoc. Prof. Ali Khaksari, PhD, Ali Tahmouri and Sarvenaz Hoseinrazavi
Allameh Tabataba'i University, IRAN
Iran Azad University, IRAN*

ABSTRACT

Life, work, recreation, rest and leisure are in fact the activities that occur in places which are usually designed by architects. The positive and negative views and functions of a building will have direct effects on the world ecology; therefore architecture, like many other sciences, hopes to find new solutions for appropriate human life. Using sustainability concept and sustainable development in architecture, introduces a new subject labeled “sustainable architecture”. The most important issues of this subject are “eco-tech architecture” and “green architecture” which can play an important role in tourism development across the globe. In this regard, architectural sites and buildings can play an important role in attracting more tourists while at the same time providing good services in accommodation facilities such as hotels, motels, camps and inns, where people can comfortably stay and have eye-catching views. However, with careful consideration and respect to the concept of sustainability in the processes of designing and constructing structures such as museums, towers, bazaars, city hall and opera houses, these places can attract more tourists and visitors. Consequently tourism can be considered as a means of making architectural works both valuable to visitors as touristic subjects and also economical to conserve and maintain by public or private sector. Furthermore, sustainable architecture is today considered to be an environmentally friendly activity since it is considered to be: “the management of a clean and decent environment based on efficient use of natural resources and respect for ecological principles”. The conservation of the environment, respect for the natural resources, realizing the real value and appropriate use of the resources and the environment are the common goal of sustainable architecture and tourism development planning in regard to sustainable development of a country or a region. Iran, as a country with a long history and many architectural buildings and sites, is an excellent example for the purpose of this study. The full paper will further discuss some of the cases.

Keyword: tourism industry, architecture, development, sustainability

INTRODUCTION

In today's world, architecture aligned with other sciences is looking for new ways for securing a desired living for all men. Life, work, recreation, rest and leisure are in fact the activities that occur in places which are usually designed by architects and since the design and construction strengths and weaknesses of a building has direct influence on the surrounding environment, the charge to the architects is critical. The use of sustainability and sustainable

development in architecture brought forward the issue of "sustainable architecture" in that its most important subjects include "eco-tech architecture", architecture and energy" and "green architecture". On the other hand, the effects of tourism on the world economy as a rapidly flourishing industry and the potential of causing negative impacts on the environment, the sensitivity and importance of simultaneously considering sustainable architecture and tourism highly unveils.

SUSTAINABLE ARCHITECTURE

Sustainability is an essential challenge for both traditional and modern society. At the same time architectural qualities can be found in the both. Therefore, it can be argued that any type of architecture needs to be taken care of and sustained for the betterment of the residents of a country and for the people of the world as a whole. Before we go any further, we need to define sustainable development.

The World Commission on Environment and Development (WCED) in its report titled: "Our Common Future", notes: *'Humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs.'*

Sharachchandra (1991) argues "Sustainable Development" (SD) has emerged as the latest development catchphrase. A wide range of nongovernmental as well as governmental organizations have embraced it as the new paradigm of development." Sustainable development has been characterized by an emphasis on environmental issues and an ad hoc approach to structuring the subject which hinders the development of knowledge in a systematic way. The built environment contributes significantly to the environment but is also one of the major factors in determining whether a community is sustainable in the longer term. (Brandon, PS and Lombardi, P 2005)

Sustainable architecture and design can probably be considered one of the important issues of contemporary world which provides a logical reflection and solution to the problems and boredoms of industrial era. In this regard, sustainable architecture and design can preserve the memorable and old monuments while it can also create new and attractive qualities in which people can use and enjoy.

Sustainable architecture consists of three principles:

- a) *Economy of Resources: In economy of scale the important consideration is to use resources and energy properly by focusing on sustaining energy, water and materials.*
- b) *Life Cycle Design: This principle is based on this notion that useful materials can be transformed without losing their usefulness. Therefore, one of the responsibilities of an architect or designer is to carefully consider this principle for different stages of constructing a building: pre-construction, construction and post-construction.*
- c) *Humane Design: The most principle of sustainable architecture is the fact that anything is designed is for the use and for the benefit of human beings. Therefore, this principle is rooted to the needs of men and the importance of preserving the elements of ecosystem chain which is essential for liveliness of men. This can be traced by increasing the symbiosis of the environment and the people using it.*

TOURISM

Since this paper is intended to highlight the connection between architecture and tourism, this part will endeavor to briefly consider the tourism. Tourism is a highly growing activity all over the world. It comprises of activities of person traveling to and staying in places outside their usual environments for not more than one consecutive year for business, leisure and other purposes. Tourists and same-day visitors are in search of the places where they find attractions of different kinds, e.g. historic, artistic, natural, social and so on.

The world tourism organization defines tourist as people who "travel to and stay in places outside their usual environment for more than 24 hours and less than 1 consecutive year. While same-visitor does not stay overnight. In fact tourists and same-day visitors are assets for architectural quality in a region where they can value them and enjoy visiting these qualities. Tourism as an industry can have both positive and negative impacts in the host society. The impacts include economic, social and environmental impacts and the planners are trying to maximize the positive impacts while do their best to minimize the negative impacts.

Architecture in the form of monuments, buildings, towers, religious buildings, particular elements and even objects are one of the most desired attractions of tourism industry. These are valuable assets for a country to contribute to its economic while at the same time can show the people of other countries and regions its artistic and historical values and qualities. This is probably more important and feasible in countries with old history and notable architectural buildings, site and objects such Iran, Greece, Egypt and China.

SUSTAINABLE ARCHITECTURE AND ITS RELATION TO TOURISM

Tourism and architecture may be connected to the benefit of the two and ultimately to the benefit of the people. Today people earn more and demand more. This includes almost everything from food to clothes and to tourism. For food and clothes there is more production and for tourism there are newly discovered natural and man-made attractions. Architectural elements are one of the categories demanded by tourists. However, care must be taken to protect the architectural qualities of a city, region or country.

Tourism should provide ways of escaping from periodical pressures and tensions people are facing in today's society and create the opportunities for tourists to be relaxed and happy in places they travel to. Unfortunately sometimes, tourists contribute to the destruction of the host communities. They usually participate in the process of "invasion and destruction" of the host community. This not only does not do any good to tourism, but it also increases the environmental degradation and creates unfavorable impacts of the social and cultural situation and on the existing architecture in touristic places. These facts mark the essential of sustainable architecture while considering architecture as a means of tourism development.

Therefore, one of the main aims of sustainable tourism should be planning and designing accommodations with careful consideration and suitable to the ecosystem. In fact one of the most important issues in sustainable development of tourism resources is the consideration and expansion of design and construction standards in order to reach an optimum use of

energy, water and land resources. This in turn will result in an effective management for preserving the natural and built attractions in tourism industry.

Sustainable planning and design in architecture can develop the indigenous abilities and potentials of an area by using the traditional knowledge and skills of that area. Where local and indigenous materials and methods are used, buildings can be more durable and economical, while at the same time they can be more environmentally ecologically friendly. If it is intended that tourism creates travel opportunity, understanding other cultures, self-acknowledgement with respect to other cultures and diverse living styles and peace, then we need to introduce and focus on accommodation types and designs that are the symbols of traditions and values of the locale.

Architecture has the talent of defining spaces and therefore has a powerful influence on the human behavior and understanding and this is exactly what is always taken into account in sustainability, maximizing economic benefit and preserving the ecosystem. Sustainable architecture with respect to indigenous cultural traditions and minimizing the negative impacts on the environment can unite the natural and built spaces and create a sense of place for the tourists. It, in addition to providing aesthetics, culture and special attractions, can seriously save the technological and cultural aspects of indigenous environment. If the construction is done according to the principles of local and indigenous designs and traditional styles, the local sense of place is vitalized and a unique opportunity for the individual tourists will be introduced.

LOCALIZATION OF ARCHITECTURE

Localization of architecture specifically in tourism refers to sustainable design for the purpose of expansion of local spatial aspects and converting them into centers for attracting tourists. In regard to accommodations for tourists, this term emphasizes that hotel, motels, inns and other staying places for tourists should be in accordance with the natural and local spaces and the ancient architectural heritages. Table 1 indicates and compares characteristics of hotels designed and constructed with respect to indigenous and local style (sustainable style) and hotels designed and constructed without such considerations (unsustainable style). In fact in the former the local culture, tradition and materials and preserving the environment are part of the design but in the later such aspects are not necessarily taken into consideration.

Considerations	Sustainable Style Hotels	Unsustainable Style Hotels
The environment	Minimized impacts using local materials and designs	high intervention in and destruction of the environment
Energy	Effective use of energy	Waste of energy
Culture and tradition	Respect for local culture and traditions, preserving and introducing the local culture and traditions to the outsiders	Focus on the culture and living styles which may not be appropriate to the area, destroying the local culture and customs
Economy	Employment opportunities for the local people, more use of local	Most employees come from other places, money will be transferred

	and native foods, clothes and handicrafts, money stays in the area	out, most of goods and products are imported to the area
Tourism	An appropriate source of tourism attraction and sense of place	Stereotype and no sense of place

Table 1: A Comparison between Sustainable Style and Unsustainable Style Hotels

Technical methods of sustainable architecture in building tourism accommodations can result in sustainable development as follow:

- a) *Widely use of indigenous materials, traditional skills of local residents, an local investment will end up to the liveliness of consolidated local buildings and revitalization of local economy.*
- b) *Most of the local environment will be untouched and the new accommodations occupy less land. Therefore, less wastes and poisonous pollutions will be produced and natural resources will be preserved.*
- c) *The tendency towards the traditional skills and methods, arts and customs, and handicrafts will reinforce the social and cultural aspects of tourism industry.*

Architectural local-traditional skills can be updated and more effective by using modern technologies in order to design and create nice, comfortable and environmentally friendly accommodations for tourists. This can be done by an appropriately combination of the old and traditional methods with the new and modern technologies and software.

SUSTAINABLE ARCHITECTURE IN IRANIAN TOURISM INDUSTRY

When taking into account the architectural quality as a means for attracting tourist, Iran is considered to be one of the major destinations for tourists interested in cultural and historical places to visit. This is rooted in the old history of the country mirrored in the places and sites such as the Persepolis in Fars province, The Old Arg of Bam in Kerman province, Naghsh Jahan Square in Isfahan, and many other places scattered all over the country. Unique architecture of these monuments, sites and building is the main attraction for the visitor. The architecture creates a sense of place. Some monuments and buildings with architectural quality cannot be duplicated. However, there are some facilities which can be designed in a way that people realize or feel to be in a certain place and have a sense of the original place.

The architectural qualities of Iran are quite diverse and especial, but the purpose of this paper is not focus on those. It is however, intended to focus on the design of hotels as tourism facilities and the way they can contribute to creating a sense of place for those who stay in them or even visit them. Therefore, we introduce some hotel with the characteristics of creating sense of place of being in Iran and have the principles of sustainable architecture. For this reason 2 hotels in the city of Yazd, located in the central part of Iran and 1 hotel in Kish Island, located in southern part of the country in the Persian Gulf.

The city of Yazd is one of the old establishes cities of the country with a diversity of architectural monuments and buildings. Its traditional unique architecture will attract any tourist interested in the history, design and architecture. Some of the hotels in this city were

designed and constructed to duplicate the traditional architecture of the city which was made suitable to its desert climate with least waste of energy and most durability.

Daad International Hotel

Originally a passenger and freight terminal, Daad hotel (Photo No. 1 and 2) is located in the center of the city and is designed with least intervention in the environment. The design has kept the original texture and beautifully and appropriately converted it to memorable place for tourists to stay. It is both convenient for the tourists who want to enjoy visiting the old part of the city and different which gives them a real sense of place.



Photo No. 1: Daad Hotel – Yazd – Iran



Photo No. 2: Daad Hotel – Yazd – Iran

Laleh International Hotel

Like the Daad international Hotel, Laleh International Hotel (photos No. 3 and 4) is also located in the old fabric of the city of Yazd. This hotel was designed by converting the old houses into a place where tourists can accommodate and at the same time the architectural quality of the houses is preserved. The hotel has conserved the valued elements such as the wind-tower and the revitalization was done in a way that the local material such as sun-dried bricks and thatch are used in order to keep the originality of the building and also to create a real sense of place for the people staying or visiting it.

The use of local and traditional material and keeping the original design unchanged (or least possible change) has highly contributed to the quality of these hotels and in fact produced a different environment in which even if a person enters blind-eyes to the hotel he/she can realize the place with its climate and architecture.



Photo No 3: Laleh International Hotel –Yazd



Photo No 4: Laleh International Hotel-Yazd

Dariussh Grand Hotel - Kish Island

Dariussh Grand Hotel (photos no. 5 and 6) was built as a look like Persepolis, a symbol of the glory and splendor of the ancient Persian (Iranian) civilization and the Persian Empire. The hotel was designed and developed by Iranian entrepreneur, who also owns and manages several tourist attractions and hotels in the Canary Islands. This hotel is different from the other 2 hotels mentioned before. In that this is a completely new hotel which was constructed from scratch. However, the design idea was to create a sense in which the visitor finds a luxury accommodation altogether with a look of Persepolis, as a valuable Persian piece of architecture.



Photo No. 5: Dariussh Grand Hotel – Kish Island

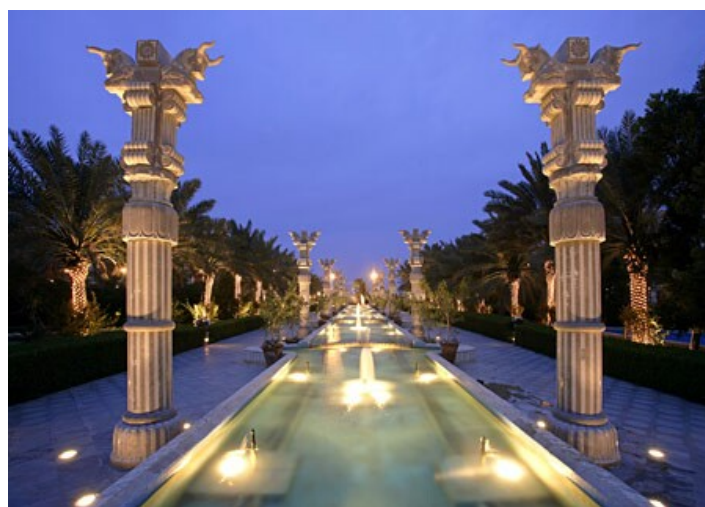


Photo No. 6: Dariussh Grand Hotel – Kish Island

CONCLUSION

Today tourism is considered to be an important tourism phenomenon in the world and its growth and vitality highly depends on its sustainability. In order to make it sustainable, methods of localization should be introduced. Architecture can be considered as a workable and appropriate means of interconnecting tourism to the local and indigenous elements. Many of the activities of tourism industry take place in the spaces which were designed and build by the architects. Consequently, sustainable architecture creates unique spaces, using traditional and local styles, materials and skills. Sustainable architecture attempts to preserve cultural aspects, social values and respect the environment and create a sense of place for tourists. Therefore, it is trying to have a more effective role in tourism development across the world. Building indigenous hotels and other accommodation facilities in each region using local material and resources is a successful sustainable architecture. In that due to using traditional methods of conserving energy, less use of valuable land and suitability with the climate it will be successful. Incorporating indigenous accommodations with traditional customs of each region will create opportunities in tourism industry to attract more tourists. The practice of sustainable architecture in the form of building hotels has been realized in Iran and has had positive impacts in creating a sense of place for the domestic and international tourists in city across Iran.

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AN EMPIRICAL STUDY ON SHANGHAI TOURISM IMAGE PERCEPTION: BASED ON DIFFERENT CULTURE BACKGROUNDS

*JI Xin and Assoc. Prof. Shen Han, PhD
Fudan University, Shanghai, CHINA*

ABSTRACT

Tourism image is vital for tourism sites to become a successful destination. Tourists from different culture backgrounds have different tourism image perception towards a certain tourism destination. Based on different culture backgrounds, this paper conducts an empirical study among Hong Kong residents and inland residents of Xi'an and Henan to explore the tourists' perception toward Shanghai tourism image. This paper compares the differences of tourists' perception and analyzes the reasons for these differences under a framework of cross-cultural analysis. Further, this paper explores causality relationship between tourism image perception and culture background. The research data comes from random sampling survey in Hong Kong and in different spots in inland China. The result will contribute to market segmentation and marketing strategy making.

Keywords: tourism destination, image perception, Shanghai, culture difference.

INTRODUCTION

City is a traffic hub, tourism provision giant and tourism activity center. As a combination of tourist destination and tourism market, cities support modern tourism industry. With a high pace of tourism development, Shanghai, the economic center in China, is becoming a unique tourist destination. Therefore, studies on the positioning of the tourism image of this city are vital for its sustainable tourism development. This paper studies the perception of the tourism image of Shanghai among Hong Kong and mainland residents and investigates their motivation of visiting Shanghai. Related to the respondents' cultural backgrounds, this paper further explores the reasons why the perception and motivation of HK residents differ from those of mainland residents, providing empirical support for the establishment of Shanghai tourism image.

LITERATURE REVIEW

Tourism perception is defined as a psychological process that people gain tourism objects, tourism infrastructure, tourism environment and other tourism information through sense organs (Qi 2007). Many overseas scholars use models and hypothesis to explore the relationship of perception, motivation, expectation, satisfaction and so on, such as pre-visit stage of tourist by modeling the behavioral process incorporating expectation, motivation and attitude in the context of Chinese outbound travelers (e.g. Cathy H. C. Hsu, Liping A. Cai and Mimi Li 2010); the relationship between destination attribute importance and performance,

travel motivation, and satisfaction (e.g. Fang Meng, Yodmanee Tepanon and Muzaffer Uysal 2006); measurement model of the formation process of museum images which studies the effect of visitor's satisfaction on the images of museums (e.g. Sergio Moreno Gil and J. R. Brent Ritchie 2009). Concerning the basic elements of tourism industry, many scholars investigate tourism destination residents' perception, attitude and recognition, such as the empirical study of Pingyao and Lijiang Old Town (e.g. Huang, Long and Wang 2008) and comparative study of Xidi and Jiuzhai Valley (e.g. Lu 2008). Some experts discussed tourism products, especially MICE and events management based on perception (e.g. Xie and Guo, 2008; Song and Chen Fangying 2008).

Especially, some scholars study the cultural influences on tourists, especially in consumption perspective, such as study of cross-cultural tourists' consume behavior model, including information channel, motivation, preference, communication and behavioral difference (e.g. Wu and Lin 2008); decision-making patterns of consumers from different cultural background (e.g. Song 2004). Some scholars make tempts to interpret tourists' cultural differences, such as analysis of five language groups of Asian tourists to Australia and identify their cultural differences between Asian tourists and Australian service providers (e.g. Reisinger and Turner 2002); structural equation modeling analysis to determine which cultural differences between Asian tourists and Australian hosts are predictors of their social interaction and satisfaction (e.g. Reisinger and Turner 2002). For choosing research methodologies, some recent domestic studies adopt quantitative methods to explore the tourist's perception, such as empirical methodologies to explore factors influencing Wuhan and nearby cities (e.g. Gao 2010); cluster analysis based on Sichuan tourism after earthquake and segment tourists according to four motivation types (e.g. Gan, Liu and Lu 2010). Besides, IPA (Importance-Performance Analysis) is also widely used, especially abroad. IPA analysis can be applied to understand cultural differences and contrast Japanese and Korean tourist groups in terms of evaluation and behavioral patterns (e.g. Gyehee Lee and Choong-Ki Lee 2009).

METHODS

Survey Instrument

Based on literature study, a questionnaire was designed, using 7-point Likert scale (1=Strongly Disagree, 4=Neutral, 7= Strongly Agree). After a pilot test among tourists in Shanghai, the final version includes a general question about respondent's perception of the tourism image of Shanghai, 39 detailed perception items, a general question about respondent's motivation to visit or revisit Shanghai and 11 detailed motivation items, and other variables pertaining to interviewees' demographic profile.

Data Collection

This research adopts random sampling research method, getting primary data from surveys. The first phase of random sampling survey took place from September to December in 2009, Hong Kong and aimed at Hong Kong residents. 282 from 300 questionnaires were collected. The second phase of survey took place from July in 2010, Shanghai. This survey targeted at Hong Kong tourists who were visiting Shanghai and 85 from 100 questionnaires were collected. The third phase took place from June to September in 2010, in different spots of

mainland China, such as Anhui, Henan, Jiangsu, Shanghai, Shanxi provinces. That survey aimed at mainland residents and got 382 from 400 questionnaires. After the purification and elimination, 346 questionnaires from Hong Kong residents and 341 questionnaires from mainland China are valid.

Data Analysis

This study adopts SPSS (Statistical Package for Social Science) to process data. Descriptive analysis, reliability test and principle component factor analysis are applied. With the approve from KMO (Kaiser-Meyer-Olkin measure of sampling adequacy) and sphericity test, the authors conducts principle factor extraction, and then test reliability upon each extracted factor to get valid principle factors. All the processes are done separately on each sample and each section. Finally, this study gets four types of analytical results on HK residents' perception, HK residents' motivation, mainland residents' perception and mainland residents' motivation.

RESEARCH FINDINGS

Demographic Profile

As illustrated above in the Data Collection, the samples of Hong Kong residents and mainland residents are more or less of equal amount. Comparatively, mainland respondents' ratio of visiting Shanghai is higher than the ratio of Hong Kong residents. More than 90% of mainland respondents claim that they have visited Shanghai while less than two thirds of Hong Kong residents do; Hong Kong respondents' stay in Shanghai is shorter than mainland respondents, say one or two days shorter; HK respondents' income level is generally triple times of mainland respondents'; HK residents' average education level is higher than mainland respondents'. More than 60% of HK respondents have achieved college diploma while 40% of mainland residents do; similarly, both HK and mainland respondents take Internet as an important information channel and trust friends and relatives' recommendation, while HK respondents show more hostility towards Email Advertisements and less reliance on travel agency than mainland respondents.

Principle Component Factor Analysis

This study conducts principle component factor analysis on each sample, implementing principle component analysis extraction method and Varimax with Kaiser Normalization rotation method,. Then, reliability tests are conducted upon each extracted factor to test its validity. After eliminating invalid ones, principle component factors of perception and motivation are showed below in table1 and table 2. In table1, with the reliability coefficient (α) higher than 0.60, factor loading index higher than 0.40, and the eignvalue larger than 1, seven principle component factors are extracted to construct HK residents' tourism image perception of Shanghai and nine factors are extracted to construct mainland residents' perception. Economy, infrastructure and merchandise explain most of HK residents' perception variance while congestion, peace and stability explain most of mainland residents' perception variance. Life and custom is the second most significant factor in HK residents'

perception variance explaining while infrastructure is the second factor in mainland residents' perception variance explaining.

($\alpha=0.841$)	Leisure and relaxed Not crowded	0.660 0.653							
P4:Activity & Event ($\alpha=0.759$)	Cultural activities Festivals & events	0.789 0.739	2.925	7.499%	P5:Nature & History ($\alpha=0.777$)	Natural resources Natural scenery Historical resources Temperature amenity	0.774 0.753 0.724 0.447	2.329	5.973%
P5:Lodging & Restaurant ($\alpha=0.777$)	Historical resources Water activities	0.656 0.418			P6:Lodging & Rainfall ($\alpha=0.757$)	Quiet lodging Clean lodging Moderate rainfall	0.712 0.647 0.636	2.114	5.421%
P6:Nature & Scenery ($\alpha=0.768$)	Clean lodging Quiet lodging Clean restaurant	0.751 0.696 0.576	2.329	5.973%	P7:Expense & Experience ($\alpha=0.718$)	Lodging price Feeling back home Inexpensive shopping Unique custom	0.630 0.614 0.595 0.421	2.081	5.337%
P7:Weather & Climate ($\alpha=0.649$)	Natural scenery Natural resources Scenery conservation	0.762 0.689 0.517	2.114	5.421%	P8:Culture & Activity ($\alpha=0.755$)	Festivals and events Exoticism Cultural activities Water activities Life quality	0.597 0.583 0.564 0.536 0.512	1.729	4.432%
	Temperature amenity Moderate rainfall Sunny	0.759 0.734 0.568	2.081	5.337%	P9:Weather & Leisure ($\alpha=0.688$)	Sunny Worth of visiting Leisure & relaxed	0.815 0.602 0.547	1.382	3.543%
Accumulated Explained Variance			54.637%					62.612%	
KMO (Kaiser-Meyer-Olkin measure of sampling adequacy)			0.905					0.849	
Bartlett's test of sphericity: Approx. Chi-Square			6313.051					8727.372	

Table1: Construct of Perception

The reasons why Hong Kong residents and mainland residents held different perceptions about Shanghai tourism can be various. Hong Kong visitors perceive Shanghai as an urban destination similar to HK and show more interest in different attractions such as the local life style and unique custom of Shanghai. But Shanghai is a super city in China, representing a higher developed level than many other mainland cities, no matter in economic or social development, which is recognized by mainland residents and regarded as an exciting destination. At the same time, mainland residents show bad perception of transportation in Shanghai compared with the situations back in their hometowns. However, HK residents find that the traffic congestion in Shanghai is tolerable compared with their experience in HK.

In table 2, with the reliability coefficient (α) higher than 0.60, factor loading index higher than 0.50 and the eigenvalue larger than 1, two principle component factors are extracted to construct HK residents' motivation of visiting Shanghai and three component factors are extracted to construct mainland residents' motivation. Showing off and networking plays a vital role in both HK and mainland residents' motivation. Moreover, the factors of seeking for curiosity and excitement, gaining experience and learning culture and history each explains more or less 20% of mainland residents' motivation variance. The motivations of HK residents are more converged and concentrated while mainland residents' are diversified.

In general, HK tourists come to Shanghai for sightseeing and entertainment. Mainland tourists visit Shanghai for various motivations or compounded motivation, including self displaying, experiencing and learning. HK is much more advanced than majority of mainland cities economically, HK tourists find Shanghai a similar destination for sightseeing and entertainment while mainland residents show more curiosity and tendency to learn and experience.

HK Residents' Motivation of visiting Shanghai					Mainland Residents' Motivation of visiting Shanghai							
Principle Component Factor	Descriptive Item	Factor Loading	Eign value	Explained Variance	Principle Component Factor	Descriptive Item	Factor Loading	Eign value	Explained Variance			
M1:Entertain & Network ($\alpha=0.859$)	Show off travel experience	0.758	3.911	35.554%	M1:Display & Network ($\alpha=0.809$)	Show off travel experience	0.830	2.858	25.978%			
	Experience excitement	0.717				Make friends	0.726					
	Enjoy shopping	0.688				Enhance relationship	0.718					
	M2: Learn ($\alpha=0.771$)	Enhance relationship			0.668	2.053	18.665%	M2:Curiosity & Excitement ($\alpha=0.735$)	Show off photos	0.691	2.008	18.253%
		Show off photos			0.652				Seek for curiosities	0.867		
		Visit developed society			0.652				Enjoy shopping	0.684		
		Visit advanced entrepreneurs			0.617				Experience excitement	0.641		
M3:Experience & Learn ($\alpha=0.722$)	Make friends	0.605	1435.870		M3:Experience & Learn ($\alpha=0.722$)	Visit advanced entrepreneurs	0.768					
	Seek for curiosities	0.520				Different life experience	0.736					
	Different life experience	0.891				Visit developed society	0.604					
	Learn culture & history	0.846				Learn culture & history	0.590					
Accumulated Explained Variance				54.219%	64.704%							
KMO (Kaiser-Meyer-Olkin measure of sampling adequacy)				0.837	0.809							
Bartlett's test of sphericity: Approx. Chi-Square				1435.870	1492.299							

Table2. Construct of Motivation

CONCLUSION

This empirical study based on random survey in Hong Kong and mainland China, adopted principle component factor analysis to investigate Hong Kong and mainland residents' perceptions of Shanghai tourism image and their motivations of visiting Shanghai. Based on the perception factor analysis, we can interpret the differences by the following reasons: 1. Hong Kong and Shanghai are mature modern tourist destinations, which contributes to HK residents' perception of Shanghai as an urban tourism destination with advanced economy and infrastructure. 2. Mainland residents are impressed by the super size of Shanghai city and its congestion as well. This perception negatively influences mainland residents' general evaluation of Shanghai. Since HK has been dealing with congestion and overpopulation for a long time, HK residents show more tolerance towards congestion. 3. HK residents are impressed by the local life and custom of Shanghai, which is mainly because a majority of HK tourists come to Shanghai for sightseeing and experiencing. 4. Mainland residents care more about infrastructure mainly because a large number of mainland tourists come to Shanghai for business. From the motivation factor analysis, we can see that Hong Kong residents are not much involved in modern city trip in Shanghai. Comparatively, HK residents prefer culture experience and enjoy local life in Shanghai. However, many mainland residents come to Shanghai for business, visiting advanced corporations, learning from developed society and social networking, even showing off his social reputation and statue.

Thus, Shanghai should implement different marketing strategies in Hong Kong and mainland. Since HK residents prefer scenery and activities rather than skyscraper sight, Shanghai can take advantage of villages and scenery nearby, promote package tour in Shanghai, Suzhou, Hangzhou to seek for the natural beauty. Fundamentally, Shanghai can borrow its local culture, create amusement and leisure activities for tourists to participate and experience local life. Meantime, Shanghai should improve the traffic condition to attract mainland business travelers. As mainland cities bulge, many residents would like to diversify their travelling activities. Shanghai should take the first step to lead the fashion, promoting entertainment industry and international tourism products.

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IS IT THE POWER OF DRAMA? A COMPARISON BETWEEN CHINESE AND AMERICAN FILM-INDUCED VOLUNTOURISTS

Jun Shao and Ulrike Gretzel, PhD
Peking University, CHINA
Texas A&M University, UNITED STATES
ninashaojun@gmail.com

ABSTRACT

As not only the connection between film-induced tourism and voluntourism but also the difference between Chinese and American film-induced voluntourists has not been studied enough despite its importance for the destinations visited by film-induced voluntourists. This paper explores and compares the phenomenon of voluntourism among fans of two very popular TV dramas in China and USA, “Soldier Sortie” and “Lost” respectively, by examining fans' online conversations. The study aims at investigating both the motivations as well as specific behaviors of film-induced voluntourists in different culture and comparing the similarity and difference between Chinese and American film-induced voluntourists.

Keywords: film-induced tourism, voluntourism, culture difference

INTRODUCTION

Inspired by TV dramas, like American fans, more and more Chinese fans use online communities to develop various fan movements, especially volunteering programs aimed at promoting the spirit embodied in their favorite TV dramas. As part of their volunteering efforts, Chinese fans also travel to the destinations connected with the TV drama, which can be locations where the drama was filmed or where events portrayed in the drama actually happened (Shao & Gretzel, 2009). However, American fans seem to choose destinations close to the creative team of dramas (Scarpino, 2008). This paper explores the phenomenon of voluntourism among fans of two very popular TV dramas in China and in USA, Soldier Sortie (SS) and Lost respectively, by examining fans' online conversations. The study aims at investigating both the motivations as well as specific behaviors of film-induced voluntourists in different cultures. Such an investigation is important as neither film-induced voluntourism nor cultural differences are currently discussed extensively in the film-induced tourism literature.

BACKGROUND

Motives of Film-Induced Travelers

Beeton (2005:9) defines film-induced tourism as “on-location tourism that follows the success of a movie (or set), television program, video or DVD in a particular region”. Regarding the motives of film-induced tourists, existing research has sought to align them with the personal seeking dimension of Iso-Ahola’s (1982) model of tourism motivation (Singh & Best, 2004).

Based on the research of Kim et al. (2007) and Lee, Scott and Kim (2008), it is proposed that people's involvement with a TV drama affects their perceptions of tourism destinations (familiarity, image, and visitation intentions). Kim et al. (2007) found that empathy with actors or actresses contributed to Japanese's preferences for and involvement in Korean dramas and desires to visit Korean locations associated with these dramas. Shao and Gretzel (2009) found emotional involvement in a drama leads to strong desires to visit the place where the story really happened, and that during their travels, fans often engage in meaningful activities such as volunteering and self-reflection.

Motives of Voluntourists

Volunteer tourism has been defined as "utilizing discretionary time and income to travel out of the sphere of regular activity to assist others in need" (McGehee & Santos, 2005:760). Existing research found the motives for volunteer tourists include both altruism and self-related perspectives. Altruistic motives are the distinct feature which differentiates voluntourism from other forms of tourism, and encompass helping others in need, restoring the environment, and helping the host people (Butcher, 2003; Scheyvens, 2007; Stoddart & Rogerson, 2004). Self-related motives involve hedonic experiences and self-development. Self-development includes contemplating, fulfilling a dream, expressing individuality, enriching oneself, developing skills relative to university studies and future careers, engaging in meaningful experiences, or enjoying the feeling of being part of a team (Brown & Morrison, 2003; McGehee & Santos, 2005; McGehee, 2002; McGehee & Norman, 2002; Mustonen, 2005; Sin, 2009; Stoddart and Rogerson, 2004; Uriely, Reichel & Ron, 2003; Wearing, 2003; Wearing & Deane, 2003; Wearing & Neil, 2001). The question is whether film-induced voluntourists exhibit similar motives and, consequently, engage in similar behaviors.

Soldier Sortie and Lost

Soldier Sortie (SS) is a very popular Chinese TV series produced and broadcast in 2007. SS talked about a young farmer who was forced to join the army by his father, gradually became the most outstanding soldier of his whole regiment, and found his true self in the army. The Chinese province, Yunnan is the filming location of SS, and there are increasing numbers of SS fans going to Yunnan for volunteering purposes (Shao, Scarpino & Gretzel, 2010). SS fans created an online group named Family of Seasons in the Sun (FSS), which is dedicated to establishing primary schools especially in remote and poor rural regions, such as rural villages in Yunnan.

Lost is an American television series originally aired from September 22, 2004 to May 23, 2010 on the US television network ABC and is consistently ranked by US critics on their lists of top five series of the year (Wikipedia, 2010). Lost follows the lives of various individuals and groups of people, most importantly the survivors of the crash of a commercial passenger jet flying between Sydney and Los Angeles, on a mysterious tropical island somewhere in the South Pacific. Annually, Lost fans from thefuselage.com and other fan groups attend "Destination L.A.", later named "Lost Weekend", a charity event which benefits the series co-creator J.J. Abrams' favorite charity, the Children's Defense Fund (CDF), which advocates on

behalf of children in education, health care, and other areas. The event not only includes charity auctions but also fan parties and an official ABC sponsored event.

METHODOLOGY

Research Questions

In order to explore the volunteer activities and motivations of fans, a qualitative ‘netnographic’ study (Kozinets, 2002) using fans’ online conversations from forums dedicated to the volunteer efforts of SS fans and Lost fans was conducted. Attention was paid only to those threads related to our research questions: 1) What kind of volunteer activities do SS fans and Lost fans discuss in their online conversations related to the dramas of SS and Lost?; 2) What kind of voluntours have they taken?; 3) Why do they participate in volunteering activities as fans?; and, 4) Why do they travel to the destinations rather than volunteering through donations and fan art contributions online from home?

Data Collection

Based on Kozinets’ (2002) criteria for Web site selection, the forum dedicated to discussing SS fans’ volunteering, Tieba of Family of Seasons in the Sun (FSS forum), and the Lost fans’ dedicated forum, forum.thefuselage.com (Lost forum) were selected as the two online communities for our study.

In the case of the FSS forum, at 12:00pm on April 20, 2010, all 423 threads were extracted from the forum. They were classified by FSS forum administrators into 8 groups. Among them, 185 threads were considered for the analysis of volunteering activities of SS fans including 35 threads of “FSS History” recording all the volunteering activities of FSS plus 130 threads of “Recommended Articles” and 20 threads of “Videos and Photos” showing further details of these activities. Another 164 threads were considered for the analysis of motives of SS fans participating in volunteering tours which include 91 threads of “FSS Essays” posted by FSS members individually talking about their stories, 33 threads of “FSS Data” and 40 threads of “FSS Promotion”, containing transcripts of leading FSS members interviewed by public media. The remaining 37 threads of “FSS Announcements” and 6 threads of “FSS Donation List” were only used to get general information about the volunteering work of FSS.

In the case of the Lost forum, the sub-forum entitled “Caves and Beaches” was selected as it is dedicated to discussing fan events. We used the search engine provided by the Lost forum, inputting the keyword “charity” and searching within “Caves and Beaches” and its child forums. Using September 13, 2010 as the cut-off time we were able to extract 500 relevant postings distributed among 33 threads, which have 2975 posts in total.

RESULTS AND DISCUSSION

Volunteer Activities of Film-Induced Tourists

Postings from the FSS forum indicate that SS fans focus mostly on building schools in rural areas. From the 185 threads analyzed for volunteering activities of SS fans, it became apparent that FSS members have not only built schools for children, but also organized several charity tours to interact with the children they have helped. In general, two types of voluntourism activities of FSS members were identified: onsite donations distributions at the SSHPS and onsite volunteering work during times of crisis. On the other hand, from the threads Lost fans discussed in Lost Forum, we know they raised money by participating in charity auctions or took a raffle at the annual charity events, “Destination L.A.” and “Lost Weekend”. In addition, Lost fans also bought merchandise, such as T-shirts, charity coiffures, as well as contributed time by being volunteers for the party. All the benefits went to CDF. During the charity parties, fans can bid on autographed scripts and memorabilia from the show, and mingle with cast and crew.

Motivations of Film-Induced Voluntourists

On the FSS forum, one SS proclaimed: "It is the power of the drama!" .The fans were especially moved by two lines from the drama which exemplify the spirit of SS-- "Do something meaningful!" and "Don't abandon, don't give up!". They “want to express their feelings for SS” and an empathy-identification-altruism pattern appeared. At first, they feel moved by SS, “feeling they could find themselves or others in the drama”. Next, they love and identify “with the emotional information and values delivered by the drama”. Finally, they transfer this kind of feeling to altruism, they want to “Explain the power of good examples from SS by achieving excellence, such as working hard and living seriously, treasuring families and friends, and producing warmness to everyone around them”. In contrast, Lost fans want “to meet up and become closer friends under this great fandom” and attend the event because it is “for a good cause” and can make them “ALL proactive in the world”.

Comparison on Voluntourism between SS Fans and Lost Fans

The similarity of voluntourism between SS Fans and Lost Fans is that both voluntours of SS fans and charity parties of Lost fans are organized by fans themselves and discussed via internet forums. There are some differences between these two groups of fans. Due to the limitation of space, we list them in Table 1. It seems that in China volunteering programs initiated by SS fans have taken on an important role in propelling the development of some tourist destinations in rural areas. Moreover, SS fans act not only as donators but also as organizer and monitors, such as choosing and determining which school to help. As such, FSS acts more like a virtual charity organization while Lost fans engage with an existing charity organization. This reflects the fact that in China, fans doubt the quality and honesty of official charity organizations.

	SS Fans	Lost Fans
Destination choice	Schools in Yunnan near shooting sites.	Hotels in L.A. , close to VIPs (the cast and creative team).

Charity choice	Discussed and decided by fans, not related to crew or creative team.	A favorite of J.J. Abrams with fans agreement.
Attendees	Fans, donors and local officers.	Fans, some VIPs.
Motives	Developing the theme of SS, witnessing donation results and helping others.	Meeting with fans and VIPs; making Lost fans look good by doing good.
Activities	Interacting with donors, onsite donating, traveling within greater region, meeting with other fans.	Participating in charity auction, having fun together.
Relationship with charity funds	As donors, organizers and monitors.	Just as donors.

Table 1: Differences in Voluntourism between SS Fans and Lost Fans

CONCLUSION

Understanding the difference of volunteer tourist activities and their fandom-driven motives provides essential insights from theoretical and practical perspectives. The results of the study inform both the voluntourism as well as the film-induced tourism literature. Further, they allow for an enhanced understanding of film-induced tourists in different cultures, which is important for the destination marketers looking to successfully connect to this very different group of travelers.

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CROSS-CULTURE DIFFERENCES OF INFORMATION-GIVING IN TOURIST BROCHURES: A COMPARISON OF PARIS ORSAY MUSEUM VERSUS SHANGHAI MUSEUM

*Cailian Zhang and Assoc. Prof. Han Shen, PhD
Fudan University, Shanghai, CHINA*

ABSTRACT

Tourist brochure is the most common and widely available information source of tourist destinations and tourist spots. As to foreign tourists, the role of tourist brochure is very important in tourist spots especially museums which contain a huge amount of information. This article selected tourist brochures of Paris Orsay Museum and Shanghai Museum to do cross-culture information-giving comparative study. Through collecting tourist brochures of English version and Chinese version of these two museums, both qualitative (text mining) and quantitative approaches (correspondence analysis) were used to content-analyze the gathered information. An 4A approach is applied to analyze four aspects—attraction, actor, action, atmosphere; of the tourist brochures. The research results indicate that, cultural differences exist between two museums in terms of information-giving in tourist brochures. The museums and other similar sites would benefit from the research to better understand cross-culture differences and tailor their tourist brochures.

Keywords: Paris Orsay Museum, Shanghai Museum, tourist brochures, information-giving, content analysis

TOURISM IN INDIA

Gursharan Jeet Kaur and Gopal Kumar Johari
Guru Nanak Dev University, Amritsar, Punjab, INDIA

ABSTRACT

In India, immediately after independence in 1947, the focus of development was laid on key areas like agriculture, housing, industry, irrigation, infrastructure and other social sectors. So in the field of tourism, India has been a late starter and has started getting attention in the last two decades only. The phenomenal explosion of international and domestic tourism is an inevitable by-product of the prosperity that India has achieved in recent times. It been duly recognized in National Tourism Policy, 2002 that Tourism not only generates employment but also upgrades human skills. The infrastructure created for Tourism can be used by all other sectors of the economy. Therefore, development of Tourism must not be viewed in isolation and the states must adopt an integrated approach and action plan for its development. Presently, as far as approach for development of Tourism in India is concerned, there are many areas which lack emphasis like inadequate awareness about tourist spots, no surveys and studies relating these tourists spots, no norms and standards for the planning and development of these tourist spots, neglect of heritage tourism, neglect of traditional arts, craft & culture, ineffective marketing, inadequate tourist information centers, inadequate tourism infrastructure, lack of public participation. In this paper an effort has been made to highlight the present scenario of Tourism in India and hurdles that comes in the way for the development of Sustainable Tourism and its related infrastructure. It further highlights the initiatives taken by the Government itself, for attracting foreign incentives and to encourage private sector as well to act as a facilitator by providing support infrastructure facilities.

Keywords: tourism, sustainable tourism, tourists, development, India, infrastructure

**EFFECTIVE PUBLIC ADMINISTRATION AND GOVERNANCE OF
THE LOCAL GOVERNMENT AS A STRATEGY FOR TOURISM
DEVELOPMENT: THE CASE OF THE LOCAL GOVERNMENT UNIT
OF NAGA CITY, PHILIPPINES**

*Malu C. Barcillano, PhD
Ateneo de Naga University, Naga City, PHILIPPINES*

ABSTRACT

The governance practices of the Local Government promote tourism development. As the Local Government works toward the setting of conditions for ordered rule and collective action and development of governing styles, it promotes tourism. When the Local Government gives emphasis on how it can be effective in its organization and management and design of government programs, it also serves as a strategy in marketing the area. The case of the Local Government Unit of Naga City, Philippines presented this concretely. Naga City is located in the Bicol Region, a peninsula on the south eastern most tip of the island of Luzon. It is the most densely-populated city in the region, and is locally known as the "Heart of Bicol". It is the commercial, financial, educational, religious and cultural centre of the region. Naga City has been recognized by various award-giving bodies relative to its remarkable practices relative to effective public administration and governance. With the recognized best practices which can be replicated by other Local Governments, the city has been visited by individuals and groups coming from various sectors, thus moving towards tourism development.

Keywords: governance, development, tourism, local government

A HOLLYWOOD FILM AS AN EDUCATIONAL TOOL TO STIMULATE ENVIRONMENTAL CONSCIOUSNESS IN TOURISTIC AREAS IN GREECE: THE IMPACT OF THE FILM ERIN BROCKOVICH TO THE POTENTIAL VISITORS OF INOFITA AND OROPOS AREAS

*Maria Sakellari and Constantina Skanavis
University of the Aegean, GREECE*

ABSTRACT

In the competitive relation of tourism and environment, the key solution is to influence tourists and local population's environmental behavior to a more responsible one. Environmental education can constitute a dynamic means of stimulating environmental behavior and foster participation skills in the environmental decision making process. A survey was conducted, concerning the impact of the film Erin Brockovich to the potential visitors of Inofita and Oropos areas, in Greece, where underground waters are heavily contaminated by toxic waste. In conclusion, the paper discusses the implications of the findings and proposes suggestions for further research.

Keywords: environmental education, citizen participation, Hollywood films

INTRODUCTION

The theory of sustainable tourism emphasizes the critical importance of environmental stewardship (Brander et al, 1995). Environmental Education (EE), either formal, non-formal or informal, is particularly important as it can educate and increase environmental awareness of local populations, as these are mainly occupied with ecotourism (Ross & Wall, 1999) but also educate the tourists-visitors in the ecotouristic areas as well. Also, there is a need for individuals that provide environmental education in the protected areas and in the regions of particular natural beauty that also constitute tourist destinations. Their role is closely related to the environmental and natural education (Skanavis et al., 2004).

In the protected areas of Europe, education is considered as the most important subject following conservation. Their aim is to stimulate the conscience of visitors for nature and to increase their comprehension for values of the natural environment (Bibelriether, 1999). Planners and administrators of national parks and other protected areas face increasing challenges in managing the popularity of these natural areas as tourism destinations while ensuring their ecological integrity. Public and private involvement in tourism and environmental decision making facilitates environmental and tourism planning which is often a contested political activity involving multiple, interdependent stakeholders with diverse and possibly divergent interests and values with respect to the natural environment (Jamal et al., 2002).

ENVIRONMENTAL EDUCATION AND CITIZEN PARTICIPATION

The 1977 Tbilisi Intergovernmental Conference on EE objectives (awareness, sensitivity, attitude, skills and participation) serves as major guidance for working on building an environmentally effective human behavior. By using these objectives an environmentally responsible citizen could be portrayed as one who has 1) an awareness and sensitivity to the total environment and its allied problems and/or issues, 2) a basic understanding of the environment and its allied problems and/or issues, 3) feelings of concern for the environment and motivation for actively participating in environmental improvement and protection, 4) skills for identifying and solving environmental problems and/or issues and 5) active involvement at all levels in working toward resolution of environmental problems and or issues (Hungerford & Volk, 1990).

Citizen participation has been demonstrated as one of the main EE objectives in 1975, at the declaration of the UNESCO-UNEP Belgrade workshop and in 1977, at the Tbilisi Declaration (Skanavis, et al., 2005). In 1987, at the UNESCO-UNEP Tbilisi + 10 international congress in Moscow it was agreed that EE should promote awareness, knowledge, attitudes and values, provide criteria and directives for decision-making and resolution of environmental problems (UNESCO-UNEP, 1988) and in 1992, at the United Nations Conference on Environment and Development in Rio de Janeiro it was formulated that the environmental issues are better resolved with the participation of all interested citizens (UNCED, 1992). At the United Nations World Summit on Sustainable Development, held in Johannesburg in 2002, it was reported that sustainable development requires wide participation in the decision-making process (UN, 2002). Participation is usually defined as the involvement citizens in the decision-making process (Fiorino, 1996, Siouti, 1998, Brohman, 1996, Osler, 1997).

Participation might be seen as an intervention in the administrative processes of decision-making (Skanavis et al., 2005). It is expressed through legal procedures, letters of protest, nongovernmental organization (NGO) activities and the individual actions of citizens (Fiorino, 1996). Public participation is a core concept in the environmental policy decision-making (Skanavis et al., 2005, Walker, 2007). Social goals (Beirle, 1998, 1999) as education and information of public, incorporation of values of citizens in the process of decision-making, improvement of essential quality of decisions, strengthening confidence in the institutions, alleviation of conflicts and pursuit of cost-effectiveness, can lead to the development of public participation programs, support the evaluation of innovative methods, and promote the comprehension of citizen participation process.

FILMS AS EDUCATION TOOLS

Cinema is one of the most influential mediums of modern culture, the dominant art form of the twentieth century (Jameson, 1991). Research suggests that visual images are a particularly powerful medium for conveying information to the viewer (Epstein, 1998, Goleman, et al., 2002). The nature of film as a device for storytelling and for the communication of information has ensured its presence in a teaching context. In the last few decades, in particular since the availability of video, film has become accepted as an object of study and

an effective teaching aid in a range of subject areas, including language teaching, literary studies, history, sociology, and the sciences (Hughes, 2005).

Films can help students find a personal connection to course material (Baxter Magolda, 2001), thereby situating learning in the students' own experiences; connect themes to their own lives, thereby validating students as knower and facilitate their making meaning together with their teachers (Forney, 2004). Films can provide common images and a common framework to support discussion of difficult subjects; they also grab the audience's attention viscerally and quickly (Seyforth & Golde, 2001), holding and directing the attention of the viewer (Champoux, 1999). Films often address the affective realm (Hesley & Hesley, 1998), engaging students' feelings in addition to their thinking capacities. Films can aid in gaining insight into self and relationships, which can lead to altered thoughts, feelings, and behaviours (Heston & Kottman, 1997).

Films can energize a group (Koch & Dollarhide, 2000), encourage engagement in discussion (Anderson, 1992), and enhance rapport between the group and instructor (Koch & Dollarhide, 2000). They can improve students' skills in taking different or new perspectives (Anderson, 1992). Inexperienced students will likely benefit from the use of film because of a greater feeling of reality, while showing concepts through different film scenes also shows the application of these concepts in different situations (Champoux, 1999). Films can give a longitudinal perspective or build a bridge to the world of action (English & Steffy, 1997). Films can serve many functions in a teaching program, according to the teaching style, goals, and course content. The ways of using film in a teaching program are as case analysis, experiential exercise, metaphor, satire, symbolism, meaning, experience and time (Champoux, 1999).

According to Hughes (2005), there are two distinct ways in which film features in higher education courses, as a primary focus, and as a secondary means to an end. The primary focus involves the study of core films as self-contained texts in their own right. The primary material for such courses is a selection of set films, which may be linked by a broader historical or thematic context (such as the silent era, or modernism). The second way advocates the use of film not as the primary object of study, nor as a means of communicating core information; instead is the motivation simply to engage the interest of students, to encourage an interest in the subject that can be developed and/or corrected in the 'actual' class.

CASE STUDY: THE FILM *ERIN BROCKOVICH* AND OROPOS AREA TOXIC POLLUTION CASE

The paper examines the film *Erin Brockovich*, a US made film about underground water toxic contamination in Hinckley, California. The film tells a real-life story about a toxic tort lawsuit filed by residents of a small American town. The plaintiffs claim that a local industry has polluted the community's water supply, causing sickness and death. A similar case is found in Greece, at Inofita Industrial Area and the near-by Oropos town, a popular Greek domestic tourism destination. A survey was designed, concerning the impact of the environmental film *Erin Brockovich* to the potential visitors of Inofita and Oropos touristic area, where underground water are heavily contaminated. The audience of *Erin Brockovich* watches the

documentary *Erevna*, which correlates the toxic pollution cases of the two regions, Hinckley and Inofita.

The target population was comprised of 15 post graduate students of the Postgraduate Program "Agriculture and Environment" of the University of the Aegean in Mitiini and 18 post graduate students of the Postgraduate Program "Environmental Education" of the University of the Aegean in Rhodes, men and women, who present intense environmental concern, but also they possess a variety of educational and professional background. Also, all participants presented high frequency of going to the movies.

For data collection and analysis, the method of individual interview was used. Individual interviews tap into individual biographies and thus "provide[s] the basic data for the development of an understanding of the relations between social actors and their situation (Gaskell, 2000). The survey was conducted through four interviews with the participants, before the screen of the film *Erin Brockovich*, after the screen of *Erin Brockovich* and the documentary *Erevna* and finally there was a last interview concerning the impact of films on the audience's choice on tourism destination. The interviews guide and questions asked were based on The Theory of Planned Behavior (Ajzen, 1991) and Behavior Flow Chart (Hungerford & Volk, 1990). Both models are used for the analysis of the development of responsible environmental behavior (Tsampoukou-Skanavis, 2004).

The ultimate goal of environmental education is behavior change, and the strongest predictor of that appears to be "intention to act." Based on Behavior Flow Chart one might pursue the precursors of behavior with some assurance that the desired behavior would follow. Behavior Flow Chart is widely accepted in the field of Environmental Education and it is strongly associated with environmental literacy (Monroe, 2003). The Theory of Planned Behavior, a model from psychology, includes the influence of the community within which the behavior will occur, and the norms of that group may actually be the strongest force acting on the behavior, regardless of instruction or other treatment. According to the Theory of Planned Behavior, the human behavior originates from the intention of the individual to behave in a certain way. As long as his intention to be associated with a certain behavior is strong, so much more likely is to act this way (Ajzen, 1991).

Results indicate that the film *Erin Brockovich* has stimulated learning effects among its viewers. Participants declare they know more on toxic waste pollution after seeing the film. Also, the film has triggered mitigation reactions in its public and has raised the willingness of its viewers to do something to prevent toxic waste pollution. Moreover, the film and the documentary *Erevna* seems to have triggered public policy responses much stronger than individual responses. Viewers believe that the best way to address toxic waste pollution is through public participation in the decision-making process. The film and the documentary *Erevna* seems to have had a net positive effect on the public with regard to the self addressed goal of stimulating awareness and willingness to act. Finally, for most of the participants, movies induce them to travel to the locations where they were filmed, while most of the viewers will not choose to visit the particular destinations, Hinckley and Inofita, as tourists.

CONCLUSION

Evidence is presented from a controlled experiment which explores the impact of the film *Erin Brockovich* to the potential visitors of Inofita and Oropos areas, in Greece, where underground waters are heavily contaminated by toxic waste. Results suggest that when films focus on the environmental problems of a destination, then people are discouraged to visit the particular area in the future. The instructive role of cinema and the revelation of an environmental problem through a film, can constitute a motive for the environmental sensitization of the audience and promote citizen participation in the environmental decision-making process. However, the same audience will not choose to visit the particular destination as a tourist. Future recommendations include the use of environmental films like *Erin Brockovich* in the formal education system, in order to change the content of curriculum in direct and relative to the needs and perceptions of students. The nature of a film, like *Erin Brockovich* as a device for storytelling and for the communication of information can be used to raise environmental awareness of local communities, in order to promote their participation in the environmental decision-making process.

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“LIVING FOSSIL” OR “TOURISTIC STAGE”? HERITAGE TOWN DEVELOPMENT IN CHINA AND MALAYSIA

*Jun Shao, Faiz I. Anuar and Ulrike Gretzel, PhD
Peking University, CHINA
Texas A&M University, UNITED STATES
ninashaojun@gmail.com*

ABSTRACT

The conservation and development planning of heritage towns was difficult as the towns were living and facing the challenges such as rapid modernization and limited investment in conservation. In addition to protecting and restoring the historic fabric of the towns while introducing modern services and facilities, tourism planners had to find ways to benefit various stakeholders which are local residents, managers, developers, planners and tourists. This study investigated the planning practices of two heritage towns, Wuzhen in China and Taiping in Malaysia, and aimed to investigate the similarity and difference between them from the perspective of stakeholders.

Keywords: conservation and development, heritage tourism, culture difference.

THE SOCIO-CULTURAL ESSENCE OF ABUJA CARNIVAL

Oklobia, Adakole J.
University of Abuja, NIGERIA
oklobiaj1920@yahoo.com

ABSTRACT

Carnivals have become familiar expressions and forms of art and cultural brands in modern communication. They celebrate energy in the people and in cultural origins with historic anchors often on religious mystiques and cultural folklores. The Abuja Carnival is a street carnival of arts and culture which takes place in the municipality of Abuja, the Federal Capital Territory. Nigeria with an estimated population of over 150 million people is the largest black nation in the world. There are over 350 ethnic groups with vast cultural diversity, an added flavour of modernity. This paper will evaluate the massive carnival spectator presence and the media coverage that makes the Abuja carnival provide opportunities for effective and focused promotion and marketing on Nigeria's cultural and social initiatives as tourist attractions to the world. It will also look at the carnival as an avenue for the propagation for cultural tourism.

Keywords: Nigeria, carnivals, socio-cultural, tourism

ATTITUDES OF MALAYSIAN TOURISM AND HOSPITALITY STUDENTS' TOWARDS A CAREER IN THE INDUSTRY

Scott Richardson, PhD
Taylor's University College, MALAYSIA
scott.richardson@taylors.edu.my

ABSTRACT

The tourism and hospitality industry worldwide, and Malaysia in particular, has been confronted with the problem of attracting and retaining quality employees which has led to a shortage of skilled personnel to staff the large number of tourism and hospitality businesses (Ferris, Berkson, & Harris, 2002; Freeland, 2000; Tourism Division, 2002). A number of recent reports have highlighted the issue of labour and skills shortages in the tourism and hospitality industry worldwide (de Jong, 2008; International Society of Hospitality Consultants, 2006). At the 2006 International Society of Hospitality Consultants (ISHC) Annual Conference held in Miami, Florida, ISHC members participated in a series of roundtable discussions to identify the top ten issues in the tourism and hospitality industry for 2007. The debate included in-depth discussions on over 100 different issues. Ultimately, the issue thought to be the greatest contemporary challenge for the tourism and hospitality industry was labour and skills shortages (International Society of Hospitality Consultants, 2006). These claims highlight the importance in recruiting and retaining high quality and well trained staff such as recent graduates of tourism and hospitality programs. It is thus important to understand how employers in the tourism and hospitality industry are utilising students, as casual and part-time workers, as well as in work-based learning programs, and how the utilisation of these employees is affecting decisions regarding pursuing or continuing careers in the industry. This study measures the factors students who are currently studying tourism/hospitality management in Malaysia find important when choosing a career and the extent to which they believe a career in tourism and hospitality offers these factors. To test statistically whether significant differences occur between the importance respondents place on career factors and the extent to which they believe tourism and hospitality offered these, a paired sample t-test was used. From this analysis it was found that every factor is significantly different as their p-value is less than the critical value of 0.05. In each of these factors the importance factor has a lower mean than the extent to which students believe a career in tourism and hospitality offers that factor. This infers that students do not believe that a career in tourism and hospitality will offer them the factors that they find important in choosing a future career. These findings highlight the fact that industry must address concerns in the aforementioned areas to ensure the perception students have of the industry is a positive one. As a result this will help to maximise the number of university graduates entering and remaining in the industry. If they can't change these perceptions the industry will continue to lose these highly skilled and trained employees. Thus the skills shortage identified in the earlier sections of this study will become further exacerbated.

Keywords: attitude, tourism, students, career

INTRODUCTION

The tourism and hospitality industry worldwide, and Malaysia in particular, has been confronted with the problem of attracting and retaining quality employees which has led to a shortage of skilled personnel to staff the large number of tourism and hospitality businesses (Ferris, Berkson, & Harris, 2002; Freeland, 2000; Hinkin & Tracey, 2000). This problem is complex with many different contributing factors, and it has been argued that there are a number of industry-specific characteristics that exacerbate this skills shortage. These characteristics include a young transient workforce, low levels of pay and formal qualifications, high levels of female, student, part-time and casual workers, a high proportion of low skilled jobs, a large proportion of hours worked outside normal business hours, a negative industry image in the eyes of potential employees, a large number of migrant staff, poor utilisation of student labour and high levels of staff turnover (Baum, 2006; Brien, 2004; Fraser, 2003; Riley, Ladkin, & Szivas, 2002). These characteristics all add to the complex problems associated with recruitment and retention in the industry.

The tourism and hospitality industry in Malaysia is substantial, contributing nearly RM96.6 billion or 12.3% to Malaysia's gross domestic product (GDP) in 2008, and contributes significantly to regional economies throughout the country (World Travel and Tourism Council, 2009). Total employment in the tourism industry totalled 1,165,000 or 10.8% of the total employed persons in Malaysia (World Travel and Tourism Council, 2009). The growing importance of this sector is leading to issues surrounding the number of trained personnel available to fill the growing number of positions that are becoming available in the industry. For this reason it is imperative that the industry recruits and retains high quality and well trained staff such as recent graduates of tourism and hospitality programs. It is thus important to understand how employers in the tourism and hospitality industry are utilising students, as casual and part-time workers, as well as in work-based learning programs (internships), and how the utilisation of these employees is affecting their decision regarding pursuing or continuing a career in the industry. This study measures the perceptions and attitudes of students who are currently studying tourism/hospitality management in Malaysia towards a career in the industry. It will firstly identify the factors that these respondents find important when choosing a career and then compares this to the extent to which the respondents believe the tourism and hospitality industry offers these factors.

LITERATURE REVIEW

A number of recent reports have highlighted the issue of labour and skills shortages in the tourism and hospitality industry worldwide (de Jong, 2008; International Society of Hospitality Consultants, 2006). At the 2006 International Society of Hospitality Consultants (ISHC) Annual Conference held in Miami, Florida, ISHC members participated in a series of roundtable discussions to identify the top ten issues in the tourism and hospitality industry for 2007. The debate included in-depth discussions on over 100 different issues. Ultimately, the issue thought to be the greatest contemporary challenge for the tourism and hospitality industry was labour and skills shortages (International Society of Hospitality Consultants, 2006). It is claimed that attracting and retaining qualified workers, once only an issue for a small number of regional, remote and niche markets, is becoming the most significant concern for all tourism and hospitality businesses globally. The International Society of Hospitality

Consultants (2006) claim that demography, wage levels, failure to adequately address worker satisfaction and a reputation for long hours and low pay are all contributing factors.

Peter de Jong (de Jong, 2008), the President and CEO of the Pacific Asia Travel Association agrees, claiming that a shortage of human resources has been identified as one of four “mega forces” which are re-shaping the demand for travel services. Mr de Jong (de Jong, 2008, p. 3) claims that:

the explosive growth of tourism infrastructure globally is placing incredible strains on the travel and tourism industry to deliver sufficient levels of suitably-skilled human resources to sustain this growth. In some cases the ‘hardware’ is being built without concern for the ‘software’ needed to run the operations. This is a huge, multi-dimensional dilemma covering issues such as recruitment, education, on-the-job training, language skills, performance management, retention and the mobility of labour.

One of the issues facing employers is to understand the new generation of employee entering the workforce. There has been much written about the characteristics that Generation Y employees exhibit toward a career. Ayres (2006) claims that traditionally there has been a career for life philosophy adopted by workers, whereby workers will spend their entire working life working in one industry and in many cases, one organisation. This philosophy has in recent times, coinciding with Generation Y entering the workforce, been replaced by a more uncertain career structure, with employees frequently changing employers within their industry and many also pursuing work in different industries (Inkson, Arthur, & Pringle, 1999).

METHODOLOGY

This study measures the factors students who are currently studying tourism/hospitality management in Malaysia find important when choosing a career and the extent to which they believe a career in tourism and hospitality offers these factors. To undertake this research an online survey was developed based on the works of Richardson (2009) and Kyriacou and Coulthard (2000). In this survey respondents were asked to rate each career factor in response to the question ‘How important is this factor to you when choosing your career?’ on a three-point scale, ‘very important’, ‘fairly important’ and ‘not important’. Again on a three point scale, ‘definitely’, ‘some’ and ‘not at all’, the respondents were then asked to rate each factor, in response to the question ‘To what extent do you think a career in tourism and hospitality will offer this factor?’

To measure how the perceptions and attitudes of students who are currently studying tourism/hospitality management at undergraduate level in Malaysia are shaped by working in the industry, and what impact this has on students’ intentions on pursuing a career in the industry; it was decided to use an online survey/questionnaire. In addition to the online survey a number of interviewer completed surveys were also conducted to allow access to increase the number of surveys completed.

The questionnaire used in this research contained closed-ended questions consisting of demographic questions and Likert scales. Two advantages of using closed-ended as opposed

to open-ended questions is that the analysis of open-ended questions can be laborious and may result in a final set of categories which provide the researcher with no more value than a well constructed closed-ended list (Veal, 2006). The second advantage is that, although open-ended questions can obtain a richer response to questions, in the case of respondent-completed questionnaires, response rates to this type of question can be very low, as people are either too lazy or too busy to take the time to answer these questions (Veal, 2006).

Whilst a questionnaire of this type can be very useful in understanding the attitudes and perceptions of respondents (Petrova & Mason, 2004) it should be noted that using closed-ended questions can increase the risk of “reducing something that is rich and complex to a single index that assumes an importance out of all proportion to it’s meaning” (Eagly & Chaiken, 1993, p. 3). To help reduce this risk, a number of open-ended questions have also been used to allow respondents to express their thoughts and opinions in their own words. To test statistically whether significant differences occur between the importance respondents place on career factors and the extent to which they believe tourism and hospitality offered these, a paired sample t-test was used.

To undertake this study, an email was sent to 450 students studying tourism or hospitality degrees at Taylor’s University College in Petaling Jaya, Malaysia asking them to complete the online survey. In total 357 students viewed the survey, with 326 of those starting the survey. There were 27 students who did not complete the survey after starting it, leaving 299 completed, useable surveys from the online version. This meant that the response rate for the online survey was 50.88%. In addition to the 299 surveys received online, a further 210 surveys were collected from students attending two additional institutions, Management and Science University (MSU) and Kolej Universiti Islam Melaka, 70 from each institution. To collect these surveys, respondents were chosen randomly on each campus to undertake a researcher completed survey.

ANALYSIS

As discussed above the questionnaire used in this research was developed based on the works of Richardson (2009) and Kyriacou and Coulthard (2000). The first part of this research aimed to gain an understanding of the factors students find important when choosing a career. The percentage of respondents’ ratings of the importance each factor in choosing a career can be found in Table 1 below. This table also highlights the findings of the second part of the research, the extent to which each respondent believes that the tourism and hospitality industry offers these factors. In analysing the findings of this study it can be seen that respondents rate each item as important, with very few respondents choosing not important for any of the factors.

As reported in Table 1, only one factor received more than 10% of respondents choosing not important; “A job that can easily be combined with parenthood” (12.3%). The most important factor identified by respondents was “A job that I will find enjoyable”, which 81.6% of respondents considered as very important. Based on the number of respondents who chose very important as their response, the next three most important factors in choosing a career are “Pleasant working environment” (71.3%), “Good promotion prospects” (67.2%), and “High earnings over length of career” (65.8%).

The second stage in this research was to understand the extent to which respondents think a career in the tourism and hospitality industry offers them the factors they find important. The first noticeable fact is that whilst more than 50% of respondents rate 16 factors as very important, there is only 1 factor (A job which gives me responsibility) where more than 50% of respondents claim the industry definitely offers these factors. For instance, while 81.6% of respondents claim that finding a job that is enjoyable is very important, only 36.4 % believe they will definitely find an enjoyable job in the tourism and hospitality industry. Two other attributes where major differences occur between the importance respondents place on career factors and the extent to which the tourism and hospitality industry offers the factors are related to earnings.

The first of these “High earnings over length of career”, found that 98.6% of respondents find this an important factor in job choice, while a third of respondents (33.0%) do not believe that they will be able to attract high earnings over the length of their career in tourism and hospitality. The second factor relating to earnings asked respondents how important a “Good starting salary” was to them, with 96.4% of respondents stating that it is important. This is in stark contrast to only 15.9% of respondents who believe that the tourism and hospitality industry definitely offers a good starting salary, whilst a sizable 38.3% claim that the tourism and hospitality industry definitely does not offer a good starting salary. The final factor that is worth discussing is “A job that can easily be combined with parenthood”. The majority of respondents (87.7%) claimed this to be an important consideration when choosing a career.

Whilst this is the case, very few respondents (13.4%) claimed a job in the tourism and hospitality industry could definitely be combined with parenthood, with 38.3% claiming that they did not believe they could easily combine a career in the industry with raising a family. When testing for significant differences, every factor was found to be significantly different as their p-value was less than the critical value of 0.05. In each of these factors the importance factor has a lower mean than the extent to which students believe a career in tourism and hospitality offers that factor. This infers that students do not believe that a career in tourism and hospitality will offer them the factors that they find important in choosing a future career. This section of the survey investigated undergraduate student’s attitudes towards important factors in choosing a career as well as their perceptions as to the degree they believed tourism and hospitality careers offer these factors. This study shows that undergraduate students who are studying tourism and hospitality in Malaysia do not believe that the industry offers them the attributes that they see as important in choosing a future career. It was found, that for all of the 20 factors examined, there is a significant difference between what the students see as important in pursuing a future career and the extent to which they feel a career in tourism and hospitality offers these.

CONCLUSION

Over the next decade, the growth of positions in the tourism and hospitality industry around the world has been widely reported. If we take the standpoint that students should be encouraged to stay within their trained industry, these findings suggest that industry and educators must work together to solve employment shortfalls by recruiting and retaining skilled and qualified graduates. These graduates will have a combination of core business and

management skills, as well as specialist property skills and knowledge. The holistic approach that modern tourism and hospitality degrees undertake enables graduates to identify and articulate the functions and dynamics of the industry. Graduates will also have skills in designing and facilitating strategic thinking and visioning, by using complex theories. Graduates also possess a deeper understanding of sustainability of the environment and understand the role of corporate social responsibility and accountability in today's highly sensitive environment. As well as university training, these graduates usually have some form of training and experience working in the industry whilst they completed their studies. This combination of the theoretical knowledge as well as the on-the-job experience and training make graduates an extremely valuable resource for the tourism and hospitality industry.

Some may argue that it does not matter if graduates enter fields other than those with which they have studied and been trained. The turnover culture in the tourism and hospitality industry facilitates this argument as it is seen as the norm (Kraft, 1993) to frequently change positions and companies. Tourism and hospitality degree programs can also inadvertently add to this problem, as generally these programs develop a range of transferable skills making tourism and hospitality graduates attractive to employers in other industries. This paper argues that an attitude that it does not matter if graduates leave or fail to enter the industry is flawed, as the cost of losing these graduates to tourism and hospitality industry is extremely high. The cost of this turnover has been widely discussed and has financial, as well as, psychological implications for tourism and hospitality organizations. These financial costs include the cost of recruiting, selecting and training a new employee as well as other associated costs (uniforms, induction etc); the lost productivity while the new staffs are trained; and the loss of money spent training and developing the departing staff member. The psychological implications encase staff morale and commitment to the company. Also, if we take Australia as an example, there are only an estimated 2,500 tourism and hospitality graduates each year, therefore the industry must make it a priority to attract as many of these as possible.

This highlights the need for the industry to adopt tactics and strategies aimed at ensuring that potential employees, i.e. tourism and hospitality students, are not leaving the industry or even failing to enter the industry upon graduation. It is clear that there are a number of areas, particularly pay, promotion opportunities and the relationship between respondents and their managers, that the industry must work on to ensure students are receiving positive experiences whilst they work during their degree. Unless the industry can offer higher wages, facilitate work-life balance by offering flexible work hours, and improve relationships between employees and managers, the industry will continue to lose these highly skilled and highly trained employees.

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MEASURING THE SERVICE QUALITY IN CAR RENTAL SERVICES: PURIFYING RENTQUAL INSTRUMENT WITH ASIAN TOURISTS

*Erdogan H. Ekiz, PhD, Pradeep Kumar Nair and Kashif Hussain, PhD
Taylors' University College, MALAYSIA*

ABSTRACT

Service quality perception is one of the key determinants of customer satisfaction, positive word of mouth referral and loyalty to the company. For these reason, it has received considerable attention in not only marketing literature but also consumer behavior and management literatures. However, surprisingly quality issues in the car rental industry, which has an undeniable contribution to overall tourist experience and economic contribution, have received less attention. As an exception recently Ekiz, Bavik and Arasli (2009) developed an 18-item RENTQUAL scale to measure service quality in car rental services. After rigorous analyses, their scale, composed of six factors comfort, delivery, safety, handing over, ergonomics and accessibility found to be multi-dimensional, reliable and valid scale. Yet, they call for replication studies elsewhere for further generalizations of the newly developed RENTQUAL scale. This empirical research, as an answer to their call, aimed to further purifying RENTQUAL with data collected from Asian tourist experiences. Moreover, present research investigated the possible relationships between quality perceptions, customer satisfaction, word-of-mouth referral and loyalty intentions. According to the results of current investigation in comparison to RENTQUAL; (i) the scale is found to be reliable and valid, (ii) structure wise minor differences found, (iii) consistent with the findings of safety reported to be the most important factor in car rental services, (iv) all hypothesized relationships are supported. The current study presents its remaining findings, in comparison with those of original study and provides a fruitful resulting discussion, implications and limitations.

Keywords: Car rental services, perceived service quality, RENTQUAL, Asian tourist

INTRODUCTION

As being the world's largest and most diverse industry, tourism highly praised as a major global economic force. According to the World Travel and Tourism Council's (2010, p. 6) figures, in spite of all the turbulences experienced in last few years, tourism generates 7.892 billion US dollars economic contribution worldwide (9.9% of all earnings). Forty-seven percent of tourists preferred land transportation, which suggests that around 440 million tourist arrivals required rental car, bus, or taxi service (UNWTO, 2009). Car rental agencies, along with many other service companies, have played a vital role in increasing the ease of transportation by providing a service that allows tourists to easily travel within their destinations. Thus, the importance of travel facilities, especially car rental services, will increase which will force the owners of the car rental companies to provide more extensive and better quality services. In fact this is necessary to be able to meet the growing needs and expectations of international tourists.

Since customer satisfaction is an outcome of service quality (Cronin & Taylor, 1992; Anderson & Sullivan, 1993) and customer satisfaction is associated with constructs such as repurchase intentions and word of mouth communication (Davidow, 2000), owners of car rental establishments must understand the expectations and perceptions of their customers. For these reasons, Ekiz et al. (2009) developed RENTQUAL, a tailor-made industry-specific quality measurement scale to capture quality perceptions of tourist on car rental services. They called for replication studies in other locations for further generalizations of their newly developed scale. As an answer to their call, this research aimed to further consolidate RENTQUAL with data collected from Chinese tourists.

LITERATURE REVIEW

Over the past few decades, there has been continues debate among scholars regarding the conceptualization of service quality and its measurement. Service quality can be defined as a customer's perception of the overall superiority of an organization's excellence in providing service (Zeithaml, 1998). By providing quality service, companies aim to achieve satisfying and retaining a pool of loyal customers.

To achieve this, companies need to know the quality perceptions of their customers. To aid companies in this challenging quest scholars came up and tested their theories of service quality. Among these scholars, Parasuraman et al. (1985) developed an instrument called SERVQUAL, which has become the most widely used tool for measuring customer's perception of service quality. Numerous researchers have confirmed the applicability of five-dimension model in different sectors and in different countries (for instance; Gabbie & Neill, 1996; Bojanic & Rosen, 1994; Mehta & Durvasula, 1998; Lam & Zhang, 1998).

Although in a couple of studies the five dimension model was not confirmed (e.g. Carman, 1990; Babakus & Boller 1992; Brown Churchill & Peter, 1993; Ryan & Cliff, 1996). Although many studies have used SERVQUAL as a framework for measuring service quality, there has been also extensive criticism directed toward this measure in the marketing literature (e.g. Buttle, 1996; Carman, 1990; Gabbie & Neill, 1996; Jain & Gupta, 2004). These criticisms have mainly revolved around the interpretation and implementation of the instrument in the service industry (Newman, 2001; Arasli et al., 2005). However, a review of existing literature reveals that, despite these criticisms, overwhelming number of studies has been conducted to measure service quality by using the SERVQUAL model.

Furthermore, many scholars believed that adaptations and theoretical applications of SERVQUAL are necessary. Similarly, Brown et al. (1988) suggested that SERVQUAL has to be modified and adapt based on the industry, business and the location. For example, Khan (2003) suggests the ECOSERV model for measuring quality expectations in ecotourism. Several scales have been replicated, adapted and developed to measure services, such as DINESERV (Stevens, Knutson & Patton, 1995) for food and beverage establishments; LODGSERV (Knutson et al., 1990) for hotels; SERVPERVAL (Petrick, 2002) for airlines; SITEQUAL (Yoo & Donthu, 2001) for Internet shopping; E-S-QUAL (Parasuraman, Zeithaml & Malhotra, 2005) for electronic services. However, less attention has been paid to the development of service quality measures in car rental services (Ekiz et al., 2009). In fact, to date, relatively little is known about how tourists judge the service quality of car rental

services and determine which judgments/factors were deemed to be more influential than others.

METHODOLOGY

The sample of the current study consisted of conveniently selected Chinese tourists who were using Hong Kong International Airport during March 2009. The rationale for choosing Chinese tourists as sample was the predictions made by UNWTO (2010) - stating that China will be number one tourist generating region and country. For this reason, it is vitally important for companies targeting Chinese market to know how they perceive service quality in car rental services. As a screening question, respondents were asked if they have used the services of any car rental company within last one year. In total, research team, composed of five trained graduate students, distributed 1,000 questionnaires to respondents who were requested to fill out the questionnaires designed for self-completion. A five-point Likert type scale ranging from (1) 'strongly disagree' to (5) 'strongly agree' was used. Of those, 625 useful questionnaires were received and found to be usable for the analyses, resulting in a response rate of 62.5%.

Questionnaire had composed of two parts; first part had the 18-item RENTQUAL scale questions where the other part had demographic questions. Results of the frequency analysis carried out with SPSS showed that; majority of the respondents were males (77.1 %) between the ages of 27 and 47 (51.8%) and had a minimum of an undergraduate degree (45.6%). Moreover, more than one third (35.2%) of the respondents had rented cars at least two times in the past six months. Before running any analysis of structural equation modeling, normality of the data distribution was analyzed via univariate and multivariate normality tests. Results indicated that both Kurtosis and Skewness values are within the recommended levels, ± 2.0 and ± 3.0 , respectively (Jöreskog, 1993).

RESULTS

Churchill (1979) and Parasuraman et al. (1988) suggest that the purification of an instrument begins with the computation of Cronbach's alpha coefficient, item-to-total correlation, and exploratory factor analysis (EFA). Furthermore, to substantiate the findings of EFA, a confirmatory factor analysis (CFA) was carried out. The value of the coefficient alpha ranged from .703 to .916 for seven factors, which indicated that there is no need for removal of any items to improve the alpha values. Overall alpha value was found to be 88.4. The RENTQUAL scale provided sound fit to the data ($\chi^2 = 661.93$, $p = 0.00$, CFI = 0.95, IFI = 0.93, NFI = 0.92, NNFI = 0.92, GFI = 0.94, AGFI = 0.90, RFI = 0.91, RMSR = 0.03, RMSEA = 0.063). Table 1 lists the factor loadings, measurement error, t-values and R^2 scores. Detailed analysis of Table 1 shows that all factor loadings are statistically significant and have a value higher than the recommended .40 level (Gerbing & Anderson, 1993).

Factors and items	Mean	Factor loading		M. Error		R^2	Var. exp.
		λ_i	t	E_i	t		
Factor 1. Comfort ($\alpha = .721$) - E.V.* = 3.4	4.32						11.3
The car should have air condition	4.48	.82	27.41	.11	5.91	.82	
The seats of the car should be comfortable	4.26	.74	23.80	.13	7.74	.67	

The cars' interior should be spacious	4.22	.71	17.79	.22	8.12	.72	
Factor 2. Delivery ($\alpha = .710$) - E.V. = 1.9	<i>4.05</i>						7.8
Company should deliver the car to where I want	4.15	.75	24.61	.18	4.93	.77	
Company should allow me to return the car to where I want	3.93	.72	18.04	.44	9.61	.69	
Employee of the company should inform me about the cars' functions and accessories	4.07	.70	16.32	.32	10.30	.61	
Factor 3. Handing over ($\alpha = .719$) - E.V. = 1.4	<i>4.03</i>						6.5
Car should be very clean when I receive it	4.10	.82	28.93	.21	9.21	.72	
Car should have enough gas when I receive it	4.07	.79	24.24	.15	8.85	.73	
Local maps and tourist information should be provided when I receive the car	3.96	.71	20.40	.32	7.87	.59	
Factor 4. Security ($\alpha = .916$) - E.V. = 5.7	<i>4.64</i>						28.1
Car should have no technical problem	4.60	.77	20.07	.14	7.8	.70	
Car should have necessary safety features like ABS, Airbags...	4.58	.72	18.45	.27	12.34	.63	
Car should have insurance and collision damage waiver	4.73	.70	11.66	.31	16.27	.57	
Factor 5. Ergonomics ($\alpha = .703$) - E.V. = 1.8	<i>4.01</i>						7.4
Car should have ergonomic features for customers with disabilities or special needs	4.04	.85	11.64	.35	9.58	.74	
Car should have manual and automatic gear option	4.01	.77	10.33	.38	8.02	.67	
Car should have hydraulic or electrical steering system	3.98	.70	7.12	.32	6.19	.62	
Factor 6. Accessibility ($\alpha = .754$) - E.V. = 2.1	<i>4.41</i>						8.6
Company should easily be accessible	4.35	.83	8.20	.19	6.61	.81	
Employee of the company should be reachable at anytime	4.42	.79	7.28	.24	6.93	.62	
Employee of the company should be available to meet with me in case of extraordinary situations like accidents, technical problems...	4.55	.70	12.44	.21	12.33	.59	

Table 1. Results of the Confirmatory Factor Analysis

Notes: E.V. = Eigenvalue, Overall Cronbach's $\alpha = .88.4$, all loadings are significant at .01 level. Total variance explained (%) = 71.7. Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .84, Bartlett's Test of Sphericity (sig. level) = .000.

In a nutshell, the RENTQUAL scale generated a good fit to the Chinese data, specifically the items showed convergent validity and reliability in their underlying six factors. Above, Table provides the mean scores for each item and factor, given italic. Mean scores were calculated by averaging respondent ratings on a five-point Likert scale. Following section provides discussion of these findings and comparison with results of Ekiz et al. (2009).

DISCUSSION, CONCLUSION AND IMPLICATIONS

This empirical research, as an answer to Ekiz et al.'s (2009) call, aimed to further consolidate RENTQUAL scale with data collected from Chinese tourists. Review of the above Table revealed that security, with the mean score of 4.58 out of 4.73, was the most important factor. Also, Chinese tourists ranked the need for insurance as the most important security item with mean score of 4.73. This result is consistent with findings of Ekiz et al. (2009), indicating that safety issues in car rental services are free from the effects of cultural background. Thus, owners and/or managers of car rental companies must ensure that all of their cars are regularly serviced to ensure maximum safety. Additionally, they should get that all their cars insured to assure safety of their customers. This result is also consistent with other empirical research highlighting the importance of safety and security during the holiday of tourists (Law Cheung & Lo, 2004).

The second most important factor was found to be the accessibility. According to the Chinese respondents the ease of contacting the car rental company without having problem is a very important factor in evaluating the service quality of companies (overall mean score 4.41). More specifically, they want to be able to reach the company and its employees at any time (mean score 4.55). This finding corresponds with the result of Ekiz et al.'s (2009) original study. However, accessibility was third most important factor while it is second according to Chinese respondents. This result, consistent with previous literature (Johnston, 1995), indicates that there is a significant relationship between accessibility and service quality perception and post-purchase attributes (Parasuraman et al. 1988). Keeping this in mind, car rental companies should not only be accessible before renting their cars but also be even more easily reached after. Particularly, they should follow up the trends such as having a Facebook page, instant messaging and/or being on twitter may add up to more traditional phone contact. For Chinese tourists who are living in one of the highest Internet penetrated countries (Parasuraman et al., 2005).

The next highest factor appeared to be comfort of the rental car (overall mean score 4.32) which was one of the least important factors in Ekiz et al. (2009). This finding suggests that for Chinese tourists having an air conditioner is very important which is not surprising considering the hot and humid climate of Hong Kong. This result supports the previous research findings which highlights the importance of tangibles in any quality assessment (Stevens et al., 1995; Yoo & Donthu, 2001). The owners/managers of car rental companies should purchase comfortable and spacious cars with air condition, if they want to match and exceed the expectations of Chinese tourists.

Delivery procedure of the car, with an overall mean score is 4.05, was found to be the next important factor. Chinese respondents noted that they want to rent a car if it can be delivered where they want (mean value 4.15). Moreover, they want the company representative to provide technical instructions about the car during the delivery, mean score 4.07. This finding is consistent with those of Cronin and Taylor (1992) and Knutson et al.'s (1990) in underlining the importance of delivery in overall service quality perception. In the light of this result, owners/managers should ensure that the rented car is delivered wherever whenever a customer wants. Moreover, services offered to the tourists in delivery activities on time and as promised. In addition, once a desired rent a car service quality is provided to satisfy the

expectations of tourists, efforts should be exerted to maintain it over repeated service encounters, since satisfaction over time result in perception of service quality (Petrick, 2002).

Handing over the rented car found to be the next most important factor (mean score 4.03). Consistent with Ekiz et al.'s (2009) findings, receiving a clean car reported by Chinese tourists to be the most important item under this factor with mean score 4.10. In their scale development process Ekiz et al. (2009) noted that 'delivery' and 'handing over' factors might perceived close if not same by some researchers but they noted that items under handing over factor are differ from those under delivery by being more tangible. Findings of this research strengthen the robustness and discriminant validity of these two factors (Jöreskog, 1993). This finding suggests that car rental companies targeting Chinese tourist market should pay extra attention in handing over their rented cars; particularly car should be very clean and have enough fuel.

Finally, ergonomics judged to be the least important factor while renting car (mean score 4.01). This result is consistent with those of Ekiz et al.'s (2009). Having special features for customers was the most important item in this category (mean score 4.04). Although, it is reported to be comparatively less important, yet the mean value is well-above the mid-point and slightly lower than other factors. This means that owners/managers of car rental companies should consider ergonomics while purchasing car for their companies. Given that their customers' perceptions of ergonomics affect their overall quality perceptions.

Findings of this research should be interpreted in light of the following limitations. In this research only service quality perceptions were studied, so inclusion of dependent factors like overall perceived quality (Brady & Cronin, 2001), customer satisfaction (Nash, Thyne & Davies, 2006), repurchase intention (Janga & Feng, 2010), and word-of-mouth intention (Yuksel, Kilinc & Yuksel, 2006) can provide further insights. Second limitation is the use of judgmental sampling technique as one of the non-probabilistic sampling techniques. Perhaps the use probabilistic techniques would allow for more generalized results. As a closing note, replication studies using a larger sample size elsewhere would be fruitful for further generalizations of the newly developed RENTQUAL scale.

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THE SCENARIO OF HOMESTAY CONCEPT IN CULTURAL TOURISM INDUSTRY

Ruzana Abd. Kadir and Asssoc. Prof. Mohd Sabriza Abdul Rashid, PhD
University Teknologi MARA Perak, MALAYSIA
ruzana@yahoo.com

ABSTRACT

Malaysia is rich with unique ethnic heritage and culture. Friendly and warmly society that make Malaysia attractive to visit not only as guests in hotels, resorts, chalet, guest house, whether in traditional houses or eclectic house, guests are treated as part of the family. Homestay is a part of it. The homes are not hotel-like; instead they reflect the simple and often pastoral atmosphere of the people. The focus for the guests is on experiencing and learning from an authentic and enriched culture. Therefore, this paper focuses on investigating the origin and actual homestay concept, its interpretation and definitions in culture tourism industry. It also attempts to demonstrate its growing diversity of the cultural tourism industry and the issues that relate to it. It's discusses the scenario particularly in Malaysia and other foreign countries as an examples. It's also discusses the misconception of homestay concept that being practiced and used by Malaysian. The study also attempts to analyze the homestay resources that support culture tourism industry. The last part of the paper underlines the issue and challenges of homestay in Malaysia to bring forward for further enhancement.

Keywords: homestay concept, homestay scenario, homestay resources, culture tourism

INTRODUCTION

The culture tourism is tourism that motivated by an interest in arts and entertainment events, cultural festivals, arts galleries, musuems, historic sites, heritage attractions, the customs and cuisines of the destination. Its tourism that motivated by an interest in experiencing other peoples, other palces and other cultures. Culture and heritage tourism occurs when participation in a cultural or heritage activity is a significant factor for travelling. (Canadian Tourism Commission, 1999,2). According Prof Dr. Amran Hamzah, Dr.Hairul Nizam, (2009) there are two components of culture tourism. First, there must be participation in an activity that falls within the definition of culture. Cultural tourism activities typically involve one or more of the following: performing and visual arts and crafts, musuems and cultural centres, historic sites, villages and interpretive centers and festivals sites that highlight aspects of the natural or cultural landscape. Second, in order for a visitor to be categorised as a cultural tourist, participation in cultural activities must be a motivating factor driving the tousits to explore and experience the region. Cultural tourism brings together personal motivations, (for example market travel triggers related to artistics, historical and education interests). With travel catalyst for example, tangible attractions such as cultural institutions, events, lifestyle and heritage. (Lee and William, 1999,7). Homestay is a part of it. The homes are not hotel-like; instead they reflect the simple and often pastoral atmosphere of the people. The focus for

the guests is on experiencing and learning from an authentic and enriched culture. (Malaysian Tourism Association, 2002)

SCENARIO IN CULTURAL TOURISM.

In most developing countries, tourism is normally been portrayed as contributor to small scale enterprises and directly uplifting the standard of living as well as a catalyst for community development. The aim of cultural development and cultural tourism based on this concept is the continuity of our past in the future. In doing so, we need to care more for traditions, for authenticity, for identity, for people and for opportunities to meet and to exchange. (Fran Schouten,2002)

To stimulate rural economies, it has become inevitable for rural regions to seek alternative uses for local resources. With comparatively advantageous effects in income and employment generation, tourism is an option for enhancing rural lifestyles and for inducing positive changes in the distribution of income in underprivileged regions. This perceived need for a revival of the rural economy has led to the development of policies catering for tourism and recreation out of agriculture's way in rural areas. Tourism has become the priority tool of rural planning orthodoxy (Abby Liu, 2005; Augustyn, 1998 ; Bouquet & Winter, 1987)

Tourism helps to energize the rural economy and in particular, plays an important role in creating a value-added commercial channel for local people. By integrating local products or cultural attributes into tourism, rustic flavored event tourism has also helped to shape the emerging form of rural tourism. Nevertheless, the scale of the tourism that is promoted in rural areas is diverse and varies in nature.

The lack of an adequate capacity and an understanding of tourism culture by the peasantry is a common problem found elsewhere in rural tourism development cases internationally, as documented by Davies and Gilbert (1992) and Alexander and McKenna (1998) in Israel, as reported by Reichel, Lowengart , and Milman (2000); and in South Africa (Bredenhann & Wickens, (2003). Ideally, tourism in remote areas is developed using the inherent characters and resources of the locality which typically include “their attractive natural environments, original local culture and traditional systems of land use and farming” (Bramwell, 1994, p.3)

SCENARIO IN MALAYSIA



Figure 1 : Traditional Malay House
Source : Homestay Malaysia (2010)

In Malaysia, tourism is the second largest contributor to the economy next to the manufacturing sector. Malaysia's efforts in developing and promoting its tourism products have produced impressive results. In year 2008, there were 22.05 million of tourist arrivals with total receipts of RM 49.6 billion (USD13.4 billion). This amount represents an increase of 5.5% in tourist arrivals and an increase of 7.6% in revenue compared with year 2007. These increases are notable given difficulties and challenging environment with the global economic slowdown and the increase of oil prices in year 2008. The first quarter of 2009 showed a positive growth of 2.2% in tourist arrivals compared to the corresponding period in 2008 (Ministry of tourism, 2009) as reported by Yahaya, Abdul Rassid (2009)

In the 9th Malaysia Plan (2006-2010) the government's focus is on the development of rural communities through two strategies: to reduce income imbalance between the rural and urban areas and between the less developed and more developed states. Rural development is identified through the modernization and commercialization of agricultural activities, diversification of the rural economy, and the modernization and creation of the new economic activities in the rural areas particularly through the One District One Industry program. The development of rural industrial estates will provide greater opportunities to rural households to be gainfully employed in high productivity sectors (as reported by Yahaya Ibrahim, (2009), Ninth Malaysia Plan 2006-2010).

Towards archiving that agenda, the government has identified homestay program to organize by communities in the rural areas throughout the country. A market survey undertaken to formulate the master plan indicated that foreign tourists who came to Malaysia spent 15% of their stay in rural homestay program nationwide with a turnover of RM6.5 million compare to 57,658 visitors with a turnover of 3.3 million during the same period last year (The Star, 2009).

The Homestay Program is designed to achieve several objectives. First and foremost, it is a tourism-based activity directly linked to the community. Local people organize and host the program, and they are the primary recipients of the benefits, financial and otherwise, that accrue from the tourism activity. In addition to the host families, many of the small businesses in the local communities also benefit directly from the influx of tourists. Guests require services, and local merchants respond appropriately (Malaysian Tourism Association 2002). Transforming existing residences into homestay facilities is a common strategy for generating extra household income for rural dwellers. In a destination area, homestay facilities generally emerge in immediate vicinity of sophisticated tourism establishments and depend greatly on surrounding attractions.

They provide not only an alternative choice for cheaper accommodation to the tourists but also a supplementary source of income to the hosts. In Malaysia, the homestay establishments that have emerged recently do not have such a traditional reliance on geographical proximity to major tourism attractions or large tourism establishments for clientele sources. As a part of government rural development endeavors, they are typically village-based and sustain themselves as independently, usually using local endowments such as social elements, cultural motifs and natural resources. (Abby Liu, (2005) p.878-889.

The *kampungs* involved in the homestay programme are committed to ensure that guests experience village-style living first-hand. All *kampungs* taking part in the homestay programme are carefully selected and comply with strict guidelines from the Ministry of Tourism in order to bring out the best of Malaysia. There are approximately 2,881 families participating in the homestay programme involving 141 *kampungs* all around Malaysia (Malaysia 2009).

No	State	No. of Participant	Total of Homestay
1	Perlis	34	2
2	Kedah	106	6
3	Langkawi	98	4
4	Pulau Pinang	202	9
5	Perak	220	6
6	Selangor	371	17
7	Negeri Sembilan	234	8
8	Melaka	105	5
9	Johor	435	15
10	Pahang	327	13
11	Terengganu	125	6
12	Kelantan	163	8
13	Sarawak	172	19
14	Sabah	228	20
15	Labuan	61	3
	Total	2,881	141

Figure 2 . Directory Homestay Malaysia
Source : Ministry of Tourism Malaysia (2009)

The tourism industry in Malaysia has progressively shown the transformation from the low yield to the high yield tourism. In order to achieve utmost transformation, the industry that plays an important role needs to be more innovative and competitive. As tourists continue to seek a better quality tourist experience from their visits, homestay operators should be innovative in designing homestay packages. (Dayang Sandrawati, 2007)

THE HOMESTAY CONCEPT

According research that has been done homestay can be summarize as, 'Tourist that tour to and stay in places outside with the host's family, experience the culture lifestyle of the family and participate an activities within place visited as a form of tourism. ' (Ruzana, 2010). The homestay, a combination of tourism and recreation has grown as a result of increasing demand for the countryside, better private mobility, more leisure time, and the demand for fresh air and active pastimes. (Yahaya, 2004:66).

The study of homestay shows that Malaysian homestay programs, which differentiates it with homestay elsewhere, is guests have the opportunity to experience a complete actual Malay traditional culture and lifestyle. Total experience not just shown to the guests but to experience it with *makan pakai tangan* - eat with bear hands, swim at the river, take a bath at the *perigi*- an underground nature water supply in the hole that create by people. Almost all homestay provides cultural experience besides historical site seeing, fruit picking, or explore

the rich natural resources with an interesting and exciting activities. These authentic an enriched culture experience, however, are not hotel-like, chalet, resort or guest house. Guests only can experience this only at the homestay.

Thus, the homestay program is a non-commercialized entity, as opposed to a hotel, a bed and breakfast, or a homestay run by an individual homeowner in a residential area. A village program is operated by a group of certified homestay operators in the communal area. In order to regulate the homestay program, Ministry of Tourism (MOTOUR) will only issue a license if the house owner is able to alist of selection criteria, which are as follows:

- a) *Easy access from the main road.*
- b) *Adequate facilities for guests such as separate bedroom and proper toilet.*
- c) *No history of criminal record.*
- d) *Not suffering from communicable diseases.*
- e) *High standard of hygiene.*

After being issued a license, the home owner have to attend a basic training course that conducted by the Institute for Rural Advancement (INFRA) under the Ministry of Rural & Regional Development. (Ibrahim, Y. Abdul Razzaq. A.R, 2009). Due to the potential of the homestay program, under 9th Malaysia Plan, a total RM40 million has been allocated to the ministry for upgrading infrastructure and facilities in participating villages. The homestay program was given an additional boost with an allocation of RM10 million under the Second Stimulus Package.

In conjunction of State Government and State Tourism Board policy, the small medium industry (SMI) business is compulsory as part of activities in homestay. Therefore, local merchants will get benefit direct and indirectly from the respond appropriately. Moreover, visitors experiencing making *kerepek pisang*, *kueh siput* and *kueh tiram*, a traditional Malay crackers and dishes.



Figure 3 & 4 : Activities in Malaysia Homestay Program
Source : Homestay Malaysia (2010)

CONCLUSION

The homestay program in Malaysia has great potential to be an alternative tourism product to attract international and domestic tourists. Undoubtedly there are certain factors which stand in the way of sustaining the homestay program in the cultural tourism industry. Factors like the openness to the globalisations process or even the host of the family itself. This is true and we may still retain our ethnic, religious, cultural or regional and the integration from all parties involved from State Government, Tourism Malaysia, homestay operator, family hosts, and the guests should takes the positive effort in sustaining cultural and heritage environment focusing on homestay role in tourism industry.

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TRANSFORMATION AND MODEL INNOVATION OF MODERN TOURISM

Zhang Wen-jian
Shanghai Institute of Tourism, Shanghai, CHINA

ABSTRACT

With the rapid development of China's tourism economy and the transformation and upgrading of tourism industry, the modern tourism has been developing in productive service areas and tourism operation models. Tourism shows diverse operation forms, but its inner mechanism in the innovation process can be attributed to market innovation, technological innovation, production and management innovation, organizational innovation, the supply channels' innovation, institutional innovation, etc. Function expansion and new growth points of modern tourism are mainly reflected in the following areas, such as MICE tourism, incentive tourism, business tourism, tourism consulting, training tourism, study tourism, resort tourism.

Keywords: productive service, tourism operation model, innovative mechanism, transformation and expansion

STAGED AUTHENTICITY: LESSONS FROM SAUNG ANKLUNG UDJO, BANDUNG, INDONESIA

*Nor Haniza Binti Mohamad, Abdul Rasid Abdul Razzaq,
Prof. Zainab Khalifah, PhD and Prof. Amran Hamzah, PhD
Universiti Teknologi Malaysia, MALAYSIA*

ABSTRACT

This paper attempts to revisit the meanings of authenticity in tourist experiences from the social construct point of view. Some quarters claim being authentic means to show the truth as things really are. In contrast, locals who are involved in providing tourists experience may have the stand that being authentic means to deliver what the tourists expect to see or experience. In fact, this paper argues that staged authenticity is the way to go for the set of tourists who are constrained by rigid itinerary. Moreover, staged authenticity can give high level of satisfaction to tourists as well as high profits to the locals if it is well planned and managed. For this study, Saung Angklung Udjo, Bandung, Indonesia was chosen as the study site because its staged cultural performances have belted remarkable accolades and well appreciated by tourists around the world. Moreover, this study also determines to ascertain the experiences tourists look for when they visit a cultural centre such as Saung Angklung Udjo. Observation and semi-structured interviews were carried out over staggered phases that help build a deeper understanding on the social makeup that contributes to the success of staged authenticity at Saung Angklung Udjo. Findings reveal that tourists in Saung Anklung Udjo came to be entertained, to relive memories with loved ones and to recall the nostalgic childhood in Indonesia. It can be concluded from this study that successful staged authenticity that are cleverly crafted can give high satisfaction to tourists and high monetary gain to the service providers.

Keywords: community based tourism, staged authenticity, tourism, tourist experiences

INTRODUCTION

As tourists set foot on a foreign land, they want to look at what a destination has to offer. Sometimes, their expectations are concocted from the images and information they have gathered from various resources. Hence, when they arrive at a destination, there are certain things they expect to see just like what they have in their minds prior to the trip. However, it is never easy to meet such expectations since culture and place evolve and some images that tourists have no longer exist. Kerr (2001) illustrates the scenario of what was and what is when discussing about the expectation of tourists to see the authenticity of people and places. The following is a direct quote from a Japanese professor, Professor Tayama Reishi who was relating about Kyoto:

“How must Kyoto appear to one who has never visited here? Passersby clad in kimono going to and fro along quiet narrow streets between temples, rows of houses with black wooden lattices, glimpsed over tiled roofs the mountains covered with cherry blossoms, streams

trickling at one's feet....the traveler's expectations must be high – until the moment when he alights from the Bullet train. He leaves the station, catches his first sight of Kyoto Tower, and from there on it is all shattered dreams. Kyoto Hotel cuts off the view of the Higashiyama hills, and big signs on cheap clothing stores hide Mount Daimonji.Red; vending machines are lined up in front of the temples. It's the same miserable scenery you see everywhere in Japan, and the same people oblivious to it all” (Kerr 2001).

The transcription above explains that to someone living in certain geographical boundary and cultural uniqueness, authenticity means the ‘now’ while acknowledging that the community and its environment have undergone various changes compared to the yester years. However, to a tourist, authentic may well mean the images of destination community petrified in the yester years. This conflicting interpretation of authenticity is worth noting since it gave rise to the continuous debate of what authenticity means.

No doubt a tourist will be disappointed not being able to see what he or she expects to see. In a trip, as in mass tourism, tourists usually want to have the feel of what life is like in the destination. Food, historical monuments, traditional games and dances, the lifestyle and many more tickle tourists curiosity bud thus being able to see these attractions in action is highly appreciated by tourists. Nonetheless, as mass tourism becomes rampant and tourists are dished out with rigid itinerary that pushes them from one point to the other, tourists do not have the luxury to delve deeper in all these elements since they have a limited time to spend at most touristic sites. Therefore, tourists’ interaction with the locals and their real life is limited. Fortunately, tour operators and service providers have brought the gazing objects that are initially out of tourists’ reach in the form of staged performances to allow tourists to experience the various aspects of a local life at a particular destination.

Cultural performance is commonplace in discussions pertinent to staged authenticity. Such performance is deemed doable since it usually has the theatrical elements that can be orchestrated into an extravaganza; highly entertaining and visually amazing. In formally established cultural centers with entrance fees, performances are presented by professionals hired by the establishments. On the other hand, in informal establishment such as in village cultural centers, dances are usually performed by children in or around the village who are trained by relevant teachers during school extra-curricular activities or by dancing coach hired by the village committee. Fees for these performances are inclusive in tour packages. Although ‘authentic experience’ advocators are against staged authenticity, yet the success of the latter in providing high tourist experience is undeniable.

INTERPRETATIONS OF AUTHENTICITY

Authenticity has been exposed to debates for decades (Boorstin, 1964; Moscardo and Pearce 1986; Pearce and Moscardo 1985; Cohen 1995; Turner and Manning 1988; Wang 1997a). Perhaps the dispute of staged authenticity started when Boorstin criticized tourists as being gullible lots who absorbed staged performances as being authentic whilst disregarding a destination community’s real people and environment. Interestingly, the refinement of Boorstin’s stand in the following years is still not definitive as to whether tourists are actually in search of authenticity to get high touristic experience. In fact, many researchers have pointed out that tourists are not really affected with whether a performance is authentic or not.

Rather, they are more concerned with whether a performance gives them high level of tourist experience and satisfaction.

MacCannell (1976) explains that tourists are making pilgrimages to other 'times' and other 'places' new places that are different from their mundane activities and familiar surroundings. He further developed the concept of 'staged authenticity' to illustrate that tourists are often provided with experiences or performances that are theatered or orchestrated in order to meet the expectation of tourists. These experiences or performances are usually superficial, featuring only the 'front stage' area of a culture. Therefore, tourists who seek the 'real' or 'the genuine' in a foreign culture ends up with experiences that are staged, shortchanging tourists who seek to peek into the 'back stage' area of a community so as to get a comprehensive understanding of a culture.

MacCannell correctly points out that understanding a culture is a long process of familiarization of the front and back stage of a culture. However, there are two points that are noteworthy. Firstly, making a short visit of a few hours to a destination community does not provide tourists with a complete view of any given culture since it is a complex interaction of people and its environment. Cultural performances that are presented to tourists are only snapshots of interesting cultural aspects that are able to be theatered to entertain and educate the tourists. This, in the first place has voided tourists of any claim that they are looking for 'authenticity'. Furthermore, it can be argued that although tourists have the money to pay for these experiences, they do not have the right to the 'back region' unless communities are willing to show it to them. It should be up to the local communities to decide what they deemed appropriate for the tourists to see and experience. Interestingly, as the knowledge of relationship between profits and customer satisfaction become well understood, destination communities have somehow relented to what tourists want to experience instead of what tourists should learn about a community from the latter point of view. Alas, if such is the scenario, an authentic tourist is no longer authentic.

Secondly, staged authenticity has been a common practice in the tourism industry despite criticism from 'authenticity' advocates. Mass tourism and constrained itinerary have given rise to staged authenticity and many destination communities are using this approach for a more efficient management of activities and tourist arrivals. Cultural centers are set up so as to accommodate large number of tourist arrivals especially during peak season and present them with various cultural components such as dances, plays, and music under one roof. This time-resource-efficient management approach to providing high quality tourist experience is practical for certain market segment in rushed programmes often identified with touch-and-go visits to attraction sites.

The author's view expressed above is an echo to Cohen's (1988) who challenges tourists who claim to go for authenticity by questioning or reflecting on their own cultural constructions and determine the authentic elements within it. He also points out that authenticity is a dynamic concept which means different things to different people at different times. This is a practical outlook on authenticity since culture is built through a delicate transformation process and thus it means that one has to spend considerable amount of time in a community to grasp the delicate social tapestry; definitely not through spending a mere few hours at a destination community.

Urry (1990) points out that tourists are normally intrigued by life styles and cultures of the 'others' especially when they are significantly different from their own. He emphasizes that such tourists are in search of authenticity which can be in the form of the unspoiled, the untouched, and the primitive; unsoiled by modernity. These are the objects of tourists' 'gaze'. His view suggests that some tourists are searching for images of places and people that they have created in their minds through various means of resources. However, these images of places and people may cease to exist or may have been transformed by modernization. For example traditional games and dances that are no longer practiced in a community or preparation of traditional cuisines that have infused modern cooking methods. Hence, in such cases destination communities would have to resort to 'staged authenticity' in order to meet tourists' expectations or the images of a destination that they have in their minds. However, saying this about tourists may be tidak adil. Tourists nowadays are well travelled, well read, very rationale and less opinioned. They are more focused on whether what are being doled out to them are value for money and gives high satisfaction.

In sum, various views on authenticity acknowledge that what are staged do exists but the level of experience and satisfaction gained by tourists largely depend on elements such as expectation, perception and values of tourists. Perhaps, these are but a few elements that intricately how tourists perceived staged authenticity

WORLD-CLASS STAGED AUTHENTICITY AT SAUNG ANKLUNG UDJO, BANDUNG, INDONESIA

Many tourist destinations have set up cultural centers in the villages to showcase the cultural elements of the destination communities especially for busy travellers who are on compact and rushed itinerary. Some authenticity advocates argued that people who are for staged authenticity are prostituting their culture in exchange for a quick change of monetary gain. However, it has also been argued that there is nothing wrong with staged performances because tourists have long understood that tourism is like a game. As long as the game is played well and gives high satisfaction, tourists are willing to accept staged authenticity. Rather than having to run around different places to see the same cultural elements, busy tourists appreciate it if a culture is going to be presented under one roof at cultural centers and it is being properly planned, managed and delivered well for the tourists. In fact, the wide acceptance of staged authenticity has given rise to many well developed cultural centers such as Maori Cultural Center in New Zealand, Polynesian Cultural Center in Hawaii and Sarawak Cultural Village in Sarawak, Malaysia. Each center comprises a Tourist Information Center, artifacts and well choreographed performances whereby in one hour, tourists will be exposed to a wide range of cultural elements that is adequate to satisfy the curiosity of the mass tourists.

Saung Angklung Udjo (SAU) is another cultural center which has successfully penetrated international market. The question perhaps is what experience does SAU give to the tourists that make it very successful? A palpable answer is that it boils down to tourists' experience. The number of tourists' arrivals in SAU has been increasing steadily except during two major management transformation period. Akbar (2009) reported that income gained from staged performance at SAU alone has generated a staggering RM3 million! This is a massive

achievement for a 2-acre wide cultural village located in a humble and congested Padasuka village in Bandung, Indonesia. This also affirms that staged authenticity can give high tourist experience and satisfaction and subsequently high profit.

The next question to ask is what tourists look for at a cultural performance such as Saung Angklung Udjo. Is it entertainment, nostalgia of a childhood or educational? SAU's marketing manager, Satria Yanuar Akbar who is better known as Pa Satria emphasized that SAU sells 'laughter' that rarely transpires in other cultural performances. It is clearly a unique selling point since it is also being highlighted in one of SUA's brochures:

Cheerful of Children

Everywhere is laughter; everywhere is smile; everywhere is cheerful.

Ever since the beginning, smiles and activity of the performing children become the spirit of this place."

*Saung Angklung Udjo,
Experience the Harmony of Nature and Culture brochure, 2010*

Indeed, laughter from young innocent children performing in SAU is absolutely contagious. Afternoon Bamboo Show which is packed with several spectacular short-performances containing Wayang Golek demonstration, Helaran (circumcision parade) procession, Traditional Dances and Angklung for beginner, Angklung orchestra, Angklung interactive to Arumba. At the end of the show, the visitors were asked to join the performing children to dance together. The show was enveloped with a distinctive Sundanese atmosphere.

The well choreographed show was fantastic but the presence of child performances added the pleasant innocence-fun atmosphere. During performances, one cannot help but smile at some of the children's antics. The author has the opportunity to witness these children in action. Thirty minutes before 3.30pm performance, the audience was already seated. They watched energetic training session of highly proficient teen angklung players which usually ended minutes before the show proper. Minutes into the performance proper, the audience was surprised by a colourful and boisterous procession emulating the 'circumcision parade' entering the arena. Suddenly, the arena came to live with kids dancing, laughing amidst the celebrative commotion.

Imagine children as young as four performing in the arena. A few would be seen squatting, poking at friends and talking to each other apparently oblivious to their surroundings. This brought the nostalgia of the tourists of their own childhood; innocent young and happy children minus life misery. Audience mostly in their golden years smiled away. At one point many eyes were focused on a commotion at the left side of the stage. In the middle of the 'circumcision parade' performance, a few young boys were pointing to the floor at what was believed to be lizard's dropping. One of them tried very hard to cover it with a small piece of leaf found on the floor to avoid friends from stepping on it. Seconds later, they were flabbergasted to see the procession heading out of the arena stepping right on the dropping. It was such a comical incident that some tourists kept laughing and clicking their cameras at these small 'heroes'.

The fun of having the children around continued until the end of the show. Children's songs like 'Burung Kaka Tua' and 'Enjit Enjit Semut' were played by the children using angklung. Then, the MC asked a few tourists to sing along. Simple distinctive songs from Japan, Poland, and Europe were also played based on the groups of tourists of the day. Later, to the audience pleasant surprise, young children came in to distribute angklung to everybody and then tourists were taught how to play angklung and minutes later tourists were already playing the angklungs to compose beautiful songs. To mark the end of the show, the children took tourists by their hands into the arena. They held hands to make formation and turns. The disproportionate-height-dancing-couples of adult and child created a hilarious scene when tourists tried very hard to make turns with their child dancing partner. It was a sight of pure happiness to behold. Immediately before the show ended, the child performers quickly gathered and sat at the left side of the arena which was meant to allow tourists to easily take their photographs. It was a well organized and thought out performance which puts SAU on world tourism map.

Although the afternoon performance was a staged performance infused with children's antics, it was in fact well planned and, naturally and gracefully performed, playing on the psychology and emotions of the tourists. Teh Kathy, a student-turned trainer at SAU explained during an interview session that she was able to interact with tourists more frequently because of her English language proficiency. She has been hosting the Afternoon Bamboo shows for more than 6 years and said the following:

"... There was a tourist from Holland who came here for the third time. When I called him on stage he said the last time he came with his wife. But now his wife passed away. So, he come again to remember the fun moments he had with his wife at Saung Angklung Ujdo. There were Dutch couples who were happy to return to Indonesia after so long. And they enjoyed the performance at SAU because it reminded them of their childhood in Indonesia. Some tourists do cry because they are happy to see the children performing..."

*Informal interview with Teh Kathy,
Customer Service Officer at SAU, August 2010*

An hour-long informal interview with Teh Kathy gave a meaningful insight of what some tourists feel when they visit SAU in place of an empirical study which could not be conducted at SAU. Initially, an empirical study to attest tourists' satisfaction level and to ascertain what SAU means to tourists was planned. However, SAU management advised the author to omit survey questionnaire since tourists specifically from Europe do not wish their holiday mood to be distracted by any form of study. In fact, later the author concluded that interviewing tourists were not at all appropriate since they, the mass tourists were busy finalizing their visit at SAU; either capturing more photos with the children or choosing trinkets and angklung sets to bring home before rushing to the next destination. Therefore, information provided by Teh Kathy through her observations and interactions with the tourists in SAU for more than ten years are indeed invaluable to the author.

CONCLUSION

It can be concluded that SAU is a cultural centre that brilliantly crafted its performance based on human psychology – especially tapping on man's soft spot for children. SAU rides on the

notion that staged authenticity can provide high tourist experience satisfaction when performances are well planned, well choreographed and most importantly well delivered or staged. Most importantly, it has proven that its formula is a successful one. Not only SAU thrives but also its local community especially the children. However, it must be cautioned that the success that SAU enjoys today is the fruit of hard labour, persistence and passion. Other community-based cultural centers should learn from SAU success story to improve the quality of staged authenticity. When a tourism attraction is packaged and delivered well, and later tourists leave the place highly satisfied, the local community will gain economic benefit in the long run. Étienne Pauchant who was then a marketing and development manager at IPK International and now the Managing Director of Mediterranean Travel Association delivered a speech at the first Tourism Summit in 1999 in Chamonix, which he aptly concluded on the importance of authenticity in sustainable tourism: “Authenticity is synonymous with tourism that is done well.”

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TOURISM DEVELOPMENT AND ITS IMPACT ON RESIDENTS' QUALITY OF LIFE: THE CASE OF TIOMAN ISLAND

*Akmal Adanan, Salleh Mohd Radzi, Mohd Hafiz Mohd Hanafiah and Zuliah Abd. Hamid
Universiti Teknologi MARA, MALAYSIA
akmaladanan@yahoo.com*

ABSTRACT

As main interest of travelers is to bathe in the sun and sea, these have made islands among major attractions in Malaysia. In response to that, many tourism developments has been carried out in the islands to cater the demand of the industry. Despite the numerous literatures on sustainable tourism, most of the research has focused narrowly on tourism development and mass tourism industry. The industry is seemed to set priority to satisfying the needs of tourists rather than the population in the area. In perspective, a survey of tourism literature reveals that most tourism studies stress more on tourists rather than permanent residents of the area in which tourism take place. The relationship between tourism and communities are trivially been discussed in literature especially in Malaysia. In conjunction to that, this paper was carried out to examine the perception of the residents towards tourism development and its impacts to their quality of life (QOL). It evaluates residents' perception on the impacts of tourism development towards the population in Tioman Island, Malaysia. Specific research objective included: (1) To investigate the residents' overall perceptions on tourism development; (2) To investigate the residents' overall perceptions on their quality of life; (3) To investigate the relationship of tourism development in Tioman Island towards residents' quality of life. The sample's perceived quality of life was measured using surveys method. The theme of tourism development impacts and quality of life questionnaires were used to get the qualitative data and later analyzed using thematic analysis. The result found that, there is a positive and negative relation between tourism development and residents quality of life. Most of the residents view their quality of life in both positive and negative perspectives. While welcoming more tourists and tourism development, the residents are not very comfortable with higher cost of living, the depletion of greenery, and other pollution impacts. It is recognized that, the result of the assessment can give valuable contributions to the field of sustainable tourism and sustainable community development.

Keywords: sustainable tourism, tourism development, quality of life, Tioman Island

INTRODUCTION

Tourism is an important source of foreign exchange for many developing countries (Hanafiah, M.H. & Harun, M.F., 2010). It strives to be sustainable economically, while at the same time placing heavy demands on the environmental and social resources of an area. The development of tourism in and around protected areas is seen as one of the best ways of delivering economic benefits to remote areas by providing local employment, stimulating local markets, and improving transportation and communication infrastructure (Ross, G. F.,

1992). However, the economics motivation often compromised the local resident's social and environmental condition (Backman, K. F., & Backman, S. J., 1997).

Indeed, relationship between tourism destination and local residents are explicable. Once a community becomes a tourism destination, the residents in the community will be affected by tourism. Therefore, the quality of life (QOL) of the residents in a community should be a major concern for policy makers in tourism development planning (Jurowski, 1994). In other words, government planners and community developers should consider residents' standpoints in developing market recreation, travel, and tourism programs, and assist the residents to grasp their higher order needs related to social esteem, actualization, knowledge, and aesthetics.

Therefore, the quality of life of residents should be prioritized. Measuring QOL of residents based on this ideal, a theoretical perspective can help assess the effectiveness of government planners and community developers' marketing and developing strategies and tactics (Jurowski & Uysal, 2002). It cannot be denied that tourism can generate alternative or additional income to the people, but, as Russell (2003) put it, while tourists may come and go, their presence in the places they visit can result in a permanent impact. Tourism in developing countries like Malaysia has been a double-edged sword.

The success of the tourism sector of many countries throughout the world, including Malaysia, is often measured in dollars and cents or specifically by the number of international tourist arrivals and the income they bring (Badaruddin, 2005). But, even though Malaysia successfully attracted a lot of tourists to visit and experience island tourism and leads to the development of mass tourism, to date, the relationship between tourism and communities are trivially been studied in literature (Badaruddin, 2005). Few have addressed the effect of tourism impact on enhancing the overall life satisfaction of residents in a community. Thus, this paper aims to look on the perspective on how tourism affects the quality of life residents in Tioman Island, Malaysia.

EMPIRICAL STUDY

Planning is essential to stimulate tourism development and its sustainability. Without tourism planning, many unintended consequences may develop, causing tourist and resident dissatisfaction (Kim, 2002). These include damage to the natural environment, adverse impacts upon the cultural environment, and a decrease in potential economic benefits. Therefore, proper planning is important for developed tourist destinations at which major efforts are generally focused on revitalizing the area and sustaining its attractiveness over time (Dragicevic, 1991; Formica, 2000; McIntosh, Goeldner, & Ritchie, 1995; Witt, 1990). Furthermore, tourism planning cannot succeed by focusing only on resource assessment. Planning should employ holistic approaches, including the sustainable tourism impact towards the quality of life (QOL) of residents in the community.

Unparallel with the previous understanding of sustainability concept, it is worth mentioning that the current rate and pattern of consumption in the world globally is not sustainable (Weckernagel & Rees, 1996). The argument has been discussed by many researchers and environmental activists around the globe including Malaysia. Badaruddin (1996) emphasized

that Malaysian are very pleased with the economic benefits gained from tourism but they are also cry for the harmful effects left. In addition, the enthusiasm of running high profits projects have motivated people to sometimes neglect other unfavorable impacts. Generally, residents recognized the positive economic impact of tourism development, but were concerned with potentially negative social and environmental impacts such as traffic congestion, crime, public safety issues, and pollution.

Tourism is an industry with enormous economic impacts. It is also an industry that has many environmental and social consequences (Belisle & Hoy, 1980). Studies of resident perception of tourism impacts have included several economic factors. These studies exhibit that residents believed tourism facilitate the economy (Ritchie, 1988), augments the standard of living of host residents (e.g., Var & Kim, 1990), and boost foreign exchange earnings (e.g., Ahmed & Krohn, 1992; Var, T., Kendall, K. W. & Tarakcoglu, E., 1985). In addition, tourism generates employment (Milman & Pizam, 1987), and amplifies local businesses revenue (Backman & Backman, 1997; Sethna & Richmond, 1978). Besides that, tourism also brings more opportunities to upgrade facilities such as outdoor recreation facilities, parks, and roads (Lankford & Howard, 1994; Liu & Var, 1986). Further, tourism industry generates diverse negative socio-economic impacts towards the local communities. Tourism may cause the land price to rise rapidly, as noted by Lundburg (1990) and increase the general price of goods and services (Pizam, 1978). In addition, tourism contributes to an undesirable increase in the consumption of alcohol, increased traffic congestion, and overcrowding because of visitors (Backman & Backman, 1997). Tourism also contributes to public ills such as begging, gambling, drug trafficking, and prostitution, as well as uprooting the traditional society, and causes deterioration of the traditional culture and customs of host countries (Var, T., Kendall, K. W. & Tarakcoglu, E., 1985).

Destination areas that have embraced tourism for its economic benefits have witnessed heightened levels of crime and prostitution, and displacement due to rising land costs and loss of the cultural heritage of local people, particularly youth. Anthropologists have written about the changes in style and form of traditional arts and crafts caused by the commercial demands of tourists for native wares (Sirgy, M. J., 2001). Others, however, claim that tourism revitalizes cultures. Studies have shown that tourism contributes to the renaissance of traditional art, crafts, dance and music (McKean, 1977). Moreover, tourism has been charged not only with the debasement of socio-cultural factors but also with dilapidation of the environment. Var, T., Kendall, K. W. & Tarakcoglu, E. (1985) argued that tourism industrialization form greater awareness and appreciation for the need to preserve the environment to capture its natural beauty for tourist purposes, and increase investments in the environmental infrastructure of the host country. Nevertheless, others believe that tourism causes environmental pollution, the destruction of natural resources, the degradation of vegetation and the depletion of wild life (Ahmed & Krohn, 1992).

There is no doubt, benefits of a successful tourism industry are many such as economic benefits as well as a variety of social benefits resulting from economic success such as increase in recreation opportunities, community pride, empowerment of local citizens, and importantly overall quality of life (Ross, G. F., 1992). However, the relationship between tourism development and residents quality of life were vary due to several factors such as the number of visitors, their ethnic and economic characteristics, their length of stay and

activities. Social, cultural and economic structure and conditions of the host country are also important factors in perception of impacts of tourism. Therefore, in order to measure how tourism developments may affect quality of life, it is important for the researcher to understand how tourism can impact quality of life, how residents perceive their quality of life and what variables can influence these perceptions (Aspinall, 2006). In addition, it will be worth to predict how tourism affects the social characteristics of the community, measuring for the social condition of the community before and after a proposed development to determine whether tourism development is also sustain the natural and cultural for the community.

METHODOLOGY

Kampung Tekek and Kampung Salang, Tioman Island were selected as the unit of analysis of this study based on several factors. Firstly, those villages are considered as most developed spot for tourism industry and experiencing different levels of tourism life-cycle in the past few years. In further, most of the villages is located in proximity to the tourism area and the villagers are directly involved with the tourism industry.

Several variables were identified to delimit the resident's quality of life and they are: 1) economy impact, 2) social impact, 3) cultural impact and 4) quality of life. A structured group-administered questionnaire using 5-point Likert scale was used in assessing the local community's perception. A total of 100 questionnaires were returned, usable and coded. A quantitative research design was selected in order to 1) investigate the residents' overall perceptions on tourism development; 2) investigate the residents' overall perceptions on their quality of life, and 3) investigate the relationship of tourism development in Tioman Island towards residents' quality of life. The survey and scale measurements was adapted from prior research where reliability and validity were reported to have a Cronbach's alpha higher than 0.70 (Jurowski & Gursoy, 2004), which is considered to be reliable measure of the desired construct (Diekhoff, 1992).

FINDINGS

A series of analyses were undertaken to answer the research objectives of the study by looking at the mean scores rated by the respondents. The analyses are divided into three separate sections. First section analyzes the residents' perceptions on the tourism development impacts in Tioman Island based on the economic, social and environment factors. Next section examines the overall residents' perceptions towards their quality of life. The final section investigates the relationship between the tourism development impacts and residents' quality of life in Tioman Island.

No.	Item	n	Mean (m)	S. D
1.	The benefits of tourism to community outweigh its costs	100	4.43	0.655
2.	Tourism creates desirable employment opportunity for the residents in the community	100	4.79	0.409
3.	Local businesses benefit the most from tourists	100	4.82	0.411
4.	Standard of living has increase due to tourist spending to the community	100	4.20	0.667
5.	Tourism helps improve the economic situation for many	100	4.27	0.617

	residents in the community			
6.	The cost of living in the community was remained as low as before tourism were introduced	100	2.21	0.671
TOTAL MEAN SCORES			24.72	
POPULATION MEAN			4.12	

Table 1: Mean Scores for Respondents' Perceptions towards Tourism Development Impacts based on Economic Factor

According to Table 1, the most outstanding result in this sub-section analysis is related to the local business benefits (Item 3, $m=4.82$) and the desirable employment opportunity (Item 2, $m=4.79$). This could be true based on the mushrooming of local tourism related businesses around the island. Based on the fact, it is believe that tourism development successfully creates a lot of employment opportunities to the population. In addition, respondents also agreed with facts of economic benefits outweighed its costs (Item 1, $m=4.43$), economic situation improvement (Item=5, $m=4.27$), and living standard increased (Item=4, $m=4.20$). This is expectedly happened, as the tourism is fact known as one of the major economic sources in the area. However, the residents perceived their living cost were increased caused by tourism (Item6, $m=2.21$).

No.	Item	n	Mean (m)	S. D
1.	Increase tourism provides more recreational activities for residents	100	4.35	0.592
2.	Tourism has increased residents' pride in the local culture in the community	100	3.80	0.636
3.	Tourism has encourages variety of cultural activities to the local	100	3.68	0.649
4.	Tourism negatively contributes social problems such as crime, drug use, prostitution, and so forth to the community	100	4.13	1.002
5.	Tourism has not resulted unpleasantly overcrowded situation for the community	100	3.87	0.937
6.	Tourism is the major reason for the variety entertainment in the community	100	4.03	0.627
TOTAL MEAN SCORES			23.86	
POPULATION MEAN			3.98	

Table 2: Mean Scores for Respondents' Perceptions towards Tourism Development Impacts based on Social Factor

As presented on Table 2, it is obvious to know that the respondents agree with the statement tourism provides more recreational activities (Item 1, $m=4.35$) and tourism is the major reason for any entertainment of the island (Item 6, $m=4.03$). This could be whole true as the recreational and entertainment activities will certainly attract more tourists to come to the island. Despite the great magnitudes, majority of the respondents are slightly agree with the facts that tourism has increased their pride in the local culture of the community (Item 2, $m=3.80$) and tourism has encourages variety of cultural activities to the local (Item 3, $m=3.68$). Lastly, respondents are denying that tourism has resulted unpleasant overcrowd to the island (Item 5, $m=3.87$) and also agree that tourism has not contributes to negative social problems such as crime, highly drug used, and prostitution to the community (Item 4, $m=4.13$).

No.	Item	n	Mean (m)	S. D
1.	Tourism produce noise	100	3.26	0.906
2.	Tourism contributes to the negative effects of vegetation and loss of meadows, and green space	100	3.55	0.833
3.	Tourism produce large quantities of waste products	100	3.30	0.823
4.	Tourism has not improved the ecological environment of the community in many ways	100	3.39	0.737
5.	Tourist's littering destroy the beauty of the island	100	3.06	0.973
6.	Tourism caused environmental pollution to the island	100	3.61	0.764
TOTAL MEAN SCORES			20.17	
POPULATION MEAN			3.36	

Table 3: The Mean Scores for Respondents' Perceptions towards Tourism Development Impacts based on Environment Factor

Illustrated on Table 3, most of the respondents viewed the environment impacts of tourism from the negatively perspectives. Majority of them agreed that, tourism brings pollution to the island (Item 6, $m=3.61$) and tourism contributes to the negative effects of vegetation and loss of meadows and green space (Item 2, $m=3.55$). The rest, most of the respondents are slightly agree with the detail that tourists' littering destroy the island's beauty (Item 5, $m=3.06$), tourism produce noise (Item 1, $m=3.26$), tourism produce large quantities of wastes (Item 3, $m=3.30$) and tourism has not improved the ecological environment in many ways (Item 4, $m=3.39$). Total populations mean score of ($m=3.36$) indicated that the perceptions on the environment impacts are consider bad, however it is believe that there are spaces to be improved.

No.	Item	n	Mean (m)	S. D
1.	Your income at your current job	100	3.87	0.706
2.	The economic security of your job	100	3.79	0.574
3.	The cost of living in your community	100	3.92	0.563
4.	The cost of basic necessity such as food, clothing and housing	100	2.92	0.800
5.	The facilities you get in this community	100	3.48	0.717
6.	The conditions of the community environment (air, water, land)	100	3.69	0.598
7.	Environment cleanness in your area	100	3.40	0.725
8.	Your satisfaction on social life	100	3.96	0.448
9.	The influx of tourists from all over the world into your community.	100	4.14	0.569
10.	Accident and crimes rates in your community	100	4.17	0.682
11.	Safety and security in your community	100	4.23	0.633
12.	The way you spending your life	100	4.24	0.515
13.	You happy with your life	100	4.19	0.506
14.	Your life as a whole	100	4.26	0.441
TOTAL MEAN SCORES			54.26	
POPULATION MEAN			3.88	

Table 4: The Mean Scores for Respondents' Perceptions towards Quality of Life

According to the Table 4, majority respondents are satisfied and slightly satisfied on items listed in the questionnaire. Respondents are found slightly satisfied on the actuality of the

environment cleanliness (Item 7, $m=3.40$), facilities provided (Item5, $m=3.48$), conditions of the community environment (Item6, $m=3.69$), economic security of the job (Item 2, $m=3.79$), their current income (Item 1, $m=3.87$), the living cost (Item 3, $m=3.92$) and on social life satisfaction (Item 8, $m=3.96$). Despite all that, the mainly all respondents are slightly not very satisfied with the cost of basic necessities in the island (Item 4, $m=2.92$). This could be happened because of the location and distance of the island which generates high transportation cost to any item brought there. Nevertheless, the respondents are satisfied with the facts of their life as a whole (Item 14, $m=4.26$), the way they spending their life (Item 12, $m=4.24$), safety and security in the community (Item 11, $m=4.23$), life happiness (Item 13, $m=4.19$), rates of crimes and accidents on the island (Item 10, $m=4.17$) and the influx of tourists to the community (Item 9, $m=4.14$). It can be concluding that most of the respondents are satisfied with their life there when their job and safety are secured.

No.	Tourism Development Impact towards Residents' Quality Of Life	Pearson Correlation	Significance (2-tailed)
1.	Economy impact	0.151	0.135
2.	Social impact	0.108	0.131
3.	Envrionment impact	-0.178	0.077

Table 5: Correlations between Tourism Development Impacts and Residents' Quality of Life

The relationship between tourism development impacts and residents' quality of life was investigated using Pearson product-moment correlation coefficient. From Table 5, it shows that there was a weak, positive correlation between tourism development impacts of economy and residents' quality of life ($p = 0.151$, $n = 100$). From the social perspective, there was a weak, positive correlation between tourism development impacts of social and residents' quality of life ($p = 0.108$, $n = 100$). Lastly, this paper identified that there was a weak, negative correlation between tourism development impacts of environment and residents' quality of life ($p = -0.178$, $n = 100$). . This point out that the notion of there is a relationship between the tourism development impacts and the residents' quality of life are considered as acceptable.

CONCLUSION

The result of the study revealed that residents' of Tioman Island have a positive perception towards economic, and social impact of tourism, however perceives the impact of tourism on the environment in the opposite way. This finding supports the argument from previous researchers who reported that each tourism impact dimension has both positive and negative impacts (Andereck, 1995; Ap & Crompton, 1998; Crandall, 1994; Farrell & Runyan, 1991; Gunn, 1988; Mathieson & Wall, 1984; Murphy, 1985; Tosun, 2002; Weaver & Lawton, 2001; Witt, 1990). The finding of this research is also consistent with the previous study by Jurowski (1994) who contended that, once a community becomes a destination, the lives of residents in the community are affected by tourism.

Moreover, the findings demonstrated that factors that influence residents' QOL are multi-dimensional and dynamic. Furthermore, conclusive evidence has demonstrated the strong positive relationship between the perception of tourism impact and residents' overall QOL (Perdue et al, 1990). The discovery of the direct effect among the three types of tourism

impacts has provides new information concerning the power of each type of impact to influence residents' final QOL.

The outcome from this study is rather alarming in many ways. Failure to take an integrated and holistic approach to developing the islands in Malaysia will only expose these islands to future decline, in terms of both their beauty as well as the number of tourist arrivals. Lastly, this paper provides an explanation of the residents' perception on their quality of life in regards with the tourism development in one particular time. Therefore, it is believed to have some limitation on several views. Thus, future study is needed for better understanding on residents' quality of life.

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CONCEPTUALISING TOURISTS' SATISFACTION ON MELAKA MUSEUMS

Safiya Musa, Khairil. A and Hamimah Hassan
Universiti Putra Malaysia, MALAYSIA

ABSTRACT

This paper conceptualizes the current level of tourists' satisfaction on Melaka museums, Malaysia. Heritage tourism, of which museum is one of its profound features is rapidly growing in popularity as people seek to rediscover their past. Many museums are changing their roles, from being solely the custodial institutions to becoming focused on attracting tourists. As such, a new emphasis is given on the development of museum attributes that can give greater satisfaction to visiting tourists. This is important because satisfaction influences the choice of destination visited, the consumption of tourism-related products and services, and the intention to revisit. This study aims to measure tourists' satisfaction level using the Expectancy-Disconfirmation Theory Model. Central to the theory is the assessment of visitors' expectation and perceived performance of services extended. A measurement tool which is based on the theory will be eventually used to gather empirical data on visitors' satisfaction level on museum visits in Melaka.

Keywords: heritage tourism, museum, tourists, satisfaction, expectancy-disconfirmation theory, Melaka

INTRODUCTION

This paper conceptualizes the current trend in the measurement of tourists' satisfaction with destination attributes. Museums in Melaka will specifically be the focus of this study. Understanding tourists' satisfaction at destinations is important because this creates avenue for improvement and understanding the factor, which creates greater attractions at heritage sites. Tourists' satisfaction is therefore, important for successful destination marketing because this influences the choice of destinations and decision to return (Yoon & Uysal, 2001). Tourists' visiting heritage destinations and more importantly museums, which are central part of the tourism industry, engage in spending money which is of great benefit to the museum business and the tourism industry as a whole (Myerscough *et al.*, 1988).

Even though, studies have been conducted to identify major factors that derive tourists' satisfaction with museums, (e.g. Caughery *et al.*, 1995, Weiderhold 2000 and Harrison & Shaw 2004), little attention was paid to addressing tourists' satisfaction with museum attributes in Melaka. This study, aims at measuring tourists' satisfaction level using the expectancy-disconfirmation theory model developed by Oliver (1980). The expectancy model is the post-purchase intention and outcome after the purchase. The model is widely used by researchers, to measure satisfaction level, in satisfaction studies.

HERITAGE TOURISM

Heritage tourism is regarded as one of the significant and fast growing components of tourism (O’Leary & Morrison, 1998). In an attempt to discuss heritage tourism, it is imperative to briefly explain the concept of heritage itself. Heritage is something that is linked with the past and passed down from generation to generation in form of cultural traditions, physical artefacts, places and values that influence groups in any society that could be proudly passed from one lineage to the next (Huh, 2002). It can also be regarded as something that needs to be managed and marketed (Cheung, 1999). Sigalis and Leslie (2005) have similar view, stating that heritage is a carrier of historical values from the past and part of cultural tradition of a society. Therefore, both researchers regard heritage as those cultural properties that have been inherited from the past which should be passed on in good shape to the next generation and should be continuous.

From the above discussions, it can be seen that heritage is a life span activity that transgresses from one generation to another even though, there could be some reformation, but the source as an inherited property is still maintained. Heritage today is of significance to the tourism industry, especially as tourists’ flow into destinations as a result of the attractive attributes available at such heritage destinations. Therefore, there is need to identify attributes that can attract tourists’ to destinations. In identifying attributes of heritage tourism, Pearson and Sullivan (1995), referred to heritage tourism as buildings, artefacts, folk stories, landscapes, languages, arts and music as expression of heritage since these are historic and cultural resources. Researchers like Ashworth (2003), Timothy and Boyd (2006), defined heritage in the context of heritage tourism as present day use of the past. Heritage tourism may also include inherited values of

Huh (2002) stated that heritage tourism protects historic, cultural and natural resources in communities, towns and cities. People become involved in their community when they can relate to their personal, family, community, regional or national heritage. These connections motivate residents to safeguard their shared resources and practice good stewardship. Heritage tourism also educates residents and tourists about local/regional history and traditions. Through researches about development of destinations, residents will become better informed about local/regional history and traditions which can be shared with tourists'. Heritage tourism builds closer, stronger communities, knowledge of heritage, provides continuity and context for communities that instils respect in their residents, strengthens citizenship values, builds community pride and improves quality of life. Heritage tourism as well promotes the economic and civic vitality of a community or region. One important attributes of heritage sites, museum will be discussed in the section below.

MUSEUM

The Preceding section discussed on heritage tourism, which is one of the important components of tourism. This section will discuss on one aspect of heritage tourism, the museums. In recent decades, museum operators all over the world have realized that entertainment, leisure and education are the legitimate parts of their repertoire and therefore, public museums and galleries are under pressure to act more like business (Masson & McCarthy, 2006). Therefore, museum should not just be seen as an important tool for

community development which should be used in promoting cultural conservation but more attention to be given to museum attributes to give satisfaction and encourage return visits. Rowley (1999) pointed out that, due to the high competitive world of today, there is need to focus more on research and development of museum attributes to give greater satisfaction to tourists' which in turn encourage tourists' return, because tourists' return creates avenue for generating income to the museum, community and the tourism industry as well. Therefore, there is need to identify museum attractions so that tourists' satisfaction and return to destination can be achieved to the maximum.

Rowley (1999) further stressed that, tourists' satisfaction depends on the total experience from the moment tourists' seek for car park or purchase entrance ticket to the moment tourists' leave the museum with information or leisure experience provided by the museum. In addition, studies on museums in South Korea by Joe-Hoon and Kyung-Hoon (2006), examined tourists' satisfaction with physical environment of the museums. The result showed that physical environment has strong impact on visitors' satisfaction with the museums. Stella and Martin (2010) explored the relationship between virtual museum and the presence of enjoyment in Greece virtual museum. The study confirmed that enjoyment presence at a museum has significant impact on tourists' satisfaction. Finally, Rong and Emine (2008) studied tourists' satisfaction with destination attributes specifically, museum in Canada. The result showed that, there are core and secondary attributes that enhance tourists' satisfaction with regard to museums. All the above studies have studied museum but have not focused on tourists' characteristics and travel behavior as they can influence satisfaction in museums. Other researches too have shown that studies have been conducted on museums attributes but measuring tourists' satisfaction level with Melaka museums using expectancy disconfirmation has not been studied. The section below examines tourists' satisfaction with destinations.

TOURISTS' SATISFACTION

Having discussed on museum from the preceding section, this section will discuss on tourists' satisfaction. There has been an increase in research interest on tourists' satisfaction in the tourism industry as such, tourists' satisfaction has become one of the most important and challenging topics for various researchers in the field of tourism. Yuksel (2001) pointed out that due to the imperative role of customer satisfaction, a considerable amount of research has focused on the topic.

Numerous studies for example, Gursoy *et al.*, (2003) and Ahmed (1991) on customer satisfaction have shown that due to the major role it plays in the survival and future of any tourism products and services, as well as considerable impacts on customer satisfaction and choice of destination, there is paramount need therefore, to measure tourists' satisfaction level in destinations.

Many studies (e.g. Gursoy *et al.*, 2003, Karatepe 2006, Neal & Gursoy, 2008) have revealed that customer satisfaction is likely to produce positive behavioural intentions from customers such as positive word of mouth (recommendation to others) and repeat purchases. Other investigations (for instance Gursoy *et al.*, 2003) have also revealed that dissatisfied customers may not return to the destination and will have negative impression which can deter tourists' from repeat purchase. Dissatisfaction will also experience negative impact directly on the

finances of the business. In other studies, (e.g. Stevens 1992, Dube *et al.*, 1994, Oh & Mount, 1998) have revealed that to look for new customers will cost more than keeping an existing ones. Therefore, satisfying existing customers is important so as to maintain and encourage repeat visits to such destinations. This can be achieved by measuring the level of tourists' satisfaction and knowing particular attributes that need improvement.

Tourists' level of satisfaction can therefore be measured using various models. The common theories underpinning the concept of tourists' satisfaction are:

- a) *The expectancy-disconfirmation model by (Oliver, 1980).*
- b) *Expectation-perception gap model by (Parasuraman, et al., 1985)*
- c) *Performance-only model by (Pizman & Millman, 1993).*

This paper will adopt the expectancy disconfirmation model and will be discussed in the following section.

EXPECTANCY DISCONFIRMATION THEORY

The section above, examined tourists' satisfaction with destinations. This section will discuss on the expectancy disconfirmation theory that will be used for the purpose of this paper. The model defines satisfaction as the result of a post-consumption comparison called the disconfirmation between expectations and perceived performance. The literature defines three possible outcomes of the disconfirmation process. The first is positive disconfirmation, or when the consumer experiences are better than expected results. Simple confirmation occurs when the results are as expected by the consumer. While the third outcome, is the negative disconfirmation which occurs when worse than expected results are experienced (Rogers, 1998). Expectations are the standards used by the consumer in the disconfirmation process. Expectations are based on previous experiences, advertising or information gained from friends or the media (Parasuraman *et al.*, 1985).

Perceived performance is based on the tourists' evaluation of the attributes of the product or service. Consumers' focus either on a single important attribute or a bundle of related attributes for evaluation. Attribute performance and perceived performance are assumed to be the same thing. Oliver (1980) stated that past researchers have used "attribute ratings as proxy variables for ones expected performance" (p. 88). Past research has been concerned with specific isolated consumption experiences (Tse & Wilton. 1988). However, purchase experiences are not left in isolation but they occur within specific contexts or environments. Cardoza (1965) stated that "customer satisfaction may depend not only upon the product itself, but also upon the experience surrounding acquisition of the product" (p. 249).

Many researches on customer satisfaction have assumed that the state of satisfaction results from the disconfirmation process. The researchers stated that satisfaction is a customer's reaction to a post-use experience with a product service or retailer. The disconfirmation process involves comparisons between some established standards of performance and perceptions of performance (Rogers, 1998).

CONCLUSION

Tourist satisfaction is a feeling generated both by cognitive and emotional aspects of tourism activities as well as an accumulated evaluation of various components and features of the destination. Tourist satisfaction is based on many factors such as tourist expectations, destination image, perceived quality and perceived value. It is also closely related with the tourists' post-purchase behavior (tourist complaints and loyalty).

Previous studies tend to explore the antecedent and consequence variables of tourists' satisfaction from a single perspective and concentrated almost exclusively on western destinations. This research uses expectancy disconfirmation model to conceptually measure tourists' satisfaction with heritage tourism site with specific interest on museums in Melaka.

The findings of this paper showed that it is important to determine the museum attributes that lead to tourists' satisfaction and further tries to identify those specific factors that lead to tourists' satisfaction regardless of demographic and travel experience of the tourists. In future, the paper will be extended to empirical status where the model will be used to measure the level of tourist satisfaction on Melaka museums.

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WHAT REALLY MATTERS WHEN CHOOSING A HOTEL? THE CASE OF MIDDLE EAST TOURISTS IN KUALA LUMPUR, MALAYSIA

*Fazuin Mohd. Yusoff and Flora Shumin Chang Abdullah
Universiti Teknologi MARA, MALAYSIA*

ABSTRACT

It is important that hotel managers and operators must obtain and sustain good hotel attributes in order to enhance guest satisfaction which can lead to profitability. Few studies have been conducted on Middle East tourists' purchase behaviors and preferences though the highest growth rate of tourist arrivals in Malaysia in 2009 was reported to have come from the Middle East region. The purpose of this study is to identify Middle East tourists' hotel selection attributes in Kuala Lumpur. Hotel selection dimensions identified from previous research were used to help develop the framework of this descriptive study. The four most important dimensions identified are location, facilities, services and cleanliness. A pilot test was conducted before the questionnaires were distributed to the Middle East tourists staying at the five star hotels within the Kuala Lumpur Golden Triangle area. Data obtained was then analyzed using Statistical Packages for Social Science (SPSS) and descriptive analysis was used to determine the most significant Middle East tourists' hotel selection attributes in Kuala Lumpur. Findings of this study will help hotel operators to understand Middle East tourists and cater to their needs better. The better served Middle East sector will help increase hotel revenue as well as boost tourism receipts for the country.

Keywords: hotel attributes, hotel selection, tourism marketing, Middle East tourist

INTRODUCTION

Hotel industry trends have always been volatile and fluctuate around the year. Dube and Renaghan (1999) stated that due to the market complexity and the nature of the hotel products, internal factors such as hotel attributes are crucial element in sustaining and maintaining its performance. Furthermore, failure to pay attention to hotel attributes in selection intention could reduce the opportunity of repeat patronage by the customers to stay in the hotel. Hence, hotel attributes such as cleanliness, location price, services and facilities to name a few need to be stressed to help hotel operators better understand their customers' hotel selection behavior. (Chu and Choi,2000).

Year 2009 has given Malaysia a positive note for tourism industry. The amount of tourist receipts for the year 2009 was RM53,400 million, which was 55% increased from the year 2005 (M. Ariffin and Hasim, 2009; Tourism Malaysia, 2009). This particular year witnessed the highest increase of tourist arrivals at 60.9%, from Iran (Tourism Malaysia, 2010). One of the main reasons to this phenomenon is the impact from the September 11th attacks which has led Middle Eastern tourists to switch their travelling destinations from Europe and United States of America to Asia (WTO, 2008). Indeed, this has been a blessing for the Malaysian

economy. Most of the Middle East tourists had shifted their summer holiday vacation destination to Malaysia and other Asian countries. Furthermore, the fact that Malaysia is a Muslim country that shares a common Islamic culture and tradition has contributed to that factor as well (Zakariya, 2006). The Middle East tourists felt safer in terms of security, food, shopping and religious obligation (Ibrahim, Zahari, Sulaiman, Othman and Jusoff, 2009). Tourist arrivals from West Asians in Table 1.0 shows the highest growth rate was from Iran specifically as was recorded by Tourism Malaysia (2010) from 2005 until 2009.

West Asia:	2005	2006	2007	2008	2009
Saudi Arabia	53,682	67,679	78,297	74,632	77,082
United Arab Emirates	29,606	35,118	38,170	34,994	22,108
Iran	12,309	18,753	27,215	63,165	101,664
Others	57,685	64,632	101,620	91,547	84,036
TOTAL:	153,282	186,182	245,302	264,338	284,890

Table 1.0: Tourist arrivals from West Asia 2005 until 2009.

Source: Tourism Malaysia (2010)

The tourism industry and hotel operators should be aware of increment prospects in terms of profit and revenue that could be produced by Middle East tourists throughout their stay in Malaysia. This is because such development on Middle East tourists' market growth rate is expected to be a major market to Malaysian tourism in the future. Thus, it is rational to conduct a study regarding the particular market with an aim to develop strategies which can help enhance the growth rate as well as the satisfaction of this segment. Therefore, the purpose of this study is to identify and determine the most significant hotel selection attributes of Middle East tourists in Kuala Lumpur.

LITERATURE REVIEW

Hotel Attributes

The hotel industry basically is highly competitive and homogenous in terms of services and facilities. Thus, the availability of alternatives to the travelers can be regarded as important attributes for customer's future purchase behavior (Knutson, 1988). In order to be successful in business, one must understand how customers perceive the product or service attributes (Chu and Choi, 2000). Customer that perceives an attribute that is important believes that the particular attribute will attempt a significant role in influencing the selection of a product or service (MacKenzie, 1986). By identifying the most influential hotel attributes in influencing tourist's hotel selection, hoteliers will be at an advantageous position to come up with strategies which meet the needs and expectations of tourists (Qu, Ryan and Chu, 2000). Hotel attributes are known as the services and facilities offered by the hotel hence, features of the attributes could lead towards customer selection process (Lewis, 1983).

Hotel Attributes Determinants

A study by Atkinson (1988) showed that the most important attribute for travellers in hotel selection was cleanliness. It was followed by security, pricing and services offered. Wilensky and Buttle (1988) highlighted the significant elements evaluated by travellers which were personal service, physical attractiveness, opportunities for relaxation, standard of services, appealing image, and value for money. Mehta and Vera (1990) surveyed 194 guests in a

Singapore hotel and compared 26 attributes across several market segments. They concluded that the key attributes used in selecting a hotel differed by market segment. Whereas Barsky and Labagh (1992) examined the three attributes that had been considered by travellers as important in choosing a hotel and leads to loyalty. They were (a) employee attitude; (b) location and (c) rooms condition. Meanwhile, Ananth et. al (1992) surveyed on 510 travelers and results showed that price and quality were rated as the most important attributes, followed by security and convenience of location. Lewis (1984b) discovered the main features in choosing hotel for business travellers were (a) location which had a majority of 88.5%, followed by (b) price, 44.4%, and finally (c) level of service accommodations which achieved 28.4% according to the findings.

However, research findings by McCleary, Weaver and Lan (1994) argued that the top five business travellers attributes includes business facilities, basic facilities, personal services, free extras and convenient eating facilities. Cobanoglu et al. (2003) examined Turkish business travellers' hotel selection attributes. Their findings revealed that there were twelve major factors of hotel selection components which were service, price and value, security, extra amenities, technology, room comfort, food and beverage, complimentary goods, parking, location, health sensitivity, and single sensitivity. In addition, both leisure and business travellers had chosen general amenities to be the most significant determinants for hotel selection in a study conducted by Yavas and Babakus (2005).

Based on the literature review four main important hotel attributes by previous researches (Lee, 1992; Callan, 1998; Dube and Renaghan, 2000; Cobanoglu, 2001; Lockyer, 2005; Ibrahim et al., 2009) had been identified for this study which were 1) location, 2) services, 3) cleanliness and 4) facilities.

Important Hotel Selection Attributes of Middle East Tourists in Malaysia

Middle East tourists in Malaysia demanded a very high level of service during their travel experiences (M.Ariffin and Hasim, 2009). They prefer five-star hotels and high quality service apartment even amongst young people. Moreover, they prefer to stay in suites or inter-connecting rooms which allow convenient access to their other family members (Visit Britain, 2009). They were more detailed and emphasized more on services and facilities attributes offered by hotel. Che Mat et al. (2009) highlighted that the Arabic language and translation for the West Asian tourists became commercialized and important among both hotel management and tourists. This is because the language is important to serve as a major medium to communicate and understand their wants and needs. M.Ariffin and Hasim (2009) claimed there were very few studies which examined the travel behavior of Middle Eastern tourists in Malaysia). Findings from their study indicated that 78 percent of Middle East tourists stayed in five-star city hotels. Thus, strategic location of a particular hotel was an important attribute in hotel selection for Middle East tourists. Ibrahim et al. (2009) identified that majority of Middle East tourists emphasized on front office service provided by the hotel as a main attribute. They found that Middle East tourists preferred fast check-in service and expected to be allocated to their rooms as fast as possible, after an extensive and long-haul journey.

METHODOLOGY

As this study focused on identifying the hotel selection attributes of Middle East tourists in Kuala Lumpur, a quantitative approach was used for this study as the data collected are measurements in which numbers are used directly to represent the characteristic of research interest (Hair et. al, 2008). Nevertheless, descriptive study was applied throughout the study to describe the characteristics of Middle East tourists and their hotel selection considerations. This is in line with the other previous hotel attributes studies, which were mostly descriptive in nature (Lewis 1984a; Dube and Renaghan, 1999; Dolnicar and Otter, 2003; Ibrahim et al., 2009; Fawzy et al., 2010). Corresponding to that, questionnaires were adapted from previous researches in obtaining the required information from Middle East tourist stayed in five-star hotels at Kuala Lumpur Golden Triangle area.

FINDINGS

Demographic profile

A total of 289 usable questionnaires were collected for this study. The highest age group distribution was 20 to 29 years old with a total of 172 respondents (59.5%). In terms of the country of origin, Iran and Saudi Arabia corresponds the majority of the respondents for the study which was a total of 75 (26.0%) and 74 (25.6%) respectively. Positively, the highest frequency in terms of times visited Malaysia was two times, with a total of 40.5% Middle East tourists stayed in the hotel between four to six nights. Furthermore, main purpose of visit for this study was holiday (79.6%) and the top respondents were from Iran, followed by Saudi Arabia and Kuwait. In addition, 31.49% of the respondents traveled with family consisting of spouse and children. Interestingly the demographic and travelling pattern from this study revealed that the Middle East tourists intend to visit Malaysia again are notably the young married families.

Important Hotel Attributes

Among the location attribute items, “*convenient location*” scored the highest mean which was $M= 4.83(SD= 0.385)$. This finding was supported by a study conducted by Rivers, Toh and Alaoui (1991) in which hotel selection decisions were examined and convenience of location received the highest rating. However, Annanth et al. (1992) argued that “price and quality” was rated the most important attribute across all age categories, followed by attributes related to “security” and “convenience of location”.

Meanwhile, among the functional service attributes, the highest rated by respondents was “*speed of service*” which received a mean score of $M= 4.61 (SD=0.489)$. Taken further, a good service relationship is a valuable competitive advantage for the business (Wei, Ruys and Muller, 1999). Fawzy (2010) amended that “accuracy of wake-up call” was the most important factor in hotel selection according to the business travelers who stayed at five-star hotel in Cairo. Carev (2008) determined that services have become an integral component of lifestyle and such hotel attribute element should be monitored at all time.

The highest ranked cleanliness attribute item by respondents was “*hotel room*” which recorded a mean of $M= 4.70$ and standard deviation of $SD= 0.468$. Knutson (1988) argued that both business and leisure travellers considered cleanliness as important in selecting a hotel for the first time and revisits. Lockyer (2002, 2005) noted that cleanliness was highly rated by hotel guests as the main hotel selection determinant. Callan (1998) stressed that cleanliness of hotel room has been identified as the most important factor. Dolnicar (2002) further argued that hygiene and cleanliness was one very critical factor for business travellers.

Furthermore, among all facilities attribute items “*bathroom, furniture and amenities*” were found to be most significant with a mean score of $M= 4.43$ and standard deviation $SD= 0.747$. This could be explained by the travel pattern of most Middle East tourist in Malaysia as they preferred to stay at five-star city hotels and probably expected to receive five-star facilities. Yavas and Babakus (2005) emphasized that general amenities and facilities were the main aspects in choosing a hotel for both leisure and business travellers. However, result from Qu et al. (2000) argued that quality of room facilities contributed most to international travellers’ satisfaction level with hotel.

Important Hotel Selection Attribute of Middle East Tourists in Kuala Lumpur

The most significant hotel selection attribute of Middle East tourists in Kuala Lumpur was cleanliness which recorded a mean score (M) of 4.4830 ($SD=0.278$), followed by service attribute, location attribute and facilities attribute which was the least important hotel selection attribute of Middle East tourists in Kuala Lumpur. The importance of cleanliness was also evident in a study in the same region conducted by Lee (1992) in which the Japanese hotel guests in Taiwan chose cleanliness as the most important hotel selection attribute. Moreover, Saleh and Ryan (1992) concluded that, of the 30 hotel attributes identified in their study, cleanliness was a determining factor for guests’ selection of hotels. This was supported by Lockyer (2003) who identified cleanliness as a strong indicator in the selection of accommodation.

Implications

Due to the high growth rates in both tourist arrivals and tourist receipts in Malaysia as stated earlier, Middle East tourists have great prospective and high potential for the tourism industry in the country, as they tend to stay longer and spend more than other tourists based on findings from previous studies. This study contributed to enhance the knowledge on Middle East tourists’ hotel selection attributes in Kuala Lumpur. The results from this study is valuable in creating awareness and understanding of Middle East tourists’ hotel selections attributes which could be useful for both hotel and tourism industry in Malaysia. Hotel and tour operators play a central role in ensuring that the hotel selection attributes identified from this study are at least well maintained if not improved. It would be advantageous for hotels, in terms of financial performance, to deliver what exactly is needed and wanted to the Middle East segment, a fast growing market in Malaysia. It is hoped that findings from this study may offer some insights for Malaysian hotel and tourism organizations to better understand the hotel selection attributes of Middle East tourists. As a result, loyalty of Middle East tourists towards Malaysia may contribute to achieving high tourism earnings for the country. Since Malaysia, known as a Muslim country, offers Islamic culture and tradition, the Muslim

Middle East tourists feel safer as regard to food, security and religious obligation (Ibrahim et al., 2009). Furthermore, one of the greatest challenges hotel organizations face today is to overcome the unpredictable traveling pattern by tourists worldwide (Kandampully and Suhartanto, 2000). It is worth noticing that the hotel attributes identified in this study play a major role in predicting the hotel selection behaviors of Middle East market which is rapidly growing in Malaysia.

CONCLUSION

This study has made a significant contribution to determine the hotel attributes and identify the most significant hotel selection attribute of Middle East tourists in Kuala Lumpur. However, there were some limitations which need to be addressed for the benefits of future researches. Firstly, limitation relates to the geographical aspect of this study. This study initially intended to identify the hotel attributes of Middle East tourist in five-star hotels in Kuala Lumpur Golden Triangle as it was noted from previous researches that this particular area recorded the highest number of Middle East tourists (Zakariya, 2006; Ibrahim et al., 2009; M. Arrifin and Hasim, 2009; Che Mat et al., 2009). Results and findings from this study could not represent the whole Malaysia regarding hotel selection attributes of Middle East tourists. Hence, further research on Middle East tourists should be conducted in a broader view to represent hotel selection attributes for this particular market segment in Malaysia as a whole. Second limitation was regarding the scope of the study. This study identified four main dominant variables of hotel attributes based on previous researches which were location, services, cleanliness and facilities. Due to time constraints, other hotel attributes were not considered in this study. Future research are suggested to determine all possible hotel attributes of Middle East tourists' who visit Malaysia in order to attain and increase tourism performance in terms of their arrivals, receipts and the average length of stay in the future.

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ENVIRONMENTAL MANAGEMENT SYSTEM IN HOTELS

*Kasimu Abdu Bakori, Hamimah Hassan and Zaiton Samdin
Universiti Putra Malaysia, MALAYSIA*

ABSTRACT

The released of the Brundtland report in 1987 followed by the earth summit in 1992, arose interest on Environmental Management System (EMS) among hotels. Initially, concern for environmental protection was focused on manufacturing, chemical and other related industries whose activities have direct consequences on the environment. However, recent studies on the tourism industry, and most importantly the hotel sector indicate a growing concern for the environment. Hotels afflict the environment in the form of water pollution, air pollution and energy induced emission. This paper reviews the environmental management programs in different types of hotel chains and found that some hotel chains take leads in environmental management practices, having realised the benefits of reduced costs, improved image, marketing advantage, and above all the need for environmental protection. Studies however have identified that the major obstacles to environmental management were high costs and little financial benefits gained.

Keywords: Environmental management, sustainable tourism, hotel.

INTRODUCTION

Since 1980s the United Nations has been showing concerned about the economic development on health, natural resources and, most importantly the environment. This led the United Nations to publish the Brundtland Report (World Commission on Environment and Development [WCED], 1987) which defined sustainable development as “development that meets the needs of present without compromising the ability of future generations to meet their own needs” (WCED, 1987: 43; Hodre`, 2006; Sloan et al., 2009). It has been described as ‘...the only effective method of protecting the environment, addressing economic progress, alleviating poverty and preserving human rights...’ (McCool & Moisey, 2008: 1).

Penny (2007) sees Environmental Management as a process and practices introduced by an organisation for reducing and eliminating and ideally preventing negative environmental impact arriving from its undertaking (p. 288). It is ‘a framework for implementing environmental management into an organisation’s activities, products and services (Meade & Pringle, 2001). Environmental Management System (EMS) is therefore, a reliable and workable tool that helps hotel organisations to achieve their environmental targets (Timsley & Pillay, 2006; Lakshmi, 2002; Meade & Pringle, 2001; Park, 2009) while at the same time ensuring that scarce environmental resources are conserve for posterity (Bohdanowicz, 2006). As interest in environmental management has been overwhelming, the purpose of this article is to evaluate the extent of various methods in environmental management adopted by the

hotel sector in order to provide greater understanding on the measurement used in investigating sustainable tourism practices. This review also aims to highlight the importance of sustainable tourism practices and the benefits gained in participating for such practices.

ENVIRONMENTAL MANAGEMENT IN HOTEL INDUSTRY

Environmental Management System (EMS) among chain hotels has increased for the last two decades as one of the most important agendas for the United Nations (Kasim, 2009; Mensah, 2006; Faulk, 2001). Initially, concern for the environment was only related to oil and gas industries, manufacturing and other related industries whose activities results in air and water pollution (Kirk, 1995). However, recent studies on human activities and its adverse effects on the environment indicates that the hotel industry has a role to play in curbing waste, carbon emission and other environmental catastrophe (Mensah, 2005; Kirk, 1995; Stipanuk, 1996; Bohdanowicz, 2005; Masau & Prideux, 2003). As a service provider, the hotel industry consumes a significant amount of resources (Bohdanowicz & Martinec, 2003) in the form of water, power and other forms. These resources are widely used for different functions in the kitchen, rooms, laundry, and air-conditioning. These led to emission of different forms of waste into the environment. Therefore, efforts to reduce damage to the environment led to the adoption of alternative form of tourism, which most academic literatures described as 'sustainability' (Kirk, 1995; Edwards, 2004; Mensah, 2005; Bohdanowicz, 2005; Masau & Prideux, 2003). It is an idea which arose because of the increasing concerns on the impacts of tourism on the environment (Mensah, 2004). Mensah (2006) contends that EMS is the proper management of tourism resources in order to guide against the depletion or pollution of the environment and to also ensure that these resources are available for future generations of the tourists. This led most hotel chains to now adopt various practices of energy management, waste management and water conservation. Therefore, the following section discusses the three key operational areas involving energy management, waste management, and water conservation.

Energy Management

Energy management among hotels in the world is one of the major areas of concerned among tourism scholars. The hotel sector remains one of the most energy consumption with high energy cost within the tourism industry (Sloan et al., 2004; Becken, Frampton & Simmons, 2001; Kirk, 1995; Stipanuk, 2002). Virtually all the operational areas require the use of energy in the form of fossil fuels or electricity resulting to high emission of toxic chemicals in the form of sulphur dioxide and nitrogen oxide (Chan & Lam, 2002). This contributes to acid rain and global warming, two of the major issues of environmental concerned (Chan & Lam, 2002). Similarly, the use of these sources of energy also contributes to high cost of operating hotel business. In New Zealand, for instance, hotels consumed 67 percent of the total 1.74 PJ consumed in 1999 within the accommodation sector (Kirk, 1995). Among the American hospitality industry, for instance, this accumulated cost of energy revolves around 3.7 billion US dollars (Sloan et al 2009). According to Stipanuk (2002) four to six percent of hotel's revenue accumulated to cost of energy and Kirk (1995) identified heating, air-conditioning and ventilation systems as the highest cost areas, followed by lighting and catering.

Nevertheless, these costs areas can be control through various methods of energy management (Webster, 2000; Park, 2009), most importantly now that many hotel owners consider energy saving as one of the most areas of sustainable tourism practices (Patterson 1995; Faulk 2000; Mensah 2005; Chan & Lam 2003; Hobson & Essex 2009; Edwards 2004; Kirk 1995; Bohdanowicz 2006; Stipanuk 1996; Park 2009).

In realisation to the rising cost in the use of energy, several hotels are beginning to initiate various practices for energy management. Energy saving programs were launched, for instance Park (2009) cited Starwood Hotels and Resorts worldwide as launching a new brand “ELEMENT” as a means of energy saving device. This ensures that hotels are designed to best harnessed natural light to heat guestrooms as well as using energy-efficient appliances and lighting. Hubson and Essex’s (2009) study on the attitudes of tourists’ accommodation managers to the principles of ‘sustainable development’ in a major British city of Plymouth. They discovered that most of the businesses (86 percent) indicated the reduction of energy as the most widely integrated activity in sustainable tourism. This further confirms Edwards (2004) study in the Bahamas where he discovered that majority of the hotels (85 %) monitor energy use while sixty percent of these hotels currently implement energy-efficient measures. Energy saving measures are varies. Majority of the hotels are now using low energy light bulbs such as fluorescent lighting and uses of energy-saving equipments. Similarly, Mensah (2005) discovered the use of energy-efficient bulb as the most popular eco-friendly practices among hotels in the Great Accra Region of Ghana (GRA).

Patterson (1995) discovered the use of thermo pane windows to reduce energy in Saunders Hotel; while Faulk (2000) discovered the purchase of a capacitor bank in Intercontinental Hotel to reduce energy consumption with a return of investment of 18 months. Similarly, Mensah (2005) discovered the use of energy-efficient light bulb as the most popular eco-friendly practices among hotels owners. the US Environmental Protection Agency (EPA) stressed that \$285 would be save through the reduction of energy use by 10 percent across the hospitality industry (McLeish, 2007). This attracted some hotels to start replacing their old equipment with energy efficient equipment as a major strategy for energy management. Other hotels were renovating their facilities to meet US Green Building Council (USGBC)’s Leadership in Energy and Environment Design (LEED) (Park, 2009, p.10).

Similarly, some hotels in Europe are beginning to adopt ‘green’ in their properties. These efforts have started yielding a positive result. For instance, Bohdanowicz’s (2006) study on ‘European Hotelier’s Environmental Attitudes’ revealed a 10-25 percent reduction in energy use through green practices. This involves a replacement of light energy bulbs with energy efficient ones. While in Britain, the InterContinental Hotel at Hyde Park Corner (UK) recorded a saving of 34 percent through the reduction of energy consumption from 870 kwh/m²/ annum to 575 kwh/m²/ annum between 1980 and 1992 (Kirk 1995). This achievement was done through a mixture of methods that include changing lighting, recovering heat from refrigeration equipment, energy management systems on boilers and staff awareness campaigns (Kirk 1995, p. 4). Also, Shangri-La Hotels and Resorts is currently using energy-saving lamps in more than half the group’s guestrooms worldwide.

Energy saving measures also include monitoring of employees' and guests' attitudes such as shutting down of unused appliances and the displayed of leaflets in the rooms of Swedish hotels encouraging hotel guests to save energy (Bohdanowicz, 2005).

Hilton Hotels Corporation is certainly one of the hotel companies that have adopted EMS in its global strategy. Based in Beverly Hills, California, Hilton Hotels Corporation has a network of more than 530 hotels, and franchises another 1,500 properties in the US. Since 1996, Hilton Corporation has recognised the importance of EMS and has engaged in energy management in order to reduce the impacts of the hotels on the environment, and to also reduce cost of operation. Hence, in 2000 alone, the hotel succeeded in saving nearly 43 million KWh of electricity per year which is equivalent to US\$2.5 million in energy cost. This practiced has prevented 65 million pounds of CO₂ emission into the environment, an equivalent of removing 6,450 cars from the road. This has earned the hotel company an award of being the 2001 ENERGY STAR winner.

Waste Management

Within the tourism industry, the hotel sector is described as one of the largest consumer of goods (Bohdanowicz, 2005) as well as a major "sewage producer" (Chan, Wong & Lo, 2009, p.331). The sector consumed and discharge waste from various functional zones in the kitchen, laundry, rooms, restaurants, front office and swimming pools (Park, 2009; Alamoudi, 2008). The food and beverage service area, for instance, generate various solid and organic waste in the form of packaging and food waste, aluminium cans, glass bottles, corks, and cooking oil (Baker, 2008). Similarly, the housekeeping operation generates waste from cleaning materials and plastic packaging.

Sewage from the hotel kitchen contains fats, oils and greases which may accumulates in the drainage pipe causing blockade (Wakelin and Forster, 1997). This blockade eventually leads to overflows and offensive odour. Also, various forms of wastes in the form of toner cartridges, paper and cardboards wastes are generated in other departments (Baker, 2008). Paper and food waste are the major sources of waste in Turkey (Erdogan & Baris, 2007). And 'little bottles of shampoo and the cold blast of the air conditioner all contribute to environmental inefficiency' in some Malaysian hotels (Kasim, 2009, p.2).

On the average, 1 kg of waste is estimated to be generated by a typical hotel guest per day (Sloan et al, 2009; IHEI, 2002). Most of these wastes contained various forms of chemicals, and when they are discharged into the environment they afflict the environmental quality (Chan, Wong & Lo, 2009). Therefore, the impact of waste could be regarded as one of the major factors that affect environmental performance of the hotel industry (Alamoudi, 2008). These and many other reasons require immediate attention in waste management initiatives. Hence, various forms of waste management have to be designed and implemented to reduce the volume of toxicity and garbage (Iwanowski & Rushmore, 1994). This becomes necessary because proper waste management will reduce operational cost and help to protect the environment (Alamoudi, 2008). Most academic literatures now emphasised on the four 'Rs' (Reduce, Reuse, Recycle, and Recover) as the most effective practices in waste management (Sloan et al 2009).

Water Conservation

Water is an important resource for the hotel industry due to its scarcity and usage. The hotel sector is often described as a large consumer of water in various activities in the laundry, food production, bathrooms and outdoor facilities (Baker, 2005). The hotel industry consumes about 209 gallons of water per occupied room each day (Park, 2009).

In Hong Kong, for instance, water consumption for hotels indicated an average of 1.145 m³ per occupied room between 1994 and 1996 (Chan & Lam, 2001). Similarly, some European hotels consume 440l/guest per night (Radisson, 2003). Others consumed 224l/guest per night (Scandic Hotels AB, 2000). Also, Deng and Burnett (2002) discovered that “water use index” among hotels in Hong Kong was 4.5 m³/m².

However, these rates of water consumption depend on several factors (Bohdanowicz, 2005). In some hotels, the rate of water consumption depends on type, standard and size of the property; while in several others, it depends on services and facilities offered. In addition to these factors, climate, irrigation needs and existing conservation practices are among the determining factors (Bohdanowicz, 2005). Even though, most hotels lack collective data for water use, there is an urgent need to reduce wastage of water and improvement of water quality (Zhao & Merna, 1992).

As part of sustainable tourism practice, reduction in portable water consumption became necessary. In Sydney, some hotels were able to reduce their water consumption by 50 percent through a dual-piping system (Hotel Online, 2002). Also, Marriot International has encouraged guests to reuse their linens and towels as a water-saving measure (Marriot International, 2007). This practice has contributed to saving 11-17 percent of hot water. Therefore, this program does not only save hot water and energy, it has also helped in the reduction in the use of detergent and, consequently, reduces impact of wastewater on the environment.

In his study on water conservation as a crucial factor to energy savings, Brodsky (2005) discovered that linen and towel reuse program can help a 100-guest room property with 75 percent occupancy to save an estimated \$25,000 per year. This can be achieved through a reduction of 81,000 gallon in water consumption and 84 gallon reduction in the use of detergent (Brodsky, 2005). This shows that many hotels around the world are beginning to adopt various practices for water conservation which include: Using water-efficient devices (Low-flow or infrared-activated faucets, low-flow showerheads, low-water-volume toilet, sink aerators, and Energy Star qualified cooking devices etc.); instituting a linen reuse program; regularly fixing toilet leaks; using water-efficient laundry equipment and dishwashers; placing water meters in guestrooms to track usage; adopting water saving campaigns in kitchens (washing dishes when there are full loads or not using running water to wash vegetables etc); adopting water-efficient or xeric gardening techniques; and using treated wastewater in garden irrigation (Brodsky, 2005; Hotel Online, 2002; Mensah, 2006; Erdogan & Baris, 2007; Sherman, 2008; Iwanowski & Rushmore, 1994; Kirk, 1998; Bohdanowicz, 2006; McLeish, 2007; Hanna, 2008; Marriott International, 2007).

OTHER ASPECTS OF MANAGING ENVIRONMENTAL PRACTICES

Three main areas of environmental practices discussed earlier are energy and waste management and water conservation. However, the practices may also include other areas, such as those implemented in Accor hotel chain. With a network of 53 environmental correspondents spread across 4000 branches in 90 countries, having a head office in France, Accor has positioned itself as one of the leading hotels in the world with a well defined strategy for sustainable development. Since 1994, Accor has adopted Environmental Management practices in the areas of energy management, waste management, water conservation and biodiversity (accor.com). In addition, the environmental policies in Accor are deployed in all areas including operations, purchasing, human resources, marketing among others. To further succeed in Environmental management practices, every year each hotel in Accor chain have to report on their level of implementing environmental programs covering water and energy consumptions, the quality and costs of produced waste, among others.

In another hotel chain, JAL Hotels which operates 4000 Nikko hotels across 90 countries uses environmental correspondents as a source of information dissemination among the groups. This information sharing can be regarded a yardstick in recording Nikko's achievement in three of its set up objectives – the earth guest program; successful implementation of sustainable tourism programs; and effective communication of environmental management initiatives both within and outside the organisation.

Environmental Management Certification

Accor group has also pursued for certification programs aimed to improve environmental performance of its facilities. Through various programs of energy and waste management as well as water conservation practices, its hotels have obtained 225 ISO 14001 certification spread across 242 ibis hotels in 12 countries, 9 Thalassa sea and spa sites in France, the Sofitel Athens in Greece, the Novotel London West in United Kingdom and the Novotel Ibis Home Bush Bay in Australia. Also, Accor has 30 Green Globe – certified hotels in 11 countries: 27 of these certificates were obtained by Novotels; while 3 by Sofitel hotels. Similarly, Accor hotels has 11 Canadian hotels which are HAC (Hotels Association of Canada) certified. Nikko hotels also obtain three categories of certification covering 225 ISO14001 certificates; 30 Green Globe certificates and 11 HAC certificates.

MEASURING ENVIRONMENTAL PRACTICES

Numerous studies have indicated major areas of environmental management practices among hotels to include: 1) energy management; 2) waste management; and 3) water conservation (Bohdanowicz, 2006; Iwanowski & Rushmore, 1994; Mackie, 1994; Chan, Wong & Lo, 2009; Park, 2005; Mensah, 2005; Middleton & Hawkins, 1998; Faulk, 2000; Forte, 1994; Webster, 2000; Sloan et al., 2004; Shanklin, 1993) as discussed above. These practices have been identified as the most popular environmental management practices that safeguard the environment and also, promote cost-savings among hotels (Hawkes and Williams, 1993; Forte, 1994; Hotel Online, 2002) as cited in Mensah (2005). Having reviewed the literature, the scales used in measuring practices in environment practices Park (2009) have been very

useful in this research area. The scales are comprehensive covering the three major areas mentioned earlier (Appendix 1).

CONCLUSION

Hotels around the world now have increasingly implementing sustainable tourism practices in major including the housekeeping department, food and beverage production, food and beverage service, laundry, guest rooms, conference and meeting facilities. Most of the initiatives are in the area of energy and waste management and water conservation. The literature also has highlighted on the benefits of engaging in environmental practices, which include reduced costs of operations and contributing to cleaner environment.

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STATED PREFERENCE TECHNIQUES FOR NATIONAL PARKS IN MALAYSIA

Thalany Kamri
Universiti Teknologi MARA Sarawak, MALAYSIA
thalanyk@yahoo.com

ABSTRACT

The economic valuation for non-marketed goods in ecotourism activities in Malaysia is still considered rare. This is important as to analyze hence to minimize the indifference between the tourists' demand and the level of management setting provided by the federal system of the government. The government which owns such areas needs to place money value to these goods. This paper reviews the stated preference technique studies done in the country, focusing on ecotourism area. It includes a discussion on the characteristics and capabilities of variety of methods used for this purpose. Finally, to choose the most suitable method to value national parks in Malaysia.

Keywords: economic valuation, national park, stated preference, non-use value

AN EVALUATION OF THE ROLE AND PERFORMANCE OF NGOS IN COMMUNITY-BASED ECOTOURISM AT ULU GEROH, GOPENG, MALAYSIA

*Moslem Ghasemi and Prof. Amran Hamzah, PhD
Universiti Teknologi Malaysia, MALAYSIA*

ABSTRACT

Non-Governmental Organizations (NGOs) have become influential development agents in the developing world in recent decades through their so-called “sustainable” activities. Many NGOs have been participating in ecotourism development with their own agenda, especially where tourism is linked with local communities and the environment. Community-Based Ecotourism (CBET) is distinguished from other forms of tourism as it considers not only economic but also social and environmental goals. The hypothesis of this study is that NGOs involved in CBET projects concentrate more on environmental conservation rather than community empowerment. As such the aim of the study is to evaluate the performance of NGOs in implementing CBET projects in the Orang Asli community at Ulu Geroh, Gopeng. The focus of this research is to address this gap in the development literature and also in practice by conducting a comprehensive study of the success and shortcomings of the Malaysian Nature Society (MNS) at Ulu Geroh using the triangulation method. The preliminary findings from the field work validate the basic hypothesis of the study and shows that local community’s economic and social empowerment have been restricted while environmental conservation have been given greater emphasis.

Keywords: community-based ecotourism, non-governmental organization

INTRODUCTION

Non-Governmental Organizations (NGOs) have become influential development sectors in the developing world in recent decades and are getting dramatically involved in “sustainable” activities. Many NGOs have been participating in tourism industry based on their different aims, but their major involvement has been occurred within the area where tourism is linked with local community and environment which means; “community-based ecotourism”. However, little attention has been given to the success of NGOs’ participation in practicing community-based ecotourism. Therefore, the aim of this study is to address this issue as a gap in the development literature and also in practice by conducting a comprehensive study that analyzes the roles of MNS (Malaysian Nature Society) as the NGO involved in Ulu Geroh community-based ecotourism project so that it can propose recommendations for better NGOs’ participation in community-based ecotourism.

In the field of nature-based tourism, ecotourism has been proposed as a venture by which we can respond to increasing number of visitors who are looking for a pure environmental tourism experience, while minimizing the bad effects and improving the benefits linked with natural area tourism (Boo1990, Cater and Lowman 1994). The International Ecotourism

Society (TIES) defines ecotourism as “responsible travel to natural areas that conserves the environment and sustains the well-being of local people”. This definition implies that beside positive support for the conservation of natural resources by both host community and visitors, there is an essential social dimension to ecotourism.

The term “community-based ecotourism” takes this social dimension a stage further, “Community-based ecotourism is a form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community” (WWF International, 2001, p.2). A community-based approach to ecotourism identifies the need to enhance both the quality of life of local communities and the conservation of their resources (Scheyvens, 1999). Responsible community-based ecotourism is distinguished while we look at it from a development perspective, which considers social, environmental and economic goals (Carter, 1993, p.85-6).

One of the organizations involved in community-based ecotourism is Non-Governmental Organizations (NGOs). NGOs are not a new concept; they were an emergent phenomenon in the 19th century (Holden & Mason, 2005). In the case of NGOs’ roles in tourism, Holden and Mason (2005) have mentioned that “NGOs have not just acted as external critics of tourism, or adapted an advocacy role for more sustainable tourism. A number have been actively involved in tourism related projects.”

Study Hypothesis And Objectives

As Drumm and Moore (2005) say; NGOs are one of the core decision makers among ecotourism stakeholders that implement community-based ecotourism projects. However, the hypothesis of this study is that Most of NGOs participating in community-based ecotourism come from an environmental conservation background without an ecotourism professional background therefore, while they do not know much about Community-Based Ecotourism (CBET), they cannot implement successful CBET projects because their main concern is environmental conservation; consequently, the social and economic goals of CBET would be put aside and it would not be implemented truly. With the aim of evaluating the roles and performance of NGOs in CBE, the researcher undertook to determine: (1) community-based ecotourism variables; (2) the roles of MNS in Ulu Geroh; (3) the level of success that MNS has achieved in CBET at Ulu Geroh; (4) possible future roles for MNS and other NGOs as main tourism stakeholders and CBET actors in Ulu geroh and other places, based on the research outcome.

Study Area Description

Kampung Ulu Geroh is located within the 68,565-hectare Kinta Forest Reserve in the state of Perak. The village is unique as it is located very close to habitats for both the rare *Rafflesia Cantleyi* and the *Rajah Brooke’s Bird wing butterfly*. Kampung Ulu Geroh is located about 12 kilometers east of Gopeng, an old mining town some 16 kilometers south of Ipoh, the state capital of Perak. The location of Ulu Geroh in Perak state is shown in Figure 1.

Figure 1. Location of Ulu Geroh



Study Variables

In this study, responsible Community based-ecotourism was considered as the baseline for evaluating the roles and performance of MNS in Ulu Geroh, so the researcher had to investigate CBET variables. Theoretical literature related to CBET and also some NGOs' CBET good practices literatures were reviewed to extract tentative CBET variables. 63 tentative CBET variables were extracted under 6 main criteria. After that, Analytical Hierarchy Process method (AHP) was used to rank and finalize the CBET variables through a Delphi technique process. Delphi panel members were chosen among ecotourism experts from different specializations at World Ecotourism Conference (WEC 2010) in Kuala Lumpur. Delphi panel members reached the consensus on final CBET variables after 3 rounds, therefore, 42 final CBET variables were put under the AHP ranked 6 main criteria of CBET in order based on their weights from Delphi technique result. AHP result showed that local community economic and social empowerments have the highest priority in community-based ecotourism.

STUDY DESIGN

Method

While there are different research methods, the researcher has the opportunity to choose one of qualitative, quantitative, and mixed methods. In this study, triangulation method (mix method) was chosen so the researcher used both quantitative and qualitative methods.

Sampling

The sampling procedure used in selecting interviewees for the field research and also for local community respondents is a non-probability sampling method known as purposive sampling which is based on the researcher judgment and purpose of the study. For quantitative research,

30 people of Ulu Geroh community were chosen among elderly group, women, and youths who could read and write, and for qualitative research, 3 interviewees from MNS and also 3 interviewees from SEMAI group (a local group made by MNS to run and control CBET project at Ulu Geroh) were chosen.

Data collection

Based on study variables, quantitative questionnaire including 30 questions having a “1 – 6” Likert scale for local community was designed. And regarding 6 main CBET criteria (CBET themes), 33 semi structured interview questions for the NGO and local groups were developed while participant observation was always a part of data collection tools so the researcher stayed with the local community and tried to observe the reality of CBET project there.

Data analysis

Following the procedure of triangulation method, all quantitative data should be analyzed first, therefore, SPSS software was employed to analyze the quantitative data, and then, the analysis of interview and participant observation data was considered to validate the result of quantitative data (local community data). The hierarchical study framework is shown in figure2 in the next page.

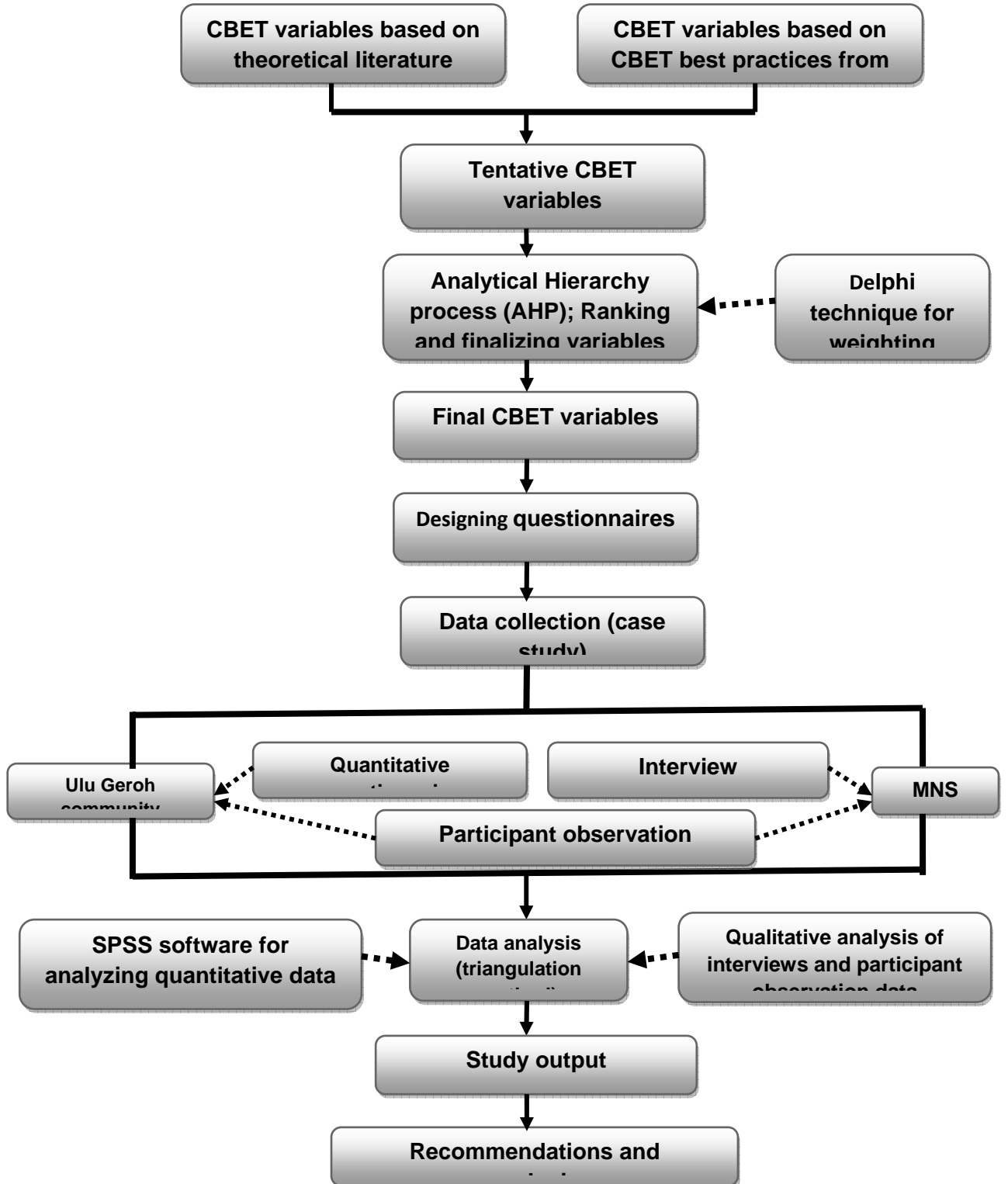
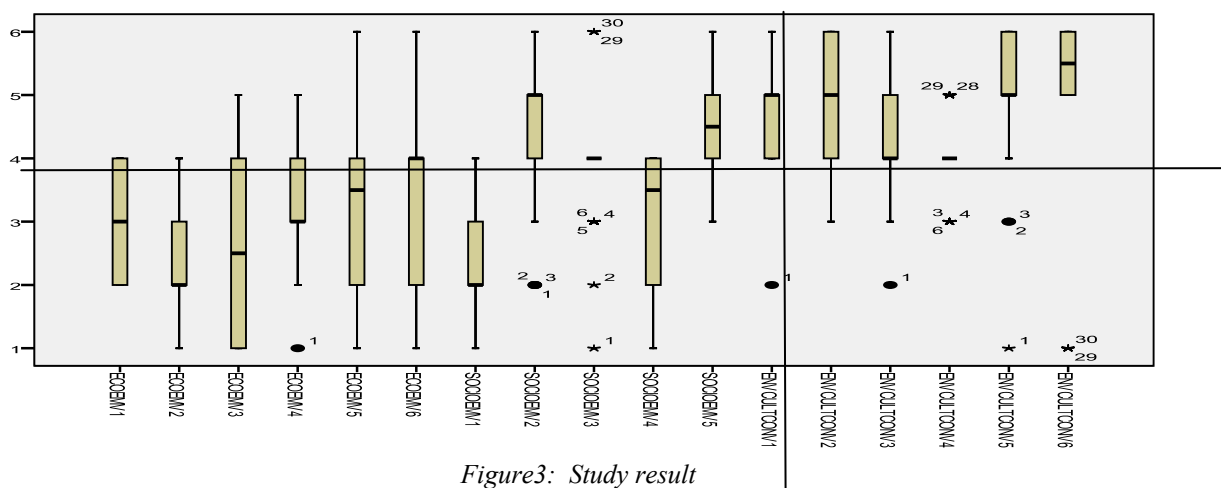


Figure2: Hierarchical Study framework

STUDY OUTPUTS

The result of quantitative data analysis done by SPSS software shows that local community economic and social empowerments that have highest priority in CBET projects (based on AHP result), are restricted while environmental conservation has been given so much attention. Out comings from Participant observation and interview with MNS and SEMAI validate this result meaning that MNS has not done much for local community social and economical empowerments while this NGO has emphasized the environmental conservation so much, therefore, the basic hypothesis of this study is confirmed. Figure3 illustrates the study result comparing economic and social empowerment variables (ECOEMV, SOCIOEMV) with environmental and cultural conservation variables (ENVCULTCONV).



CONCLUSIONS

According to study result we can conclude that MNS has mostly ignored local community economic and social empowerments in Ulu Geroh CBET project and instead, it has emphasized conservational activities, so this study recommends that NGOs should consider local community empowerment (especially, economic and social) while implementing CBET projects.

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COMMUNITY TOURISM DEVELOPMENT IN SRI LANKA: A CRITIQUE

Iraj Ratnayake and Azilah Bt. Kasim, PhD
Sabaragamuwa University of Sri Lanka, INDIA
Universiti Utara Malaysia, MALAYSIA

ABSTRACT

In recent years, questions have been raised globally about the contribution of the tourism industry to poverty alleviation and to local social and economic development. This paper critically examines the efforts of community tourism development in Sri Lanka in a situation where the conventional focus on promoting international tourism to maximize economic gains at national level has missed the potential to enhance net benefits and opportunities for the marginalized communities. The study primarily employs qualitative methodology and follows the case study approach. Empowering local communities to become self-reliant in developing tourism and help people to raise incomes and improve standards of living has become a key challenge in this context. In addition to that, the paper also critically looks at, structural limitations such as policy shortcomings, community empowerment issues, and lack of community participation readiness that limit the success of community tourism initiatives in Sri Lanka. The findings draw attention for the pressing need for a change particularly in the present approach of community tourism development with much focus on policy, planning and responsible participation of stakeholders in order to establish an environment that is conducive for communities to participate successfully in tourism and benefit from it.

Keywords: tourism, community tourism, community development, environmental conservation, Sri Lanka

INTRODUCTION

The role of tourism is undeniable for socio-economic development of communities, provided that they have the motivation for productive involvement. In addition, they should possess or should have access to resources with tourism potential. In a context where new forms of (alternative) tourism are emerging, community heritage and resources are now increasingly becoming decisive inputs for this form of tourism development in particular. In order to bring in the best out of this available opportunity, it needs to turn efforts of the community and other stakeholders into successful collaborations and partnerships encouraging good practices in community tourism wherever possible. However, FRAME¹ (2007) observes that, only few such community tourism projects have generated sufficient benefits- providing incentives for conservation as well as contributing to the well-being of local communities. This observation by FRAME at global level has some relevance to the Sri Lankan context as it insists a critical concern about tourism and its impacts on local people and places. In other words, despite potential of tourism in delivering benefits and encouraging sustainable use of natural resources, perhaps well recognised on paper but there are evidences of many associated issues and problems prevail on ground. This impedes delivering expected results.

Sri Lanka's perception on alternative form of tourism is not clearly evident and therefore, the position of community tourism is quite susceptible. It needs to re-asses the efforts of tourism development, adapting properly to case specific local conditions in order to address the aspirations of the communities affected. When promoting alternative forms of tourism in particular, it has been assumed that community participation is needed to be harnessed as such development demands community inputs of different nature. For example, Walpole and Goodwin (2001) relate the development of protected areas and promoting tourism and note that it has been "often predicted on the provision of benefits from protected areas, and a common means of providing such benefits are tourism development. However, the relationship between receipt of tourism benefits and support for conservation has not been explored" (161). Thus, there is a pressing need of recognising opportunities of environmental conservation efforts that could develop into successful participatory tourism initiatives.

Moreover, Goodwin and Santilli (2009) claim that, "whilst many projects have been funded in developing countries, their success (or otherwise) has not been widely monitored and, therefore, the actual benefits to local communities remain largely un-quantified" (4). Thus, this has been a subject of much debate at policy, planning, and operational levels as far as realisation of objectives are concerned. And still there are existing gaps in the case-specific knowledge necessary to reach full potential in performance of those initiatives by overcoming impediments. According to a study undertaken by Goodwin and Santilli (2009) by considering 116 community tourism initiatives from all over the world which have been nominated by 134 participants who replied in a survey, found only four of initiatives were only economically sustainable. It is also important to recognise typical community tourism initiatives as there are misconceptions exist on the concept and the practice. There is no agreement about the meaning of community tourism, for instance, in the academic definition, community ownership or management and community benefit are considered as the most significant criteria in community tourism (Goodwin, 2009), and "there is a major gap between the academic definition of the concept and the way it is used and abused by practitioners" (Goodwin, 2009). According to the above mentioned study for example, only 15 projects were qualified to be categorised as community tourism initiatives in the traditional meaning of the concept- being community owned or managed and with some element of collective benefits (Goodwin & Santilli, 2009). These observations substantiate that the link between the conservation objective and the objective of local socio-economic development is inadequate. For instance, there has been a great deal of discussion about the contributions of tourism to community well-being, very little is visible in rural Sri Lanka. The backdrop of these thoughts provide some meaningful way in identifying the problem within the context where community tourism initiatives failed to deliver and sustain expected benefits consistently; but notably certain cases demonstrate interest and sensible success in protection and conservation of environmental values but their future may be quite susceptible with unrealised community expectations. However, this understanding largely depends on surface level observations. Therefore, it demands for an in-depth study in order to comprehend nature of the issue, its cause and associations.

Community tourism development could play a vital role in linking and achieving multiple objectives as mentioned above. However, the concept of participatory tourism development approach appears not to have been fully considered in the context of developing nations

(Tosun, 2005). Despite community participation in tourism, aspect of natural resource management is also a critical concern in designing and managing of community tourism initiatives since resource ownership is more often collective. The success is achieved not only from repeat patronage, but preservation of the physical and social environments of the locals utilized for development (Wearing & Neil, 1999). Despite the rising expectations regarding the value of community tourism in many fields of expertise, the decisions about community tourism are being made in a relative vacuum of research data and knowledge. Thus, there are great gaps in the information necessary to plan and manage initiatives of this type and, apparently, it requires further research in order to bridge the above said gaps (Boo, 1990; Valentine, 1993). Thus, the case specific knowledge on current practices is vital to have and such contribution is primarily expected to deliver by studying the problem especially defined and described above.

METHODOLOGY

The study is exploratory and explanatory. It primarily employs qualitative methodology and follows the case study approach which allows the use of mixed-method techniques for the data collection, such as depth interviews and a survey for understanding general community attitudes towards tourism development that takes place in their own local. The cases selected for the study includes six community tourism initiatives implemented and operating in four provinces of Sri Lanka, namely; Rekawa Development Foundation, Muthurajawela Marsh Centre, Turtle Conservation Project, Arugam Bay Community Ecoguides Association, Walawe Jungle River Boat Safari, and Walathwewa Community Tourism Initiative.

FINDINGS AND DISCUSSION

A community is a vital element as it plays a dual role in tourism development. First, tourists have often attracted by the distinct life styles of the host community. Second, the participation and support of the local community in numerous ways in tourism is essential to its long-term sustainability. This relationship is developed when communities interact either directly or indirectly with both visitors and the industry. Hence, the local communities cannot simply be avoided in tourism development of a country, particularly when it takes place in marginalised or in remote rural areas. Moreover, community tourism improves avenues to mobilise social capital available in communities, sustains local knowledge, socio-cultural values, and traditional lifestyles and fosters on value addition opportunities for the tourism industry of the entire destination.

The notion of alternative tourism is being in the centre of discussion, in most occasions when community development takes place provided that tourism potential resources are available. Repositioning of Sri Lankan tourism product is also a current requirement of the industry. It demands quality potential resources as it depends on them for long term sustainability. The contribution of the local community must be an important consideration in the context since there are potentials and prospects of developing community tourism based on available resources. Because, it is easy to obtain the rights to access natural resources that are under the management of state agencies when collective community participation is concerned.

Community tourism based on natural resources fits well into sustainable resource management principles. It can be positively contribute to conserve natural resources and as well as benefiting the community by promoting alternative sustainable livelihoods. Being world's one of bio diversity hot spots, Sri Lanka has tremendous advantage for promoting alternative forms of tourism. In order to make this possible, there must be considerable shift from command and control approach to participatory approach where active community involvement is taken into consideration as a vital input in the process of natural resource management. From tourism industry point of view, there is a growing concern for product diversification as well. Given this background, there is very conducive environment for developing and promoting community tourism in Sri Lanka.

According to the observations, the community participation has been relatively distinctive at the implementing stage, compared to the planning or designing stages of these initiatives. From a broader perspective, in a community initiative, it has to involve everyone. The communities considered for the study were not that successful even much effort has been taken to empower them. This can be recognised as a basic problem in development phase as far as community participation is concerned. The reasons as identified by the study were numerous- some more general and some case specific. The following section further discusses the facts that are accountable for this setting and further.

When taking the present community participation in tourism in Sri Lanka into consideration, there are three basic models; such as: 1) Privately owned enterprises with outsourced services to individuals, groups, and community organisations; 2) Initiatives by resource managing agencies, for example, Department of Forests with funding support from external agencies (this type of initiatives comes under participatory forest management programme of the Department of Forests); and 3) Initiatives by non-governmental organisations, and/or community based organisations with relatively more involvement by the community. The latter could be recognised as typical community tourism initiatives with considerable community participation. However, those initiatives vary substantially in terms of structure, operations, and level of the stage of development.

Community participation in tourism is challenging since its inception. With the general emphasis on community approach, Hawkins and Cunningham (1996) identify the importance of community participation during the early stages of the planning process as critical in tourism development. However, this process itself is associated with issues and limitations particularly during the stages of planning and implementation. During the study, it has been identified various such issues and limitations such as; absence of specific policy framework; constrains in planning approaches; issues of land use planning, ownership & tenure; cultural & institutional/bureaucratic constraints; weak collaboration; negative attitudes of community; lack of participation readiness; existence of local power bases, political factors and so on.

Another observation is that the potential access to externally available sources of funding for such initiatives has stimulated stakeholder interest and participation to a greater extent. These initiatives essentially look for establishing links between local people and tourism to sustain their long-term well-being. Communities who are more dependent on natural resources for their living are mostly subject to the development of this nature. As far as the performance is concerned, the most initiatives are still progressing at a slower rate and some other are almost

out of operations. Low level of operational capabilities and limitations in available opportunities hinder more community members to involve directly even though they are willing to do so. Indirect benefits are being mostly offered to non-participatory community members as a compensation for the use of resources of collective ownership. However, indirect benefits are mainly confined to the delivery of social welfare, therefore, it is almost one-way. In general, there is weaker participation by women, particularly in active or direct participation. But their participation is relatively visible in indirect ways. Thus, they mainly have access to indirect benefits and for them it is a part-time source of income. According to the results of the attitude survey, which has been conducted on two selected communities (with respect to Rekawa Development Foundation and Walathwewa Community Tourism Initiative) found that general community attitude towards tourism development is positives, which is a considerable fact and can be considered as an important input necessary for such development.

It has been questioned whether these types of initiatives are capable of generating enough revenue for environmental conservation in the long term. However, it is required to look at this from a different angle. Basic fact is that these initiatives are not having lucrative sources of revenue generation or any generation of revenue is not consistent. Even if they do, the context studied is not demanding high level of environmental conservation efforts that essentially require critical funding to maintain environmental values. Rather, those initiatives were successful in changing attitudes of the community towards environmental conservation, which is more beneficial in the long term. According to Kiss (2004), tourism can generate support for conservation among communities as long as they see some benefit. However, the case of Sri Lanka is quite different from this. Even if such initiatives are not capable of generating much benefit, the study shows that the conservation attitudes of the communities have not been affected considerably. Once strong attitudes have been established towards conservation of natural resources, communities believed that they are primarily benefited from it rather than secondary rewards that the introduction of community tourism would bring. In other words, in this context, community tourism of this nature in Sri Lanka is a secondary response that has been taken up in the process of conservation and natural resource management.

One might argue that, existing situation of the Sri Lanka's tourism industry in general, is responsible for not generating adequate number of visitation for community tourism initiatives. It may be valid to a certain extent but not a very significant factor. Therefore, it is not a reason to discourage. It is important to understand the real volume and value of community tourism and its potential to diversify and induce local economies, create linkages, stimulate multiplier effects, and foster sustainable resource utilisation. Tourists began incorporating environmentally friendly and culturally protective activities into their travel plans. In other words, the demand for alternative tourism including community tourism exists, because there is a clear prospective market. Hence, no reason can be produced to justify for any failure for such initiatives from market point of view. Lack of organisation at each initiative level and no proper establishment of a network at national and international levels have been recognised as a long-felt weakness of those initiatives. Therefore, Sri Lankan community tourism initiatives are still not in a position to be linked with both national and international community tourism networks for effective marketing.

CONCLUSION

During the study, there are certain aspects considered, such as, organisation and internal functionality of community tourism initiatives; the role of the convener; inter-organisational relationships; and participation readiness of the community. The findings of the study are leading to some important implications as described above, which can be also recognised as ingredients for best community tourism practices, such as, inputs with right combination (efficient resource mobilisation); visionary community leadership; sound stakeholder collaboration; and responsible intervention by the convener are important consideration. Findings of the study also reveal that resource potentiality, social, and cultural factors are favourable and can contribute immensely to induce community tourism development but not certain economic, political, and technological factors. Moreover, dependency on exiting mass tourism market generally reflects the weakness of marketing effort by each initiative as well as lack of collaborative effort among the initiatives on the same propose. Those who have already accessed to the benefits or at least at the door step of reaping benefits consistently are the ones who possess more understanding, sense of change and responding to it, ability to work collaboratively than others initiatives studied.

It is also important to recognise ways and means that not only the community can benefit from tourism but also how tourism could benefit from community. Therefore, it is crucial to improve measures, in order to place community on right track through a planned process for sustaining their well-being without any failure and before it is too late. The opportunities will not remain same in the future as competitiveness is always on the rise, thus creating challenges of different nature. Hence, if appropriate measures will not be taken responsibly in order to make the basics correct, community tourism could be a missed opportunity in Sri Lanka.

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BRITISH TOURIST'S MOTIVATION AND SATISFACTION IN VISITING MALAYSIA

*Noriman Rojulai, Mohd Hafiz Mohd Hanafiah,
Assoc. Prof. Mohd Salehuddin Mohd Zahari, PhD and Salleh Mohd Radzi, PhD
Universiti Teknologi MARA, MALAYSIA*

ABSTRACT

British tourists can be categorized as quality tourist and has enormous purchasing power. Therefore this paper analyzed the determinants of British tourist motivations and satisfaction in visiting Malaysia. The finding shows that there is a mix of pull factors and push factors. In addition, the most important response is their overall satisfaction towards their trip to Malaysia. Clearly, satisfaction played an important role in influencing British Tourist to visit Malaysia. The overall findings of this paper will provide valuable information for the government especially Ministry of Tourism and also tourism related organization on providing and improving the products, facilities and services offered particularly to tourist British tourist. Satisfied British tourist may recommend Malaysia to others and may repeat their visit to Malaysia. Thus, understanding their preferences is essential in order to sustain existing tourist and exert a pull on new tourist from United Kingdom.

Keywords: motivation, satisfaction and British tourist

INTRODUCTION

Tourism had been identified as the second largest foreign exchange earner in Malaysia (Hanafiah M.H. and Harun M.F., 2009). As a rapidly growing sector, it galvanized economic development in Malaysia and had contributed an exceptional increase in the revenue. Consequently, Travel & Tourism Competitiveness Report 2008 (TTCR, 2008) has named Malaysia as one of the world's highest benefit from excellent price competitiveness (ranked 3rd), with low comparative hotel and fuel prices, low ticket taxes and airport charges and a favourable tax regime. Malaysia is ranked 32nd overall out of 130 countries on the Travel and Tourism Competitiveness Index (TTCI) produced by the World Economic Forum (WEF), Geneva, Switzerland. The Index indicated that Malaysia has excellent ground transport infrastructure and superior safety perception (TTCR, 2008). In 2009, the Ministry of Tourism Malaysia announced that the tourism industry generated RM51 billion, with a total of 23.5 million arrivals recorded. Based on the statistics from Tourism Malaysia (2010), one of the top ten markets in terms of tourist arrival to Malaysia in 2009 is the British tourist.

British tourist is a large tourism market and provides enormous income towards Malaysian tourism industry. Moreover, it is imperative to study the British tourist preferences, travel motivation and satisfaction as they can be categorized as quality tourist and has immense purchasing power. The output of the paper will lend a hand to the Malaysian government in evaluating their existing tourism product and amenities offered to the British Tourist. Other

than that, it will guide them in identifying and developing new tourism product and better design of their marketing campaign.

Due to intense competition among international destinations, accurate identification of customer need is very crucial in maintaining the image of Malaysia as a preferred travel destination. On the other hand, the significance of British tourist towards contributing to the numbers of arrival and revenue to Malaysia should be maintained and effort must be done through research on their motivation and satisfaction. Finally, understanding their motivations and satisfaction would lead towards repurchase and recommend products to their families and friends. Having concisely introduced the issue, this paper seeks to empirically identify British tourists' motivation and satisfaction in visiting Malaysia

EMPIRICAL FINDINGS

In tourism research, motivation concept can be classified into two forces, which indicate that people travel because they are pushed and pulled to do so by “some forces” or factors (Dann, 1977, 1981). According to Uysal and Hagan (1993), these forces describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes. Push motivations are more related to internal or emotional aspects. Pull motivations, on the other hand, are connected to external, situational, or cognitive aspects (Yoon & Uysal, 2005 and Hanafiah et al, 2010).

A literature review on motivation reveals that people travel because they are pushed into making travel decisions by internal psychological forces and pulled by the external forces of the destination attributes (Uysal & Hagan, 1993). The push-pull framework provides a useful approach for examining the motivations underlying tourist and visitation behavior (Dann, 1987). In this framework, push factors refer to the specific forces that influence a person's decision to take a vacation (i.e., to travel outside of one's everyday environment), while pull factors refer to the forces that influence the person's decision of which specific destination should be selected.

On the other hand, numerous researcher draw attention to the importance of customer feedback and satisfaction, for example study by Kozak (2002) found that tourist satisfaction was the finest indicator to use for gaining competitive advantage. Furthermore, customer satisfaction can be regarded as a measure of performance and one of the greatest sources of competitive advantage. Additionally, there were several studies mentioned about the connection between tourists' satisfaction and their loyalties to the travel destinations. Yoon and Uysal (2005) studied the effects of motivation and satisfaction on destination loyalty. The study found a relationship between satisfaction of travel experience and destination loyalty.

Tourist satisfaction is one of the most important concerns of competitive destinations as it considerably impacts on the tourist's choice of the holiday destination, and the decision to visit the destination in the future. As a result, tourist satisfaction is one of the most investigated topics in the field of tourism due to its role in the survival of a destination (Kozak, 2001). Lastly, Yoon and Uysal (2005) used tourist satisfaction to be a mediator variable between motivations (pull and push) and destination loyalty.

Repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature. The concept and degree of loyalty is one of the critical indicators used to measure the success of marketing strategy (Flavian, Martinez, & Polo, 2001). Yoon & Uysal (2005) studied effects of motivation and satisfaction on destination loyalty in Northern Cyprus. The research findings show that tourism destination loyalty has causal relationships with motivation and satisfaction. Satisfaction is found to directly affect destination loyalty in a positive direction. Also, satisfaction is determined to be mediating construct between travel motivation and destination loyalty. Lastly, tourist's attitude to a destination may have a favorable attitude toward a particular product or destination, and express their intention to purchase the product or visit the destination (Baker & Crompton, 2000).

METHODOLOGY

A self-administered questionnaire in English was used to collect data at Kuala Lumpur International Airport (KLIA), Low Cost Carrier Terminal (LCCT) and at Malaysia Tourist Information Centre (MATIC) in Kuala Lumpur. In KLIA and LCCT the data was collected during different departure flights, days, and times to reduce biasness. Cronbach alpha was used to measure the reliability coefficient of how well the items in a set are correlated with one and another. Descriptive analysis was used to provide the frequency of demographic information as well as trip behaviors of the respondents. This paper used existing scale for measuring the variables on trip motivation and satisfaction. The questionnaires used 5-points Likert scales developed from the information gathers from literature review. To test whether the dimensions were trustworthy, this paper adapted the most commonly used indicators of internal consistency which is Cronbach's Alpha coefficient. As the tested value was above 0.60, therefore it can be considered acceptable and reliable by Hair (2007).

DISCUSSIONS

VARIABLES	N	%
Gender		
Male	83	55
Female	67	45
Marital Status		
Single	53	36
Married	96	64
Age		
18 – 29 years	60	40
30 – 35 years	40	27
40 – 49 years	15	10
50 years and above	34	23

Table 1: The number and percentage (%) of overall respondents reported by gender, marital status and age

From the table above, the number of male respondents exceeded the female with 55 percent (n=83) against 45 percent (n = 67). In actual fact, this is not surprising as most studies have proved that the propensity for travelling abroad is higher among male westerners than female. Furthermore, males are still the breadwinners for the family.. With regard to marital status, 64 % (n = 96) of the respondents were married compared to 36 % (n =53) who were single. From the researcher's observation, most of the married respondents were accompanied by their spouses and it was also found that although some proportion of respondents was single, they were actually travelled with their companion. These points indicate that the majority of British tourists prefer to travel with a companion or group as this would probably provide more security during the vacation.

Data also revealed that the respondents' ages ranged from 18 years of age to over 50. The majority of respondents were between 18 and 29 years of age, which made up 40 % of the total sample (n = 60) followed by 30 to 35 years old which represented 27 % (n = 40). It could be said from the result that most of the British tourists who visited Malaysia were from the young and middle aged group (18 to 35years). These groups are believed to have a greater interest in travelling and exploring interesting new things and they also travel more frequently compared to the older group (50 years and above).

BRITISH TOURISTS' TRAVEL MOTIVATION

Top ten rankings of motivation that British tourists reported when deciding to take the trip to Malaysia were: to experience new/difference lifestyles (M=4.21); to enjoy beautiful environment, scenery and beaches (M=4.10); to do something exciting (M=4.05); to escape from routine of work or life (M=3.89); Malaysia offers an outstanding scenery (M=3.88); Malaysia offers wide space & activities with budget accommodation (M=3.73); Malaysia has an interesting town/village (M=3.68), Malaysia offers modern atmospheres & activities (M=3.57); to reduce stress (M=3.55); and to be physically active (M=3.33).

No.	ITEMS	MEAN (M)	S.D
1.	I decided to take this trip in order to experience new/different lifestyles (Push)	4.21	.731
2.	I decided to take this trip in order to enjoy the beautiful environment, scenery, beaches (push)	4.10	0.825
3.	I decided to take this trip in order to do something exciting (push)	4.05	0.839
4.	I decided to take this trip in order to escape from the routine of work or life (push)	3.89	0.714
5.	I decided to take this trip because Malaysia offers outstanding scenery (pull)	3.88	0.750
6.	I decided to take this trip because Malaysia offers wide space & activities (pull)	3.73	0.827
7.	I decided to take this trip because Malaysia has an interesting town/village (pull)	3.68	0.771
8.	I decided to take this trip because Malaysia offers modern atmospheres & activities (pull)	3.57	0.781
9.	I decided to take this trip in order to reduce stress (push)	3.55	1.090
10.	I decided to take this trip in order to be physically active (push)	3.33	0.863

Table 2: Top ten ranking Mean Scores of What Motivates Respondent to Travel to Malaysia

This is further supported that the respondents decided to travel to Malaysia in order to do something exciting. From this top three (3) ranking of British tourist's motivation towards visiting Malaysia, it represents a mix of 'push' and 'pull' factor. The fourth highest score was to escape from routine of work or life. Then, it was followed by 'pull factor' because of Malaysia offers outstanding scenery. The sixth highest score was because of Malaysia offers wide space & activities, followed by Malaysia have an interesting town/village. Bottom three mean score were Malaysia offers modern atmospheres & activities, to reduce stress, to be physically active.

BRITISH TOURISTS' SATISFACTION

No.	COMPONENT / DIMENSION	ITEMS	MEAN (M)	S.D
1.	Lodging/accommodation	Value for money	3.97	0.746
2.	Local restaurant	Availability of various ethnic restaurant	4.12	0.759
3.	Shopping	Shopping facilities and amenities	4.17	0.718
4.	Local transport	Value for money	3.89	0.764
5.	Local people	Friendliness of local Malaysian	4.27	0.776
6.	Activities	Nature/beaches attraction	3.81	0.865
7.	Overall experience	Personal safety and security	3.99	0.719
8.	Overall experience	Value for money	4.01	0.705
9.	Overall experience	Overall satisfaction with Malaysian trip	4.16	0.676

Table 3: Mean Scores of How Satisfied Respondents' With Malaysian Travel Experience

From the table above, the highest mean score shows that majority of the respondents were satisfied with the friendliness of local people during their visit (M=4.27). It was followed by their satisfaction with regards to shopping facilities and amenities (M=4.17). High score of mean also can be seen for overall satisfaction with Malaysian trip (M=4.16). Respondents were also satisfied with shopping mall ambience (M=4.14) and also the level of spoken English language among local people (M=4.13). Looking at this five satisfaction indicator, it proofed that the major strength of Malaysia is the friendliness of the people. This is one of the foremost factors which will attract the tourist to repeat visit.

Looking at the other angle, respondents were neutral or closed to feeling dissatisfaction with regards to local transport mainly on traffic condition (M=3.05). This is true when refer to bad traffic condition in major city especially Kuala Lumpur. Other than that respondent were neutral about activities mainly nightlife/bars and nightclubs (M=3.49) and cultural/major event (M=3.62). Respondent also gives low scores or feeling neutral about the local restaurant's cleanliness and sanitation (M=3.65)

CONCLUSION

This paper identified that there is a mix of pull factors (the unique attributes of the travel destination that motivate tourists to visit) and push factor (the psychological needs that motivate tourists to travel). The findings were in line with research by Beerli and Martin (2004), the study found that the more experiences with the destination the tourists had, the better destination image they would have because they were more familiar with the destinations. The study also found that highest means score in their satisfaction in visiting Malaysia was the friendliness of local people during their visit. Moreover, they responded positively on overall experience with regards to personal safety and security, value for money and overall satisfaction with their trip.

The findings of this paper will enable academics and practitioners especially one who involved in tourism related organization to better understand the recent needs and satisfaction by British tourist. Such an understanding will enable the tourism related organization identify and improved the current product, facilities and services offered to the tourist. On the other hand, for organization which directly involved in promoting Malaysia such as Tourism Malaysia, the findings is important for them to identify viable market segments, develop strategies for British tourist and to create better promotional programs to attract British tourist.

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CROSS-CULTURE COMMUNICATION ON INTERNET - AN ANALYSIS OF USER FRIENDLY OF DMOS FOR INTERNATIONAL TOURIST

Lina Zhong
Peking University, CHINA

ABSTRACT

Internet has become one of the most important platforms for cross-culture communication, especially for international travelers get to know the unknown destination. This paper analyzes user-friendly of DMOs for international tourists to evaluate online effectiveness of cross culture communication. Top 10 world renowned international tourist cities in European and are taken as research samples.

Keywords: cross-culture communication, user friendly, DMO

INTRODUCTION

The World Wide Web (WWW) is changing hospitality and tourism, especially in how marketing is done (Kasavana, Knutson, and Polonowski, 1997). A plenty of research work have found quality of Destination Marketing Organization (DMO) websites are highly related to customers intentions (Bornhorst, Brent Ritchie, & Sheehan, 2010; Qi, Law, & Buhalis, 2008). More and more destinations shift an increasing part of their promotional strategies into internet. Researchers and practitioners engage themselves in providing better marketing services online. Despite this growing trend, lots of the works were target to local people. Little research attempted to shed light on the question of DMO websites marketing services to cross-culture viewers which might have different needs. Cause the internet is a global medium, its content is local to each country (Li, Li, & Zhao, 2009).

For example, most US websites are published in English and appeal to US users, whereas most websites in China are published in Chinese and suitable for Chinese users. This distinction raises an interesting question about online marketing: Whether DMO websites strategies have been, and to what degree they should be, utilized by the international tourists. What types of explanatory variables are relevant in Web international marketing strategies? And how do websites of different cultures differ in the extent to which they are characterized by such variables? The objective of this exploratory study is to construct a research framework for cross-cultural comparison of DMO Websites, applying traditional advertising content study techniques and website evaluation method.

METHODOLOGY

In this study, a series of pilot studies are conducted to examine official DMO websites of destination cities in European and Asia with big difference. Research samples are selected from world top 10 tourist destination in European and Asia recommended by “Tripadvisor” 2010(Tripadvisor, 2010).

As suggested by Rob Law(2006), tourist websites could be evaluated within usability and functionality. A thorough review of literatures was conducted to select criteria to evaluate DMO websites’ usability and functionality for an international browser. Most of criteria mentioned in the literature applicable for international tourists to evaluating DMO websites were kept(Bai, Law, & Wen, 2008; Ho & Lee, 2007; Morrison, Taylor, Morrison, & Morrison, 2008; Musante, Bojanic, & Zhang, 2009; Park & Gretzel, 2007; Schmidt, Cantalops, & dos Santos, 2008; Shih, 2006). Accessibility and experience were selected to evaluate the usability for a DMO website while information quality was chosen to represent the functionality. All the data of these websites were retrieved from Google.com which is the top quality search engine with most of the countries(Xiang & Gretzel, 2010).

FINDINGS

Accessibility

For an international network browser the best way to access to a website is through the research engine(Berners-Lee, Cailliau, Groff, & Pollermann, 2010). In this study, we use website rank of Google search engine as a main index to value accessibility of the official tourist destination website. We put English city name plus “tourism” into Google (www.google.com) to see the rank to find the official website of a destination. As shown in Table 1, all the top destination in European have their official English destination marketing websites for international tourists while only 40% of Asia destination paid attention to English marketing websites. As the above mentioned, websites is an very important channel for cross-culture communication. Asia destinations obviously lost some advantage in this canal. And it is worth noticed that all these websites (except Siena and Roma of Italy) ranked in top 5 in Google search engine which means the high accessibility.

Name	Country	Continent	Official destination marketing website	Rank	Rank in SE
Monte-Carlo	Monaco	Euro	http://www.visitmonaco.com	1	1
Heidelberg	Germany	Euro	http://www.heidelberg-marketing.de/	2	2
Salzburg	Austria	Euro	http://www.salzburg.info/de/	3	1
Florence	Italy	Euro	http://www.firenzeturismo.it/	4	2
Lucerne	Switzerland	Euro	www.luzern.com/	5	1
Venice	Italy	Euro	www.turismovenezia.it/eng/	6	6
Siena	Italy	Euro	www.turismo.intoscana.it	7	12
Rome	Italy	Euro	http://www.turismoroma.it/	8	2
Hamburg	Germany	Euro	http://www.hamburg-tourism.de/en/	9	1

Amsterdam	Netherlands	Euro	http://www.iamsterdam.com	10	1
Tokyo Prefecture	Japan	Asia	http://www.tourism.metro.tokyo.jp	1	2
Munnar	India	Asia	No official website	2	-
Siem Reap	Cambodia	Asia	No official website	3	-
Kyoto	Japan	Asia	http://www.kyoto.travel/	4	1
Naha	Japan	Asia	No official website	5	-
Andaman	India	Asia	http://tourism.andaman.nic.in/	6	1
Manali	India	Asia	No official website	7	-
Hampi	India	Asia	No official website	8	-
Goa	India	Asia	http://www.goa-tourism.com/index.php	9	1
Hoi an	Vietnam	Asia	No official website	10	-

Table 1: Rank in Search Engine

EXPERIENCE

There are several criteria to evaluate the experience when tourists visit DMO websites(Dragulanescu, 2002; Park & Gretzel, 2007; Qi, et al., 2008). Multilanguage support is the most important one for an international traveller cause people are more comfortable with their mother language when get information(Speer & Ito, 2009). Most of the DMO websites take this into account. English is used by all the destinations, Japanese were second used for most Asia and Euro destinations, Chinese was the third one. European destination websites paid more attention to meet international tourists need. They provided more languages both in Euro and Asia. In comparison, Asia destination just provide English to meet international tourists’ needs and most of them did not do any effort to satisfy Chinese tourists which is the largest tourist market in Asia. This revealed that European destination websites won again to provide more considerate service to cross-culture travellers.

	C	E 1	A	D 1	D 2	F	H	I	J	R	S	P	F	D 3	C	N	G	E 2	K	M	
Monte-Carlo	•	•		•		•		•	•	•								•			8
Heidelberg		•		•		•		•	•									•			6
Salzburg	•	•		•				•	•	•		•			•			•		•	10
Florence		•						•													2
Lucerne	•	•	•	•		•		•	•	•		•		•	•			•	•		13
Venice		•						•													2
Siena	•	•						•													3
Rome		•		•		•		•	•									•			6
Hamburg	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				17
Amsterdam	•	•		•				•			•		•			•					
Tokyo Prefecture	•	•		•		•		•	•									•	•		8
Kyoto		•				•															2
Andaman		•																			1
Goa		•																			1

	7	14	2	7	2	7	1	11	7	5	1	3	2	2	3	1	1	6	2	1	
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Table 2: Multi-language support of the websites

C-Chinese; E1-English; A-Arabic; D1-Deutsch; D2-Danish; F-French; H-Hungarian; I-Italian; J-Japanese; R-Russian; S-Swedish; P-Polish; F-Finnish; D3-Dutch; C-Czech; N-Norwegian; G-Greek; E2-Espanola; K-Korean; M-Magyar

INFORMATION QUALITY

The information quality of w website was highly determined by information quantity and update speed(Ho & Lee, 2007; Jeong & Lambert, 2001). Table 3 showed the information quantity and update quality in the recent month separately in both English and official language of the destination. English is the world language and could be read by most cross-culture travellers. The more and better English information meant that this website provide higher information quality to cross- culture travellers. As shown in Table 3, most of the destination provided more information to its local people rather than international tourists. The update quantity of local information was also much more than English one. It revealed that local information quality was much better than the one for international travellers. Salzburg and Monte-Carlo were the only two destinations provided more or as much as useful information to cross-culture travellers. Some destination such as Siena, Rome and Amsterdam should pay special care of their English information quality because it may be the most useful information channel for cross-culture tourists to get into deep understanding of destination. It is also worth mention that destination in India and Italy provides less English information than other ones.

State	Country	English Info in total	%	English Info in a month	%	local Info in total	local Info in a month
Monte-Carlo	Monaco	35,100	568.88	184	52.42	6,170	351
Heidelberg	Germany	219	35.61	13	76.47	615	17
Salzburg	Austria	6610	103.93	390	46.21	6360	844
Florence	Italy	308	14.26	7	17.50	2,160	40
Lucerne	Switzerland	884	53.25	17	34.00	1,660	50
Venice	Italy	669	19.97	38	18.45	3,350	206
Siena	Italy	1240	7.90	74	19.27	15,700	384
Rome	Italy	9	1.73	1	4.55	521	22
Hamburg	Germany	451	20.50	25	30.86	2,200	81
Amsterdam	Netherlands	240	4.23	9	3.01	5,680	299
Tokyo Prefecture	Japan	1870	34.06	22	21.15	5,490	104
Kyoto	Japan	723	-	6	-	-	-
Andaman	India	70	100	0	100	70	0
Goa	India	208	100	5	100	208	5

Table 3: Information quality of the websites

CONCLUSION

This research explored the user-friendly of world famous destination websites for international tourist. Accessibly, experience and information were taken into account after the literature review work. European destinations all have their websites and easy to find by international travellers through Google search engine. Just 40% of Asia destinations have websites. European destinations provided more languages both in western and eastern. But Asia destination websites preferred to provide English to meet all cross-culture travellers' need. For tourists from other countries which preferred to use French, Dutch and other languages, these Asia destinations websites will not user-friendly to them. As for information quality, most destinations provided more local language information than English ones which meant that the attentions paid to cross-culture tourists were not enough if they really want to attract international tourists. In conclusion, all the destinations especially Asia ones need to pay more attention to cross-culture tourists. Researchers and practitioners should try to provide more user-friendly websites for cross-culture tourists. Limitations can be classified into two main categories: (i) the research data only from google search engine (ii) there may be more criteria to evaluate cross-culture travellers need if conduct user's investigation.

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ABORIGINAL TAIWAN: EXPLORING AUSTRONESIAN CULTURE AND GENETIC TRAIL FOR MASS TOURISM

*Assoc. Prof. Wan Salleh Wan Ibrahim, PhD & Zafarina bt. Zainuddin, PhD
Universiti Teknologi MARA, MALAYSIA*

ABSTRACT

In the context of modern-day history and cross-cultural tourism, the island of Taiwan, adjacent to Mainland China, remains a complete identity mystery. Present day geopolitics dictates that a 'one-China' policy be dominant, thus international relations, media exposure and tourism of Taiwan had been perceived as part of a Chinese backwater. As such Taiwanese tourism information available to mainstream world tourism had been few to dispel adequately that Taiwan is neither Chinese nor China. World tourism, therefore, extols China and forgets Taiwan. To add to this identity 'blackout' is present-time Taiwan's ethnic mix. Taiwan is definitely neither Chinese culture per se (zhonghua minzu), nor Taiwanese (Taiwanren), but a unique polyglot consisting of majority Chinese Hoklo and Hakka, amidst a growing sociopolitical Austronesian (Malay) Aborigines (yuangzhumin). The yuangzhumin factor had been existing within only local political and academic circle of anthropologists, archeologists and ethnologists for sometime, but never clearly explained and exploited to excite mass appeal like the Aborigines of Australia and the Maoris of New Zealand. Yet in the not-too-distant past, Taiwan had been a Malay island, within Malay communities of Yunnan, Vietnam and the Philippines, not to mention Borneo, Indonesia and Malaysia further south. Aboriginal Taiwan consists of at least 21 tribal groups like the Atayal, Yami, Thao, Rukai, Paiwan, Kavalan, Amis, Puyuma, Yami to name a few, yet they seldom made world headlines like the Amis Folklore Great Singers and pop star A-mei. Their presence is only felt at the Wulai Cultural Village in Taipei and the Sun Moon Lake Cultural Village of Nantou County, Taichung. However, if the Malay World could be informed of the yuangzhumin's existence, it may excite tourism from a 370 million 'Malay' tourism market. The combined perspective of sociocultural and genetic science, that the present analysis demands is to lay a new and an exciting cultural tourism perspective. As tourism planners are wont to shout: 'the more we travel the more we see ourselves in others'; similarly this paper's objectives is to tap a new understanding of the overlapping cultural world that we inherit, to contribute a slice of history as Cultural Memory of the World, as envisaged by UNESCO, to enhance cultural heritage tourism and thus, to contribute to a global understanding of the world and in so doing, alleviate world peace as well.

Keywords: aboriginal, aborigines, Malay, genetics

INTRODUCTION

Taiwan can be an explorer's paradise from many perspectives. For this seminar, we wish to explore the Aborigines of Taiwan from both the cultural and genetic perspectives and to emphasize its long-standing contribution to Austronesian cultural heritage. The Austronesian cultural heritage definitely falls within the ambit of the 1992 Memory of the World's

UNESCO Program (Charlesworth, 2010:21-30), which seeks to document culture and human rights in member countries of the world. Another legal provision is the International Council on Monuments and Sites (ICOMOS), 1999 which, among others, guarantees commoditizing cultural heritage and tourism to the benefit of 'traditional owners' (intellectual property, land rights, cultural heritage assets) especially of indigenous peoples and groups.

In the name of cultural tourism, and for want of a better term we will be using 'Aboriginal Taiwan' throughout the discussion, obviously for good reasons as follows. The term 'cultural tourism' akin to 'cross-cultural tourism' generally emphasizes a segment of tourism that attracts a type of tourist who looks forward to a different culture, appreciates its multifaceted varieties, even to the extent of exploring its hidden history, archaeology, social customs and practices. Tourism planners refer to these tourists as 'allocentric' (appreciates variety, open-minded, crave deeper experience), not the usual urban tourists who are attracted to similar type of urban hotels and facilities they are used to (psychocentric). This follows the Psychographic Plog Model of Sheppard's (1999:172). Likewise, the concept of tourism, tagged 'Aboriginal Taiwan', seeks to appeal to the allocentric tourist who visits museums, cultural centres and cultural villages set up to portray the infinite beauty through costumes and social practices of their past. However, we do not dismiss the tourist that looks to both allocentric and psychocentric attractions.

When we mention 'Aboriginal Taiwan', we are referring to an original piece of prehistory as well as history that went back to about 15,000 years BP. That was when the Taiwan Island had just emerged from the Ice Age, being separated from Mainland China. As a result, the emergent reality saw flocks of people of Mainland China, especially the Mui or Miao tribes, the animals and their native hunting grounds, also had to be on opposite sides of the Taiwan Straits.

In China, these native tribes settled down in the predominantly Yangze Basin, later known as belonging to an archeological age called Daxi culture (See Figure 1). The Daxi culture is a rice-growing one that developed into the Chu kingdom (770-221BC). Meanwhile, in Taiwan, archaeological excavation at Depengken coast revealed artifacts of a fishing and maritime culture with connections to southern China as well as to the Japanese Yayoi and Jomon culture. However, after the defeat of the Chu Kingdom by the Qin dynasty in 223 BC, a second round of Miao diaspora begun. Some Austronesian Miao dispersed south into Yunnan, Laos and Vietnam, while others went east and southeast to the islands of Taiwan and Hainan. Thus some small communities in China and Taiwan existed since, albeit in separate localized cultures and torn histories.

Anthropologists and archaeologists believe that, though prehistoric settlers may have been original inhabitants, later-day migrations from the southern islands of the Malay world may have contributed significantly to this ethnic mix.

Of great interest is Bellwood's Express Train theory that described the hurried Austronesian dispersion from Taiwan, Philippines, Melanesia and the Pacific several thousands of years back. This theory generated much research in New Zealand. Chambers, a New Zealand scientist, initiated a DNA profile and linkage research to study the affinities between the Maoris and the Aborigines of Taiwan. On the other hand, a 'Slow Boat' theory of

Austronesian dispersal from the Malaysian-Indonesian area to the Pacific islands was also proposed. With this contestation of opinions with respect to Austronesian dispersal to the Pacific, a new debate is offered.

The following analysis, therefore, calls for a more pluralistic approach to generate interest in the past history of China, Taiwan and the Philippines as materials towards understanding wider cross-cultural and touristic concerns of the world.

THE CONCEPT OF `ABORIGINAL TAIWAN`

`Aboriginal Taiwan` seeks to elevate and customize a tourism niche that Taiwan has already explored to appeal to its neighbours. However, it has yet to tap the potentially overwhelming `Malay` tourism market in the south with its past Austronesian links.

The concept of `Aboriginal Taiwan` presupposes that the original prehistory and history of the island lie in the identity of its aboriginal people. A small window on these Neolithic settlements on the South China coast was first opened by Meachem and his friends in 1970 (Oppenheimer, 2001:62-77). The Neolithic settlements consist of tidal mud flats and mangrove swamps along the Hainan island and the Pearl river in the Chinese mainland bordering Taiwan. Meanwhile another researcher, Solheim, expounded the idea of a maritime trading network which he called Nusantao Culture. This culture associated trade with sea nomadism amongst coastal communities in the Andaman Sea, Gulf of Thailand, the South China Sea, Philippines and other island archipelagoes within the wider Malay-Polynesian world.

The term `Orang Laut` (sea gypsies)(<http://www.everyculture.com/East-Southeast-Asia/Sea-Nomads-of-the-Andaman.html>) can also conjure boat nomadism, where the people practice barter trading, contributing to the islands' and mainland economies. Their prehistorical role in connecting and diffusing culture like rice technologies, terrace mountain rice building, taro plants and pottery, housebuilding, traditional costumes had often been overlooked by modern-day historians, anthropologists as well as archaeologists. For example, the double-hull boat called catamaran, long associated with Austronesian culture, defines much of Filipino and Polynesian island culture since prehistory. Likewise a term `Nanhai` was a Chinese-concieved trading system practiced among the Malay islanders of the south. Thus archaeologists used the term `Nanhailand` to describe prehistoric (15,000 years BP) drowned settlements (Nusantao culture) from Hainan Island to the Pearl River. The Chinese were also keen to link these culture descriptions with Dapengken archaeological findings off the western coast of Taiwan, which they termed Dapengken Culture (see Figure 1).

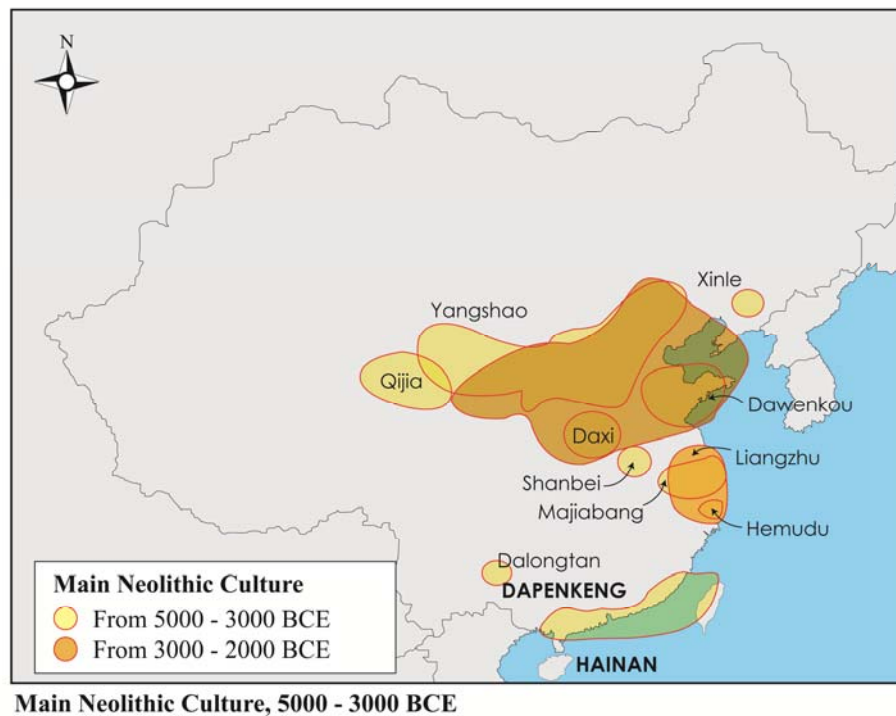


Figure 1: Taiwan's Dapenkeng Culture linking Coastal Mainland China
Source : Tanner (2010:19)

There are many Dapengken archaeological sites (Bellwood, 2009, 349-351) in Taiwan; namely the Pa-chia-t'sun (western Taiwan) sites of oyster shells, carbon 14 dated at 6,000 BP; the site at Nan-kuan-li (Tainan), consisting of stone barkcloth beaters, baked clay, spindle whorls, shell, knives, shell beads, dated 6,500 BP; and at the Nan-kuan-li as well as the Suo-kang (Penghu Island, off Taiwan Straits), of carbonized rice dated between 4,700- 4,300 BP.

Bellwood also believed that between 4,000 BP and 3,000 BP, there were links between Taiwan's pottery culture and other Melanesian culture as evidenced through radiocarbon chronology. Though there are still many gaps in knowledge of these prehistoric cultures, he believed the existing information is very significant (ibid: 357-8):

“ So we have hints of a dispersal scenario beginning with agricultural population in southern China, progressing through the development of maritime technology in Taiwan and the Philippines, and finally being propelled into the formerly unsettled island of the Pacific by the lure of untapped natural foods and by a culturally sanctioned and rewarded institution of lineage foundership. Austronesian language dispersal was one of the most clearly defined dispersals of great magnitude in world prehistory, of fundamental significance for understanding the structure of agricultural and language family dispersal in other parts of the world.”

Understanding the Austronesian cultural dispersal, and the concept of human prehistory, especially, is very recent indeed. The term 'prehistory' (Renfrew, 2007: 12) itself, is of recent coinage, that is in 1859. Therefore, we need to travel and unravel prehistory to understand the present for the sake of our interconnected heritage of the past.

Taiwan's prehistory of its Aborigines had been preserved in her museums and aboriginal reserves. The Taitung Museum of Prehistory, the Shung Ye Museum of Formosan Aborigines and Ketagalan Cultural Centre of Taipei, notwithstanding the Wulai (Taipei) and Sun Moon Lake Cultural Village of Central Taiwan, are worthy examples. Aboriginal Taiwan rubs well if we view heritage photographs (Figure 2, 3, 4, 5 and 6) as represented below.



*Figure 2: Rice Farming and Corded Pottery of Dapenkeng Culture
Source: Wang Sung Shan (2010:174,186)*

Similar fishing settlements can also be found along main water bodies in Taiwan, such as in the central Sun Moon Lake area, Nantou County (Figure 3).

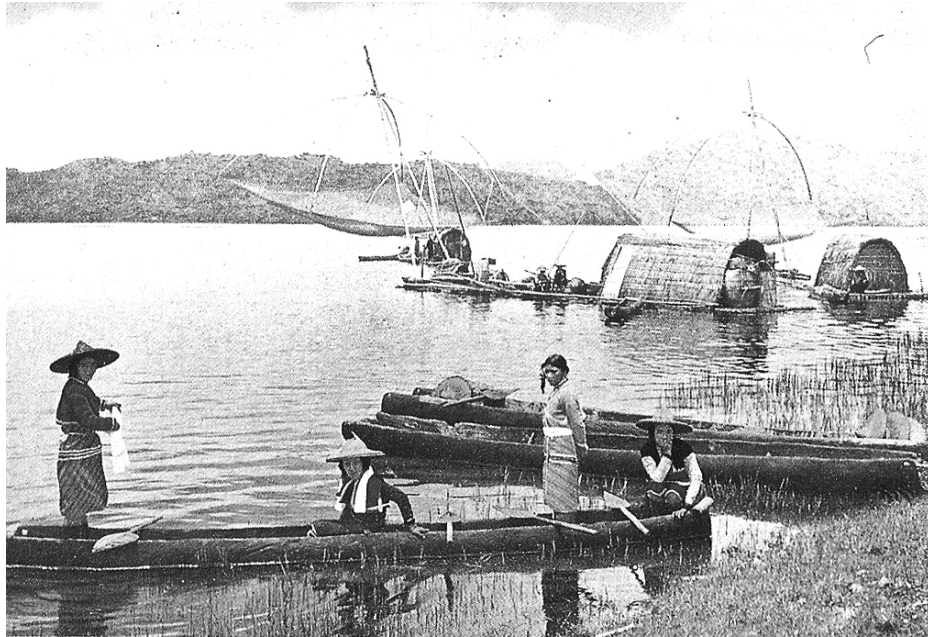


Figure 3: Fisherfolk on the Sun Moon Lake in Central Taiwan
Source: Wang Sung Shan (2010:62)



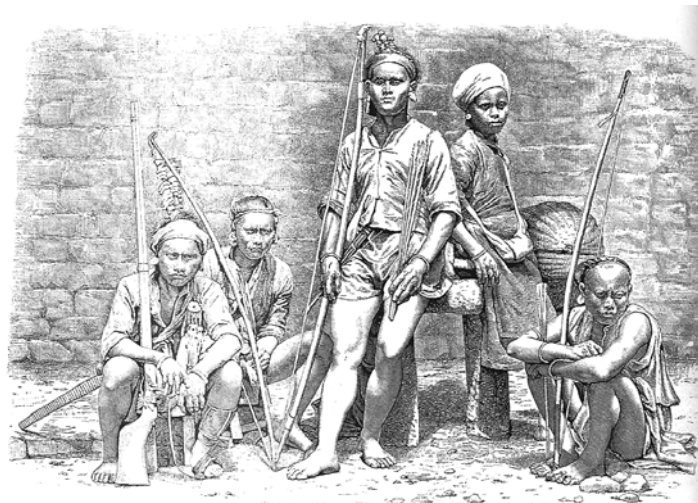
Figure 4: Interior House Activities of Fisherfolk in Taiwan
Source: Wang Sung Shan (2010:63)

Aboriginal Taiwan also consist of lush greenery, wild animals and plants. These natural environment provide a good harvest of deer meat, herbal food for hunter-gatherers.



*Figure 5: Hunter-Gatherers of Taiwan.
Source: Wang Sung Shan (2010:79)*

In the 20th century they were subjected to many political manipulations. As such they need to protect themselves against fellow tribes and Japanese colonizers.



*Figure 6: Tribal war preparations
Source: Aalsvoort (2002:176)*

The photographs seek to portray cultural communities of the Aborigines that capture the past vividly with its underlying values that transcend space and time. However, as time passed, values that were once sacred receded into oblivion and lost. Of special significance is how we conveniently put cultural constructions in neatly unilinear cultural evolutions (from hunter gathering to literate civilization)(Fagan, 1991); and that these values and constructions in turn forced us to recoup our past through artificially 'guilt institutions' like museums and cultural expositions. Aboriginal Taiwan offers much more.

Aboriginal Taiwan (Li, 2009:46-7) consists of about 20 Proto-Austronesian speaking groups about 5000 to 6000 years ago. In the last 200 years, nearly half of these had been extinct, while the remaining face the threat of extinction. This is not an altogether encouraging scenario. While cultural tourism all over the world helps island and remote regions sustain and thrive through commoditizing culture, Taiwan's assets remain almost untapped in comparison to the Australian Aborigines and Maoris of New Zealand. Tourism statistics of Taiwan prove likewise as the analysis in the later part of this paper testifies. These Aborigines have a very colourful past. However, they face social prejudice and political inaction imposed by Taiwan. Lately they emerged into the limelight only through historical antecedents as a result of Taiwan-China contentious relationship.

Aboriginal issues (Faure, 2009: 101-133) came to the fore when their island (Orchid Island) had been given for a nuclear waste dumping ground. Initially, the company tasked with this despicable job built factories and offer jobs to the natives. A long land lease was given. However, it was soon discovered that the factory buildings were merely built as a forefront. What transpired is that the natives had surrendered ownership of the land to the company based on allegedly forged documents. A legal dispute followed. This brought the Aboriginal issue into mainstream media. They enjoyed Taiwanese sympathy mixed up in a cocktail of environmental issues, anti-nuclear global concerns and native rights. Being jettisoned into this mode, their clamour for national attention took on a global issue concern, which Taiwan needs to address judiciously.

On yet another front, Taiwan's national attention and political prospect of reunion with China (like Hong Kong and Macau), then took a different turn. The contending politicians took the Aboriginal issue to disclaim China's right over Taiwan, giving the excuse that Taiwan had never been part of China, and that Taiwan had its own Aborigine's history as belonging to a vast Malay world to contend with. Bellwood's Austronesian research finding, too, supported Taiwan's position further. Thus, inspite of China's missiles being fired into the Taiwan Straits to frighten and determine the outcome of the elections, the election result was boosted in Taiwan's favour through the politicians' manipulation of the issue.

What emerged from this political fallout is that Aboriginal Taiwan factored these consequences. The greatest link and cultural asset that Taiwan tourism can market is its Austronesian heritage.

TAIWAN'S AUSTRONESIAN HERITAGE

In its prehistoric past, Sundaland had been very much written by Oppenheimer (2001), as its first Austronesian (Malay) civilization spanning the continent of Borneo, Indonesia, Philippines, Peninsula Malaysia, Hainan and Taiwan island. Some explorers and writers on drowned continents even focused on the Sunda Shelf and its earlier civilization as the Atlantis. Amongst its great exponents is Oppenheimer himself, who researched in ethnic communities with probable links through mitochondrial research proving that the Orang Asli (Indigenous Peoples) of Malaysia holds the key in explaining ethnic roots or origins of Asian communities in Asia.

Before the term 'Austronesia' came into current usage, Johanna Nichols (ibid:123-5), a comparative linguist, composed an epic comprising 7000 years of linguistics, which aptly described language and ethnic origins. Her study method is based on building family trees, from Ice Age glaciation times, to its spread of language groups especially in East Asia. While most scientists tend to believe the 'Out of Africa' theory, Nichols believed the people of the Malayo-Polynesian region were the earliest to colonise the New World (Americas). The amount of linguistic variety in Malayo-Polynesia proved it to be the fount of world culture, and not the Chinese and Indian continents, as hitherto believed.

According to Oppenheimer, Bellwood's 'Out of Taiwan' theory, that described the dispersion of the Malayo-Polynesian culture, is off-tangent. However, due to Taiwan's proclivities with its mainland neighbour, Bellwood's Express Train theory expounded in the 1980's, was well received as a political solution to the Taiwanese dilemma (*Taiwan wenti.*)

Bellwood hypothesised (Figure 7) the dispersion through studies of the spread of language and culture. Group dispersion from Taiwan was about 3000 years ago, the Philippines (2000 years), Melanesia (1500 years), and subsequently to Polynesia and New Zealand (between 500 -300 years later).

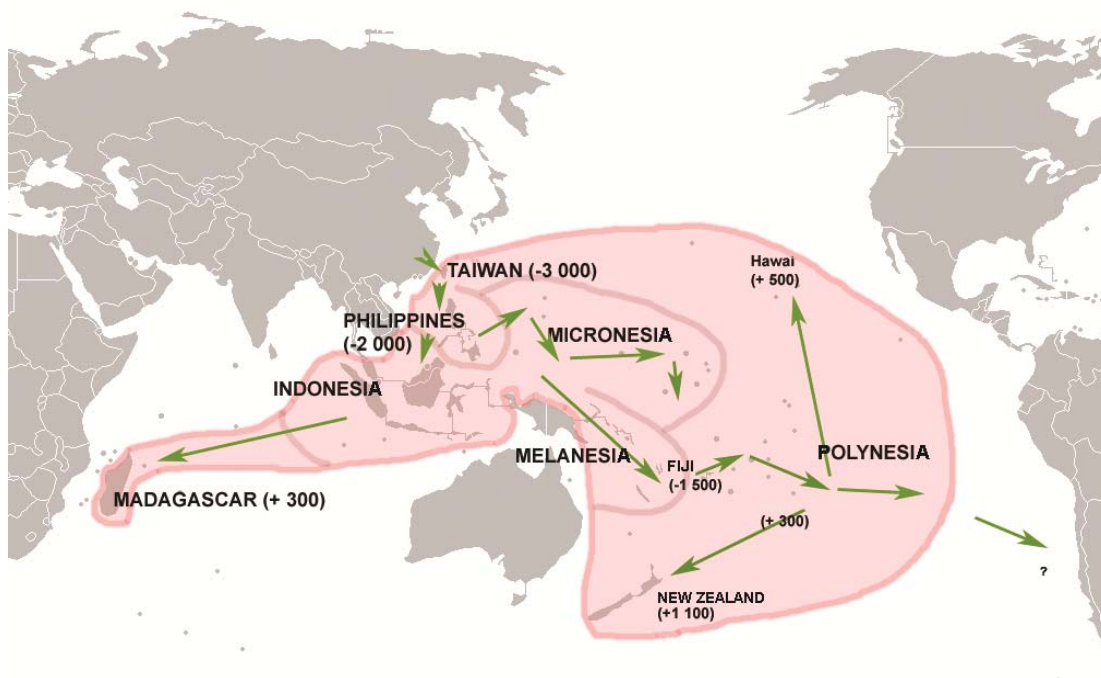


Figure 7: The Austronesian Dispersion Spread

Source: <http://upload.wikimedia.org/wikipedia/commons/a/a7/Migrations-astronesiennes.png>

The Bellwood hypothesis was not well received. Oppenheimer was the foremost to propound a more acceptable theory, that is, the Malaysian-Indonesian region, was the centre and home to the varied language and ethnic groups of Austronesia.

MALAY-INDONESIAN-POLYNESIAN LINGUISTIC MEMORY

In the Malay World the term *'benua'* had a widespread linguistic connotation as an 'upper' or 'northerly region'. For most Malaysians and Indonesians, the Chinese mainland (inclusive of Taiwan), is perceived to be their mystic homeland (*benua*) variously put together as remote Yunnan or any rice-growing mainland regions of the remote past. The world in the past is full of tribal groups that criss-crossed the region as ancient rice planters, mountain terrace builders, sea-nomads, sailors, wanderers in fleets of boats, trading and sometimes raiding. Consider the Miao and Dais of Xishuangbanna of China, the Ifugoas of the Banaue of the Central Cordillera of Northern Philippines, the catamaran fishermen in the Mollucas; the Austronesian linguistic stock had been widespread. The Malays of Malaysia, especially, viewed that they were once descended and migrated to Malaysia through a Proto-Malay tribe. On a less remote past, a new wave of Deutro-Malays came down from the same region of the *'benua'*. In these migratory times, the islands of Taiwan, Philippines, Borneo, Malaysia and Indonesia acted like 'bridges' to their final destinations in the South China Seas and the Pacific Ocean.

While the above discussion sounds like an 'Out of Taiwan' theory, Oppenheimer's 'Out of Africa' theory assumes that the Malay ethnic groups, beginning in the Malay heartland of Borneo (through Philippines) and the Malay Peninsula (through Thailand, Cambodia, Vietnam) provide an upward push, an alternative view of early colonization of Hainan, Taiwan and the Yangze river basin. In yet another angle, Austronesia homeland issue is couched in historical-linguistic term or 'Hawaiki regions' (*'Hawaiki Nui'*, *'Hawaiki-Pamamoa'* and *'Hawaiki Tapu'*) for in their sentimental connotation it simply refers to 'abundant rice-producing regions' (*'atia-te varinga nui'*) : which can mean Indonesian-Indochina-Taiwan/China region in that order. While there may be many counterviews in this debate, let us examine Taiwan's own perspective.

OVERVIEW ON TAIWAN'S ETHNOLOGICAL, LINGUISTIC AND ARCHAEOLOGICAL RESEARCH

The earliest anthropological research was done by the Japanese (Shimizu Jun, 2009:184), in 1897. That was on the Yami tribe of Botel Tobago (Orchid Island or Lan-y'u). Consequently a more systematic approach was done, which put the Taiwanese tribes into four historical periods, namely (a) the period under Dutch and Spanish control, (b) the period of Koxinga's rule (c) the Qing dynasty, and (d) the opposition against Japanese rule.



Figure 8: The Yami Tribe of Botel Tobago (Orchid Island)
Source:: <http://www.taiwandna.com/AborigineYamiPage.html>

After 1909, reports on the Atayal, Saisiyat, Paiwan, Bunun and Tsou were published. The report included their habitats, customary law, traditional manners and customs, family systems, social organizations, material culture and oral traditions. In 1928, the Taihoku Imperial University of Taiwan was founded, and since then researches gained momentum amongst the Japanese. As Taiwan proceeded to Chinese rule in 1945, the Chinese established the Department of Archaeology and Anthropology in 1949 to be manned by the Chinese. In 1955, the Institute of Ethnology was established. As a result, family, kinship and descent studies followed.

In the linguistic field, the aboriginal languages were recognised to belong to the Austronesian family similar to Bahasa Malaysia, Indonesia and Tagalog of the Philippines. The cluster of language group can be classified as belonging to those found in the 'plains' (*pingpu*) or the mountains (*gaoshan*). A linguistic plan of the Taiwanese aborigine is given below.

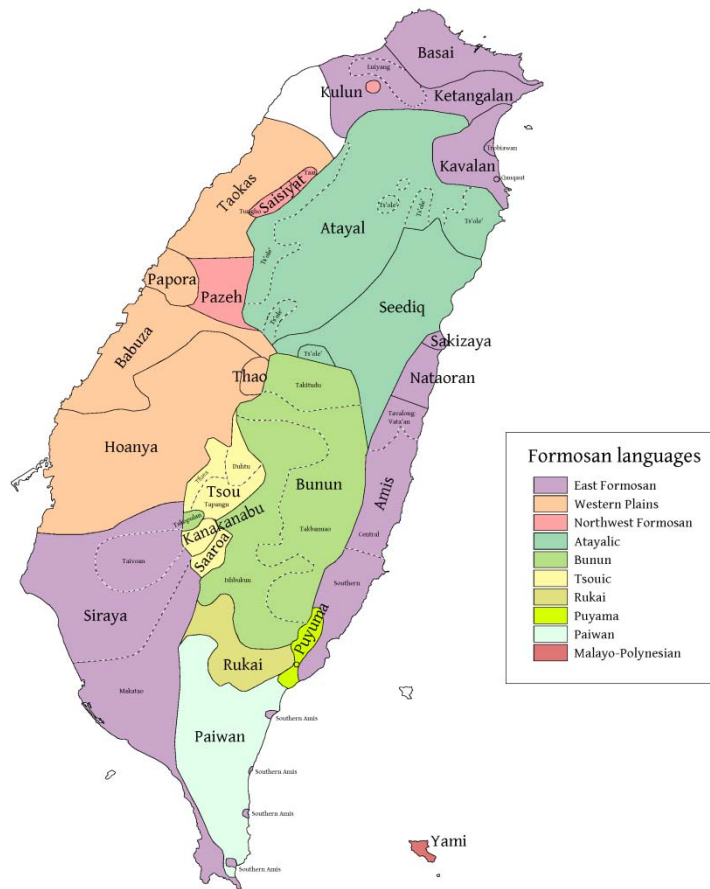


Figure 9: Language Map of Taiwan Aborigines

Many western linguists like Otto Dahl, Isidore Dyen, John Wolf, Tsuchida Shigeru, Robert Blust did great research on these languages, and the findings put Taiwan in the forefront of other language families as found in the Philippines, Malaysia, Indonesia and Melanesia.

In the field of archaeology (Nobayashi Atsushi, 2009: 323-335) 150 sites had been excavated so far. The first stage of discovery revealed shell middens, while the second stage was concerned with the study of megalithic structures along the east coast. Meanwhile, the third stage discoveries pointed that the Taiwan aborigines originated from the south. To be more specific, Tori, a Japanese archaeologist, found evidences of spearheads made from bone or slate, stones axes, stone rings, pottery, earthenware spindle and disks, all of which, in the words of Tori (ibid:325):

“ I cannot find any relation between the artifacts of Taiwan and those of Japan. It is certain that the stone age site was prehistoric, but we cannot conclude who left it, Malay, Negrito, or Papuan. We, however, found pottery and the group which left this was Malay origin.”

To provide added proof, we need verification from genetic research.

UNIQUE AUSTRONESIAN GENETIC RESEARCH

The first indicator for a genetic assumption or trail maybe gathered from anthropologists, linguists and archaeologists, but with the recent genetic research breakthroughs, more possibilities can be gleaned. Based on archeological and genetics findings, human population was suggested to experience a dramatic expansion in the last 100,000 years (Ding *et al.*, 2000).

Studies on the non-recombining genetic markers (mitochondrial DNA and Y-chromosome) have provided important insight of human colonization. The initial migration pattern of modern humans after their mass departure from Africa has been deduced using complete mtDNA genome sequence of ‘relict’ South East Asian populations (Macaulay *et al.*, 2005; Thangaraj *et al.*, 2005). The mitochondrial DNA variations observed in these isolated ‘relict’ populations supported the idea of single dispersal from Africa, most probably through a southern coastal route, via India into South East Asia and Australasia more than 50,000 years ago (Macaulay *et al.*, 2005).

On the other hand, the ‘Out of Taiwan’ hypothesis suggested that the present-day populations of Island Southeast Asia (ISEA) originate largely from a Neolithic expansion of the Austronesian speaking population from Taiwan, which has been driven by the rice agriculture around 4,000 years ago. This hypothesis is mostly supported by the archeological and linguistic evidence.

The “Slow Boat” model (Kayser *et al.*, 2000) was proposed for Polynesian origins which suggested that the Austronesian populations spread from East Asia (Taiwan), intermixed with people of coastal New Guinea and/or Island Melanesia and continue their expansion across the western and southern Pacific (Kayser *et al.*, 2008). Inconsistency genetic trail was somehow observed between the mtDNA and NRY ancestry and was proposed as sex biased due to intermixing of an Austronesian woman and a non-Austronesian man (Hage and Marck, 2003).

Melton *et al.* (1998) have shed some light on the expansion of Austronesian people in Asia. Their work was based on mtDNA and nuclear DNA (*Alu* insertion) variations and has provided useful information on the early scenario of Taiwan colonization. They estimated that during 6,000 to 4,000 B.C., Neolithic proto-Austronesian speakers spread from early centers of rice cultivation in central and south China and expanded to coastal China, across the Formosa Straits. Several waves of migration that occurred contributed to the genetic diversity observed today. The genetic variations described in this study support the hypothesis of i) common ancient origins for modern aboriginal Taiwanese population, ii) general long-term isolation of the Taiwanese from other Asian populations, iii) derivation of Taiwanese mtDNAs from a diverse gene pool with roots in mainland central or southern Asia and iv) tribal separations in historic time as suggested by the *Alu* data and supported by their great differences of cultural activity. Figure 10 shows an un-rooted neighbor-joining tree for the *Alu* insertion frequencies. The bootstrap values indicated the reasonable support for this relationship. The Ami was shown to be very close to the Filipinos (bootstrap value of 97), suggesting some gene flow had occurred between the Ami and the Filipinos.

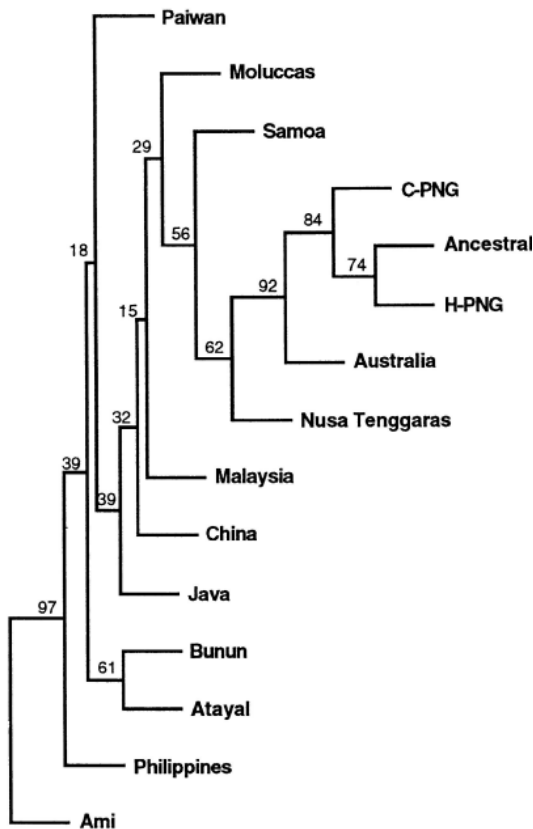


Figure 10: Neighbour-joining tree (based on matrix of Nei standard genetic distances) for Taiwanese aboriginals and several Asian population for eight Alu insertion polymorphisms (Melton et al., 1998)

PACKAGING ABORIGINAL TAIWAN FOR MASS APPEAL

Before we come to evaluate Taiwan's potential in cultural tourism, we need to review Taiwan's current tourism profile.

Taiwan's Tourism Profile

Before we attempt to package 'Aboriginal Taiwan', we need to understand the geotourism environment adequately. As in Figure 11 below, Taiwan is well-placed to receive tourism arrivals from mainland China, Japan, Korea and Southeast Asia. Do these countries have a strong curiosity to view Aboriginal Taiwan as its likely tourism destination?

Similarly, is Aboriginal Taiwan visibly touristy enough for these countries, like the Maoris and the Australian Aborigines? Let us view the current tourist arrivals.



Figure 11. The Chinese World and the Southerly Malay World

A review (Ministry of Economic Affairs, 2008) of Taiwan's current competitiveness vis-à-vis other Asia-Pacific countries revealed that Taiwan ranked 52nd among the 130 countries evaluated worldwide, and rated a dismal 7th in Asia, behind Hong Kong, Singapore, Japan, Korea, Malaysia and Thailand. Foreign tourist numbers show that in 2006, China received 124.94 millions, Hong Kong 25.25 millions, Malaysia 17.55 millions, Singapore 9.75 millions, Japan 7.33 millions, South Korea 6.16 millions and Taiwan 3.5 millions. Even though there is an upward trend and increase in Taiwan's tourist arrivals as compared to figures in 2003 (2.25 millions), 2004 (2.95 millions) and 2005 (3.38 millions), Taiwan's tourism industry needs a good shot when compared to Malaysia (17.5 millions). A careful analysis reveals two glaring points: (a) the world tourism perception of Taiwan, being wholesomely 'Chinese' is eclipsed by Mainland China's dominance and (b) the majority of tourists are Oversea's Chinese (mainly from Hong Kong, Macau, Singapore) who may have had an affiliation to Taiwan due to being of the same race and culture. Taiwan's tourist arrivals in 2010 (Tourism Bureau Ministry of Transportation and Communications, (http://admin.taiwan.nettw/english/bulletin/news_show.asp?selno=2689)) are from Japan (93,183 or 22.2%), other countries (157,993 or 37.8%), Southeast Asia (78,482 or 18.7%), Hong Kong and Macao (58,967 or 14.1%).

What makes Taiwan stand out (Hicham Erraji, 2009:10) amongst tourists?

The Japanese noted Taiwan for its cuisine (70.5%). Likewise, Hong Kong /Macao tourists and Koreans rated cuisine (64.5% and 50.3% respectively); while Singaporeans and Malaysians chose scenery (76.6% and 68.6% respectively). No substantial data was given for other countries like Indonesia or Brunei for the simple reason they may have opted for China instead of Taiwan. The discussion above emphasizes 'Foody Taiwan' amongst

Japanese, Koreans and Chinese mainlanders; and 'scenery' amongst Malaysians and Singaporeans. Aboriginal Taiwan, therefore, does not figure much amongst Taiwan's tourists. The question : why?

Aboriginal Taiwan's potential

The potentialities of any given tourism product inherently lies in effective bundling tangible (products) and intangible (experiential) attributes associated with the brand to meet guests' need and wants.

In this light, Aboriginal Taiwan is effectively projected in tourism brochures and advertisement write-ups in Taiwan; but in Malaysia, only recently. The issue here is visibility. This constraint needs to be overcome.

Many tourist marketers in Taiwan posit Taiwanese tourism falls in the same category as other countries like Thailand, and a considerable number of Taiwanese like to visit Phuket for its cleanliness and cultural attractiveness. However Taiwanese policy-makers (Ministry of Economic Affairs, 2008:5) had been listing priorities in (a) developing event-oriented activities, (b) development of theme-based travels, (c) long-term stays and (d) medical tourism.

The top two policy strategies above actually, cited examples like “ *Taiwan Lantern Festival, various religious activities, indigenous tribes, traditional Hakka cultural activities, examples like Yilan International Children's Folklore and Folkgame Festival...*” The one aspect that had been strongly emphasized is termed 'Taiwanese Cultural Tours' meaning: “... *historical heritage sites (including colonial heritage sites and aboriginal culture villages, festivals , ...*”

The historical heritage sites of Penghu Island in the Taiwan Straits are well visited by foreign tourists, and the east coast Taroko Gorge, Sun Moon Lake of Nantou County, also had been well publicized. The photographs below were taken at the Aboriginal Cultural Village of Sun Moon Lake, Nantou County of Central Taiwan. The Sun Moon Lake area is home to the Thao, or Shao aborigines, having their villages in the mountains cultivated with betel palm (*pinang* in Malay).

Apparently betel nut chewing, an Austronesian practice, is considered an iconic status practiced by the Aboriginal and Chinese Hoklo. Its big business, attaining NT\$ 100 bn per year.



Figure 12: Ami dancers at Sun Moon Lake, Nantou County



Figure 13 : Yami tribesmen launching the boat ritual

Perhaps the least imagined and least publicized of Aboriginal Taiwan is to attract Indonesians and Malaysians, which can be a long-term well-packaged strategy to pander to the Austronesian heritage attraction. Currently, Malaysian tourists to Taiwan consist of mainly young Chinese couples on honeymoon tours, senior citizens and those with relatives working in Taiwan or married to Taiwanese. The Malay-Indonesian tourism market is neglected and needs :

- a) a well-packaged information blitz that builds on Austronesian heritage history and common ancestral heritage narrative link of these peoples,

- b) *information on Muslim food availability within Taiwan, so that tours can be arranged along such lines of preferences,*
- c) *Malay/Indonesian and English-speaking tour guides should be made available as 'Chinese Taiwan' hardly received tourists from the 'Malay-Indonesian' countries.*

CONCLUSION

At 3.5 million tourist arrivals in 2010, Taiwan needs a real boost in tourism marketing. The Japanese and Chinese tourist arrivals, though big by national standards, remain minimal in international competitiveness. Even though Aboriginal Taiwan had been a part of their overall marketing strategy policy-wise, it had been good on paper but short on building new markets amongst 'Malay' Southeast Asians. 'Malay' Southeast Asians, consisting of Bruneian, Malaysian and Indonesian visitors generally emphasized Muslim *halal* food availability. Aboriginal Taiwan, which consists of Aboriginal Presbyterian church-goers need to go beyond such religious line to collaborate with substantial Muslim Hui communities on the island. The Muslim restaurants and Aboriginal-ethnic souvenir business are very small indeed to entice tourists from Brunei, Malaysia and Indonesia. Unless and until such realization is forthcoming Aboriginal Taiwan remains to be a small captive market for Japanese/Chinese market, and in the process eliminating the 370-million population of Malay-Indonesian market forever.

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UNITY IN DIVERSITY: THE ROLE OF CULTURAL FESTIVAL AS A TOOL FOR HARMONIZING ETHNIC GROUPS IN MALAYSIA

Norhayati Zakaria, PhD, Suryati Abd. Shukor and Nor'Ain Hj Othman, PhD
Universiti Utara Malaysia, MALAYSIA
Universiti Teknologi MARA, MALAYSIA
yati@uum.edu.my

ABSTRACT

Cultural festivals provide a meeting point for various cultures and faiths to demonstrate tolerance, understanding, interaction, share knowledge, and celebrate life with joy through its many meaningful and memorable events. Malaysia is a multi-racial society where Malays, Chinese, and Indians live together, side by side. As a nation, Malaysia represents a successful example of unity in diversity where people learn to respect each others' beliefs, values, attitudes, and perceptions. Yet to maintain and sustain the unity and to overcome the cultural differences that people experience, it requires greater efforts not only from the society, but also from the government. In this respect, Malaysian government has invested millions of dollars to promote varied types of religious festival every year. For example, for the last three years, Malaysian government has promoted the concept of 'Open Day' which celebrated three different festivals such as Eid Mubarak, Chinese New Year, and Deepavali as a major event. These events provide opportunities for Malaysians to get first-hand exposures and education on the issues of diversity. However, it is not well understood whether festival is an effective tool to unite and harmonize these three different religious groups. The key question is to explore the rising challenges between the issues of unity vs. segregation among three unique ethnic groups. Therefore, this paper attempts to understand whether or not cultural festival is a strategic tool to create and develop a harmonious society in Malaysia.

Keywords: cultural, festival, ethnic, Malaysia

INTRODUCTION

Disability is an issue at the forefront of the social and political agenda for the most developed countries. Indeed, people with disabilities comprise a significant component of the population of any community, yet until now they were marginalized from community participation (Darcy & Harris, 2003). However, society's approach is changing to focus on the inclusion of disabled people and is embodied in legislation to promote equal opportunities, widening participation and anti-discrimination policies (Goodall et al, 2004).

In Malaysia, the Department of Social Welfare encourages people with disabilities to come forward and register with the department in order to help the department to monitor and aid their special needs. The department categorized disabilities into five categories, which are used in registering the disabled. The categories are multiple disabilities, people with impaired vision, hearing disability, physical impairment and learning difficulty (www.jkm.gov.my).

Recently, two new categories are added to the existing five that are speech disability and mental disability (<http://bernama.com>, access date 8/12/09). The two new categories were created after taking into account the feedback received from the various groups including government agencies, non-governmental organisations (NGOs) as well as the disabled people themselves who wanted a more comprehensive handicapped category to be introduced in line with the current requirements and definition adopted in the Persons With Disabilities Act 2008 (<http://bernama.com>, access date 8/12/09).

According to statistic from the Department of Social Welfare (www.jkm.gov.my, access date: 30/10/08), number of people with disabilities who registered to the department had seen an increase from 122,089 in 2002 to 220,250 in 2007. The increase number of people with disabilities had triggered the government to look at the establishment of an Act to ensure the rights of disabled people are being taken care of. In July 2008, after working for 6 years, the government finally announced the Persons with Disabilities Act 2008 and this is the first rights-based legislation for people with disabilities. The government hopes that the enforcement of the Act, people with disabilities will have equal opportunities to enjoy better public transport facilities, amenities and services as well as health, education, information, communication and technology, habilitation and re-habilitation, improved employment opportunities as well as sports, leisure and cultural life (www.thestar.com.my, access date: 30/10/08).

At present, many destinations use events as one of their major tourism attractions. According to Allen et al (2005), these tourism events bring in huge tourist dollars and a strong sense of local pride and international recognition to the host countries. Indeed, major events are perceived to have the ability to bring economic benefits through tourism promotion, increased visitor expenditure and job creation (Allen et al, 2008). Apart from economic benefits, there are also other benefits, which can be derived from organizing tourism events such as social, environmental as well as technology. An example of positive social benefits is through organizing a cultural event. Cultural events provide a meeting point for various cultures and faiths to demonstrate tolerance, understanding, interaction, share knowledge, and celebrate life with joy through its many meaningful and memorable events. However, in our enthusiasm organizing major events and festivals, we unintentionally pay no attention to a special group of people who are not less important but less being highlighted about. These groups of people are people with disabilities and their number is increasing every year.

Many of the obstacles encountered by people with disabilities are generated by societal attitudes (Antonak and Livneh, 2000). This minority group is being discriminated against and hence limits their opportunities to take part in any events organized by any government or non-governmental bodies. According to Darcy and Harris (2003), the way that built and social environments are often constructed serves to restrict access of this group to a wide range of activities and hence compromise their rights as citizens. Therefore the challenge is to provide interesting, meaningful experience and memories for all including people with disabilities through a barrier-free events. However to organize a barrier-free events are not simple as the venue must be fully equipped with facilities that can cater for those special needs. In Australia, mega events such as the Sydney 2000 Olympics and Paralympics Games incorporated disability and access issues into the event planning and operations process (Darcy and Harris, 2003). Latest example would be the Beijing 2008 Olympic and Paralympics Games preparation prior to the mega events. Buildings and facilities are built

with consideration on the needs of disabled where more than 200 lifts and escalators were installed in Paralympics venues, 329 disabled-access toilets have been set up citywide, and 1,542-kilometres of guide paths for the visually impaired on 880 of the city's major streets and the list goes on (www.china.org.cn/paralympics). By having the state of the art facilities, China is now seen as a modern and barrier free country for people with disabilities thus giving China a competitive advantage as a major tourist destination in Southeast Asia.

In essence, this paper attempts to explore event organisers attitude towards disabled attendees for the development of a barrier-free tourism events in Malaysia. Event organisers will also include government bodies that are involved directly or indirectly in organizing tourism events. Therefore, the objective of this paper is to explore factors that influence the attitude of event organisers towards disabled attendees.

ISSUES ON DISABILITY ATTENDING EVENTS

Events tend to be more focused on attracting visitors for business and special interest purposes (Veres et al, 2008). Visitors for business may extend their stay to participate with tours or events in the destination. Special interest events such as sports events, cultural events and others might attract certain group of people to arrange their travel plan according to the events schedule. As for people with disabilities, apart from the considering places of interest and events that they can engage themselves with, they also have to consider whether the place they are going to visit is disabled friendly. Crucial questions need to be considered such as:

- a) *Are the destinations and attractions disabled friendly?*
- b) *Are the accommodations facilitate the disabled guests?*
- c) *Are the transportation services provide for disabled passengers?*
- d) *Are the services offered taking into account the special needs of people with disabilities?*

In the light of these problems, pertinent questions about the facilities in the country need to be addressed. It is vital to look from the perspective of the events organizer or the service providers as well as the government. Questions on knowledge of disability or even awareness among the providers are vital to be taken into account, for example:

- a) *Do they have adequate knowledge of disability in order to ensure the events they are organizing are barrier-free?*
- b) *Does event organisers give attention to disabled attendees in their planning process?*
- c) *Do they aware of the special needs for people with disabilities?*
- d) *How do they measure up to the new challenges as other countries especially China since it has the competitive advantage after the paralympics games in 2008?*
- e) *Do they think there is a market potential in the event business if they include people with disabilities as their prospect attendees?*

Despite government and private sectors' effort to encourage tourists from all over the world and the locals to participate in such events, we, however, have a tendency to forget that there are groups of people who might not be able to participate and experience those meaningful and memorable events because of our ignorance in planning barrier-free events.

STUDIES ON ATTITUDE AND DISABILITY

Indeed, multiple definitions of disability exist. According to the World Health Organisation's (WHO's) International Classification of Functioning, Disability and Health (ICF, 2006), disability is defined as "the outcome or result of a complex relationship between an individual's health condition and personal factors, and the external factors that represent the circumstances in which the individual lives". Hence there are two major models to consider when addressing the construction of disability that are the medical model and social model. As for Malaysia, the newly established Act stated that "persons with disabilities" include those who have long term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society (Persons with Disabilities Act, 2008).

Conceptualizations of "normalcy" are the basis of the medical model (Oliver, 1990 cited in Darcy, 2002). The medical model of disability focuses on physical condition or pathology. As stated by Darcy (2002), medical model defines disability predominantly as a cause of disease, illness or trauma. Indeed, Darcy (2004) concurs that the medical model became the accepted paradigm amongst those groups historically working with people with disabilities, including the medical profession, therapists, social workers and the care workers.

On the contrary, the social model challenges the foundation of medical model. The social model focuses on environment and acknowledges that disabilities can be socially constructed based on time and place (WHO, 2002). Indeed, as Darcy (2002) maintains the social model of disability does not deny an individual's impairment but strongly states that the resultant disabilities are a product of socially constructed barriers that exclude or segregate people with impairments from participation in mainstream social activities. Indeed, it position disability firmly in the social, economic and political agendas rather than locating disability as the fault of an individual's body. Thus it is important to encourage attendees of an event among people with disabilities. However, in order to increase the number of attendees among this group, the event industry players need to cater their special needs and minimize the barriers of attending the events.

Indeed, many researches on disability stressed on disability awareness in their findings and outcomes of their research (ESCAP, 2000; Ikaputra and Sholihah, 2001; Yau et al, 2004). Whereas attitude according to Ajzen (1988 cited in Deal, 2006) be they positive or negative towards an attitude object, can be inferred from verbal or non-verbal responses towards the said object. These responses can be categorized as cognition (expression of belief about the attitude object or perceptual reactions to the attitude object), affect (expressions of feelings toward the attitude object or physiological reactions to the attitude object) and conation (expressions of behavioural intentions or overt behaviours with respect to the attitude object).

Most previous studies are focusing on travellers/tourists with disabilities (Israeli, 2002; Darcy, 2002, 2004; Yau et al, 2004; Daruwalla & Darcy, 2005). However, research on event organisers attitude towards disability is scarce (Darcy, 2004; Ozturk, Yayli & Yesiltas, 2008). A study which was conducted by Darcy and Harris (2003) was about how the event organisers can facilitate the involvement of people with disabilities in the conferences, festivals,

sporting, and other events that they conduct. They concluded that disability considerations appear not to be uppermost in the minds of Australian event managers at present. In addition, Ozturk et al (2008) shows that the Turkish tourism industry is not sufficiently prepared for the disabled customers market. They further concluded that the weaknesses of the industry are; 1) lack of support from governmental and non-governmental organizations; 2) transportation facilities seems to be one of the major barrier for the disabled to carry out their travel activities; 3) the environmental conditions also seen as a problem; 4) the quality of the personnel of tourism enterprises; and 5) although the architecture of hotels is not seen as a problem for disabled people, it contribute to the comfort and accessible for the disabled since only the service areas such as entrances, parking, lobby and reception areas are disabled friendly.

It is worth to mention that most research on attitude towards disabled people is by the librarians (Charles, 2005; Dequin, Schilling & Huang, 1988; Forrest, 2007). A study conducted by Charles (2005) indicated the importance of organising disability awareness training in libraries for the librarians to better serve everyone including people with disabilities. Dequin et al (1988) concurred that the finding in their study reveals three major factors influences attitude towards disabled which are gender, age and degree of contact. They found that women usually have more favourable attitudes toward disabled people than men; younger academic librarians tend to have more positive attitudes toward people with disabilities; and librarians who had some kind of contact with disabled people indicated a more positive attitude. However, one of the dimensions that are being measured i.e. level of information shows that having more information on disabled people does not automatically affect a person's attitude towards a positive direction.

Indeed, other studies indicated that factors that have been found to influence people's attitude toward the disabled people are prior contact with people with disabilities, university training, professional practices and ethnic background (Gething, 1992 cited in Chan C.C.H et al, 2002). These studies suggest people who had prior contact with people with disabilities gained precise information about the disability itself and seemed to be more positive toward disabled people. Certainly, ethnic background also influences one's attitude towards disabled people. Nevertheless, if compared with findings from research by Dequin et al (1988), having information alone does not help the attitude to become positive, but had a prior contact with disabled people and having information about the disability will help the attitude to be more positive toward the disabled.

The discussion shows that it is important to include the disabled in any activities, which are being organised by government or public sectors. Disabled people or in this case attendees, have the rights to experience and enjoy the benefits that comes from attending events. Previous studies mostly focus on disabled travellers or tourists. Nonetheless, research on event organisers' attitude towards disability is limited (Darcy, 2004; Ozturk et al, 2008). There are prominent factors which are found in the discussion that influence the attitude towards disabled attendees which can be used and adopted for the purpose of this study.

IMPLICATIONS AND CONCLUSIONS

According to Jago and Shaw (1998), some attention is given to the impacts and outcomes of special events which consists some of these elements in tourism literature; increased visitation to a region; economic injection, increased employment, improvements of a destination's image, enhanced tourism development, ability to act as a catalyst for development; reduction of seasonal fluctuations or extension of the tourism season; animation of static attractions; and enhanced community pride.

By organizing events, host destinations are hoping to attract more tourists locally or internationally, to be known as a destination with certain image, which they are trying to portray through events and to gain significant economic benefits that will assist the development of the host countries. In addition, according to Derret (2004), events can be designed to contribute to a destination's attractiveness, to create dynamic ambience, services and entertainment. For many countries, events broaden the portfolio of activities for locals and visitors and may encourage greater spending and longer stay.

Besides, events become part of destination tourism strategies because they can bring in new money to the local economy (Derret 2004). Malaysia tourism industry is recognized as an important industry, where in 2008, the industry shows RM49.6 million in tourist receipts (www.motour.gov.my). The government had allocated RM200 million for tourism promotion alone in 2007. The increase of tourist arrival as well as the tourism receipts has given confidence to the government to pursue investing to the industry.

Moreover, events are also seen as a catalyst for development where venues or attractions will be equipped with facilities and amenities. Apart from the economic benefits the industry brings in, there are also some other benefits from perspectives such as socio-cultural, political, environmental, and technology. Showcasing the events will enhance community pride and expands the cultural perspective not only to the international visitors but also to local visitors. Furthermore, it will validate the community groups as well as assisting in revitalizing the traditions among future generations.

However, we tend to forget the minority groups who are being left out to sharing the knowledge as well as being part of the goodness derived from organizing events. It is not because their incapability, it is because our ignorance to plan and set up a barrier free events in order to get them to attend the events. As mentioned, events also acts as catalysts for destination development and owing to that, the government must look into upgrading the facilities as well as infrastructure to accommodate better people with disabilities.

In conclusion, as a developing country, Malaysia is recognized as one of the interesting tourist destination with a lot of tourism products to offer. By being an accessible destination for all as well as organizing a barrier free events, Malaysia will open it doors to a different market segments. As emphasized by Ray and Ryder (2003, cited in Ozturk et al, 2008), disabled people now constitute an important part of tourism market and therefore it is important for the event managers, decision makers in local and national governmental and non-governmental organizations in Malaysia to take steps in order to develop the market for the disabled people.

Indeed, event organisers play an important role to plan and develop a barrier free event. Event organisers in Malaysia must be prepared and aware of the needs and wants of people with disabilities. Before any of that can be achieved, their attitudes toward the disabled people need to be studied in order to determine their level of awareness as well as whether Malaysia is capable in organising events that are accessible for all type of people. Despite efforts taken by government to decrease the gap between the disabled and non-disabled people for example, PWD (Persons with Disabilities) Act, 2008, the implementer of the Act and in this case is the event organisers, must actively take part to make it happens.

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LOCAL COMMUNITY INVOLVEMENT AND PARTICIPATION TOWARDS THE SUSTAINABILITY OF HERITAGE TOURISM IN MALAYSIA: A CASE OF LEMBAH BUJANG, KEDAH, MALAYSIA

Zaharah Mohamed Rani & Nor'Ain Othman, PhD
Universiti Teknololgi MARA, MALAYSIA
zaharah.zmr@gmail.com

ABSTRACT

Amongst the richest and oldest archaeological area in Malaysia that increasingly gains popularity among the domestic and international tourist especially who has enthusiasm in heritage tourism is Lembah Bujang (Bujang Valley). The need for community involvement and participation in heritage tourism is not only for benefiting in term of economic and sociology; the attention should be given in preservation and conservation for the sake of future civilization. From the sustainability context, local community involvement and participation along with preservation of resources of the archeological site is important in sustaining the heritage tourism in Lembah Bujang. Thus this study embarks on the following objectives 1) to investigate the underlying factors that determines the local community involvement in benefiting heritage tourism opportunities, 2) to assess how the local community determines the sustainability of heritage tourism in Lembah Bujang, 3) to determine the challenges (threat, limitation, barriers and obstacle) of local community involvement in benefiting heritage tourism, and 4) to examine the mechanisms to encourage community in Bujang Valley to engage in heritage tourism opportunities. The concept of tourism can be developed to a better understanding on the culture and heritage of Bujang Valley as a tourism product in Malaysia. The study provides can assist the Ministry of Tourism and Tourism Malaysia to understand how local community involvement and participation can facilitate them in minimizing the cost of maintaining the historical site, as well as in the promotion and marketing of the product targeted to certain market segment. On the other hand, local communities will enjoy the benefits through income generation, employment and understand the importance in sustaining heritage tourism, in order to enhance their quality of life.

Keywords: customer behavior, tourism website, TAM, customer's intention and purchase intention, Lembah Bujang

INTRODUCTION

Tourism industry represents one of the profitable industries that contribute to the growth of the country economy. In Malaysia, this industry is increasingly important due to the influx of the tourist receipts, employment, foreign exchange and development of infrastructure and which will benefit to both local government and as well as residents. Tourism industry has rapidly developed and contributes to the Malaysia's economy (World Travel and Tourism Council (WTTC), 2002).

Tourism industry is known as the industry that offers diversity of products and services. Heritage tourism is one of the products offered by tourism industry in all over the world. Heritage tourism can be considered as the activities that engage with the history of the past, which can be experience by the present generation. Heritage tourism is the most important motives in tourism industry; due to it stimulates the pride of a country, and also a way of fathoming other cultures and norm.

Heritage demonstrates the identity and uniqueness of a community or country, which is valuable, and precious that can be share through tourism industry. Heritage plays an important role in connecting the present generation to the past (Badaruddin, 2005). It facilitates the present generation in discovering about the civilization and the history of the past apart from learning for education purposes. It may comprise archeological sites, and building which represents a community or a country.

Malaysia has many places that can be categorized as precious heritage site, which are able to magnetize tourist's attention. However, to date, there are only two prominent sites obtain recognition from the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the world heritage site, which are Georgetown and Malacca. The flock of tourist arrival in Georgetown is escalating since UNESCO declared George Town as the UNESCO World Heritage Site in 2007. Meanwhile, Malacca obtains the recognition from UNESCO as a prominent World Heritage Site since 7th July 2008. The recognition obtained from UNESCO assists the growth of heritage tourism in Malaysia in term of tourist arrival and receipts.

Apart from that, amongst the richest and oldest archaeological area in Malaysia that increasingly gains popularity among the domestic and international tourist especially who has enthusiasm in heritage tourism is Bujang Valley. This archaeological site that has become the most valued asset in tourism industry lies within Kuala Muda region in Kedah, which possess precious heritage assets. Salehaton et al, (2009) stated that there are three priceless characters in Bujang Valley, which are Archeological Heritage, Monument and Building Heritage, and Natural Heritage. They added, even though without having comprehensive plan for its direction, this archeological site had turned into attraction for tourism development. Moreover, Bujang Valley posses its own natural magnetism, fishermen and farmer life beat, which remain unchanged such in 1960s (Wan Salleh 2008).

In parallel context, Wan Salleh (2009) claimed that most tourists including domestic tourists did not know that Lembah Bujang posses the priceless treasure. He added that priceless treasure that can be seen including (artifact such as temple and other) which yet not fully explored and display. This area is potential to be the World Living Museum Heritage (Wan Salleh 2009). Therefore, owing to the potential of Bujang Valley as the oldest heritage sites in Malaysia, the issue of local community involvement is the focal point that needs to be focus on. Taking into consideration the potential of Bujang Valley as heritage tourism site, the efforts of the Kedah state, Ministry of Tourism, Ministry of Culture, Arts and Heritage in preserving and promoting the site is worthy. Regardless of the effort taken by the authorities in preservation of Bujang Valley as the priceless character, which enables the emergence of heritage tourism, yet the involvement of local community in term of benefiting the Bujang Valley as the heritage site is lacking.

Local Community Involvement & Participation + Preservation of Resources =
Sustainability of Heritage Tourism of Bujang Valley

Figure 1: Sustainability of Heritage Tourism of Bujang Valley

The need for community involvement and participation in heritage tourism is not only for benefiting in term of economic and sociology; the attention should be given in preservation and conservation for the sake of future civilization. The above figure condense that the local community involvement and participation along with preservation of resources of the archeological site is important in sustaining the heritage tourism in Bujang Valley. The issue of community involvement and participation is somehow important to the growth of tourism industry as in Malaysia this issue is being abandoned by many researchers. The effort from other successful world heritage sites should be the guidelines for related bodies in encouraging the community to jointly engage with them. Therefore, the need to study the local community involvement and participation is crucial in balancing the heritage tourism development and preservation of the priceless character while enhancing the sustainability heritage tourism in Bujang Valley.

PROBLEM STATEMENT

Technically, the involvement of local community and participation along with related bodies is crucial in making heritage tourism become more sustainable. One of the major reasons in getting all stakeholders to involve is the issue of originality and uniqueness of historical character that needs to be preserves effectively for the interest and significance of the future civilization. The effort from the responsible authority in historical preservation for the sake of heritage tourism opportunities are very encouraging however, it is insufficient. To make things worse, the involvement of local community is less, even though the demand for them to participate is high. Additionally, Ismail (2009) stated that the issue of local community involvement in heritage development is the most vital matter to be emphasis due to their involvement in this development will facilitate the successful of the industry.

Therefore, the need for local community involvement in ensuring the historical preservation for heritage tourism opportunities is extremely crucial. There are several problems in local communities involvement concerning to the heritage tourism in Bujang Valley that need to be overcome in order for the local community to gain benefits and opportunities from heritage tourism development. The issues are:

To date, very few studies have investigated the relation of local community involvement towards benefiting Bujang Valley as the heritage site. Most of the heritage studies in Malaysia focusing on the well-known and popular heritage sites such as Georgetown and Malacca. Therefore, the need of this study is tremendously crucial; in order to guide Kedah state government and other related bodies such as National Heritage Department, Tourism Ministry and others to fathom the behavior and attitude of local community involvement and participation in sustaining Bujang Valley as the heritage tourism site.

The main factor of low community involvement and participation in Bujang Valley is due to lack of collaboration and cooperation with responsible party. In tourism industry, collaboration is the core factor that determines the successful of a particular tourism products and services. Moreover, minimum exposure done by the local authorities such as Kedah state, Ministry of Tourism, Ministry of Culture, Arts and Heritage in educating and encouraging them to participate, which eventually can benefits in term of economic, and social.

Besides that, lack of knowledge and understanding pertaining to heritage tourism and how to manage the true potential of Bujang Valley results to low involvement and interest among the local community. Though, the issue of involvement and preservation in heritage tourism is obsolete, local community still unconscious about the importance of their contribution in heritage tourism towards their quality of life.

In addition, shifting in local community profile will either bring desirable impact, which is help to sustaining heritage tourism to Bujang Valley. Meanwhile the negative impact of the changes of local community profile will cause them to act apathetically towards the milieu that needed their attention. One of the negative impacts is that younger generation prefers to work with private and public sector rather than participating with the authorities to develop the site.

SIGNIFICANCE OF THE STUDY

This study, desires to develop a framework to recognize the local community involvement and participation in Bujang Valley towards sustaining heritage tourism. Even though, there are many studies on the heritage tourism in all aspect, yet there are few studies that focus on the relation of community involvement and participation with sustaining heritage tourism, particularly in Malaysia.

Prior studies provide understanding to the researcher, in producing high quality research. Therefore, the conceptualization of this study provides a framework that gives added understanding and it is useful for further studies. Theoretically, the findings of this study will provide a better understanding on the local community involvement and participation in sustaining tourism heritage.

Practically, this study provide magnificent significance to the responsible parties to understand how local community involvement and participation can facilitate them in minimizing the cost of maintaining the historical site and as well as in the promotion and marketing aspect. This in turn will boost the number of visitor to visit Bujang Valley as the most preferred heritage site. Furthermore, this study assists the related bodies such as Tourism Ministry to fathom the impact of local community involvement and participation towards heritage tourism in Malaysia, which can contribute to the development of the heritage tourism.

Realistically, this study provides tremendous significance to local community in facilitating them to fathom the importance in sustaining heritage tourism, which indirectly will enhance their quality of life. Moreover, this study also assists them in providing guidelines and

strategy to utilize Bujang Valley as heritage tourism site which able to provide distribution of income and employment.

LITERATURE REVIEW

Bujang Valley as Heritage Tourism Product

Heritage tourism is one of the tourism products, which usually recognized as the activities that engage with the history of the past, which can be experience by the present generation. Heritage tourism is the most important motives in tourism industry; due to it stimulates the pride of a country, and also a way of fathoming other cultures and norm.

Wan Salleh (2009) divulged that Bujang Valley is one of the richest archaeological areas in Malaysia that increasingly gains popularity among the domestic and international tourist especially that has enthusiasm in heritage. Bujang Valley is known as one of the largest archeology continuous endeavor in Malaysia (Mohd Arof 2009). This archaeological site lies within Kuala Muda region in Kedah, which possess precious heritage assets. Nik Hassan Shuhaimi, (1998), identified the prominent locations of archeological sites such as Sungai Mas Archaeological Project, Sungai Muda, Guar Kapah, Sungai Merbok, Pengkalan Bujang and Bujang Valley Archaeological Museum.

Previously, former ministry known as Ministry of Culture, Arts and Tourism has seen the potential of Bujang Valley to be the most popular tourism products that able to magnetize tourist locally and internationally. Ismail, (2009) revealed, in 1992 this ministry had emerged a national tourism policy plan pertaining to heritage tourism. He added, the plan was not implemented due to separation of the ministry.

Wan Salleh (2009) claimed that Bujang Valley has experienced rapid development due to excess demand on the industrial area from Penang and Seberang Perai. He added that the rapidity of Sungai Petani with the emergence of hotels and shopping centre able to convince local and international tourists to visit Bujang Valley. Ezlina et al, (2009) claimed that this strategic location could give a large impact for tourism sector if it is planned and package more efficiently.

Apart from archeological sites, Ismail, (2009) claimed Bujang Valley possesses several important natural attractions that should be focus and develop such as river, forest, including mangrove forest, mountain, traditional villages and paddy field. Wan Salleh (2009) added Bujang Valley posses its own natural magnetism, fishermen and farmer life beat, which remain unchanged such in 1960s. Additionally, Ismail (2009) stated the socio culture also should be promoted as the main attraction to visitor. Hence, he suggest that the development for tourism industry should be figured out including facilities to cater the influx of heritage tourist to Bujang Valley such as accommodation, transportation including road access, jetty, recreation place, restaurant and others.

Besides being one of the popular products for heritage tourism, Bujang Valley also could be categorized as the source of information and knowledge that can benefits to students and

researchers. Mohd Arof (2009) stated that scholars and national researchers formulated Bujang Valley as one of the exclusive heritage site ever found in Malaysia. Thus, Bujang Valley can be declared as the most important source of knowledge for current and future generations, as such it need comprehensive action in preservation apart making it as honey pot tourist destination.

Local Community Involvement and Participation in Heritage Tourism

Theoretically, local community is a group of people that live collectively in a particular area or place which share the same geographical area, ethnic, culture, and civilization. Local community may defined heritage tourism as stepping-stone to enhance their quality of life in presenting their architecture, archeological sites, and buildings and many more which in turn will benefit them in term of sociology and economic.

To ensure the success of any tourism product and services, the involvement of local community is one of the most important factors that need to be highlighted. Jones et al, (2007) posited that local community involvement is necessary for building cooperative arrangements between various interested groups, which allows for sharing of resources and ideas to improve efficiency and effectiveness of cultural heritage tourism development.

Scantlebury, (2003) claimed that the main goal of local community involvement initiatives is the improvement of the quality of life of the persons that belong to that community. Local community seen heritage tourism as their source to raise their standard of living, therefore, participating in developing the opportunities, may enhance their knowledge and information regarding their heritage tourism character. Additionally, Kala, (2008) stated that heritage is significant to different communities, group and individuals depending upon their value and attitudes and the nature of the heritage resource and is also significant in the future of further tourism development in the region.

Scantlebury, (2003) claimed that the involvement of the community in different ways which are community economic development and community development. He added community economic development sees the improvement in the quality of life of the community as being fundamentally an economic problem and as strives to improve the situation through job creation, economic restructuring, and revenue generation measures in other words, an economic solution. Whereas, in community development it relies on the community to identify the problem and to develop a solution that determines is appropriate and acceptable, which they development initiatives might create businesses that generate employment and generate revenue for the community (Scantlebury, 2003).

The success of community involvement in other prominent heritage sites in other countries should be the benchmark to encourage local community in Bujang Valley. Several prominent archeological sites in Asia such as Angkor Wat in Cambodia, Borobudur in Indonesia and Teracotta in China can be the guidelines for local authority to guide local community to participate in the preservation of Bujang Valley.

Angkor Wat is known as one of the unique heritage character. In heritage tourism landscape, Angkor Wat posses the priceless archeology site which able to magnetize tourist all over the

world. Koszler (n.d) stated that Angkor Park home to Cambodia's famous Angkor Wat temples, is situated within the Siem Reap Province and is home to some 112,000 residents who depend on the area's natural resources to survive. Khanal et al (2007) noted that Angkor Wat is one of the Eight Wonders of the World and also included in the United Nations heritage sites.

World Travel and Tourism Council (2009) stated that, in 2003 a non-profit organization was established, which called Heritage Watch dedicated to protecting Cambodia's cultural heritage and bringing tangible benefits to local communities through sustainable tourism practices. Back in 2007, a campaign was launched with the collaboration with Tourism Ministry called Heritage Friendly Tourism Campaign. WTTC (2009) stated that the campaign actively promotes sustainable tourism principles at national level while emphasizing the value of heritage sites and cultural traditions in Cambodia, whereby it brings together the private sector, NGOs, government and academia working together to make tourism more 'heritage friendly'.

The campaign recognizes and rewards businesses that give back to Cambodia and support its heritage, culture, art and local communities. The campaign also reaches out to tourists (both foreign and domestic), tour operators, local schools and universities and the broader Cambodian community to reinforce the importance of preserving Cambodia's culture and halting the destruction and looting of heritage sites (WTTC, 2009).

Many of the park's residents nearby Angkor Wat have benefited from the growth in tourism through income received by being employed in tourism service or tourism-driven construction industries (Koszler, n.d). Moreover, with that campaign local communities have the opportunity to establish tourism businesses at heritage sites to benefit their families and lessen dependence on subsistence farming (WTTC, 2009).

Meanwhile, Borobudur in Indonesia is popularly known as the world archeological site which posses the priceless Buddhist monuments. This area is directly benefiting the local community as many opportunities created from the flock of tourist arrival. Hampton (1999) stated Borobudur illustrates some of the main economic of the honey pots and the local community. He added that local community in Borobudur income stream from direct tourist expenditure on souvenirs, food and drink, local transport and accommodation, is more important

Moreover, Nuryanti (1996) as cited in Hampton (1999) stated, more than 75 percent of hawkers of souvenirs are from local community adjacent to the site. Hampton, (1999) noted that there is a high level of local components in these, such as locally produced food, prepared meals, drinks, and souvenirs. Products and services offered to tourists by these mainly local entrepreneurs are little different to what is on sale elsewhere in the area for local taste, for example, food and snacks are of local dishes, often simply wrapped in banana leaves (Hampton, 1999).

Despite the successful of community involvement in a particular products or services in tourism industry, there is still community which is unable to participate and involve, even though the demand is high. There are several underlying reasons why local community involvement in development of heritage tourism is fewer. Scheyvens, (2003) as cited in Cole

(2006) stated that lack of ownership, capital, skills, knowledge and resources all constrain the ability of communities to fully control their participation in tourism development. Therefore, the benefits should be emphasis in encouraging the local community involvement in heritage tourism. Chakravaty (2008) added that tourism should benefit host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices.

Economic Orientation in Heritage Tourism

Lankford & Howard, (1994) as cited in Aref et al., (2009) claimed that the main reason for the rising interest has been the increasing evidence that tourism can both have positive and negative impacts on local communities involved. Economically, tourism industry provides tremendous benefits to a country and its communities. It is due to the influx of tourist receipts, employment, foreign exchange and development of infrastructure. Kala (2008) declared that tourism is a major aspect of global economy, whether developed or developing, having opportunities to participate as hosts and guests, in this socio economic phenomenon. Jones et al, (2007) claimed that the development of tourism based on heritage is commonly perceived as a means to generate some economic activities. Tourism is a powerful economic development tool as it creates jobs, provides new business opportunities and strengthens local economies.

Cultural Heritage Tourism Organization (2009) found the following:

Linking tourism with heritage and culture can do more for local community economies rather than promoting them separately. That is basically the core idea in many cultural heritage tourism strategies: to save the heritage and culture, share it with visitors, and reap the economic benefits of tourism.

From the sustainability point of view, tourism with culture and heritage elements will offer a chance for sustainable economies for the local communities.

This is because heritage tourism can have a tremendous economic impact on local economies (Cultural Heritage Tourism Organization, 2009). Kala (2008) also noted that the primary economic benefits of tourism are generally regarded as: contribution to foreign exchange earning and balance of payments, the generation of employment and of income, the improvement of economic structures and the encouragement of the entrepreneurial activity.

Cultural Heritage Tourism Organization (2009) found the following:

A well-managed tourism program improves the quality of life as residents take advantage of the services and attractions tourism adds. It promotes community pride, which grows as people work together to develop a thriving tourist industry. Perhaps the biggest benefit of cultural heritage tourism is that opportunities increase for diversified economies, ways to prosper economically while holding on to the characteristics that make communities special.

Mason, (2003) as cited in Aref et al, (2009) stated that the economic impacts of tourism are the most widely researched impacts of tourism on community Economic impacts are easier to research in a local community because it is small and generally easier to assess. Ashe (2005) as cited in Aref et al, (2009) claimed that tourism could have positive economic effects on local economies, and a visible impact on national GDP growth. It can be also an essential

component for both community development and poverty reduction (Ashe, 2005). The economic impacts of tourism are therefore, generally perceived positively by the residents (Tatoglu et al., 2000).

RESEARCH DESIGN & METHODOLOGY

It is necessary to obtain accurate answers, results or information pertaining to the research under study. It is also essential to get trustworthy evidence that is relevant to the study. Basically, there are two types of data used in a research namely primary and secondary data. This study is of an explorative nature, thus qualitative and quantitative data will be used in collecting data for this study.

For the first phase, semi-structured interviews will be used. According to Hair et al., (2007), semi-structured interviews are where researchers are free to exercise their own initiative in following up an interviewee's answer to a question. The sampling that will be used is convenience sampling. Convenience sampling involves selecting of sample elements that are most readily available to participate in the study and who can provide the information required (Hair et al., 2007). The convenience samples are used because the respondents enable the researcher to complete a large number of interviews quickly and cost effectively.

The semi structured interview will be conducted with the local authorities who are responsible to develop Bujang Valley as a heritage tourism destination. Among the responsible party such as Tourism Kedah, and Ministry of Culture, Arts and Heritage apart from Institut Alam dan Tamadun Melayu,

In phase two, a structured questionnaire will be distributed to local community in Bujang Valley area in order to test the hypotheses. The questionnaire method used is self-completion questionnaire, which the respondent completes a questionnaire without the help of an interviewer (Hair et al., 2007). Population for this study will be the local community in Bujang valley areas such as villagers, students from nearby higher public institution (UiTM) and school children's, visitors and past visitors.

Secondary data is the data is readily available. This form of data includes past research, journals, books and magazines or newspaper articles. Secondary data may not be as detailed or as raw as the primary data, yet it still carries magnitude. Secondary data is useful principally in making comparison between the past and current situation. Other than that, multiple case studies pertaining to heritage tourism will be examined. Yin, (1989) cited in Lagrosen (2005) stated that this method does not allow traditional statistical generalization but analytical generalization may be possible when multiple cases support the same theory. Hair et al., (2007) stated the logic of conducting a case study is that in order to obtain a complete picture of the entire situation one must examine a real-life example thus; it enables to identify interactions between all the variables in a real-life setting.

PLANS FOR DATA ANALYSIS

Sekaran (2004), stated data analysis basically has three objectives: getting a feel for the data, testing the goodness of data and testing the hypotheses developed for the research. Hair et al,

(2007) stated quantitative data analysis involves one of the two approaches: (1) using descriptive statistic to obtain an understanding of the data, or (2) testing hypotheses using statistical tests.

In this study there will be several techniques such as univariate and multivariate to be use in analyzing the results obtain from the semi-structured interview and questionnaire. The most familiar application to be use is Statistical Package for Social Science (SPSS) and LISREL. The most appropriate technique will be use in this study is descriptive analysis. Descriptive statistics involve analyzing the different variables in quantitative terms. Other than that, t-test will be use to compare the both sites local community behavior in heritage tourism. According to Hair et al, (2007) t-test can be used to test a hypothesis stating that the means for the variables associated with two independent samples or groups will be the same.

Thereafter, structural equation model (SEM) will be adapted to analysis the theory of planned behavior model. Manzari (2008) noted SEM enables researcher to answer a set of interrelated research question in a single, systematic and comprehensive analysis by modeling the relationship among multiple and dependent construct simultaneously. He added this capability for simultaneous analysis differs greatly from most first generation regression models such as linear regression, ANOVA and MANOVA, which can analyze only

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CROSS CULTURAL TOURISM: ACCEPTANCE OF LOCAL RESIDENCE TOWARDS SYARIAH COMPLIANCE HOTEL IN MALAYSIA

*Yuni Aryanty Roslin & Nor'Ain Othman, PhD
Universiti Teknologi MARA (UiTM), MALAYSIA
ishamina86@yahoo.com*

ABSTRACT

There are few empirical studies that focus on Islamic compliance hotel in Malaysia however, with the fast growing emergence of the Islamic Tourism and Halal services demanded by tourists, there are the needs to discuss in depth on the issues of this concept in the hospitality and tourism development. The purpose of this paper is to examine the role of attitude toward the acceptance of Shari'ah Compliance Hotel in this multi racial society of Malaysia. The elements of attitude that has been tested are perception, knowledge and experience which are directly or indirectly influence the acceptance of the public within the Klang Valley towards the development of Shari'ah Compliance Hotel in Malaysia. The objectives of the study are (1) To investigate the relationship between perception and acceptance toward Shari'ah Compliance Hotel (2) To investigate the relationship between knowledge and acceptance toward Shari'ah Compliance Hotel and, (3) To investigate the relationship between experience and acceptance toward Shari'ah Compliance Hotel. This study applied quantitative approach and personal interviews in order to get the data from respondent. The relationship between attitude and acceptance has been tested by using the Spearman-Rank Correlation and Crosstab. The finding depicted that there are positive relationship between perception and knowledge toward Shari'ah Compliance Hotel in Malaysia. However, there is negative relationship between experiences toward Shari'ah Compliance in Malaysia. The results of the study will contribute to the academic knowledge and can benefit the hoteliers and other related agencies within the tourism industry.

Keywords: Shari'ah compliance, acceptance, tourism, cross culture

TOURISM AND HOTEL INDUSTRY IN MALAYSIA

According to Datuk Seri Dr Ng Yen Yen, Minister of Tourism during the Malaysia Tourism Awards 2008/2009, tourist arrivals last year were reach a record high of 23.65 million, an increase of 7.5 per cent over 2008 and generating about RM51 billion in tourism receipt. She said this success was not the result of chance but from carefully developed strategies, prudent investment, creative marketing and high quality product in which Malaysia has achieved the target of 19 million international tourist arrivals forecasted for 2009. In addition, the Prime Minister and also the Finance Minister allocated a total of RM899 million to boost the tourism industry this year (New Straits Times, Jan 2010).

Tourism industry is among the important industries which contribute large proportion of income for Malaysia. Eventhough encountering various obstacles along the way, the tourism

industry has remained resilient. It continues to be an important economic activity which benefits other business areas such as hospitality, transportation, retail trade, recreational and leisure facilities. Its resilience is largely attributed to the active participation of both the public and private sector undertaking energetic promotion and marketing strategy, diversifying target markets, as well as improving competitiveness of tourism products and services in order to sustain interest among tourists to Malaysia.

Shari'ah Compliance Hotel from International Perspectives

Islamic hotels are becoming increasingly popular with Muslims and non-Muslims alike for their quiet, family-friendly approach, and according to Mr Hani Lashin, Group General Manager of Al Jawhara Group of Hotel and Apartment in Dubai, Islamic hotel brands are springing up in the UAE and the Middle East with their developers citing the concept's popularity and nearly 100 percent occupancy from Muslim and non Muslim guest. Al-Jawhara comprises of Jawhara Gardens, Jawhara Apartments and Jawhara Metro, was the first company that operates as an Islamic hotel for 27 years ago and certified to international standards, and in accordance to Shari'ah Compliance (Aftab, 2008).

In addition to that, Albawaba (2008) reported that Landmark Hotel Management which is one of the UAE's leading hotel management companies has announced that it will be launching ten world-class Shari'ah-compliant hotels and serviced apartments in the UAE by the end of 2010. The move is in line with the company's strategy to cater to the increasing demand for Shari'ah-compliant projects in the Middle East. Six of the ten upcoming projects will be launched in Dubai, two in Abu Dhabi, a four-star hotel in Fujairah and one hotel in Jeddah, Saudi Arabia. All the projects will operate on Islamic principles, which mean that they are alcohol-free, serve Halal food, offer Islamic facilities and provide a percentage of their profit to charity.

With the fast growing and emergence of the Halal Tourism and Islamic Hotel or Shari'ah Compliance Hotel in the world tourism industry, there are needs to discuss in depth this concept particularly from the of hospitality and tourism development perspectives. This is especially applicable to Islamic countries that can provide the resources such as human capital, expertise and knowledge in Halal Tourism and Shari'ah Compliance Hotel. The resources perhaps did not come from the hotelier or the tourism operator itself but it comes from collaboration and partnership with other stakeholders to have a complete resources chain. The combination and integration of ideas among scholars and key stakeholders will produce practical implication to the community and bring benefit to the tourism industry. Furthermore, legal bodies or government also have their responsibility to formulate comprehensive legal guideline for the industry in order to standardize the implementation of Shari'ah Compliance Hotel. Therefore, the purpose of this study will investigate the elements of attitudes includes perception, knowledge and experience of Malaysian toward the Shari'ah Compliance Hotel.

Yusuf (2009) in his research defined Shari'ah Compliance Hotel as the hotel that is governed by Shari'ah standards which go beyond the concept of Dry and Islamic Hotels. The core value of such hotel follows Islamic perspective on everything; from cleaning to accounting practices. A Shari'ah Compliance business is different from other conventional business only

because of its business philosophy where Islamic principles are its unique selling point (USP). There are needs and demand for the Islamic Compliant Hotel operation since the number of tourist arrivals from Middle East increases especially after 11 September tragedy. Muslim travelers shift their destination of choice to the West Asia countries. There are few studies to gauge the demand for Islamic Tourism or Islamic Compliant Hotel especially in relation to fulfill the needs and expectation of Muslim tourist that come to Malaysia.

RESEARCH PROBLEM

Apart from that, there are criticized on the development of Shari'ah Compliance Hotel especially in term of its operation. For example, separate entrance for male and female can't be accepted and some of people might see it as gender discrimination. Besides that, the questions evoke when it comes to the profit of hotels when they want to comply with Shari'ah, whereby, the non Muslim might not stay at this hotels because Shari'ah Compliance Hotel do not provide alcohol and pork-based food meanwhile it is the sources of profit for hotels therefore it will diminish the portion of hotel's profit.

Besides that, in order for hotel to comply with Shari'ah they must have Halal Certificate from Jabatan Kemajuan Agama Islam Malaysia/ Department of Islamic Development Malaysia (JAKIM) meaning that hotels must obey all the requirement from JAKIM for example, hotels must separate the Halal kitchen and non Halal kitchen and Halal Certificate only will be given if the kitchen fulfill the requirement from JAKIM. Halal Certificate is a hot issue in this country lately, and people nowadays aware about the status of Halal for food outlet. However, there are only several hotels in Malaysia which have JAKIM's Halal Certificate this is because most of the five and four star are belong to outsider or international chain-affiliated, this hotels established for many years and have their own policy therefore it is difficult for them to apply JAKIM's Halal Certificate. Furthermore, it's involved high cost if the hotels must renovate their kitchen and separate all the cooking equipment in order to get JAKIM's Halal Certificate.

In addition to that, according to Datuk Hj. Mohd Ilyas Zainol Abidin (personal communication, Jun 23, 2010) late 80's and 90's Diploma in Hotel Management are not preferred by the students or their parents because bad perception that they have towards working at hotels. Working at hotel was associated with bad impression such as alcohol, prostitution, gambling and pork which prohibited by Islam. Besides that, there are high number of hospitality graduate migrate to other industry and this is supported by Barron (2008) in his research "the poor version rate from hospitality student to hospitality managers has already been highlighted and, coupled with the high levels of turnover and attrition common in the industry, the limited commitment, the requirement of constant praise and feedback, and the desire for new challenges will result in even fewer students deciding upon hospitality as career".

Moreover, Mohd Ilyas (2010) also stated that conventional hotels only allows back of the house's staff to wear the head scarf during working hour however in Shari'ah Compliance Hotel, ladies who wearing the head scarf able to work without being discriminated. The issues arise when some of the female hotel's staffs are not allowed to wearing their head scarf and this situation will influence their decision to work at hotel in fact they might prefer to work at

other organization. This is one of the factor contribute to the poor version rate from hospitality student to hospitality managers besides several other reasons why hospitality graduate shifted their working sector after they graduated. He also added that, last time many people are not aware about the future of tourism industry in Malaysia and even people are not focus on what they want and needs for example case of Shari'ah Compliance Hotel. More importantly, fifteen point four million of Malaysia's populations are Muslim (The third industrial master plan, 2006 - 2020) and Shari'ah Compliance Hotels basically offer products and services which in purpose to give convenience to this target market and welcomed others.

Hence, more comprehensive understanding of Islamic concepts and compliance need to be studied and evaluated especially in the hotels operation and its system. There are huge Muslim and non-Muslim tourists segment that need to be tapped globally by tourism businesses in Malaysia. This study will give a better understanding to hotel owners and developers in applying the concept of Shari'ah or Islamic Compliance towards hotel operation and management and also an appreciation towards the history of Islamic civilization, social structure, lifestyle and culture. Furthermore, the comfortable, enjoyment and feeling of safety and harmony amongst tourists are crucial especially in the hotel business and this added value can be offered by Shari'ah Compliance Hotel.

LITERATURE REVIEW

Attitude

Attitude expresses the perception of a person towards a human being, an object or a condition, which is developed by the person's experiences and defines his or her reactions, while knowledge is to know something by studying, exercise, education; it is the experience of things and wisdom, Chountoumadi and Pateraki, (1997). Attitude contains three parameters: emotions, knowledge and the way of acting and all three parameters can change, Joy et al., (2000); Soderhamn et al., (2001).

On the other hand, according to Getz, (1994) attitude is defined as mental states or dispositions, *'reinforced by perceptions and belief of reality, but are closely related to deeply held values and even to personality – unlike opinions, they do not change quickly*. Residents' attitudes are then recognized by tourism researchers as related to both the processes and outcomes of tourism development in certain destination (Lindberg and Johnson, 1997). Besides that, attitudes are generally thought to be part of the socialization process. Chubon (1992) broadly classify attitude formation into four major categories, behavioral, consistency, information integration, and function theory.

In addition, according to the Antonak and Livneh (2000) attitudes are regarded as latent or inferred psycho-social processes that lie dormant within one's self unless evoked by specific referents. Therefore, attitude is something that can be measured; this study is to investigate what is the attitude of people towards hotel in Malaysia. Because attitude are acquired through experience, predisposing one's responses to socio-cultural events and other people, the study of attitudes may shed light on the socialization process and the events contributing to it. It may, likewise, contribute to our understanding of prejudice formation as acquired through assimilation of values held by one's parents or peers. Finally, finding out what a person's

attitudes are towards a referent, in conjunction with knowledge of various situational and other personality variables, may aid the researcher in explaining and ultimately predicting the respondent's behavior towards the referent.

Acceptance

According to Williams and Mills (1986) cited in Sauter and Watson (2007) the term 'social acceptance' includes two concepts with potentially quite different understanding and approaches. 'Social' refers to the whole society and its different groups (Consumers, producers, etc). Acceptance can range between a rather passive consent and an active approval in form of an active involvement. This implies a very broad spectrum both in terms of the social groups considered and the degree of acceptance involved. There are many researches on public or society acceptance toward technology development for example, a study reviewing over 30 surveys of UK public attitudes toward energy technologies showed that public opinion in general supports investment in renewable energy technologies in terms of a passive consent, (McGowan and Sauter, 2005).

Again, based on McGowan and Sauter (2005), this acceptance however is questions when it comes to a more active form of acceptance in term of willingness to pay for a higher share of renewable. Same goes with hospitality industry, when some concept introduced by industry such as Green Tourism or Green Hotel then the question arise is whether public are willing to pay for that. However, in term of Shari'ah Compliance Hotel the acceptance of the public is more holistic because it involves religion and the personal belief. Ek, (2005) stated that it is important to differentiate between public and private attitudes because public preferences show moral values of citizens and not of private individuals, private attitudes or preferences reflect peoples' personal utility. In addition to that, according to Wustenhagen and Bilharz (2005) social acceptance can be defined in a number of different ways. Some view social acceptance as intention to use the product or services and measure it through willingness to pay, through increase awareness and long-term consequences of product or services use.

METHODOLOGY

This research was a descriptive one where it described the characteristics of the variables of interest which include factors of attitudes namely perception, experience, and knowledge of the respondent towards Shari'ah Compliance Hotel in Malaysia. The type of investigation applied was correlation with the intention to investigate whether perception, experience and knowledge of the respondents were associated with their attitude. The extent of researcher interference for the study was minimal because the researcher did not interfere with the normal activities of the respondents. Self-administered questionnaire was used for the study. In addition, study setting for the research was non-contrived where the research had been done in natural environment and work proceeds as usual. Unit of analysis for this research was individual where each of the respondents was treated as an individual or single unique data source. The time horizon for this study was cross-sectional where the data was gathered just once in order to answer the research question. The survey was carried out on July to September 2010.

FINDINGS

In this research, it has been found that there are positive relationship between perception and acceptance of the respondent toward Shari'ah Compliance Hotel. Additionally this research also indicated that there are positive relationship between knowledge and acceptance of the respondent toward Shari'ah Compliance Hotel in Malaysia. However, it was found that there are negative relationship between experience and acceptance toward Shari'ah Compliance Hotel. Based on literature, this is due to minimal number of hotels that comply with Shari'ah in Malaysia. Beside that, this study also revealed that male respondent is more likely to support the development of Shari'ah Compliance Hotel in Malaysia as compared to female respondent. Apart from that, level of education did not effect the knowledge of the respondents have about Shari'ah Compliance Hotel. Finally, this paper indicated that there is no significant difference between perception and age group of respondent. Beside that, personal interviews was also conducted and the result are as below.

Talk about challenges faced by JAKIM in implementing Halal Certificate for hotel, Rashidah, Assistant Director of Halal Hub Division, JAKIM stated that:

“JAKIM faced problem with most of the five and four star hotels in enforcing the Halal Certificate because most of them are franchised by oversea based in United States of America, Singapore or United Kingdom therefore there are difficulties for them to operate the business in accordance to Shari’ah because they have their own rules and standards.”

In term of guidelines for Shari’ah Compliance Hotel and JAKIM future planning, Rashidah added that:

“At this moment, JAKIM do not have legal guidelines for hotels to get Halal Certificate for one whole building but there is only a Halal guideline and certificate on Food and Beverage outlet and cosmetic. However, JAKIM nowadays is on the process to come out with the guideline for the dining room which is in accordance to Shari’ah.”

On top of that, CEO of De Palma Groups of Hotel also was interviewed and they are stressed on staff orientation program which personnel are trained not only in hotel business but also about religious knowledge. For Example, Ilyas, Group General Manager of De Palma Hotels stated that:

“Concept of working without neglecting religious activity is emphasis in De Palma Hotels. I emphasize on working while performing the Ibadah, and even on Friday the women staff are able to hear the prayer sermons via loudspeakers installed at several corners (of the hotel). Besides that, during orientation program, new staff will be explained about Shari’ah Compliance Hotel concept, Fardhu ain, Akhlak and work ethic and improvement to recite Surah Al-Fatihah. De Palma also provided weekly Tazkirah and Qiammulail twice per week. These programs are handling by three full-time imams and its open to guest as well as hotel’s personnel. This program is very crucial for De Palma because staff need to understand what the Shari’ah Compliance is and fundamental of Islam in order for De Palma achieved the vision”

Furthermore, based on personal interview with Ustazah Khairia Ismail, Deputy Head of Religious Advisor from CITU regarding the potential of Shari'ah Compliance Hotel in Malaysia, she stated that:

“Non-Muslims can follow any of the Islamic rules in their way of life such as avoid alcohol and pork but Muslims on the other hand have certain obligations where they cannot follow some of the non-Muslims’ lifestyles. Another example, Muslims are prohibited to invest or get profit from gambling, prostitution and immoral or illegal activities while the non-Muslims can use services provided by Muslims such as Islamic business concept, which is based on fair distribution of profit and contribution to the community. This is based on five purposes of Shari’ah (Maqasid al-Shari’ah) which is to protect the religion, life, intellect, generations (of human beings) and property. Hence, each person regardless of religion who follows Shari’ah Law would get the benefits under the purposes of Shari’ah (as mentioned above).”

CONCLUSIONS

Eventually, the main objectives of the research that is to investigate the relationship between three factors of attitude (perception, knowledge and experience) and acceptance toward Shari'ah Compliance Hotel had been achieved. In relation to that, Shari'ah Compliance Hotel might be seen as an ideal choice for certain people and concurrently be seen as impossible to be applied in Malaysia. Formulating the concept or law for hotel in Malaysia is easier said than done. This is because it involves obligation or responsibility to religion that must be fulfilled by the Muslims. It is not a trend as what matters the most is the Islamic value or the spiritual value of the concept, because Shari'ah is about God's Law and the barrier would be on formulating it without any problems of misinterpretation or misled.

Besides that, the phenomena of Shari'ah Compliance Hotels are based on Middle East countries whereby a majority of their citizens are Muslims. Therefore, in the context of our country Malaysia, there is a need for a thorough research to be done in order for local environment familiarization as our country is a multi-cultural, multi-race and multi-religion country. Nonetheless, it is possible for Muslim country to comply with Shari'ah Standard. Thus, positive perception, knowledge and experience need to be developed in the public's mind with regard to Shari'ah Compliance Hotel.

The sample of the research itself is one of the limitations of the study because a majority of the respondents consists of those who are Muslims and Malays. In respond to this, for future research, it is suggested that responses were also elicited from those who come from various races such as Indian, Chinese and others as well. Besides, due to time constrain the total number of respondents of this study might not sufficient enough in indicating the overall attitudes of Malaysians toward Shari'ah Compliance Hotel.

In addition, in terms of the instrument used, there's room for improvement, the researcher can give solid definition of term for their research in order to eliminate misunderstanding among respondents. Questionnaire can be said as 'heart' of the research because the respondents communicate through it unless the researcher used another technique to collect the data. Lastly, the time frame and cost were also limitations of this research.

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LINKING TOURISTS' PERCEPTIONS AND AWARENESS TOWARDS HERITAGE PRESERVATION IN TAIPING, PERAK

*Mohd Syarin Aman Ahmad Fuat, Azlan Supardi and Lim Lay Kian, PhD
Universiti Teknologi MARA, MALAYSIA*

ABSTRACT

There is least empirical study that linking tourist's perceptions and awareness. Therefore, this study been carried out to seek relationship between tourists' perceptions and awareness that focusing unto heritage preservation in Taiping. And this study was focusing on stimulus and personal factor of tourists' perception. Throughout the process, quantitative data collection method had been used to elicit the information. In gathering information, a self-administered questionnaire has been distributed to the tourists in Taiping town. The result from this study shows that there is a relationship between tourists' perception and awareness towards heritage preservation. Consequently, it is suggested that more active participation been given to tourists' to play a part in heritage preservation in a more positive integrated approach for the tourism sustainability.

Keywords: tourist, perception, awareness, heritage preservation.

THE RELATIONSHIP BETWEEN DESTINATION IMAGE AND BEHAVIORAL INTENTIONS TOWARDS LANGKAWI ISLAND, MALAYSIA

*Intan Nadira Abdullah and Lim Lay Kian, PhD
Universiti Teknologi MARA, MALAYSIA*

ABSTRACT

There is broad agreement among researchers regarding the influence of destination image on behavioral intentions. Therefore, the two components of destination image should be studied clearly to investigate the most influential factor of destination image components to tourist's behavioral intentions, in this case Langkawi Island, Malaysia. The data were analyzed and interpreted by using Pearson correlation and simple linear regression. Research outcomes showed that both cognitive and affective image component had significant impact on behavioral intentions towards Langkawi Island.

Keywords: destination image, behavioral intentions, cognitive image, affective image

INTRODUCTION

Destination image has become one of the dominant areas in tourism research. It began in the early 1970s, when Hunt's (1975) influential work examined the role of image in tourism development. Destination image can be described as an individual's overall perception or total set of impressions of a place as pointed out by Fakeye & Crompton (1991). Furthermore, Beerli & Martin (2004) indicated that, destination image is important for both marketing and the tourist decision making process. The image of a destination is created through a combination of what is communicated by the destination and what is understood by the tourist, who views the destination through filters of perception and emotional response. Other than that, Gibson, Qi & Zhang (2008) stated that destination image is linked to intent to travel, where it could assist to the increment of awareness level of a particular city or country, which in turn may provide the impetus to revisit and can be used to educate the world about a particular locale. Moreover, with the significance growth of tourism industry in Malaysia, it is important to understand the major contributor of tourists arrival to the destination.

From the total of 23.6 million tourists who visited Malaysia in year 2009, 3,846,529 domestic and foreign tourists visited state of Kedah (www.tourism.gov.my). According to Malaysia Hotel Guests Statistic 2009, Langkawi Island recorded the highest tourist arrivals in Kedah with approximately 1,763, 314 foreign tourists and a total of 1274, 574 domestic tourists. Langkawi Island has been nominated as the first UNESCO Global Geopark in South-East Asia because it fulfilled the criteria set by UNESCO such as having a large mangrove park, natural resources such as beaches, islands, and multi-racial culture (thestar.com.my). Other than that, Langkawi Island offering beautiful beaches, world-class infrastructure, ultra-cheap

duty-free shopping as well as fascinating myths and legends (www.tourism.gov.my). Thus, Langkawi Island has been chosen to be the centre of attention in this study of destination image. Perhaps by understanding the relationship between destination image and behavioral intentions, academicians and practitioners especially destination tourism managers would know better how to build up an attractive image and improve their marketing efforts in order to maximize their use of resources.

DESTINATION IMAGE

In tourism concept, destination image can be defined as a set of impressions perceived by a tourist about a particular place stated by Gallarza, Gil, & Calderon (2002). From marketing point of view, Lawson & Baud Bovy (1977) defined destination image as the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts of a person or group might have for a particular place. Hence, Baloglu & McCleary (1999) suggested that there are three types of image: perceptual/cognitive, affective, and overall image. Image also can be considered as tricky and difficult to be defined because in practice, image is composed of several elements that can go beyond the perceptions of any individual by Flavian, Tores, & Guilaniu (2004). The elements involved are considered to be the outcome of interactions among various experiences, impressions, beliefs, feelings, and fragments of knowledge that customers have about a particular destination as pointed out by Worcester (1997). Furthermore, image is considered as being a dynamic concept that changes during the consumers visit to a destination.

As a matter of fact, it was stated by Ahmed (1991) that image can gradually change during the tourist's visit, depending on the length of stay. Thus, this study aimed to analyze the effects of image built up by tourists during their holidays on their behavioral intentions, that is whether to return or otherwise. To be precise, image is important for a particular destination as it would reflect the general impression that the tourists have about the destination and it affects the individual's subjective perception and consequent behavior and destination choice by Baloglu & McCleary (1999). However, delivering positive image of a particular destination to tourists faced some difficulties since image is a true representation of what any given city or country has to offer the tourist and it becomes less important than the mere existence of the image in the mind of the person. Thus, Whyne-Hammond (1985) takes this idea further by stating that the perceptions of foreign countries and their inhabitants may be wildly inaccurate. Nevertheless, this situation has some sort of resolution as the image perception of tourists can be carefully projected and influenced by positive images portrayed through several marketing mechanisms. Additionally, Mercer (1971) stated that probing destination images is an immensely important exercise because action proceeds on the basis of such subjective reality. In relation to this, in order to measure destination image accurately, some researchers are focusing on what the components of the images are and how people structure their knowledge of destinations by Prebensen (2005).

COGNITIVE-AFFECTIVE AS COMPONENTS OF DESTINATION IMAGE

Pike & Ryan (2004) described that cognitive or perceptual image refers to the beliefs and knowledge individuals have with regard to the characteristics or attributes of a tourist destination. Factors that underlie in the cognitive structure of destination image are derived from tourist destination's attributes that correspond to the resources or attractions that a tourist

destination has at its disposal as stated by Stabler (1995). Affective image refers to the emotions or attachment individual has towards a destination by Kim & Richardson (2003) and overall image is a combination of the two. Specifically, as indicated by Baloglu & McCleary (1999), the cognitive and affective evaluations have a direct influence on the overall image. Coexistence of both components may explain in a better way the image that a tourist has of a destination and that it is not entirely determined by its physical properties by Baloglu & Brinberg (1997). This has been approved by Russell (1980) by indicated that, the information regarding the environment such as natural resources, general and tourist's infrastructure was firstly interpreted, and then the information gathered will be used to categorize the individual's emotional states. Thus, according to Beerli & Martin (2004) several studies have included both cognitive and affective attributes in the measurement of destination image.

Behavioral Intentions

Basically, behavioral intention and destination image are closely related. In tourism context, behavioral intention can be defined as the tourist's judgment about the likeliness to revisit the same destination or the willingness to recommend the destination to others by Tian-Cole et al., (2002). These intentions should be clearly indicated in-depth, in a way that, whether the consumer will continue with or leave the destination. The positive image of a destination has the power in influencing tourists as it serves as an endorser of positive future experience with the chosen destination, which leads to increasing the intention to visit the destination. The positive relationship between the destination image of a particular place and intention to visit the destinations has been confirmed repeatedly and it can be related to behavior as well as plays two important roles in behavior as pointed out by Lee et al, (2005).

Destination image would influence the choice of decision-making process and forms the after-decision-making behaviors which include participation (on-site experience), evaluation (satisfaction) and future behavioral intentions (intention to revisit and willingness to recommend). However, several previous studies neglected to recognize the influence of destination image on after-decision-making behaviors except for Bigne (2001) and Lee et al. (2005). The authors argued from the marketing perspective that individuals having a favorable destination image would perceive their on-site experiences (i.e. trip quality) positively, which in turn would lead to greater satisfaction levels and behavioral intentions. Also, numerous empirical studies have shown that the major antecedent affecting tourists' behavioral intentions are satisfaction, quality, and perceived value as stated by Petrick (2004). With regard to this, the study is eager to investigate whether destination image alone (without those antecedents) give significant impact towards tourist's behavioral intention on a particular destination.

Thus, the two hypotheses are as follows:

- H1. There is a significant relationship between cognitive image and behavioral intentions.
- H2. There is a significant relationship between affective image and behavioral intentions.

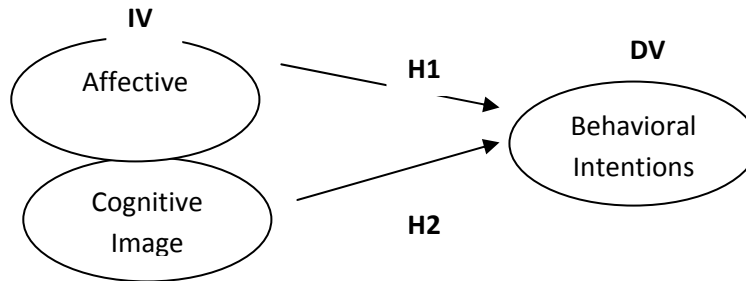


Figure 1: A theoretical model adopted from Chen and Tsai (2007)

RESEARCH METHODOLOGY AND RESULTS

The study has been carried out in Langkawi Island on August until September 2010 and there were a total of 144 returned questionnaires. Population sample comprised of international tourists who were visiting the island. Specifically, self-administered questionnaire by means of convenience sampling has been utilized for this study. In order to collect data from the target population, survey was conducted at the places that were accessible to reach the tourists, namely: Jetty of Kuala Perlis and other related tourist’s attraction places in Langkawi Island such as Dataran Lang, Cable Car and Pantai Chenang area. The questionnaires were collected on-site. The questionnaires were also dropped off at selected accommodations in Langkawi Island such as Meritus Pelangi Beach Resort, Malibest Resort and tourism information centre to ensure that a larger representation of the sample size could be reached. All the data have been analyzed and interpreted by using Pearson correlation and single linear regression. The result will be shown at Table 3.1 and Table 3.2. The reliability testing indicates the extent of the questions in the questionnaires as being error free or no bias and ensures the measurement of consistency. The value of Cronbach Alpha (α) was 0.875 and 0.931 for questions under cognitive and affective respectively (independent variables) 0.931 and 0.818 for behavioral intention (dependent variable).

No.	Construct	Cognitive	Affective	Behavioral Intentions
1	Cognitive	1		
2	Affective	0.845	1	
3	Behavioral Intentions	0.777	0.776	1

Table 3.1 Pearson Correlation Matrix for IV to DV

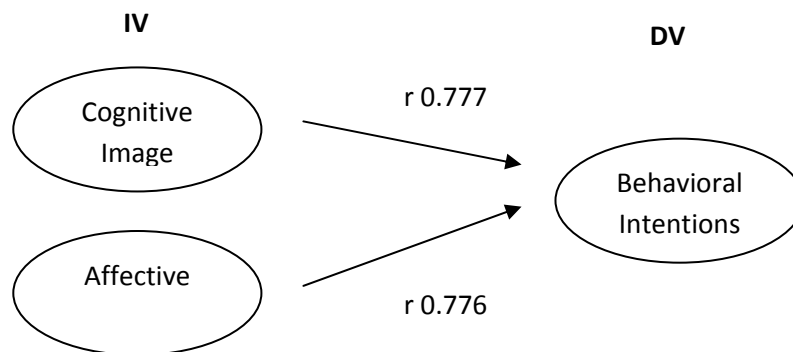


Figure 3.1 Result from Pearson correlation analysis

Items	R Square	Beta Value	Significant
Cognitive Image	0.603	1.031	.000
Affective Image	0.602	0.730	.000

Table 3.2 Single Linear Regression Result

Single Linear Regression analysis was conducted to see the most influencing factor of destination image components and the results showed that the R Square for cognitive image was 0.603 while R Square for affective image was 0.602. It showed that both components of destination image were important in giving influence towards behavioral intentions. It means that approximately 60% of the variance in behavioral intentions was explained by the independent variables. In this case, it can be concluded that both cognitive and affective image were important as influencing factors towards behavioral intentions.

CONCLUSION

The results of this research offer several important implications to academicians and practitioners especially in the tourism industry. The result indicated that even without the major antecedents of behavioral intentions such as satisfaction, perceived value and quality, the studies successfully showed that the destination image alone would stand by itself as to give positive influence towards tourist's behavioral intentions to Langkawi Island. Therefore, by studying this topic, the strengths and weaknesses of image in the individual's mind regarding a particular destination can be carefully analyzed as it would assist in boosting up positive destination image while giving valuable experience to the tourists that in turn would influence them to have positive behavioral intentions. The result of the study also reflects the statement from many past studies on destination image, indicating that to form images of a destination both cognitive and affective images are necessary to be inserted as a measurement of destination image by Beerli & Martin (2004). Consequently, in tourism research, images are more important rather than tangible resources and this is because perceptions, rather than reality are what motivates consumers whether to act or not to act as being pointed out by Guthrie & Gale (1991). The statement shows that the power of image of a destination can

influence individual to travel to the destination. Nevertheless, for more in-depth study, it is important to insert the major antecedents of behavioral intentions. It would bring some other important elements of the destination image theory to academicians as well as practitioners.

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ESTABLISHING DIMENSIONS OF COUNTRY ATTRACTIVENESS FOR CROSS-BORDER SECOND HOMES

Norliza Aminudin, PhD, Sofiah Abdul Rahman, PhD, and Nor'Ain Hj Othman, PhD
Universiti Teknologi MARA, MALAYSIA
norlizaaminudin@yahoo.co.uk

ABSTRACT

The main purpose of this paper is to establish the dimensions of country attractiveness for long-term tourism. The country's attractiveness is studied from the perspective of wanting to have a cross-border in the host country by the current working expatriates, their behavioural intentions. Base on the set of seventeen criteria of "touristic attractiveness" identified by Gearing, Swart and Var (1974) for short-term tourism, this study explores further for country attractiveness in long-term tourism, specifically in having a cross-border second home. An exploratory investigation, utilising a panel of expert is carried out in exhausting the dimension and elements of Malaysia's attractiveness as a host to cross-border second homes (CBSH). The findings, using structural equation modelling (SEM) utilising 398 respondents suggest that there are three dimensions of Malaysia's attractiveness as a host to (CBSH), known as climate and nature; value for money; and leisure activities. All three dimensions are significantly related to the overall satisfaction in living in the host country. Consequently, overall satisfaction has direct effect on behavioural intentions towards having CBSH in the host country. Based on the squared multiple-correlations, the relative magnitude of the country attractiveness dimensions towards having a CBSH is also established. Findings of the study provide a demonstration that dimensions found important in short-term tourism are still competitive in long-term tourism.

Keywords: Long-term tourism, short-term tourism, cross-border second home, country attractiveness, working expatriates and behavioural intentions.

INTRODUCTION

As one of the world's largest income-generating industries, tourism provides jobs for approximately 231 million people worldwide and generated 10.4 percent of world GDP in 2007 (World Travel and Tourism Council, 2008). This rapid growth brings new challenges to the industry due to the need to keep pace with demand expansion (Kent, 2008). In the case of Malaysia, according to the Ninth Malaysia Plan: 2006-2010 (2006), the industry provides employment and strengthens the services account of the balance of payments. The country's vast potential for tourism is being utilised, making the industry continues to be a key foreign exchange earner, contributing to growth, investment and employment as well as strengthening the services account of the balance of payments ("Ninth Malaysia Plan: 2006-2010," 2006).

In the era of globalisation, the country's tourism sector is following the evolution process of tourism, which saw people travelling not only for short-term but for a longer-term which Haug, Dann and Mehmetoglu (2007) termed as international tourism migration. It is where tourists increased the length of their stays in the host country. Compared to short-term tourism, wherein the number of international tourists fluctuates according to the home and host country riskiness, long-term tourists are more stable, providing steady economic contributions to the host country. Trailing the trend of long-term tourism, the Malaysian government has come up with a programme known as Malaysia My Second Home (MM2H), which invites qualified foreigners to have a second home here.

Local data has shown that an international second homer couple remitted approximately RM10,000 (USD2,702) per month (RM120,000/USD32,432 per year) into the host country (Davison, 2006). Thus, if the country housed 412,500 such couples, they would generate RM49.5 billion (USD12.3 billion), which is equivalent to Malaysia's total receipts from all of its tourism programmes in 2008. Although 412,500 couples far exceed the current target of 2,500 couples annually, the fact remains that an extra couple would contribute extra income to the domestic economy. Similarly, a reduced number of international second homers would mean reduced income for the host country.

Realising the potentials of the second homers, there is a need to understand what of this country that could *pull* foreigners to have a second home here. Some regions or destinations appear to be more successful than others in offering tourism activities and in attracting travellers (Formica 2005). Established host countries may find themselves already in the comfort zone, while newer players in the game like Malaysia will find that promoting the country as a second home will be a challenge. Malaysia is not only competing with the established market but with other ASEAN countries such as Thailand, the Philippines and Indonesia ("Malaysia My Second Home Programme under Threat" 2007). The information obtained in this study provides useful information that would enhanced the marketing programme of the MM2H programme, a programme that is promoting CBSH in Malaysia. The objective of the study is to identify and confirm the dimensions of country attractiveness for long-term tourism.

Despite being a small sector in the Malaysian tourism industry at the moment, it is expected that CBSH will have more demand due to both the *push* factor of society of origin and the *pull* factor of country attractiveness. Detail information is needed to serve customers who are more discriminating now since they are more educated, more sophisticated, more experienced from both their leisure and business travelling (Mayo & Jarvis, 1981). The current working expatriate is used as the sample for this study, as this niche group has been identified by past researches (Dixon, Murray & Gelatt, 2006; Haug et al., 2007; King & Patterson, 1998; King, Warnes & Williams, 2000; Williams & Hall, 2000; Williams et al., 2000) as potential second homers in their host country.

LITERATURE REVIEW

Historically, foreigners from the West first came to Malaysia, then known as the Malay Archipelago, some 500 years ago as conquerors. From that time until about 50 ago, their presence was not unusual to locals; however, the development of the spirit of national

independence created resentment towards foreigners among locals. The word *tourist* itself was unknown to the majority of the Malaysian population at that time. Now, 50 years after independence, with the development of the tourism industry and its enhanced contribution to the economy, the nation welcomes foreigners not only to visit the country but also to adopt Malaysia as their second home. A long-term tourism programme has been designed to encourage tourists are encouraged to stay in Malaysia for longer periods for the purpose of leisure.

Having a CBSH is a trade off between familiarity derived from home and the strangeness associated with living in a foreign country (Simmel, 1950), thus making decision is not easy and requires a long-term decision (Haug *et al.*, 2007). Modern tourism literature on second homes appeared in the 60s and 70s in western countries (Graburn & Jafari, 1991; Williams & Hall, 2000). One important publication on second homes in the 1970s was Coppock's (1977), *Second Homes: Curse or Blessing?* Following that work, there was a notable gap in scholarly writing on second homes. The topic regained its momentum in the 1980s and 1990s. This re-emergence can be attributed to several reasons, including the growth of second homes as retirement migration; the recognition given by governments to second homes' economic, social and environmental contributions to the host country; the development of significant policy issues around second homes as an economic tool; and the re-emergence of conflict between the local population and second home development (Hall & Muller, 2004).

Needless to say, as demand for second homes has risen significantly (Muller, 2002d), particular research areas have emerged within the general second home literature (Quinn, 2004). Ethnographic studies have examined factors pushing the second homers away from their home country, the relationship between second homers and the locals, and the economic and social contributions of second homers to local community, among other factors (Casado-Diaz, 1999; Haug *et al.*, 2007; Jaakson, 1986; Sheldon & Var, 1984).

CBSH is an extension of a lifestyle option of which tourism is the foundation. Jaakson (1986) and Quinn (2004) pointed out that literature on second home has proven the phenomenon of second home ownership has long been a part of modern tourism practices in advanced Western societies. Historically it used to be for the aristocrat (Nash 1979). In this part of the world where Malaysia belongs to, international second home is quite a recent phenomenon.

Mollman (2007) reported that countries in Southeast Asia outperformed other countries such as South Africa and Spain as a destination for CBSHs due to its low cost of living, including in terms of housing and medical care. Second homers are drawn by word-of-mouth, and incentives from regional governments have also increased the attractiveness of the region as a host for CBSHs.

There has been a great body of studies focusing on destination attractiveness for short-term tourism (Gearing, Swart & Var 1974; Var, Beck & Loftus 1977; Hu & Ritchie 1993; Formica & Uysal, 2006), however the current research depart from the mentioned studies by acquiring dimensions of country attractiveness for long-term tourism in having CBSH. The main objective of this research is to establish the dimensions of country attractiveness for long-term tourism.

RESEARCH METHOD

Data and Sample

The populations for the study are the working expatriates who held working pass permits issued by the Malaysian *Immigration Department*. They represent the white-collar foreign workers who earn more than RM3,000 and/or hold important posts in organisations (Malaysian Immigration Department, 2006). Their contact details were kept confidential by both the Malaysian Immigration Department and their respective embassies, putting a no list of the population element is available. Therefore, primary data was collected using a self-administered questionnaire, through two main methods; first, with the cooperation of the publisher of *The Expat* magazine, the questionnaires were inserted in the magazine and distributed to all its 5,000 members. The magazine is mainly subscribed by working expatriates. Secondly, through convenient sampling, the working expatriates were contacted in places where they were attending specific events.

The first method saw a census by distributing to all 5,000 subscribers of *The Expat* magazine. A total of 400 questionnaires were distributed through the second method. In total, 5,400 questionnaires were distributed and 403 were returned. The number was deemed sufficient for a population of an estimation of 39,700 working expatriates (“The Ninth Malaysian Plan 2006-2010”, 2006). This is according to Krejcie & Morgan’s table of sample sizes (1970, as cited in Sekaran, 2005). Furthermore, the current study applied the statistical technique of structural equation modelling (SEM) in data analysis, which in general requires a larger sample relative to other multivariate approaches (Hair et al., 2006). A minimum of five observations for each parameter is recommended, and a sample size of at least 200 and not exceeding 400 is considered adequate. The questionnaires were carried out over a period of four months (December, 2007 - March, 2008).

Questionnaire Design

In determining the salient dimensions and items to include in the study, an exploratory research was carried out. Other than literature review, panel of experts’ opinion was sought after. Experts’ opinions were usually based on observation and interaction with visitors (Liu & Au Yong, 1988), and they were usually involved professionally or academically with the tourist industry (Beerli & Martin, 2004). Their professional involvement and consistent participation in the area is likely to result in concrete knowledge of the information in question (Formica, 2005).

The backgrounds of the panel of 12 experts in this study were as follows: the Malaysian Ministry of Tourism (3); Tourism Malaysia (2); consultants for Malaysia My Second Home (MM2H) programme (2); academics (3); and second-homers who have been in the host country for more than 10 years (2). Half of the team members had prior relationships with the researcher, while the rest were newly contacted members for the purpose of this research. The experts were chosen based on a judgement sampling, whereby they were advantageously placed to provide the information required (Sekaran, 2005). These experts were solicited to provide their views on the attractiveness of Malaysia with regard to owning a CBSH.

After an initial verbal contact, semi-structured interviews were conducted with the experts based on a flexible agenda (Jennings, 2005). As a result, some items from literatures were retained; modified and new ones were added. The results were used to develop measures for the final questionnaire items. The initial 26 items in six dimensions resulted in 21 operationalised items in five dimensions, as shown in Table 1. Upon completion of the exploratory process, a structured questionnaire was designed, with item statements and 5-point Likert type response scale (from 1 – strongly disagree to 5 – strongly agree). Respondents were asked to rate how much they agreed with each item on the scale. The initial questionnaire was pre-tested with a limited convenience sample of 10 working expatriates to further refine the list of items. Additionally, since the majority of the questionnaire was distributed through *The Expat* magazine, a personal discussion with the publisher was conducted to determine the questionnaire's suitability. As a result, there was a minor refinement to the questionnaire prior to distribution. There were four parts in the questionnaire, the three constructs - country attractiveness, overall satisfaction and behavioural intentions toward ownership of CBSH, and the profile of sample.

Statistic Analysis

An empirical testing of country attractiveness model via structural equation modelling (SEM) using AMOS 17 was applied. Firstly, an exploratory factor analysis (EFA) was performed to check the dimensionality of the instrument before using confirmatory factor analysis (CFA) via SEM to establish a model for the manner in which the dimensions measure country attractiveness. The profile of respondents was examined by using the frequency analysis. The original data were purified, with items that performed poorly in terms of internal consistency of item-to-total correlations (those with positive and negative scores that were too high or too low) and violates the predicted factor structure were deleted as the items could be assumed not to fit appropriately into the scale and consequently could produce errors and an unreliable measure (Churchill, 1979). In analysing and purifying the scale, the study adhered to Churchill's (1979) suggestion to compute the internal consistency before proceeding to EFA. Following Hair et al. (2006), the cut-off point are item-to-total correlations below 0.50, and inter-item correlation below 0.30. The next diagnostic measure of internal consistency is the reliability coefficient, or Cronbach's alpha assessment, which measures how well the items in a set correlate to one another. The accepted lower limit of Cronbach's α is 0.70 (Hair et al., 2006), but a value as low as 0.5 can be accepted at a basic research level (Nunnally, 1967).

RESULTS AND DISCUSSION

The results of descriptive analysis for demographic information indicated that among the samples analysed, the majority of the respondents were from Europe (53 percent), followed by North America (20 percent), Australia and New Zealand (13 percent), Asia (11 percent), and Africa (3 percent). In the European group, 57 percent were from the U.K., and in the Asian group, 41 percent were from Japan. The age range of 51-60 years was the highest group of respondents (31 percent), and most of the respondents had been in the host country between 1-5 years (47 percent). Overall, 83 percent of the respondents were married.

When the current data were tested for internal consistency, two items (*cae9* and *cae14*) were dropped because they fell below the cut-off points. Then, EFA with varimax rotation was conducted to identify underlying dimensions of the country attractiveness scale. The derived

factors from EFA were treated as exogenous constructs in SEM of this study. EFA resulted in four dimensions for country attractiveness, labelled *government support* (4 items, $\alpha = 0.79$), *climate and nature* (4 items, $\alpha = 0.75$), *leisure activities* (3 items, $\alpha = 0.71$), and *value for money* (3 items, $\alpha = 0.76$). This initial purification exercise resulted in the deletion of five items from country attractiveness (*cae8*, *cae10*, *cae11*, *cae13* and *cae15*). The total variances were 61.34 percent. With the completion of EFA process, there was strong evidence of unidimensionality of all dimensions (Hair et al., 2006).

The number of items for each dimension of country attractiveness construct, with its descriptive statistics of mean, standard deviation, and inter-item correlations, including the factor loading based on EFA is shown in Table 2. The highest correlation value of an item with any other item in the construct is shown in bold. Based on the correlation coefficients, each item does correlate adequately with at least one other items in the construct ($0.3 < r < 0.9$).

The KMO value for each dimension is considered good, as evidenced by the following values: 0.722 (gsu), 0.753 (cna), 0.677 (lei), and 0.692 (vmo). A single factor was extracted for all four dimensions that explained more than 60 percent of the total variation of items involved: 62.3 percent (gsu), 67.6 percent (cna), 65.1 percent (lei), and 67.5 percent (vmo). The minimum factor loading values are 0.558 (gsu), 0.510 (cna), 0.619 (lei) and 0.532 (vmo).

The mean value for all the items from the four dimensions was more than 3, indicating a high level of agreement overall. The mean of the 14 items was saved according to the respective dimensions of government support, climate and nature, leisure activities and value for money, respectively. These were used for further analysis of CFA, starting with congeneric model of country attractiveness dimensions.

The CFA results indicate that the country attractiveness construct measure comprises a four-dimension structure, labelled *government support* (gsu), *climate and nature* (cna), *leisure activities* (lei), and *value for money* (vmo). The CFA results of each congeneric measure are detailed below. It is noted that the entire standardised loading is statistically significant (0.53-0.95) at $p = 0.000$ and a critical ratio ($t \geq \pm 2.58$); therefore, convergent validity is established. The GOF of each measure is shown in Table 3. The four purified congeneric measures were then incorporated as SEM for Country Attractiveness, shown in Figure 1. A CFA on the model was then performed to assess its overall fit and convergent validity. Convergent validity is assessed through its standardised loadings, which includes its significance (critical ratio), AVE, and reliability of CR and Cronbach's alpha (Table 4).

Table 4 showed that all critical ratios (t-values) were significantly greater than ± 2.58 , at $p < 0.01$. All standardised factor loadings (λ) and AVE were greater than 0.6 and 0.7 respectively. Therefore, the criterion for convergent validity was satisfied. In addition, reliability evaluation revealed that all Cronbach's alpha and CR exceeded the threshold value 0.7, which was above the cut-off point for this measure. This implies that the variance captured by the construct is greater than the variance accounted for by measurement error. The GOF indices suggest that the construct measure represents a satisfactory fit to the data and that the results of all the fit indices achieved the adequate fit. The chi-square value (χ^2) of the model is 84.720, $p=0.000$, and other fit indices are GFI=0.959, CFI=0.957 and RMSEA=0.066.

CONCLUSION

The present study shed some new lights on elements and dimensions that are considered importance in determining country attractiveness from the perspective of potential second homers, the working expatriates. As the literature review suggested, attractiveness in short-term tourism involved *touristic* elements, while long-term tourism involving second home combines both *touristic* and *home* elements. One of the dimensions that can be seen as decreasing in importance when comparing short and long-term tourism is the “natural factors” dimension. It was given the highest weightage in Gearing et al. (1974), and Turgut et al. (1977) studies, but was found to be less important compared to “safety” and “reliable government” in long-term tourism. Other than natural factors, other *touristic* elements that exist in both short and long-term tourism are sports, leisure and shopping facilities.

The proposal for future investigation is built upon the current findings and is identified in response to the limitations of the present study. The proposal concerns the demographic profile of the respondents. Because people of different geographic regions view attractiveness (Wells, 1982) and risk (Han, 2005) differently, country of origin would be an interesting subject for further investigation on the issue of having a CBSH. For example, tropical sunshine represents a draw for northwest Europeans but is probably not an important feature to those from tropical and Mediterranean areas (Wells, 1982). Wells noted that, except for Malaysia’s multi-ethnic population, other attractions such as recreation, food, excursions and shopping also exist in most other Southeast Asian nations. Therefore, even if the working expatriates from Southeast Asian nations discovered that Malaysia was attractive and less risky as a host for a second home, they may not intend to have a second home in Malaysia due to its close proximity to their country of origin.

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THE RELATIONSHIP BETWEEN DESTINATION PERCEPTION AND DESTINATION IMAGE AMONG LOCAL TRAVELERS IN PERAK

Mazlina Jamaludin and Nek Kamal Yeop Yunus, PhD
Sultan Azlan Shah Polytechnic, MALAYSIA
Sultan Idris Education University, MALAYSIA
mazlina@psas.edu.my

ABSTRACT

The objective of this research is to identify the destination perception of local travelers to the urban town in the state of Perak as a vacation destination. The destination perception variable consists of attractions, services, facilities, expenses, and hospitality against destination image. The investigated respondents comprises of 281 randomly selected local travelers that had been to five towns in Perak. Data collected were sorted out and analyzed using SPSS version 17.0. The result of the analysis showed that attraction, facilities, service, expenses and hospitality were significantly correlated with destination image in Perak. Multiple regression analysis found that the independent variable explained 61.8% of the variance in the destination image. It can be concluded that attractions contributed to the highest decision perception among the respondents to choose Perak as a vacation destination. Larger samples of respondent are recommended in future for better results and perhaps would yield exotic findings.

Keywords: destination image, destination perception, attraction, and hospitality.

CUSTOMER LOYALTY TO ECOTOURISM DESTINATION IN ENSURING REPEAT TOURIST: A CASE OF ENDAU ROMPIN NATIONAL PARK (ERNP), MALAYSIA

*Khairun Najiah Ahmad, Zuliah Abdul Hamid and Aziean Jamin
Universiti Teknologi MARA, MALAYSIA*

ABSTRACT

Ecotourism is a growing industry propelling economic growth and advancement in many developing countries, including Malaysia. Malaysia is blessed with natural resources that suit the need of most ecotourism activities. This study attempts to examine how customer loyalty will ensure repeat tourist to Endau Rompin National Park (ERNP). Loyalty and repeat tourist will become the key theme of this study as it will assist and most probably shift the direction of the park in delivering a quality product for tourist. This study will adapt the work by Ndubisi (2007). To complete this study, a self-administered questionnaire will be distributed and completed by 200 of Endau Rompin National Park's visitors. The findings of this study are expected to support that customer loyalty will encourage tourist to become a repeat tourist to the destination.

Keywords: ecotourism, loyalty, repeat, Endau Rompin National Park

INTRODUCTION

Ecotourism, the theme of this study is basically a term which is widely used today, but is rarely defined. It is often used interchangeably with other terms such as soft tourism, alternative tourism, responsible tourism and nature tourism. It is also interesting to note that most ecotourism appears to involve traveling to destinations in developing countries. Yet, one of the problems of defining ecotourism is that it varies depending on who you are. To some of the tourist, ecotourism is a fashionable, high status type of holiday that is often equated with quality tourism. For industry, ecotourism is a product which offers attractive profit margins and has a large and growing market.

Moreover, the concept of ecotourism is widely misunderstood, and in practice is often used as a marketing tool to promote tourism that is related to nature. Critics claim that ecotourism as practiced and abused often consists of placing a hotel in splendid landscape, to the detriment of the ecosystem. There are also concern that some operators are merely practicing "greenwashing" their operations; using the label of "ecotourism" and "green-friendly", while behaving in environmentally irresponsible ways.

Therefore, in understanding the concept of ecotourism and how the arrivals of eco visitors can be sustained, this study will identify the demographic and psychographic pattern of eco visitors to Malaysia. By this, the study looked at the visitors' satisfaction and perception towards ecotourism product in Malaysia which in this case looking at Endau Rompin National Park (henceforth known as ERNP); and to investigate whether their satisfaction will either

influence them to become a repeat tourist. By this, repeat tourist is the core of this study and as a result, it will promote the sustainability of the ecotourism site concern. In addition, this study assisted in identifying the need of visitors towards products and activities offered by the eco operators in the country the ecotourism potential in the country.

RATIONALE OF THE STUDY

There is no doubt that the tourism marketplace is becoming “greener”. With the increasing range and proliferation of new products in most markets, consumers are becoming more discerning about what they want and they are far more independent as well as curious about what is on offer to them.

Given the growth and changing nature of ecotourism, it would appear that in order to market successfully, operators will have to refocus their approaches to planning and communication strategies. That is, success cannot be measured by the number of people who visit the operation, but consideration must be given as to the customers’ levels of satisfaction and their likelihood of returning. The total experience, including their emotional wants of the guests, must be considered; not just their mere functional requirements.

It is therefore important for academics in the tourism field, to conduct a study that represents the status of ecotourism in Malaysia; the potential of ecotourism products in ensuring the incoming of repeating tourist that can support the sustainability of the ecotourism destination per se. The finding of the study will be very beneficial in managing the ecotourism products in the country as well as identifying the types of travel experience sought by the tourists who visits the ecotourism products in the country.

PROBLEM STATEMENT

ERNP is one of the nature destinations that attract eco visitors. In order to attract eco visitors to visit this park, it is crucial for the park to provide a better service. Better quality services offered will lead to tourist intention to visit for the first time as well as building customer loyalty for those who have been to the park.

Increasing visitor satisfaction and visitor retention generates more profits, positive word-of-mouth, and lower marketing expenditures (Reichheld 1996; Heskett et al. 1990). Achieving visitor satisfaction is one of important goals for most tourism service businesses and organizations today (Jones and Sasser 1995). Satisfaction is a visitor’s affective and evaluative response to the overall product or service experience (Oliver, 1997).

Meanwhile, repeat tourists are essential to any business and destination. Moreover, the tourists revisit has been recognized as one of the important indicators of corporate success in the marketing literature. These revisit tourists showed that they are loyal to the business or destination. By having tourists revisit, business organization can potentially reduce their marketing cost. This is because, an organization do not require an aggressive marketing to attract new customer. Repeat tourists themselves are the destination preset customer base and moreover they can help to market the product and services to other person especially their close family and friends. Thus, by utilizing the Ndubisi (2007) relation marketing and

customer loyalty research framework, ERNP could attract more tourists to visit and have intention to revisit this park again.

SIGNIFICANCE OF THE STUDY

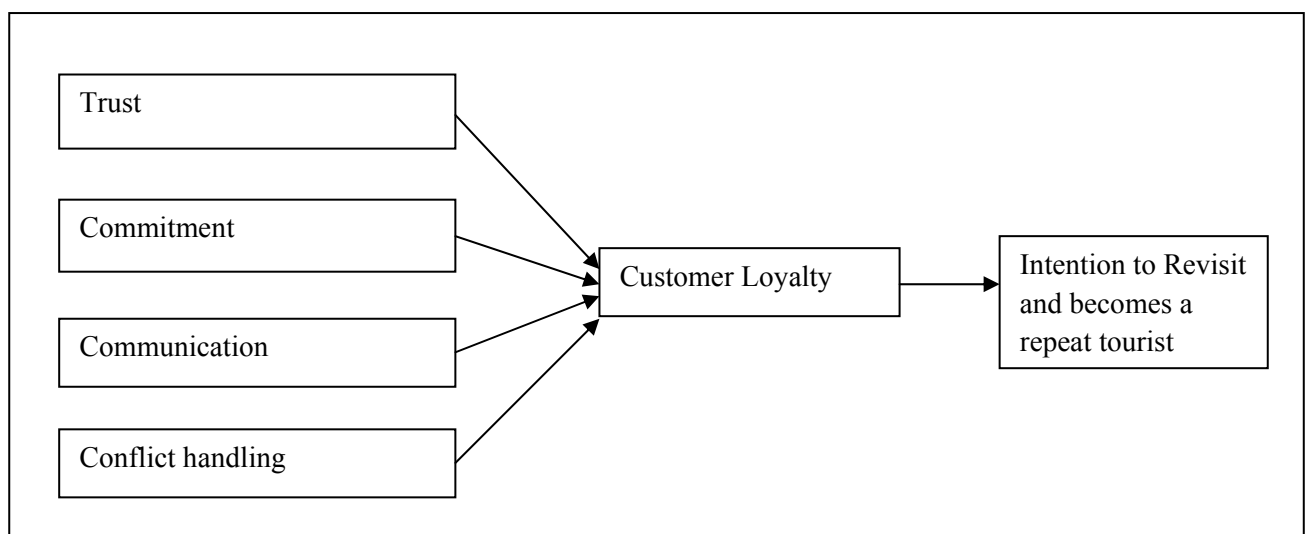
The finding of the study will be a useful tool to industry players in formulating a more sustainable ecotourism product. They will be able to see the importance of sustaining and improving the current management practices of the invaluable ecotourism products existed in the country.

FRAMEWORK OF THE STUDY

In order to make it easy for ecotourism industry to define their type of tourist, it is important for the industry players to identify the tourist motivation that will lead to their intention to travel and what factors that will motivate them to revisit certain place. All these elements will lead to the customer loyalty that may be the key indicator to gain repeat tourist.

For this study, there are few variables that may lead to people revisit ecotourism destination which is adapted from the Ndubisi (2007) relation marketing and customer loyalty research framework.

The adapted framework shows that there are four variables that can influence the customer loyalty. Oppermann (2000, as cited in Yoon and Uysal, 2005) stated that the degree of tourist's loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others. For this research, the adaptation of Ndubisi's framework may fit to the objectives of the study by scoping down the dependant variable as intention to revisit and becoming a repeat tourist. As for the moderating variable is 'loyalty' while independent variables are *trust*, *commitment*, *communication* and *complaint handling*. The framework of the study is as below:



Trust

Trust become one of the independent variable since it contributes to the customer loyalty and leads the tourist to revisit to the destination. According Moorman et al (1993) trust is defined as willingness to rely on exchange partner in whom one has confidence. Trust also may refer to the outcome or result obtains from the destination visited and most tourists are expecting that great benefit in return. Service provided or product of tourism must be delivered perfectly because in can reflect the benefit received by the tourist regardless good or instead. Trust element that has been proposed by the Ndubisi (2007) is consisting of safety and security in the area. It refers the commitment of the management in ensuring the tourist's safety while having activities in ERNP.

The second element in trust that may attract the tourist to visit the ecotourism destination is the quality service provided. Gronroos (1982, as cited in Ueltschy, 2007) stated that the service quality defined as the outcome of an evaluation process where the consumer compares his expectations with the service he perceived has received. In the management side, Kim et al (2004, as cited in Ueltschy, 2007) companies that have goods and services that are perceived as being of high quality typically have greater market share, higher return on investment and higher asset turnover than firms which have goods and services perceived as being of low quality.

The quality of service delivered to the tourist such as customer service may lead to the customer loyalty and satisfaction. The third element that includes in the element of trust is the sense of respect to the tourist. Next element is the sense of obligation towards the tourist. It is may refer to safety, security and customer service and finally is the confidence towards the service provided. It is vital for the management to grab the customer's confident in ensuring the repetition of the service. Those entire elements are included in the trust that may be the one of the variable that leads to customer loyalty.

Commitment

Commitment is the second variable that may contribute to the tourist loyalty. According to Grundlach et al (1995), commitment is another important determinant of the strength of marketing relationship and a useful construct for measuring the likelihood of customer loyalty and predicting future purchase frequency. Moorman et al (1992) stated that commitment as an enduring desire to maintain a valued relationship. This may refer to the effort of the management to provide better service in ensure the satisfaction among the tourist and finally lead to the tourist loyalty. Under the commitment factor, there are few elements which firstly the adjustment to suit the tourist need. It refers to the flexibility of the management's in adjusting the package or service provided to the tourist.

Personalized services also become part of the commitment that shows the management determination in giving service. Personalized service may be described as the service such conducting personal session within small volume of tourist who seeks private service. The flexibility of service changed and serve the tourist needs are included in the commitment of the management in ensuring the tourist loyalty. It may be described as the willingness of the company to modify it service pertaining to the needs and wants of its customer.

Communication

The third variable in the framework of study is the communication. Communication refers to the ability to provide timely and trustworthy information. Anderson and Narus (1990, as cited in Ndubisi 2007), there is a new view of communications as an interactive dialogue between the company and its customer, which takes place during pre-selling, selling consuming and post-consuming. This may refer the effectiveness of the information been delivered to the tourist and public with regards to the service offered. It is covering the aspect of keeping in touch with the valued customers, providing timely and trustworthy information on service and service changes, and communicating proactively if a delivery problem occurs. According to Ndubisi (2007), communication also tells dissatisfied customers what the organization is doing to correct the cause of dissatisfaction. When there is effective communication between an organization and its customers, a better relationship will result and customers will be more loyal. In line of it, communication is the part of the tourist loyalty which leads to the tourist repetition to the ecotourism areas.

Conflict Handling

Final variable used from the adapted framework is the conflict handling. Conflict handling become crucial since it will deal with the tourist satisfaction which contributes to the loyalty of certain product. According to Ndubisi (2007), there is a significant relationship between conflict handling and customer loyalty, indirectly through trust and perceived relationship quality. The ability of the product or service provider to handle conflict well will also directly build customer loyalty. Conflict handling covers the aspect of ability to avoid potential conflict, solve manifest conflicts before they create problems, and discuss solutions openly when problems do arise.

LITERATURE REVIEW

Previous research has recognized that the number of past visits to a destination can positively influences repurchase habit towards that destination in the future (Gyte & Phelps, 1989; Juaneda, 1996; Kozak, 2001; Petrick, Morais & Norman, 2001; Schreyer, Lime & Williams, 1984; Sonmez & Graefe, 1998). This is probably because, the more familiar a destination becomes by frequent visitations, the more positive becomes its image, thus forming an additive feedback loop (Echtner & Richie, 1993; Milman & Pizam, 1995).

In the view of repeat purchasing, past research by Bello and Etzel (1985) stated that “unlike other types of consumer behavior in which satisfaction results in repeat purchase, the very attraction of a travel destination for one market segment discourages a repeat purchase because familiarity decreases or eliminates novelty (p. 24)”. It means that repeating tourist is those who are familiar with the particular destination. This is because repeaters have a greater knowledge of the destination and thus can make a more efficient choice for all or some components of the cost of the trip.

There are many factors or reasons that makes tourist visiting again the place. In the scope of ecotourism, some of tourists said that they like the environment itself. They tend to come again to enjoy the same environment. The place itself can make tourist to come for second time and according to Yoon and Uysal (2003: 46) tourists' positive experiences of service, products, and other resources provided by tourism destinations could produce repeat visits as well as positive word-of-mouth effects to potential tourists such friends and relatives. Plus, some of the tourists feel secured with the place when they visited. As examples, the place provides sufficient information about what do's and don'ts, proper signboard or maps, friendly and informative guiders, and conditions of the road or track.

In contrast, according to Wehmeier (1997) satisfaction is a good feeling when you got what you expect to get. This feeling will drive tourist to come back to the place and assume that they will get the satisfaction again. That feeling is come from the quality services and facilities provided. There is a correlation between tourist satisfaction and loyalty. According to Yoon and Uysal (2003) the satisfaction of travel experiences can contributes to destination loyalty. Therefore, they believe that in ensuring repeating tourist to ecotourism places, the management must provide good facilities and services.

According to Yoon and Uysal (2003: 48) destination loyalty is important in order to measure the successful of marketing strategy. If the consumer repeating to use the same product, it shows that the product is good. In the scope of tourism product, loyalty has been measured in one of the following ways;

- a) *The behavioral approach*
- b) *The attitudinal approach*
- c) *The composite approach*

The first approach is behavioral approach, which is connected to consumers' brand loyalty. Consumers tend to use the same product because of the history by using it. In this context, tourists revisit the place just to get the same expectation and even more. For example, the eco-tourist will seek the place that offer the ecotourism features. The second approach is the attitudinal approach. It based on consumer brand preferences or intention to buy. The authors stated that tourist may have a positive attitude toward a particular product or destination. The third approach is composite approach. The composite or combination approach is a mixing of the behavioral and attitudinal approach. It has been argued that, customers who purchase and have loyalty to exacting brands must have a positive attitude toward those brands. As a result, to recognize more about loyalty need to consider both motivation and satisfaction constructs at the same time. The authors also conclude that to build the customer loyalty, destination manager must knows about the role of motivation affect their destination loyalty. Furthermore, if tourists are satisfied with their travel experiences, they are willing to revisit and suggest to others. Moreover, satisfaction is found to directly affect the destination loyalty.

Other researcher that has made a research on the customer loyalty is Ndubisi (2006). He proposed the framework (Figure 1.2) that includes four independent variables that will lead to customer loyalty.

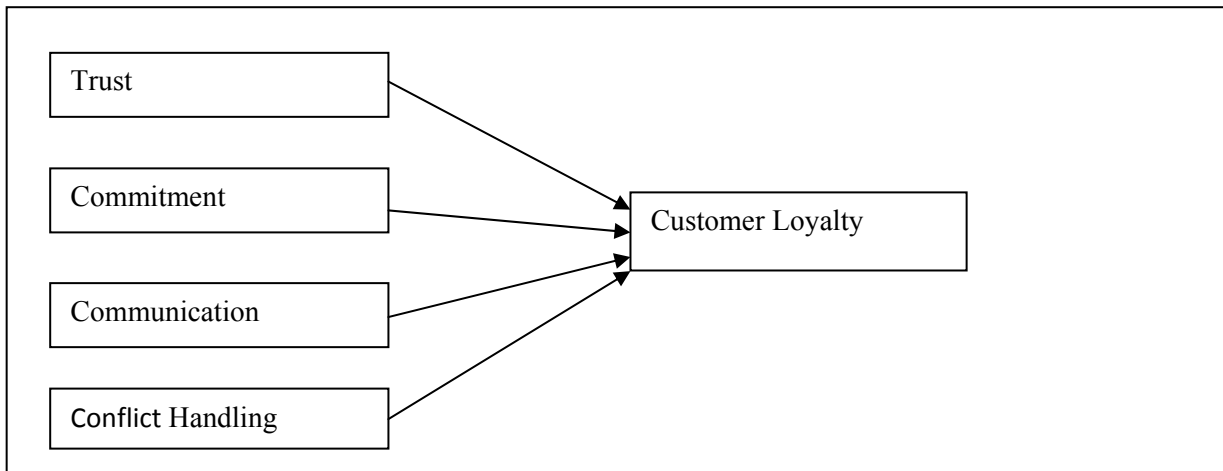


Figure 2: Framework Proposed by Ndubisi (2007)

Ndubisi (2007) stated that trust, commitment, communication and conflict handling are significant affect and predict a good proportion of the variance in customer loyalty. It was stated that trust is the important thing for good customer relationships and ultimately in the development of loyalty. Therefore, the organization should strive to win customer's trust. It also stated that commitment can built customer loyalty by recognizing the potency of service commitment in keeping loyal customers, and act accordingly.

Effective communication also need to be sure because it will predispose customers to stay with an organization's services. Under this effective communication, Ndubisi (2007) stated that the effective communication can be nurtured to customer by providing them with timely and reliable information and provision of honest information.

Last point that Ndubisi has stated in his research is conflict handling. He says that customer loyalty will rises as the organization could handle customer complaints and other conflicts efficiently. All of these points will affect the customer loyalty towards the organization services or products.

Visitor's Profile

The study also examine the visitor's profile which covers the visit motivation, aspect of demographic and psychographic characteristics, the needs of eco tourists, and the evaluation of the quality of visit experiences. By understanding the nature of the target market, ecotourism operators can alter marketing mix components according to the needs of an environmentally conscious consumer.

Visit motivations

Tourists are not always all the same (Elands & Lengkeek, 2000). Every tourist is different and there are the factors that are motivated by. Thus, motivation has been fundamental to tourism researchers interested in the "why" of tourist travel (Fennell, 1999).

Socio demographic characteristics

Some researchers have examined socio demographic characteristics to increase understanding of ecotourists and to improve marketing and management efforts. Thus, in an effort to provide more detail to the profile of the visitors, the survey sought information on age, educational level, gender, occupation and income from respondents.

Psychographic characteristics – activities participation and preferences

All respondents (recreation visitors) will be asked to answer multiple choice questions about preferred activities. Roovers et.al. (2002) consider that in modern society there is a tendency to more active recreation. According to Murphy and Pearce (1995), several activities developed by backpackers in Australia are also based on natural environment. Results supported by studies conducted by Jackson et.al (2002) in Chilkoot Trail National Historic Site (British Columbia) have found that appreciation and learning was the most important activities. As implied by Dwyer and Edwards (2000), it has relevance because people who enjoy an experience associated with the natural environment will be more willing to pay fees or to make donations which can be used to manage and protected that environment.

Provision of support facilities and infrastructure – identification of the need of visitors

Ecotourists' needs in infrastructure differ significantly from those of mass tourism (Saleh and Karwacki, 1996). Furthermore, within the scope of the research, visitors will also ask to give their opinions on the improvements to the area. According to Chin et al. (2000), these parameters can be examined to identify possible indicators for monitoring the area.

Evaluation of the Quality of Visit Experience

Overall evaluation of the quality of visit experiences will be assessed through series of questions related to overall satisfaction and perceptions of use-levels. Questions will be asked to allow visitors to evaluate the quality of their overall visit experiences; *i) an overall satisfaction (how satisfied or dissatisfied with the trip), ii) an expectation fulfillment (was the trip better or worse than expected).*

Visitors' satisfaction

Customer satisfaction has been recognized as playing an essential role for success and survival of an organization (Anthanassopoulos, 2001). This customer satisfaction, however, is adopted by customer expectations, perceived quality and perceived value. The general activities and processes, which contribute to the service quality output are then judged by customer satisfaction. Failure to pay attention to critical attributes in choice intention may result in customers' negative evaluation, and may lead to unfavorable word-of-mouth (Choi & Chu, 2000).

But on the other hand, customers or users who are satisfied with the service experience are likely to be repeat customers, to be loyal user, to disseminate positive word-of mouth communications to other (Shu, Crompton & Willson, 2002). Chen and Gursoy (2001) stated that customer loyalty requires the development of mutual beneficial relationship between businesses and customers. Loyal customers must perceive that the service provider is committed to them and meanwhile they are treated importantly. So, customers' satisfaction and dissatisfaction become a driving force that eventually shapes their subsequent attitudes and behaviors. Behavioral intentions are an outcome of overall satisfaction that includes intention to return and intention to recommend (Bendall-Lyon & Powers, 2004).

Visitor's perception

Perception is "the reception and processing of information from the environment" (Proshansky et al., 1976: 148). Michaels (2000) states that perception implies awareness but not necessarily conscious awareness. Kaplan and Kaplan (1989) explain that, without realizing it, people interpret the environment that they are in, in terms of their needs, and prefer settings in which they can function more effectively. In addition, people form perceptual categories that identify characteristics which are most important to them in their recreation experience. For example, researchers have found that these categories provide insight into patterns that are liked or disliked (Kaplan & Kaplan, 1989). Perceptions, in turn, lead to preference judgments. Therefore what a person prefers in their outdoor recreation experience, the environment that they choose to be in, and the impacts that they notice within this experience, are all based on visitor perception.

RESEARCH METHODOLOGY

Approach

This research will adopt a quantitative approach using self-administered questionnaire to be distributed to international and domestic tourists visiting the selected ecotourism destination. A survey using questionnaires in order to gather sufficient data is to be analyzed statistically and infer findings to a larger population. This research concentrated especially on the important information for planning and management of ecotourism product at the selected destination. The research methodology adopted a strategy constituted of ***two main phases***:

First phase (Visitor's profile): it consisted in surveys on visitors with emphasis on subjects related to the visit motivations, socio demographic, psychographic, and behavioral and identifications of need of visitors.

Second phase (Evaluation of the Quality of Visit Experience and their intention to become a repeat tourist): condition at leisure or recreation sites vary enormously, depending on the season, the day of the week and the time of the day (Veal, 1997). Thus the sampling strategy was stratified random sample, and the questionnaire surveys will be used as an ideal mean of providing the information. Users of the area will be interviewed in selected places of high recreational frequentation, and no more than one person per group will be chosen, in order to avoid duplications (Atauri et al. 2000).

During the research period with visitors in the area, in addition to questionnaires survey, other technique will be used to collect data such as participant observation, which involve gathering information about people's behavior without involve gathering information about people's behavior without their knowledge. Details of visitors characteristics obtained from observation will be used in this research as a way of check visitor visitor's behavior, activities developed and attitudes. A pilot survey will be undertaken to ensure that the instrument are understood by the respondents, wording and measurement are correct and appropriate. A revision of the questionnaire will be made for any mistakes made based on the feedbacks received from the pilot test.

Sample Population

The researchers suggest that backpackers, recreational visitors and regular tourists visiting the identified ecotourism product are selected for this study. The sampling procedure will be a combination of random and convenient sampling. The researchers will check the survey data against available census data of the study population in order to minimize sampling errors.

Questionnaire Development

Questionnaire will be developed, tested and refined before being distributed to the samples. A draft questionnaire will be developed and checked before the questionnaire is sent for pre-testing. The feedback will result in substantial improvements of measurement and structure of the questionnaire and elimination of potential ambiguity.

DATA ANALYSIS AND INTERPRETATION

Statistical analysis will be performed to the data obtained from the questionnaires and all data obtained will be analyzed using Statistical Package of Social Science (SPSS). Descriptive statistics are used to describe the characteristic of sample in the profile of respondents and profile of the study area. It is used to measure central tendency such as mean, median, mode and to measure the variability of the distribution of variable such as range, standard deviation and variance. The test of reliability of scaled will be conducted using Cronbach Alpha to measure accuracy and precision of measurement procedure that concerned with estimates of the degree to which a measurement is free of random or unstable error (Sekaran, 2003).

Spearman Rank Correlation is a non-parametric measure of correlation for ordinal level data, and this measure is appropriate only when the variables are measured on an ordinal scale. It allows the relationship between sets of data to be described correctly. The Chi-Square Test is to determine whether there is an association between two categorical variables (qualitative variable) in a contingency table (cross-tabulation). The test can also be used to determine whether the proportion of specific characteristic of interest, differ between categories of items/respondents.

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THE ROLE OF VALUE IN COMMUNITY-BASED TOURISM: EVIDENCE FROM FIVE HOMESTAY VILLAGES

Salamiah A. Jamal, Nor'Ain Othman, PhD and Nik Maheran Nik Muhammad, PhD
Universiti Teknologi MARA, MALAYSIA
norain568@salam.uitm.edu.my

ABSTRACT

Promoting tourist activities has become a priority for Tourism Malaysia as to ensure that the country is recognizable in the marketplace. Among the tourism activities that is widely promoted are diving, spa, golfing, sail and cruise, food, shopping, national parks, theme parks, cave exploration, Islam in Malaysia, health tourism, education tourism, real-estate tourism, Malaysia My Second Home and homestay tourism. It has been identified long time ago in 1996 that one type of many tourism products that may grow in popularity is taking holidays that involve staying with an ordinary family in a private home. This is one of the tourism products that are community-based in nature and homestay in Malaysia falls into this category. The main objective of the study is to investigate the role of perceived value towards the tourist future behavioral intentions in the community-based homestay context. Behavioral intentions in hospitality and tourism studies are usually related to intention to visit, revisit and recommend the destination to others. This study will use intention to revisit and recommend as the construct for behavioral intentions. Tourists' perceived value and satisfaction will be used as the determinants of behavioral intentions in the study.

Keywords: community-based tourism, homestay, perceived value, satisfaction, behavioral intentions

RURAL TOURISM: SUPPORT FOR DESTINATION COMPETITIVENESS STRATEGIES FROM COMMUNITY'S PERSPECTIVE

*Rozalina binti Abdul Razak & Siti Sabariah binti Haji Ismail
Universiti Teknologi MARA, MALAYSIA
rozalinarazak@gmail.com*

ABSTRACT

Nowadays, tourism industry becomes one of the profitable industries, which contribute to the growth of the country economy. Due to that factor, Malaysia can be considered as providential country by having unique tourism attractions that can be transformed into tourism production, which some of them are from rural tourism industry. Therefore, it is important to fully utilized rural tourism resources in order to create rural tourism product that have competitive edge. However, there are many factors need to be considered when embark in rural tourism sector. The most important thing to be considered is the support from the local community itself. This is because without the support and commitment from local community, all the planning and strategies cannot be succeeded. Therefore, the research proposes is to look at the support of destination competitiveness strategies among rural community in Perlis. Considering the community as the central to this process, they should be involved and affected by rural tourism. In order to do that, the entire development plan should benefit the community. A simple random sampling had been used which involves 182 respondents from rural community in Perlis. By using self reported questionnaires, survey had been done from one house to another by the researcher. The outcome of the research supports the hypotheses made and the findings also answered the research questions outlined in the proposed research. It is a great hope that the proposed research can be undertaken in order to benefit policy makers, educators, and tourism authorities, on the planning and developing destination competitiveness strategies by considering community's perspective.

Keywords: rural tourism, destination competitiveness strategies, community support

INTRODUCTION

Nowadays, tourism industry becomes one of the profitable industries, which contribute to the growth of the country economy. Due to that factor, Malaysia can be considered as providential country by having unique tourism attractions that can be transformed into tourism production, which some of them are from rural tourism industry. Therefore, it is important to fully utilized rural tourism resources in order to create rural tourism product that have competitive edge. In order to do so, rural tourism development needs to be employed as part of the portfolio strategies and the destination must create competitiveness strategies in order to compete with other competitors (Hall, Roberts & Mitchell, 2003). However, there are many factors need to be considered when embark in this industry. The most important thing is the support from the local community itself. Without the support and commitment from local community, all the planning and strategies cannot be succeeded.

Therefore, by considering community opinion in planning in destination competitiveness strategies can help to maintain the sustainability and long-term success of the tourism industry (Diedrich & Garcí'a-Buades, 2008). Furthermore, as noted by Al-Masroori (2006) the planning and development of destination tourism strategies ideally takes into account of the desire and wish from all those who can influence, and could be affected by the development of strategies to ensure their support for the enhancement of the destination competitiveness strategies. Al-Masroori additionally speculate that it is important to understand how does the interrelationship between destination-specific situational factors, community participation and community attachment affect the rural tourism resources and attractions development, and in turn the support of its competitive destination strategies.

STUDY AREA

The study was conducted on rural community in Perlis. Perlis is located lies at the northwestern tip of the Malay Peninsula; bounded by Thailand in the north and by Kedah to the east and south. The uniqueness of Perlis is made of many quaint villages, picturesque scenery and centuries-old traditions in all places. According to Allen (1990) Perlis is very much a rural state, but with its flats, open countryside dominated by an endless sea of rice field which make it as a suitable place to travel. In short, even though Perlis is the smallest state but it is the perfect destination being develop as a rural tourism destination.

The selection of Perlis as a destination analysis also based on the tourist arrivals statistic from Tourism Malaysia (2008), Perlis is a state that received the lowest number of hotel guests with only 106,138 guests in 2007 and this numbers decrease to 69, 585 guests in 2008 where it reduce 34.44 per cent from 2007. Compare with Kuala Lumpur, who is the higher hotels guests with total hotel guests is 16, 595,746 guests in 2007and 16, 385,160 guests in 2008. Even though number of hotel guests in Perlis increase to 102, 547 guests in 2009 (Tourism Malaysia, 2010), yet, tourism in Perlis still in lower level even though Perlis has plenty of activities/attractions can be offered. Therefore, it is important to understand the community's perceptive on tourism which will help the development of rural tourism in Perlis.

LITERATURE REVIEW

Rural Tourism Impact on Local Community

Rural areas normally have low settled population density than in open areas. The community mostly depends on traditional ways of earning an income such as mining, agriculture, livestock, forestry, fisheries activities as their main source of livelihood (Liu, 2005). To some extent, forced by isolation and underdevelopment, rural areas have limited options for economic development. Therefore, to stimulate rural economies, it has become inevitable for rural regions to seek alternative uses for local resources (Liu, 2005). This is due to the fact that "rural tourism includes a range of activities services and facilities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their businesses" (Gannon, 1994).

As a result rural tourism activities and development affected the local community either positive or negative including economic, social-culture and environmental impact, depending on the community and each impact differs by community (Kreag, 2001). This topic gain an interest among researcher to study how resident's accesses the benefits and costs of tourism development (Ap, 1990; Jurowski et al., 1997; Lindberg & Johnson, 1997; Madrigal, 1993; Mihalik, 1992; Perdue, Long, and Allen, 1987, 1990; Yoon, 1998; Yoon et al., 2000). As for the result, researchers find that support for tourism development was positively related in the case of people who perceived positive impact from tourism and negatively correlated in the case of people who perceived negative impacts from tourism, and suggested that community support for tourism development is essential for the successful operation and sustainability of tourism.

Community Support

Hence, it is important to get some support from local community for tourism development by reason of they are among the key stakeholders who need to cooperate to make tourism successful in their place. In general, based on the definition that had been documented in Hall (2004) the development of rural tourism is expected to play an important role in the revitalization of rural areas. In this case, the community is central to this process, and in many ways it must connect to the entire element (Beeton, 2006). Therefore, it is important to make sure that community support for all the strategies that been developed to transform one particular destination become more competitive (Juroski, 1994; Yoon, 1998).

Destination Competitiveness

Destination competitiveness can be defined as the ability of a destination in maintaining its market position and sharing or improving upon them through time, (d'Hauterres, 2000) and to compete effectively in an increasing saturated market (Evans, Fox, and Johnson, 1995). Nowadays, tourism destination seeks successful tourism development and it is in line with the tourism planning and development goals in order to create more valuable tourism products and services for potential or current tourists, so that destinations where beneficially impact to local community (Yoon, 2002).

Yet, it is important to have clear understanding and development strategies for that particular destination itself due to the fact that the development which might be appropriate for one destination, might also be appropriate for others destination (Crouch & Ritchie, 2006). Above all Hassan (2000) suggested the analysis of the destination's competitive factors and development strategies should be used in planning and promoting. In addition, the right selection of strategies is important to create destination competitiveness. Hence, to create and integrate values in tourism products and resources, more appropriate management efforts, marketing activities, quality of services, and environmental management need to be developed so that tourism destinations can achieve better competitive market positions (Yoon, 2002).

RESEARCH METHODOLOGY

In order to have a systematic understanding of the entire process of tourism development for rural area in Perlis, quantitative field research will be employed as the main research method,

as it is well suited to the study. The rationale behind this decision is mainly based on the characteristics of the target group. Besides, quantitative data are measurements in which numbers are used directly to represent the characteristic of something. So it also can be undertaken to evaluate the strength and significance of each attribute with respect to community's support on destination competitiveness strategies.

This study was carried out in 182 rural community who live in rural area and near the tourism attraction (Sungai Batu Pahat, Bukit Ayer and Chuping), Perlis. The research study use self-administrated questionnaires to investigate the local communities' support toward destination competitiveness strategies. In order to avoid any difficulty respondents to answer, the number of questions being limited to 39 questions and consists only the close ended questions using 5 point Likert scale has been applied. Dong-Wan & William (2002) recommended the use of a Likert type scale in tourism research due to its high validity.

The survey questionnaires were divided into four main sections. The items for rural tourism development (1 = strongly disagree 2 = disagree 3 = not sure 4 = agree 5 = strongly agree), development preferences about tourism attraction (1= Don't prefer at all, 2= Don't Prefer, 3= Neutral, 4= Somehow prefer, 5= Highly) and community support for destination competitiveness strategies (1= Not favorable at all, 2= Unfavorable, 3= Neutral, 4= Favorable, 5=Highly favorable) were taken from this study (Yoon, 2002) and for demographic profile been developed by researcher. Then, pre-testing survey was undertaken in order to check the clarity, proper terms usage, meaning and relevancy of each statement in instrument.

Hence, the importance measure of the 35 items on the scale been measured by using Cronbach's Alpha. To test the objective and hypothesis that been made, this study employed statistical techniques such as descriptive statistic and regression analysis. By looking mean and standard deviation in descriptive statistic, allowed researcher to discussing the distribution of responses gathered during the quantitative component of this study. Meanwhile, regression analysis was employed to examine the relationship among variable. To assess the normality of the distribution of the data, the skewness and kurtosis were being used (Byrne, 1998; Kline, 1998). According to Field (2009), $-2 \leq \text{Skewness/ Kurtosis} \leq 2$ can consider as normal distributed.

RESULT

A total of 182 questionnaires were collected among the rural community in Perlis had been analyze by using SPSS Software version 18.0 with Descriptive Statistics Analysis method. Out of the total 182 respondents, 48.4% were male, while 51.6% were female respondents, with the highest age of respondents between 20 and 31 years old. Of all the respondents, 67.0 % were Malay, 9.9 % were Indian, 7.7 % were Chinese and 15.4 % from other ethnic, with the highest length of residence in Perlis of local community revealed that 29.7 % were residents for between 21 and 30 years. This result implies the survey questionnaires were collected from various age levels and ethnic groups of rural community who are staying in tourism attraction places in Perlis and whether they are involved in tourism-related business, organization and attractions or not.

Rural tourism development impacts were measured by using 10 items reflecting the perceived economic, social-culture, environmental impacts, five points Likert types scale. Based on the mean score of each item in Table 1, respondents tended to agree on tourism has given economic benefits to local people (4.41) by creating job opportunities to their community (4.46). Furthermore, they also agree that tourism has encouraged a variety of culture activities by the local resident (4.12). To some extent, the local community also likely to agree on the standard of living that has increased considerably because of tourism (3.87); provides more parks and other recreational areas for local residents (3.86); resulted positive impact on the culture identify of their community (3.76); tourism has resulted in traffic congestion, noise & pollution (3.44) and construction of hotels & tourist facilities has destroyed natural environment (3.35). However, the local community's disagree of tourism has changed their traditional culture (3.02) and Local community have suffered from living in a tourism destination area (2.18).

Item Statements	Mean	Std.D
Tourism has given economic benefits to local people.	4.41	.827
Tourism has created job for our community.	4.46	.832
Our standard of living has increased considerably because of tourism.	3.87	.869
Tourism has changed our traditional culture.	3.02	1.151
Local community has suffered from living in a tourism destination area.	2.18	.982
Tourism has encouraged a variety of culture activities by the local community.	4.12	.812
Tourism has resulted positive impact on the culture identify of our community.	3.76	.932
Tourism has resulted in traffic congestion, noise & pollution.	3.44	1.228
Construction of hotels & tourist facilities has destroyed natural environment.	3.35	1.086
Tourism provides more parks and other recreational areas for local residents.	3.86	.958

Table 1: Descriptive Statistic of Rural Tourism Development Impact

10 items had been used to measure tourism community's development preferences about tourism attraction. As reported in Table 2, local community surveyed for this study somewhat preferred to improve road and transportation (4.35), cultural or historical-based tourism attraction (4.10), and the development of village-based tourism attraction (4.00). Based on mean scores of each item, the community slightly preferred the development of natural-based tourism attraction (3.95); information services for tourists (3.91); Sport facilities and activities for tourists (3.89); and small independent businesses (3.81).

In additions, the community also slightly preferred agro-based tourism attraction (3.82), outdoor recreational facilities, programs & events (3.82), and attraction design for large numbers of tourists (3.76) is develop to attract tourists' attentions. From the result, it can be concluded that the local community prefers that the road and transportation system need to be improved in order to make Perlis as a competitive destination and increase the tourist arrivals.

Item Statements	Mean	Std.D
Natural-based tourism attraction.	3.95	1.034
Village-based tourism attraction.	4.00	.940
Cultural or historical-based tourism attraction.	4.10	.868
Agro-based tourism attraction.	3.82	.947
Outdoor recreational facilities, programs & events.	3.82	1.047
Attractions design for large number of tourists.	3.76	1.183

Small independent businesses.	3.81	.878
Improved road and transportation.	4.35	.819
Information services for tourists.	3.91	.809
Sport facilities and activities for tourists.	3.89	.945

Table 2: Descriptive Statistic of Development Preferences about Tourism Attraction

The results of descriptive statistics on community's support for destination competitiveness strategies are presented in Table 3. The measurement scale consisted of 15 item reflecting marketing strategies, destination management organization's roles and efforts, and sustainable management and practices. Respondents were asked to indicate how favorable or unfavorable for Perlis they consider each item to be in order to enhance destination competitiveness. The promoting ethical responsibility towards the natural environment strategy received the highest mean score (4.40) among others.

Yet, as shown in Table 3, the local community's favorable the environment considerations in marketing of tourism (4.22), promoting and improving wildlife habitat (4.22), the development of strong destination image (4.20), and sensible use of natural resources (4.18). Besides, they also support the strategies of local government and agencies' play a roles as facilitators for tourism development (4.13), use of media as a tourism promotion tool (4.05), both education and training programs for present/future industry personnel (4.02), and increasing tourists' length of stay (4.03). Respondents also expressed somewhat favorable responses to destination competitiveness strategies items such as the selection of appropriate target markets (3.97), use of advance technology (3.98), increasing tourists' spending (3.82), the development of safety and security programs for tourists and community (3.96), and encouraging citizen participation in decision-making development (3.91). From the results, it can be noted that the element of marketing and efforts, sustainable management practices, and education and training are considerably important strategies supported by tourism stakeholders can be develop as destination competitive strategies.

Item Statements	Mean	Std.D
The development of strong destination image.	4.20	.831
The selection of appropriate target markets.	3.97	.934
Increasing tourists' length of stay.	4.03	.898
Use of advance technology.	3.98	.827
Use of media as a tourism promotion tool.	4.05	.921
Increasing tourists' spending.	3.82	1.026
Local government and agencies' roles as facilitators for tourism development.	4.13	.775
Both education and training programs for present/future industry personnel.	4.02	.854
The development of safety and security programs for tourists and community.	3.96	.771
Sensible use of natural resources.	4.18	.822
Promoting and improving wildlife habitat.	4.22	.798
Promoting ethical responsibility towards the natural environment.	4.40	.839
Tourism promotion and operation for targeting international tourists.	4.30	.807
Environment considerations in marketing of tourism.	4.22	.812
Encouraging citizen participation in decision-making development.	3.91	1.015

Table 3: Descriptive Statistic of Support for Destination Competitiveness Strategies

In respond to the hypothesis, by using regression analysis, it is proven that there exist influencing factor whereby the development preferences about tourism attraction partially mediate the relationship between rural tourism development impact, and support for destination competitiveness strategies. These results prove the mediating effect according to Baron and Kenny (1986).

CONCLUSION

In creating destination competitiveness, it needs full support not only from policy maker, marketers, and controller (government and private sectors) but also full support from the host community itself. Despite of perceived benefits both positive and negative impact from tourism activities, rural community will support for strategies that been develop by tourism key players to promote the attraction on that place. Therefore, in developing destination competitiveness strategies, it is important to make sure local community have opportunities to voice out their opinions and been involves in decision-making. In methodology part, by using descriptive research, the study has been analyzed systematically. The self-administrated questionnaires also help researcher to reach respondents directly and get accurate opinion or result as this study focus on rural community's perspective. Furthermore, this study was basically to explore rural community perception of tourism activities in their place which contributing to the community attitude whether they will support or oppose for the destination competitiveness strategies.

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DESTINATION IMAGE, SATISFACTION AND INTENTION TO REVISIT TIOMAN ISLAND, PAHANG

Hazzyati Hashim & Mazlina Mahdzar
Universiti Teknologi MARA, MALAYSIA

ABSTRACT

The tourist intention to visit a destination is influenced by their perceptions or their knowledge of that destination. There is a significance relationship among destination image, satisfaction and intention to revisit a destination. This study examined the relationship among destination image, satisfaction and intention to revisit. The analysis was done for a specific case of a tourism destination which in this study was Tioman Island, Pahang. We investigated the images tourists' hold of Tioman Island as a destination. This study not only approached from a cognitive perspective but also from emotional (affective) perspective. It thus attempts to construct the experiential view into a construct such as image of tourism destination. The results of this study show that destination image directly and indirectly affects satisfaction and intention to revisit. Moreover, it is anticipated that satisfaction significantly affected future visitation behavior. This study answered four research questions that have been proposed. The significance of this study is hoped to give a better understanding to tourism marketers and destination managers for a better marketing practices and positioning strategies in order to attract more tourists to visit Tioman Island. The theoretical and practical implications of these findings were discussed with a view to promote Tioman Island and its surrounding areas. A quantitative data approach was used in this research and questionnaires were distributed for the data collection. This study mainly focused on one area of destination which is an island. Future research might consider exploring other area of a destination.

Keywords: destination image, satisfaction, intention to revisit, Tioman Island.

INTRODUCTION

Destination image is typically defined as a tourist's overall perception of a specific location (Fakeye and Crompton, 1991), or as a tourist's mental picture of the area (Gallarza, Saura and Garcia, 2002). Destination image is linked to intent to travel and with strategic leveraging of images that are shown to the world, the level of awareness of a particular city and/or country can be raised, which may in turn provide the impetus to visit at some point in the future, or at the very least be used to educate the world about a particular locale (Gibson, Qi and Zhang, 2008). This clearly shows that there is a significant relationship between destination image and intent to revisit a destination. With the significant growth in Malaysia's tourism industry, with an increasing tourist arrivals and receipts for the past 5 years, it is important to understand the major contributor in a tourism industry, tourists. As recorded in Tourism Malaysia web, 23.6 million tourists visited Malaysia in 2009 and a total of 3,721,528 foreigners visited the state of Pahang. Pahang which was the second largest state has received the highest number of tourists after the capital city of Kuala Lumpur in Malaysia.

Based on statistic from Fraser's Hill Development Corporation, a total of 108,601 tourists visited Tioman in 2009 (from January-June 2009) consists of 37,289 international tourists, 15,247 ASEAN tourists and 56,065 domestic tourists. In Tourism Malaysia web itself, there is a part where the web promotes Malaysia through it's "10 things to do" and one of it specifically is island or beaches. Most of the Islands in Malaysia are wonderful and most of our beaches are among the most beautiful in the world. Among of the islands, Tioman Island was once in the top 10 most beautiful islands in the world (www.cuti-cuti-malaysia.com) and the biggest and most impressive island in the east coast. At the same time, International tourist visiting Malaysia, visiting an Island become "a must activity". Island is also among the top option for domestic tourists to go for a holiday especially to those who like snorkeling and looking for quite and "hide away" beaches. Hence, this study will explore the relationship of destination image, satisfaction and tourists' intention to revisit Tioman Island.

LITERATURE REVIEW

Destination Image

Image is the criteria for human daily judgments; it also can be said to be a prejudice that pre-exists within people. Moreover, it is an expectation towards quality and satisfaction. Boulding (1965) was the first to introduce the concept of image. He pointed out that people have reactions to those facts they believe in, not the facts themselves. The process of the formation of personal-orientated image is extremely complex, therefore different images are constructed. Since image has a significant impact on decision-making, it is worth further investigation. Alhemound and Armstrong (1996) indicated that if the images of a product can be known and measured, consumer behaviours can be further understood and predicted, so image is important for destination marketers and related industries that want to make successful marketing strategies with some certainty. Moreover, destinations with good images often become favourite travel destinations.

Hsu, Wolfe and Kang (2004) pointed out that tourist' perceived images of a destination play important roles in making the destination a popular to travel place. Clearly conveyed attributes of a destination often serve as important information for establishing promotion strategies. Effective market positioning provides a win-win situation for both the tourists and the local travel destination (Chacko, 1997). A local tourism industry needs to consider its potential destination image as it will be perceived by tourists; the image plays a key role in analyzing market positioning and marketing strategies (Murphy, Baloglu, and McCleary, 1999; Ryan and Cave, 2005). In tourism studies, the most pervasive definition of destination image was proffered by Crompton (1979) as the sum of beliefs, ideas and impressions that a person has of a destination. Destination image is a mixture of the cultural, natural, and social attributes, as well as tourism infrastructure of a particular destination (Beerli & Martin, 2004; Milman & Pizam, 1995). Understanding the image formation process may help to improve the attractiveness and market competitiveness of tourist destinations.

According to Baloglu and McCleary (1999), several types of factors can play an important role in the image formation process: stimulus factors and personal factors. Stimulus factors refer to a physical object or previous experience, while personal factors are represented by the

individual's social and psychological characteristics. A tourism destination is formed by a variety of elements which makes it more difficult to measure. The literature review shows that the principal components of the measurement of this construct are natural and scenic resources, accessibility, cultural resources, security, night life and entertainment, atmosphere, people, and quality/ price ratio (Andreu, Bigne and Cooper, 2000; Bigne and Andreu, 2000; Kandampully and Suartanto, 2000; Bigne et al., 2001; Chen, 2001; Leisen, 2001; O'Leary and Deegan, 2003; Gibson, Qi and Zhang, 2008). In an attempt to offer some conceptual clarity and further understanding as to how destination images are formed, Baloglu and McCleary (1999) suggested that there are three types of image: perceptual/ cognitive, affective, and overall image. Crompton's (1979) definition fall into the perceptual/ cognitive images and refers to the beliefs and knowledge individuals have of a destination. Affective image refers to the emotions or attachment individual have towards a destination, and overall image is a combination of the two. The interaction between cognition and affect has become a major line of research in recent years.

Satisfaction

Tourist satisfaction is defined as a positive perception or feeling that tourists' developed by engaging in a certain activity (Beard & Ragheb, 1980). Tourist satisfaction influences destination choices (Cole and Crompton, 2003) and future behaviors (Bigne et al., 2001; Cole, Crompton and Wilson, 2002; Lee, 2007). In the tourism context, satisfaction with travel experiences contributes to destination loyalty (Alexandris, Kouthouris, & Meligdis, 2006; Bramwell, 1998; Oppermann, 2000; Pritchard & Howard, 1997). The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their willingness to recommend it (Oppermann, 2000).

Hence, tourists' positive experiences of service, products, and other resources provided by tourism destinations could produce repeat visits as well as positive word of mouth effects to friends and/or relatives. Recommendations by previous visits can be taken as the most reliable information sources for potential tourists. Recommendations to other people (WOM) are also one of the most often sought types of information for people interested in travelling. Furthermore, satisfaction is a key variable in marketing. Identifying the elements that influence the satisfaction experienced by the tourist is a priority task. Satisfaction is the tourist's sense that consumption provides outcomes against expectations and a standard of pleasure versus displeasure (Hernandez-Lobato, Solis-Radilla, Moliner-Tena and Sanchez-Garcia, 2006). Kozak (2001) claims that increasing satisfaction will result in increased repeat visits in the absence of counter moves by competitors.

Furthermore, Lehto, O'Leary, and Morrison (2004) indicate that repeat visitors may have different expectations if they visit different attractions in the destination or participate in different activities. It is a major challenge to maintain superior service in tourism because the tourist is consuming a combination of fundamentally independent services in a continuous chain from the time they leave home until they return (Kandampully, 2002). As tourist satisfaction results in tourists both revisiting and recommending certain destinations, which in turn promotes the sustainable development of tourism, particularly in the areas of management and marketing (Soderlund, 1998).

Research shows that the satisfaction that tourists experience in a specific destination is a determinant of the tourist revisiting. Baker and Crompton (2000) define satisfaction as the tourist's emotional state after experiencing the trip. Therefore, evaluating satisfaction in terms of a travelling experience is a post-consumption process (Fornell, 1992; Kozak, 2001). Assessing satisfaction can help managers to improve services (Fornell, 1992) and to compare organisations and destinations in terms of performance (Kotler, 1994). In addition, the ability of managing feedback received from customers can be an important source of competitive advantage. Moreover, satisfaction can be used as a measure to evaluate the products and services offered at the destination (Ross and Iso-Ahola, 1991; Noe and Uysal, 1997; Bramwell, 1998; Schofield, 2000).

Intention to Revisit

Behavioural intention, also known as intention, is the behavioural tendency of an individual before a particular behaviour is adopted. Behavioural intention refers to the expression induced during the decision process; this expression often tells whether certain behaviour will be adopted or not. Behavioural intention is a necessary process in any form of behaviour expression; it is a decision made before an actual behaviour is adopted (Fishbein and Ajzen, 1975) and it plays an important role in predicting possible consumer behaviours (Bagozzi and Phillips, 1982). Baker and Crompton (2002) pointed out that behaviour can be predicted from intentions and results obtained from a correct prediction that often correspond to actual consumer behaviours.

Zeithaml, Berry and Parasuraman (1996) pointed out that behavior intention could be deemed as a guide to whether a company is successful in keeping its customers. Research has shown that when consumers show favourable intentions toward a company's products and services, they automatically gain good impressions of the company. Not only do consumers make appraisals about the company and purchase more of its products, they recommend the products to others. On the other hand, when consumers show unfavourable behavioural intentions toward a company, they often criticize the company and buy less from the company; to a greater extent, they shop somewhere else. The intention of tourists to visit a destination is influenced by their perceptions or their knowledge of that destination. Studies on travel intention have been one of the foci of tourism research for years.

Attitude, perceived behavioral control, and past behavior were found to be related to behavioral intention of choosing travel destination (Lam and Hsu, 2006). Destination revisit intention has been viewed as an important research topic both in academic and the tourism industry. It is important to observe tourists' revisit intention from a time perspective because the intention often changes over time. The formation of temporally changing destination revisit intention, indicated that satisfaction was a direct antecedent of short-term revisit intention, and novelty seeking was a significant antecedent of mid-term revisit intention (Jang and Feng, 2007). Positive future visitation behavior is linked with revisit (Baker and Crompton, 2000). Repeat visit (or purchase), recommendations, and positive word-of-mouth statements represent tourist loyalty. It is recognized that loyalty is one of the most useful indicators when assessing tourist marketing strategies (Engel, Blackwell and Miniard, 2000). Therefore, tourism researchers have used these variables to indicate future visitation behavior and tourist loyalty (Baker and Crompton, 2000; Bigne et al., 2001).

Future visitation behavior has recently been shown to be a consequence of the tourist satisfaction model in many tourism studies. Consequently, loyalty is commonly considered a causal variable of satisfaction (Bigne et al., 2001; Castro, Armario and Ruiz, 2007; Lee, Graefe and Burns, 2007; Severt, Wang, Chen and Breiter, 2007). Moreover, future behavior is a causal variable of some antecedent variables in the tourism experience. Many studies have employed antecedent variables such as destination image (Castro et al., 2007; Chen and Tsai, 2007), leisure (activity) involvement (Lee et al., 2007), and service quality (Cole et al., 2002) to assess and predict future behavior in tourism studies. A recent study by Lee (2009) suggests that destination image directly and indirectly affects tourist satisfaction and tourists' future visitation behavior. All of these variables have a significant impact on the future visitation behavior. With regard to this, the study is to investigate whether destination image and satisfaction give significant impact towards tourist's intention to revisit on a particular destination.

RESEARCH METHODOLOGY AND RESULTS

The study has been carried out in Tioman Island in August 2010 and there were a total of 240 returned questionnaires. Population sample comprised of international and domestic tourists who were visiting the island. Specifically, self-administered questionnaire by means of convenience sampling has been utilized for this study. In order to collect data from the target population, cooperation from local chalet operators were gained. Questionnaires were left at the counter and the questionnaire was answered by tourists while waiting for the check-out process to be completed. All the data have been analyzed and interpreted by using Pearson correlation matrix, regression analysis and independent samples t-test. The result will be shown in Table 3.1 to Table 3.5. The reliability testing indicates the extent of the questions in the questionnaires as being error free or no bias and ensures the measurement of consistency. The value of Cronbach's Alpha (α) was 0.856 and 0.554 for questions under cognitive and affective respectively (independent variable), 0.751 for satisfaction (mediating variable) and 0.696 for intention to revisit (dependent variable).

No	Constructs	Cognitive	Affective	Intention to Revisit
1	Cognitive	1		
2	Affective	0.531**	1	
3	Intention to Revisit	0.593**	0.475**	1

Table 3.1: Pearson Correlation Matrix for IV to DV
** Correlation is significant at the 0.01 level

No	Constructs	Satisfaction	Intention to Revisit
1	Satisfaction	1	
2	Intention to Revisit	0.709**	1

Table 3.2: Pearson Correlation Matrix for MV to DV
** Correlation is significant at the 0.01 level

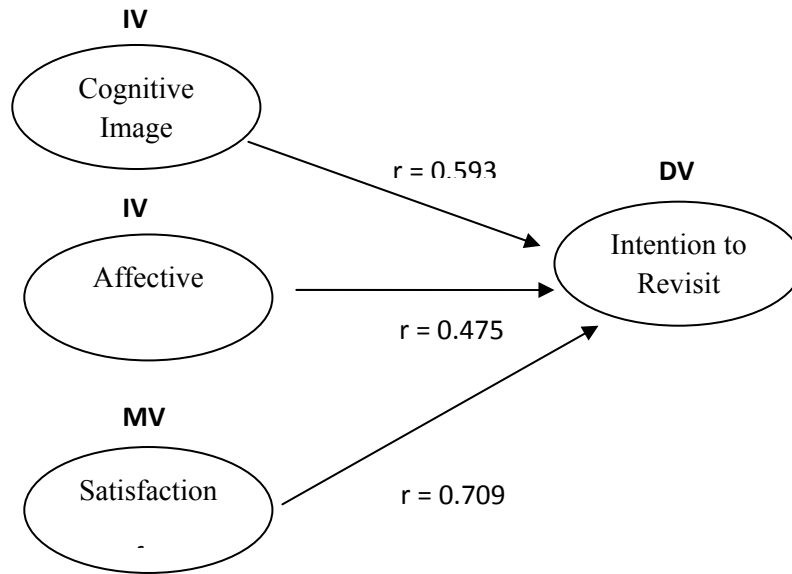


Figure 3.1: Result from Pearson Correlation Analysis for IV to DV and for MV to DV

Hence, it can be summarized that there is a positive significant relationship between destination image (cognitive and affective) towards intention to revisit and a positive significant relationship between satisfaction and intention to revisit.

Variable	Model 1	Model 2	Model 3	Model 4
	Sat	ITR	ITR	ITR
Predictors				
Cognitive	0.699**	0.475**	-	0.073
Affective	0.084	0.222**	-	0.174**
Mediator				
Satisfaction (Sat)	-	-	0.709**	0.576**
R	0.747	0.623	0.709	0.731
R²	0.558	0.388	0.503	0.534
F	149.527	74.985	240.573	90.142
Sig.	0.000	0.000	0.000	0.000

Table 3.3: Mediating Effects Table
 ** Significance at $P < 0.05$

Regression analyses were conducted to see the regression among variables and the most influencing factor of destination image components. For Model 1, regression between IV and MV, there is a strong relationship between the cognitive and affective toward satisfaction where R value was 0.747 and R² was 0.558 indicates that approximately 56% of the IV could influence the MV. For regression between IV and DV (Model 2), R value was 0.623 showed that there is a strong relationship between the cognitive and affective toward intention to revisit while R² was 0.388 indicates that the predictors contribute 39% of the variance in

intention to revisit and this signifies it is a good predictor. The analysis of mediating variable and dependent variable (Model 3), shows that there is a strong relationship between satisfaction toward intention to revisit where R value was 0.709 and the summary indicates that approximately 50% ($R^2=0.503$) of the mediating variable could influence the dependent variable. Finally, for the analysis of independent variables, mediating variable and dependent variable shows that there is a strong relationship between cognitive, affective, and satisfaction toward intention to revisit where it shows the result of ($R=0.731$). The value of R^2 was 0.534 indicates that the predictors (IV and MV) contribute 53% of the variance in intention to revisit and this signifies a good predictor.

In summary, the result with the effect of mediation, first, in Model 1, where Satisfaction as DV, Affective did not response for it significant to have the relationship influencing the DV but Cognitive has the influencing factor toward DV. Secondly, when performing test in Model 2, Intention to Revisit as DV, all IVs showed significance in influencing DV. Thirdly, when performing test in Model 3, the Intention to Revisit as DV and Mediator as IV, the variable shows it has an influence factor toward DV. Lastly, when performing test in Model 4, in confirming the influence factor of IV and MV toward DV, it is proven that there exist influencing factor, because the coefficient's table indicate that all variables is significant except for Cognitive. Hence, the variable that meets the requirement of mediating effect as according to Baron and Kenny (1986) only Cognitive that have the complete mediation effect. In order for tourist to have the Intention to Revisit Tioman Island, the component of Cognitive must meets Satisfaction requirement and this will leads to Intention to Revisit. However, for Affective, may not require Satisfaction as mediating variable, but only as one of the predictor in determining Intention to Revisit Tioman Island by the tourist.

	Countries	Mean	Std. Deviation	Std. Error Mean
MeanCog	1.00	4.0549	.66001	.06919
	2.00	3.8164	.45374	.03717
MeanAff	1.00	4.4652	.49161	.05153
	2.00	4.3803	.44859	.03675
MeanSat	1.00	4.0379	.52436	.05497
	2.00	3.6003	.51438	.04214
MeanIRV	1.00	4.0824	.58459	.06128
	2.00	3.8473	.63386	.05193

Table 3.4 :Group Statistic for Independent Samples Test

** Indicator: 1.00-Domestic Tourist 2.00-International Tourist

	t-test for Equality of Means			
	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
			Lower	Upper
MeanCog	.003	.23859	.08334	.39385
MeanAff	.182	.08489	-.04002	.20980
MeanSat	.000	.43755	.30174	.57336
MeanIRV	.004	.23510	.07373	.39647

Table 3.5:Independent Samples Test

Independent-samples T-test (table 3.4 and table 3.5) was conducted to compare the variables scores for domestic and international tourists. Firstly, to compare the cognitive scores for domestic and international tourists, where there was significant difference in scores for domestic ($M = 4.05$, $SD = 0.66$) and international ($M = 3.82$, $SD = 0.45$); $t(238) = 3.04$, $p = .00$ (two-tailed). The magnitude of the differences in the Mean Value (mean difference = .24, 95% CI: 0.08 to 0.39) was small (eta squared = .037). For affective scores, there was no significant difference in scores for domestic ($M = 4.47$, $SD = 0.49$) and international ($M = 4.38$, $SD = 0.45$); $t(238) = 1.34$, $p = .18$ (two-tailed). The magnitude of the differences in the Mean Value (mean difference = .08, 95% CI: -0.04 to 0.21) was very small (eta squared = .007). Thirdly, on satisfaction scores for domestic and international tourists, there was significant difference in scores for domestic ($M = 4.04$, $SD = 0.52$) and international ($M = 3.60$, $SD = 0.51$); $t(238) = 6.35$, $p = .00$ (two-tailed). The magnitude of the differences in the Mean Value (mean difference = .44, 95% CI: 0.30 to 0.57) was very large (eta squared = .145). Finally, for intention to revisit scores, there was significant difference in scores for domestic ($M = 4.08$, $SD = 0.58$) and international ($M = 3.85$, $SD = 0.63$); $t(238) = 2.87$, $p = .00$ (two-tailed). The magnitude of the differences in the Mean Value (mean difference = .24, 95% CI: 0.07 to 0.40) was small (eta squared = .033). We can therefore conclude that there were significant differences in variables scores for domestic and international tourists except for affective scores which show no significant difference.

CONCLUSION

Few studies have assessed destination image, satisfaction, and intention to revisit from various perspectives. However, the goal of this study is to investigate the interrelationship among three variables construct: destination image, satisfaction, and intention to revisit focusing on a destination; Tioman Island rather than an event etc. Findings support all objectives and hypotheses developed. Finding show that there is a positive relationship among variables, above all satisfaction seems to have a strong positive relationship with intention to revisit. On the mediation effect, only cognitive that has the complete mediation effect, which means that if we want the tourist to have the intention to revisit Tioman Island, the component of cognitive must meet the satisfaction's requirement. However affective act only as one of the predictors in determining intention to revisit by the tourist to Tioman Island. Based on the findings of this study, some recommendations are addressed. This study showed that destination image directly affected tourists' intentions to revisit the destination and cognitive image had significant and direct influences on tourists' intentions to revisit. So, it is important for destination managers and marketers to cooperate in understanding this image and develop a special attributes and activities to reinforce tourists' satisfaction, in return it will increase the intention to revisit. Furthermore, the findings showed that majority of the respondents were male and the age range between 20-29 years old, it will be an advantage (delighted) if destination managers provides special perks (needs) for this tourists.

This study is limited only to an industry namely tourism industry, also limited only to a small sub-section in this industry namely Island. Future research might consider other industries and other area such as accommodation, restaurants, transportation and etc. Further research might want to consider other geographical area and other tourist attractions. This will add to body of knowledge and can prove the effect of destination image in other area. In this study, only three questions were asked pertaining on affective image and the result shows insignificant.

More questions could be added in the future on affective image dimension in order to determine if the result would appear significant with more questions. The finding of this study shows that destination image affected intentions to revisit support previous findings by Hernandez et. all (2006). Since the destination image is served as an important element on affecting tourist's intention to revisit the destination, researcher commonly engage in destination image studies. Researchers have pointed out that cognitive image evaluation and affective image evaluation are distinguishable, and both influence overall image of the destination (Beerli and Martin, 2004; Gartner, 1993). It is recommended that future study will further evaluate the role of cognitive image and affective image and to explore the relationship between them and how these influence the formation of destination image.

Moreover, the respondents of this study mainly are Singaporean and domestic tourists. Hence, there is a tendency whereby the results might slightly bias and did not generalize the destination image of Tioman Island. Due to the limitations and constraints in this study, the result is considered valid whereby; the number of Singaporean and domestic tourist is about the same. Future research might consider a more variety of respondents and simple random sampling that will give an equal chance to everyone. Above all, future research might consider a new approach in the data collection and not merely depends solely on questionnaire, for example, through an observation that will give a better understanding and view on destination image in the same time will not disturb the tourists during their holiday. In this study, data were collected after tourists had experienced their holiday. A wide view on destination image can be generated by collecting the data, before, during and after the tourists visited Tioman Island. But this will caused time and financial constraints.

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TIPPING: HAS IT BECOMING PREVALENT NORMS IN MALAYSIA HOSPITALITY INDUSTRY

*Assoc. Prof. Mohd Salehuddin Mohd Zahari, PhD, Mohd Onn Rashdi,
Salleh Mohd Radzi, PhD, Zulhan Othman and Hazmal Ismail
Universiti Teknologi MARA, MALAYSIA
salehuddinm@yahoo.com*

ABSTRACT

As tipping is considered a main source or additional income for millions of service personnel and closely related to behavioral and social economics perspective, it has continually received significant attention among the academic scholars since the last two decades. Many researchers agree that tipping is one of the most efficient and effective ways in monitoring, rewarding effort of service workers, token of appreciation, complement or as an incentive for good service delivered. This non-legal required obligation although is not a social norm like in the United States and some of the European countries, but the practices are widely spread particularly in the tourism, hospitality and restaurant industry and becoming internationalized including in Malaysia. Despite not an institution and part of the Malaysian culture, tipping is becoming more widespread and acceptable in this country hospitality industry. The practice is unlikely to disappear instead will continue to increase from time to time. This research note besides reviewing the past studies on tipping, different countries practices but narratively emphasizes and highlights the current practice in Malaysian scenario. In other words, this paper not only creating the first local literature but lay the groundwork for other Malaysian researchers to further look into this tipping issue from various perspectives in line with vigorous development of Malaysia tourism, hospitality and restaurant industry.

Keywords: tipping, norms, prevalent, Malaysia, hospitality

INTRODUCTION

It's become normal practices and not to exaggerate that customers particularly in service industry often give a token of money for appreciation of the service render. This non-obligatory or voluntary gift is popularly known as tipping. In layman term, tipping involved poorly specified obligations that are enforced by social norms and/ or individual conscience (Lynn et al, 1993). Tipping is a multimillion dollar economic phenomenon and being practice world widely (Lynn and McCall (2000). In Canadian restaurants for instance people tip about 5 billion Canadian dollars each year and Americans are reported of paying out over 14 billion in tip to restaurant employees (Azar, 2007).

Commentators unanimously agreed that tipping exist because it is the most efficient way of monitoring and rewarding effort of service workers or as an incentive for good service delivered (Bodvarson and Gibson, 1994; Lynn and Withiam, 2008; Brauer, 1997; Engle, 2004 Bodvarsson & Gibson, 1999; Koku, 2005; Lynn, 2009; Lynn & McCall, 2000). Waiters,

waitresses, bartenders, bellhops, concierges, porters and tour guides to name a few are among the examples of service personnel commonly tipped. Zeithaml et. al (1988) noted that the highly customized and intangible nature of many services make it hard for service provider to monitor and control the quality services delivered by their employees and tipping is the way in increasing them to perform the high quality standard of service. People are normally tip in order to feel fair and avoid embarrassment and guilt in which tipping has become a social norm and this closely related to behavioural and social economic. Tipping is also a way of monitoring service workers by the customers and is a form of providing incentives.

According to Lynn et al, (1993), the custom of tipping can be explained from historical or functional perspectives. On historical perspective, the origins of tipping are still ambiguous and continuously received significant attention among the academics scholars. Schein, Jablonski and Wohlfahrt (1984) anecdotally noted that the custom of tipping started in the Middle Ages when journeying feudal lord would toss handful of coins to groups of beggars on the road in order to purchase safe passage while Shamir (1984) claimed that it grew out of custom in Tudor England which to pay servant or workers for the extra work they have done. Not only goes to it origin, the word tips also is still debatable. Based on the work of Lynn et.al (1993), tipping is believed derives from Latin the word *stips* refer to a gift or Dutch word *tippen* which denote in tapping a coin on a table or glass to attract a servers attention or a gypsy phrase “*tipper me your money or give me your money*”. In functional perspective, Lynn et.al (1993) and many others (Bodvarsson and Gibson,1988; Hemenway,1984; Jacob and Page, 1980; Shamir, 1984) argue that the custom of tipping is seen as the most effective way of providing service personnel with token of incentives from their well done jobs Scholars also argue that tipping is motivated by a desire for good service during future encounters with the server; a desire for social approval and a desire to compensate servers equitably for their work. This aspect is further elaborates in the subsequent discussions on studies of tipping.

STUDIES ON TIPPING

It seems that researchers especially in the western world begun to give serious attention on the issue of tipping over the last 20 years. Two of the popular areas and continually getting attention are the socio- economic and socio- psychological. Based on literature, the economists looking at tipping from transaction cost and support with some theoretical work and most of them believed that tipping exists because it is the most efficient way of monitoring and rewarding the efforts of service workers. The pioneering work of tipping in economic area was undertaken by Ben- Zion and Karni (1977) with a theoretical model. According to their model, tipping is consistent with only for the repeating customers but not by one time customers. Tipping is also involving customer monitoring and rewarding of performance (Pencavel, 1977). Jacob and Page (1980) based on additional theoretical model suggest that optimal monitoring may involve process by both the owner and the buyer who interacts with the monitored employee. Sisk and Gallick (1985) on the other hand posit that tipping is an enforcement device used to protect buyer from unscrupulous seller or his agent when the brand name mechanism for ensuring contractual performance is insufficient.

Empirical economic investigation on tipping are continuously carried out by Bodvarson and Gibson (1994; 1997; 1999); Schwartz (1997); Ruffle (1999); Schwer and Daneshvary (2000).

In the determining tips rates and using a neoclassical approach, Bodvarson and Gibson (1999) hypothesize that dollar tips are determined by the supply and demand for service and that service demand is influenced by customer valuation of service and incentives to free ride. Result of the regression analysis showed that tips amounts are depending on service quantity rather than service quality and patronage frequency. In other words, a very strong positive relationship between dollar tips and bill size and that bill size accounted for much of the explained variation in dollar tips. As argued by Schwartz (1997) that tipping can increase the profit of the firms when it allow price discrimination between two consumer segments that differ in their demand functions and their propensity to tips. Looking at tipping practice in beauty salon, Schwer and Daneshvary (2000) contends that price, gender, age and the use of appointments are only factors that significantly influence tips amount and suggested a complete model of tips amount should includes economic, personal and demographic variables. In the recent study, economists like Bodvarson, Luksetich and Mcdermott (2003) argue that people do not tip primarily out of social convention but on the basis of conscientious appraisal of service and the incentive to free ride on the service transaction.

On socio- psychological perspective, as previously mentioned much of solid groundwork studies about tipping predominantly undertaken by Lynn and later followed by other researchers. Based on literature, besides others attributable the four main areas like the bill, server and customers were the central focus of the early studies. Lynn and his co-authors for instance investigated the relationship between tipping and bill size and method of bill payment (Lynn and Latent, 1984; Lynn, 1998; Lynn and Grassman, 1990). Result of their empirical studies indicates that over 50 percent of variance in tip size was accounted for by the bill size and restaurant customers who paid their bill through credit cards give slightly larger tips than those who pay by cash (Garrity and Degelman, 1990) and later concluded that restaurant tipping largely norm – driven behaviour (Lynn, Zinkhan and Harris, 1993).

Server related factors (server friendliness and attractiveness) which influence tip size were also attracting attention among the researchers. Garrity and Degelma (1990) examined the tip size when server introduced them themselves by name while Tidd and Lockard (1978) investigate when server gives a big smiles) and Lynn and Mynier (1993) when server squat down next to customer table when taking order. Lynn and Latane (1984); Tidd and Lockard (1978) on the other hand looked on the differences on tipping habits between males and female customers. On the other studies, Lynn (1988, 1992), Lynn and Bond (1992) empirically investigated the relationship between the size of a dining party and the amount tip received. The role of gender has also received attention in the literature. MacCarty et, al (1990) posited that tipping is also a gender stereotype whereby male customers are better tippers than females and such practice may have been the case that men might be more familiar than women with the tipping norms. In looking at the ethnic differences between Black and White tip sizes and tipping habits, Lynn (2004) revealed that there was a statistically significant between two US major ethnic groups whereby African Americans seem to be less familiar with the 15 to 20 percent restaurant tipping norm.

All the earliest studies either from economic or socio- psychological perspectives have given a fundamental basis for researchers in further exploring the issues of tipping. In fact, to this end the main reason for customers to tip servers is still debatable and no single conclusive argument has derived from it. Based on empirical evidences, most customers suggested that

they tip because of their appreciation and gratitude on quality of service that they have experienced (Lynn, 2001; Parrett, 2006; Speers, 1997). This behaviour actually represents customers' sensitivity on service quality and servers' performance throughout the dining experience. They come to experience what they pay for and therefore, upholding service effectiveness lies on the shoulder of restaurant frontline employees particularly servers or waiters. Once servers manage to deliver quality service to their customers, a customary amount of tip will be given to them as a reward. Two studies have found significant positive relationships between tip sizes and service evaluations (Lynn, 1996; Lynn & Graves, 1996). Lynn and McCall (2000) on the other hand suggested that the service–tipping relationship is due to the effects of customers' service evaluations and tips rather than to a direct effect of service quality on tip size and customers decisions about whom to tip are largely determined by custom.

Other researchers also provided evidences that among others, customers tip servers to enhance better future services (Bodvarsson & Gibson, 1999; Parrett, 2006), tip size were based on moods of customers (Lynn & McCall, 2000), tip more for better service (Parrett, 2006), and tip to avoid guilt (Lynn, 2009). Despite these notions, tipping is always the main motivation for servers in the restaurant and hotel industry. Employees' are actually appreciating the reward received and it acts as their main motivation to serve better next time around. Lynn & McCall (2000) stressed that the intangible and customized nature of many services including hotel and restaurant makes it difficult for managers to supervise their employees and tipping is thought to be a way of enlisting the customers' help in performing these quality control functions. Azar (2007) however notes that people often tip although they have no intention of receiving future service from the tipped worker (e.g., when people tip abroad). Casey (2001) stressed that tipping is considered to be culturally specific although it is an institution in most countries. In other word, different countries with different culture, tipping behaviour may not be perceived similarly. Lynn (2000; 2009) suggested that further exploration should be done to assess the different level of acceptance of the norm and customs of tipping in different parts of the world. In addition, Lynn's recommended that tipping can also be studied at multiple levels of analysis- namely, at the level of individual tipping decisions, at the level of tipping norms within countries, and at the level of cross-country differences in tipping customs.

TIPPING BETWEEN NATIONS

It is worth mentioning that tipping practices are different from one country to another. This non-legal required obligation has been a social norm to the west especially in the United States. According to Lynn, Zikhan and Harris (1993), tipping was less prevalent in countries with a low tolerance for status and power differences between people and in countries with feminine values that emphasize social over economic relationships. In the USA, it is customary to tip a large number of server workers and millions of restaurant, hotels, cruise ship, train employees, bus and taxis drivers depends heavily on tip income (Lynn 2000; Wessel, 1997) while hotels and restaurant are the most common practice. Many people's notice that America is the land of the tips and according to Lynn (1994) Americans may react rudely if no tips are given and they are advised to leave per cent of the bill to the restaurant waiter and waitresses. Due to proximity, similar practices occur in Canada and Mexico.

Meanwhile, it is common to leave a tip (gratuity or service charge) in the UK, although customers do not feel obliged to do that or if they think the service was not satisfactory. In comparing tipping practices between English and Italian customers, Callan and Tyson (2000) however found that tipping as a means of showing status is significantly more important to the Italian than the English. Italian seems to be more generous in tipping waiters/waitresses than the English and this difference probably due to the tipping in the UK is now slowly being replaced by service charges and many believe that this trend will increase substantially. Tip between 5-10% as a common practice in central European countries like Germany, Switzerland, Austria, and Holland although it is not always required to tip while country like Spain is also not advocate of tipping. Lynn (2000) other hand noted that it is customary to tip only a few service professions in Denmark and many Scandinavian countries.

From the popular belief, service is often more casual in New Zealand and Australia than in many countries, even in expensive restaurants and hotels. Apart from the mandatory goods and services tax (GST), there are no mandatory gratuities or restaurant service charges of any kind in Australia and New Zealand. Some restaurants may add additional such as a 10% service charge for large groups. In the Middle Eastern country besides Oman and Yemen where the practice does not exist, tipping is expected on top of service charges. Among the Middle Eastern people, tipping is known *baksheesh*. Owing to lower salaries and wages among employees in the service sector including hotels and restaurants in the Middle Eastern countries, tipping is one of the ways of supplementing their income. Egypt is the country that claimed to be by far for request for tips. As one of the popular countries in African continent, tipping for service is not compulsory but is in general standard practice in South Africa. Range around 10% of service charge is usually charge in the upscale hotels and restaurants.

Country	Restaurants	Porter	Taxis
United States	15-20 %	\$ 1- 2 per bag	10%- 15 %
Canada	15-20 %	\$ 1- 2 per bag	10%- 15 %
United Kingdom	10 % if no service charge	\$1 per bag	15 %
France	5% - 10%	\$ 1 per bag	Round up the bill
Germany	5 % - 10 %	\$ 1 per bag	Round up the bill
Denmark	None	\$ 1 per bag	Round up the bill
Sweden	10 % if no service charge	\$ 1 per bag	Round up the bill
New Zealand	None	None	None
Australia	None	None	None
Egypt	5% - 10 % plus service charge	\$ 1 per bag	Round up the bill
Saudi Arabia	10% - 15 %	\$ 1- 2 per bag	Round up the bill
United Arab Emirates	None	None	None
India	10 % if no service charge	\$ 1 per bag	Round up the bill
China	3 % in major cities	\$ 1- 2 per bag	None
Hong Kong	10% in addition to service charge	\$1 per bag	Round up the bill
Japan	Tipping is perceived as insulting	None	None
Russia	10% - 15 %	\$1 per bag	Round up the bill

South Africa	10 % if no service charge	50 cents per bag	10%
Kenya	5 % if no service charge	50 cents per bag	None

Table 1: An Acceptable Tip Percentage in Selected Countries

Source: US Today, 2008

In most Asian countries, tipping is not a customary. It is a sensitive topic in certain countries particularly Japan where breaches of social convention are taken more personally than they are in the West (Dewald, 2003). In this country, tipping is seen as enslaving the servers and creating status quo within the restaurant organizational structures. Besides Japan, the phenomenon is gradually changing and becoming more acceptable in other Asian countries. In the case of China, increasing number of service workers does not regard tipping as a voluntary behaviour. Instead, they perceived tipping as a mandatory service charge and expect to get the full amount from each tipper (Dewald, 2003). It is common practice in Taiwan and Hong Kong that tour groups to add gratuity charge to the total bill. Things are similar in Southeast Asian countries like Thailand, Indonesia, Philippines, and Singapore although tipping is not the standard practice among the locals and in general, but it is expected by most of the local high end restaurants. In this restaurant or those that cater exclusively to oversea tourists tipping is more commonplace, and in many instances the gratuity normally 10-15% is included in the bill. In sum, Table 1 show an acceptable tip percentage in some of the selected countries

TIPPING IN MALAYSIA HOSPITALITY INDUSTRY

In the last 30 years, tips are not really popular Malaysia and servers do not expect to be tipped either. Unlike Americans where a waiter or waitress besides basic salary earn an additional incomes from 15-17% of bill before tax or 20% at a 5-star restaurants and hotels, Malaysian waiters and waitress for long has received a fixed basic pay. In addition, although there is a service charge of 10% charged into the bill in the hotels and high end restaurants in Malaysia, it may not necessary be passed on to the wait staff. There is also a 5% government tax on the bill. However, this scenario has gradually changed. Despites not an institution and part of the culture, tipping is becoming more widespread and acceptable in Malaysia hospitality industry. Nowadays ones can never stopped customers from leaving the loose change behind or leaving behind a few ringgits, if they are happy on the service rendered. In fact now, tips collected on top of the service charge are commonly pooled and distributed among service staff at the end of the month according to a points system as practice in other countries (Johnstone, 1999). The total monthly tips collected are divided by the total number of points carried by all service staff in the hotels and high end restaurants. The other approach being applied in the country is by placing a tip box on the cashier's desk. This is to make sure that the overall tips received for that particular shift or day will be distributed fairly among all restaurant employees and to avoid server favouritism.

As noted by Dewald (2003) in New Zealand that tipping growth may be attributed to: increasing numbers of foreign tourists, particularly from countries where tipping is the norm; bringing back the custom by the local travelers overseas; and the rapid expansion of the hospitality sector which is increasingly internationalized. On top of that, increasing numbers of people are working in the hospitality industry and they have compounded growth of the practice because they have adopted tipping themselves, when they dine out, as a consequence

of their exposure to it. Similar argument could be used in the Malaysian context. In fact, tipping behavior in Malaysia is unlikely to disappear and instead will continue to increase from time to time. This phenomena raises critical questions to whether tipping has becoming prevalent norms in Malaysia hospitality industry?. To what extent hotel and restaurant service staff benefit from tips. Do Malaysian customers feel worth of giving tip?

In line with the above notion, tipping has yet not received attention among the Malaysian researchers with no single study available despite there are growing database of research particularly in the western world. With the vigorous development of Malaysia tourism, hospitality and restaurant industry, it services characteristics as well as employee performance and customer participation on tipping will have either positive or negative influences on service excellence plus answering the above highlighted questions, there is a need for empirical studies to be undertaken in Malaysia setting. In other words, this paper not only creating the first literature but lay the groundwork for other Malaysian researchers to further look into this tipping issue from various perspectives

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IDENTIFICATION OF GUESTS SATISFACTION IN DETERMINING THE IMPROVEMENT OF HOTEL SERVICES IN MELAKA

*Arni Abdul Gani and Ahmad Khairuman Md. Hasim
Universiti Teknologi MARA, MALAYSIA*

ABSTRACT

Customer satisfaction has shown to have great impact towards company's overall performance and revenue. Satisfaction is achieved when the customer's needs and wants are fulfilled. It has been proven in many literatures that satisfied customers will not only come back but have the potential to bring friends through positive word of mouth. Therefore, measuring customer satisfaction becomes a vital task to managers in order to ensure prosperity in business. The aim of this study was to identify the level of guests' satisfaction in hotels around Melaka. Surveys were conducted in five star hotels around the city of Melaka using a structured methodology. Results were then presented through mean scores of each attribute and a factor analysis was conducted to determine the guests' satisfaction level towards the hotel services. A multi linear regression was also performed using the factors identified to test the significance of these factors in determining the satisfaction level. The result indicated that overall guests' were satisfied with the hotel experience during their stay in Melaka. However, there were indications of certain areas in the hotel that could be improved by the managers in particular the receptionist's ability and willingness to provide service which basically reflect the front office department overall performance. Housekeeping department received the highest satisfaction level followed by Food & Beverage department. Using the factor analysis, two important factors have been identified to be significantly important in determining the satisfaction of hotel guests; the Hotel Facilities and Services and the Guest First Encounter factors.

Keywords: satisfaction, hotel services, customer, Melaka

INTRODUCTION

In today globalize business environment, there has been an increase in emphasis for many companies to produce and deliver high-quality products and/or services. Many companies have taken significant measures know how well the business process is working or to know where to make changes to create improvements, if changes is needed or also to determine if the changes led to improvements. There are various measurement techniques applied by companies around the world. Some may choose the measure the quality of the products or services. Measures of quality used to focus on more concrete and objective or hard indices, for example time to complete a task or number of written errors on particular forms. However, recently there has been a desire to utilize a more subjective or soft measures, like focus on perceptions and attitudes (Hayes, 1998). Knowledge on customer's perceptions and attitudes can have significant impact towards any business. They can know what their customer's requirements or expectations and will be able to determine if they are meeting those requirements. When considering customer satisfaction measures, many would think

that this is merely filling up complaint cards that usually can be found in restaurant or hotel room.

Customer satisfaction measure is so much different from complain management measure. Compare to complain management which can highlight immediate problems and usually confine to specific certain areas or restaurant or hotel, customer satisfaction measurement involves practical outreach to the total market of customers (Flanagan & Fredericks, 1993). The input will help businesses to prioritize improvements according to customer needs rather than management opinions on what to improve. Measuring customer satisfaction has become an important component in the bottom-line success in service businesses (Spinelli & Canavos, 2000). Every business needs to satisfy their customer to encourage repeat business and good word-of-mouth advertising. An objective and accurate measures of customer satisfaction will provide the best lead indicator of future loyalty. Basically, it will provide an understanding on how customers perceive your organization and whether the performance meets their expectations and also will be able to identify PFI's (priorities for improvement). These are areas where improvements in performance will product the greatest gain in customer satisfaction (Spinelli & Canavos, 2000).

HOTEL GUESTS' SATISFACTION

Studies on satisfaction of consumers have always been an area of interest to many researches. It is because the area of satisfaction is notably very important in any business to ensure continuing success. The outcome can point out and make clear indication of the aspects that are highly associated with customer satisfaction as well as aspects that need urgent attention for improvements.

Previous studies conducted by Gunderson, Heide and Olsson (1996), defines customer satisfaction as, "a guest's post-consumption judgment of a product or service that can, in turn, be measured by assessing guest's evaluation of a performance on specific attributes." They focused on the factors considered to be important for business travelers in determining their satisfaction. The outcome of the research indicated that overall satisfaction can be explained by tangible and intangible dimensions of three departments of the hotel, namely the housekeeping, reception and food and beverage. The research revealed that the business travelers were most concerned with the tangible attributes of housekeeping and the intangible attributes of the front desk.

A performance based satisfaction evaluation has been conducted in some of the study of hotel guest satisfaction. This kind of research is basically conducted to reduce or avoid problems related to the measurement of expectation. The study conducted by Gunderson et. al (1996) mentioned above, have adopted this approach. In his study, he addressed some questions to further develop our understanding of the satisfaction construct. The questions were "What effect does poor performance in one area have on overall satisfaction with the service experience?" and "What clues do customers use to form overall satisfaction evaluations?" This was a very interesting questions and the same intention is develop for the existing study. This study is attempted to discover the structure of satisfaction evaluations of hotel operations and services.

TOURISM IN MELAKA

The tourism industry in Melaka was first developed by the Perbadanan Pembangunan Negeri Melaka in 1982. The modern development of tourism in Melaka began after the declaration of Melaka as Historical City by the Malaysian government on 15th August 1989. From the period of 1999 till 2009, a total of 47.25 million tourists visited Melaka with an average increase almost 20% per annum and the average length of stay about 1.89 nights. (Tourism Melaka, 2010) During the eleven years, of which 76.6% came to Melaka are domestic tourists and the balance 23.4% is composed of foreign tourists. Melaka thrives on tourism and much development focusing on this industry has been main agenda in the state government plans including the Taming Sari revolving tower, the extension of its airport and the aero rail transit project.

Along with the inscription of Melaka as World Heritage Site by UNESCO, the state government is certain on their tourism arrival target are within reach. In an attempt to attract more tourists to the city, the state government has adopted a theme “Visit Historical Melaka means visit Malaysia”. To realize the plan, the state government has emphasized development of the tourism industry, and with the strategy to capture various markets, they have decided to concentrate the development to nine tourism components, namely heritage, agriculture, culture, recreational, education, health, shopping, sport and convention. It is so much concerned for the state government to ensure that everyone are committed in providing good and above expectation services for the tourists as satisfaction are important factor leading to the success of companies in the hotel, catering and tourism industries.

In today’s competitive hotel industry, it is essential for every hotelier to find ways to make their products and services to stand out among others. The use of hotel facilities such as: room, restaurant, bar, nightclub or health club; is no longer considered a luxury. One of the greatest challenges facing hotel organizations today is the ever-growing volume and pace of competition (Kandampully and Suhartanto, 2000). Satisfied customers usually will have the tendencies to repeat their purchases and often leads to favorable word-of-mouth publicity (Gunderson, Heide & Olsson, 1996). This means that satisfied customer will eventually turn out to be loyal customer.

SIGNIFICANCE OF THE PROJECT

This research is expected to assess guests’ satisfaction level towards hotels’ attributes in Melaka and at the same time determining the important factors that have the strongest effect toward guests’ overall satisfaction with their stay. Having the results, hotel managers could focus their attention to the areas that are closely related to guests’ satisfaction in order for them to deliver quality services, fulfill guests’ satisfaction during their hotel experience and attract more tourists to Melaka by positive word of mouth.

METHODOLOGY

This study aims to identify level of guests’ satisfaction and determine the factors that guests find to be significant when evaluating their hotel experience. This study used structured

methodology whereby a set of questionnaire with attribute based questions were given to respondents. Each of the questions was given a rating scale of 1 to 7. This study incorporated a self-administered questionnaire which had 2 parts namely Section A and Section B. The 2-page questionnaire consisted of 27 questions with Section A constructed based on Gunderson et.al (1996) hotel guests satisfaction attributes. The three departments included in the study were Front Office department, Food & Beverage department and Housekeeping department. These departments were chosen since they represented the core operation of the hotel. Nonetheless, they were also the three departments in a hotel which operations were necessary to fulfill the basic needs of the guests such as sleep and food.

The attributes indicators cover the three departments (front office, housekeeping and food & beverage) and their intangible and tangible dimensions. In addition, a statement asking overall satisfaction for each department were included to assess the construct validity by correlating each indicator with overall satisfaction scores. For all survey sessions, questionnaires were personally handed to the receptions at the selected hotels who are then helped in distributing the questionnaires to designated respondents. The quantitative data obtained were able to give a comprehensive view of the satisfaction levels. Specifically, the attributes selected for this study will help the hotel management to understand guests' satisfaction and the factors that will contribute to this aspect.

EVALUATION OF RESULTS

Mean scores for each hotel's attributes

Generally, it was found that respondents were somewhat satisfied with their hotel stays. However, 4 of these attributes score higher than the rest on the Likert Scale 1 - 7. There are physical appearances of the food & beverage area (5.96), variety of menu (5.94), housekeeping personnel's ability to provide service (5.92) and housekeeping personnel's to provide service (5.96). Two of the attributes scores lower than others. There are receptionist's willingness to provide service (5.52) and receptionist's ability to provide service (5.50).

Overall satisfaction on hotel visit

	Mean Overall Satisfaction: Hotel Visit	
	From questionnaire (Section A22)	Computed from Section A (Excluding A7, A14, A21, A22)
Mean	5.96	5.77
Standard deviation	0.694	0.641
p-value	0.014	

Table 4.1: Mean scores for overall satisfaction: Hotel visit

The mean overall satisfaction of guests during their hotel visit based on the overall satisfaction of hotel visit (question A22) and satisfaction scores based on 18 attributes measured are presented in the table above. The mean for overall satisfaction is 5.96 while mean for satisfaction based on 18 attributes measured is 5.77. Based on the p-value of 0.014, it shows that there is a significant difference between the mean overall satisfaction and satisfaction based on 18 attributes measured. This shows that the respondents have different

perception when evaluating the overall satisfaction and also the satisfaction based on 18 attributes measured.

Overall satisfaction on based on each department.

	Department		
	Front Office	Food and Beverage	Housekeeping
Mean	5.66	5.82	5.83
Standard deviation	0.751	0.647	0.641
p-value	0.057		

Table 4.2: Mean scores for overall satisfaction on departments.

Table 4.2 above illustrates the mean overall satisfaction of guests during their hotel stay based on the departments that they encounter which are front office department, food and beverage department and housekeeping department. Comparing to the three departments, the results show that highest mean score for guest satisfaction were housekeeping department (5.83), followed by a slightly lower mean score from food and beverage department (5.82) and front office department (5.66). Although there is only a tad different of mean score between housekeeping and front office department, the p-value shows that there is no significant difference in guests evaluation towards the hotel services between the three departments.

Factor Analysis

FACTOR	ATTRIBUTES
FACTOR 1 – Hotel Facilities & Services	<ul style="list-style-type: none"> • Comfort of the reception area. • Receptionist’s accuracy in registration. • Food and beverage personnel’s willingness to provide quick service. • Food and beverage personnel’s ability to provide service. • Physical appearance of the food and beverage area. • Variety of menu items. • Number of restaurants/ bars. • Opening hours of the food and beverage department. • Amenities in the hotel room. • Comfort of the hotel room. • Availability of room at check-in. • Availability of room during stay.
FACTOR 2 – Guest first encounter	<ul style="list-style-type: none"> • Receptionist’s willingness to provide service. • Physical appearance of the reception area. • Receptionist’s ability to provide quick service. • Housekeeping personnel’s ability to provide service.

Table 4.3: Factor Analysis results

Using factor analysis, two groups of attributes have been grouped into two important factors that explain 66.1% of variation in mean overall satisfaction of hotel visit. Based on the characteristics of the attributes formed, these factors were named Hotel Facilities & Services (Factor 1) and Guests First Encounter (Factor 2). These factors have successfully determined the visitors’ satisfaction level during their hotel stay experience. Other attributes that were not

included in either factor were not taken in rotated component matrix because of the variance value that is too small.

These finding is also supported by the Multi Linear Regression that have been performed by using the two factors. Both factors are significantly important to be included in the model derived from the test with $p\text{-value} = 0.000 < 0.05$ which also mean that hotel guests' satisfaction are significantly depend on these two factors. However, based on the Standardized Coefficient Value, it indicates that factor 1 is more important than factor 2 (Factor 1 = 0.584, Factor 2 = 0.518). In terms of correlation with mean overall satisfaction, it can be explained that both factors are highly correlated with the mean overall satisfaction with 60.9% of the total variation in mean overall satisfaction. This also point out that the other 39.1% can be explained by other variables.

DISCUSSION ON RESULTS

Level of satisfaction towards hotel attributes

4 of these attributes were selected as the most attributes that the guests' satisfied with. The first factor was physical appearance of the food & beverage area. This indicates that the hotel's restaurants and other F&B area designs and styles really pleasing and suits the guests. The second factor was variety of menu which indicates that the hotels have been successful in providing different and variety of cooking styles as well as many selections of dishes that can go well with the guests. The third factor was housekeeping personnel's willingness to provide service. This was really interesting as it suggests that on overall the housekeeping department has done a really good job in providing services to the guests. This factor in particular justify that the housekeeping staff were found to be more helpful towards the hotel guests. The last factor was amenities in the room. This basically indicates that all the items provided in the room are satisfactorily for the guests.

The level of satisfaction were also examined and discussed in terms of departments guests encounter while they stay at the hotels. The study revealed that housekeeping departments scores higher than the other two departments in satisfactory level. This was really interesting insights since housekeeping was often regarded as the 'back of the house'. Nonetheless, housekeeping is a department a guest will encounter during their stay in a hotel especially once they finish checking in and getting settled in the room. The food and beverage department fall into second and followed by front office department. This was also quite interesting as the front office department is the first department a guest will encounter during their stay. This shows that there are still areas need to be considered by the management regarding the front office department in delivering and ensuring satisfactory stay of the guests.

Important factors for guests when evaluating hotel experience

Attributes in Factor 1 were found to be more important in determining the guests' hotel experience. These attributes are comfort of the reception area, receptionist's accuracy in registration, food & beverage personnel's ability to provide service, physical appearance of the food & beverage area, variety of menu items, number of restaurants/bars, opening hours of

the food & beverage department, amenities in the hotel room, comfort of the hotel room, availability of room at check in and availability of room during stay.

Important factors relate to overall satisfaction

The factor analysis has been successful in determining the important attributes that relate to the overall satisfaction of the guests' when evaluating their experience staying in the hotel. The attributes were grouped into two factors; named Hotel Facilities & Services (Factor 1) and Guests First Encounter (Factor 2). The attributes in factor 1 were found to be most important to determine the overall satisfaction level followed by the attributes in factor 2. Looking into the attributes in factor 1, it is generally safe to say that guests' give very much attention to hotel's services and facilities when they decide to stay in a hotel. Comfort ability and availability of the service and facilities at any time they might require them are rated as very imperative when evaluating satisfaction.

In Factor 2, these are all attributes that a guest will first encounter when they arrive at a hotel and ready to check in. Mostly relate to employees' ability to provide correct and prompt service to the guests. This is very important because a quality and quick service will affects the guests' judgment and evaluation on their experience at the very beginning of the registration and checking in process as well as throughout their hotel stays.

CONCLUSION

Delivering quality services is always a challenge and an unquestionable importance for hotel managers. However, managing a quality services can be grueling when we do not know what aspects or areas the guests consider to be important when they evaluating their hotel experience and relate to total satisfaction. The results of this study illustrate clearly the aspects guests consider to be important for them when evaluating hotel experience and their satisfaction. The satisfaction was influenced by the two important factors derived from the results of this study. Hotel facilities & services (Factor 1) and Guests First Encounter (Factor 2) were the two notably factors that are important for hotel guests. Included in the factors, were the attributes that specifically point out the tangible and intangible aspects of services. This attributes were very important for the hotel managers to know and to manage if they want to ensure a satisfying and quality services for their guests. Few areas have been identified which need future attention by the management. This is basically based on the attributes scores by the hotel guests, in particular the receptionist's ability and willingness to provide service. This is important area, since the front office is the first department a guest will encounter when they register and check in. Manager should initiate more customer service concepts to stimulate higher level of employees' ability and willingness to provide service. Managers should also consistently evaluate their driving values in order for the employees to focus in providing service as well as satisfying guests' needs.

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