

ISSN: 0972-7310

Journal of Tourism

An International Research Journal on Travel and Tourism

Vol. XX, No. 2, 2018



Centre for Mountain Tourism and Hospitality Studies (CMTHS)

HNB Garhwal Central University, Srinagar Garhwal, India

Journal of Tourism**Vol. XX, No.2, 2018 ISSN No. 0972-7310**

- Patron** : Annapurna Nautiyal, Vice Chancellor, H.N.B. Garhwal University
(A Central University) Srinagar Garhwal, India
- Editor in Chief** : S.C. Bagri, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
- Editor** : S.K. Gupta, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
- Associate Editors** : R.K. Dhodi, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
Elangbam Binodini Devi, Ph.D., H.N.B. Garhwal University
(A Central University), Uttarakhand, India
- Assistant Editor** : Rashmi Dhodi, Ph.D., H.N.B. Garhwal University (A Central University),
Uttarakhand, India
- Managing Editor** : Devkant Kala, Uttaranchal Petroleum and Energy University, Dehradun, India

Editorial Board Members

- Ratz Tamara, Ph.D., Kodolanyi Janos University of Applied Sciences, Budapest, Hungary
- Harald Pechlaner, Ph.D., Catholic University of Eichstaett/Ingolstadt, Germany
- Dimitrios Buhalis, Ph.D., Bournemouth University, UK
- Maximiliano E. Korstanje Palermo University Argentina
- Gregory E. Dunn, Ph.D., Oklahoma State University, USA
- Zaher Hallah, Ph.D., California State University, USA
- John Charles Crotts, Ph.D., College of Charleston, Charleston, S.C., USA
- Robert Inbakaran, Ph.D., RMIT University, Australia
- Stanislav Ivanov, Ph.D., Varna University of Management, Bulgaria
- Mathew Joseph, Ph.D., University of South Alabama, USA
- Terral Philippe, Ph.D., Universite Paul Sabatier, France
- Brian King, School of Hotel & Tourism Management, Hong Kong
- Babu George, Ph.D., Fort Hays State University, Kansas, USA
- J.D. Lema, Ph.D., Drexel University, USA
- H.H. Chang, Ph.D., Ming Chuan University, The first American University in Asia
- Scott McCabe, Ph.D., Nottingham University, UK
- Mark Miller, Ph.D., University of Southern Mississippi, USA
- Shahdad Naghshpour, Ph.D., University of Southern Mississippi, USA
- Rose Okech, Ph.D., Maseno University, Kenya
- Catherine Price, Ph.D., University of Southern Mississippi, USA
- Timothy Reisenwitz, Ph.D., Valdosta State University, USA
- Surekha Rana, Ph.D., Gurukul Kangri University Girls Campus, Dehradun, India
- Geoff Wall, Ph.D., University of Waterloo, Canada
- Mu Zhang, Professor, Ph.D., Shenzhen Tourism College, Jinan University, China
- Bihu Tiger Wu, Ph.D., Peking University, China
- Gandhi Gonzalez Guerrero, Universidad Autonoma del Estado de Mexico, Mexico
- Natan Uriely, Ben-Gurion University of the Negev, Israel.
- Mihai Voda, Dimitrie Cantemir University, Romania

Frequency and Subscriptions: Journal of Tourism is published biannual.

Annual Subscription rates: India-Institutional: INR.2000, Individual: INR. 1000, Abroad- Institutional: US\$ 75, Individual: US\$ 40, Demand Draft or Cheque should be in favour of Finance officer, HNB Garhwal Central University, Srinagar Garhwal and be payable on SBI Srinagar Garhwal (3181) India.

Editorial/Subscription Information

Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal Central University, Srinagar

Editorial

Journal of Tourism is pleased to connect you with its yet another issue consisting of vibrant multidimensional research papers for the benefit of our readers and tourism stakeholders. The following are the research papers finalized for this issue among the pool of research papers submitted for consideration in this issue.

The first research paper titled ***“Customer satisfaction as a driver towards repeat purchase: A study of hotels and restaurants in Assam in North East India”*** authored by Sinmoy Goswami and Panchanan Barman. Authors have studied various parameters related to hotel and restaurant and its significances in making the guests to revisit the property in Assam. This study also elaborates the perceived level of satisfaction with regard to the identified parameters of both hotels and restaurants.

The second research paper title ***“Study on Characteristics of Urban Wetland Ecotourism Experience and Evaluation System”*** authorized by Yang Liu, Mu Zhang & Zhou Li. This article has investigated Shenzhen Overseas Chinese Town Wetland Park through the literature analysis and questionnaire methods in the non-bird-watching period and the bird-watching period. The investigation has been carried out in such aspects as the depth of the travel contents, travel experience evaluation, setting of tourist activities, travel service facilities, travel services and revisiting willingness from the tourist experience perspective so as to study the tourist experience characteristics in urban wetland ecotourism.

The third research paper titled ***“Tourism Development through the sustainable development funding scheme within the Brecon Beacons National Park”*** authored by Edward M Isaacs brings an important study about tourism development backed by public funding. Author draws the relationship and benefit between humans and natural setting and its outcomes in this paper. Author further learns and shares the application of sustainability funding scheme in Brecon Beacons National park. This paper gives various inputs regarding the participation barriers among the community members during implementation and execution stages.

Forth research paper titled ***“Local communities and protected areas in developing countries, Challenges and opportunities”*** authored by Raymond Rastegar studies the underlying relationship between local community and protected areas, benefits, economic progress, challenges, conservation, people-park conflict, sustainable development in developing economies. Author shares about the traditional management practices in protected areas besides using tourism as a tool for effective protected area management. Further author argues the effective use of local resident in conserving protected areas.

I am sure that this issue is an intriguing and enlightening collection. Journal of Tourism is pleased to record its sincere thanks and acknowledgement to all our distinguished reviewers and respected readers for the continuous support and understanding.

S.C Bagri
Editor in Chief

Journal of Tourism
An International Research Journal on Travel and Toursim

Vol. XX, No.2, 2018 ISSN:0972-7310

Contents

S.No	Research Paper	Author	Page
	Editorial Note		
1	Customer satisfaction as a driver towards repeat purchase: A study of hotels and restaurants in Assam in North East India	Sinmoy Goswami & Panchanan Barman	1-24
2	Study on Characteristics of Urban Wetland Ecotourism Experience and Evaluation System	Yang Liu, Mu Zhang, Zhou Li	25-40
3	Local communities and protected areas in developing countries, Challenges and opportunities	Raymond Rastegar	41-46
4	Tourism Development through the sustainable development funding scheme within the Brecon Beacons National Park	Edward M Isaacs	47-60
5	Upcoming Conferences		61-67

All rights reserved. No part of this publication may be reproduced, stored in retrieval system or transmitted in any form or by any means- electronic, electrostatic, magnetic tape, mechanical, photocopying, recording or otherwise, without the written permission of the publisher.

Key Words

Customer satisfaction, repeat purchase, revisit intention, hotels, and restaurants.

Customer satisfaction as a Driver towards repeat purchase: A study of hotel and Restaurant in Assam in North east India.

SIMOY GOSWAMI

Assistant Professor, Assam Institute of Management (AIM), Bigyan Path, Paschim Boragaon, Guwahati- 781035, Assam, India.

Panchanan Barman

Assistant Professor, Gauhati Commerce College, R.G. Baruah Road, Guwahati- 781021, Assam, India. Guwahati.

Abstract

Satisfying customers happens to be one of the foremost objectives of any firm. It involves meeting customer expectations in the context of goods and services offered by such firms. The latter may be hotels and restaurants falling under tourism industry. Customer satisfaction can lead towards increased repeat purchases which happen to be an indispensable dimension of customer loyalty. The latter can ensure steady cash flows along with continuous profitability and survivalists in the long run for any such firms. This particular work is an attempt to explore the possibility of guests'/customers' satisfaction leading to their repeat visit(s) (repeat purchase(s)) in case of hotels and restaurants in Assam in North East India. The results of this study indicated that higher levels of satisfaction with respect to few important parameters of hotel services will result in guests' intention to revisit (or restay in) the same hotel(s) during their next visit(s) in the same place(s). In case of restaurants, the study revealed that higher levels of satisfaction with respect to few essential parameters of restaurant services will lead to guests' intention to revisit the same restaurant(s) during their next visit(s) in the same place(s). The aforementioned findings may enable authorities of hotels and restaurants to satisfy their guests'/customers. This would lead to increased repeat visits to such establishments by the latter. As noted earlier, this would ensure uninterrupted cash flows and consistent profitability of these establishments in future.

INTRODUCTION

One of the most important and indispensable segments of the tourism industry is the hospitality industry (Roday, Biwal, & Joshi, 2009). As per Hsu and Powers (2002), and Malhotra (2002), hotels and restaurants comprise the primary constituents of the hospitality industry. This fact has also been stated by Teare (1995), Costa, Eccles and Teare (1997), Reid and Bojanic (2001), Stutts (2001), and Zopiatis and Constanti (2007). Hotels are defined as buildings or establishments wherein “food” and “accommodation” are provided to “travellers and others” (Gill, 1999; Hsu & Powers, 2002; Ahmed, 2005). Similar opinions have also been stated by Jha (1998), Ingram (1999), and Malhotra (2002). Restaurants are establishments where people are provided with “refreshments and meals” (Blum, 1997; Jha, 1998; Hsu & Powers, 2002; Malhotra, 2002). The act of satisfying guests and customers in such hotels and restaurants respectively can result in increase of their repeat visits in such establishments (Pizam & Ellis, 1999; Lindroth, Ritalahti, & Soisalon-Soininen, 2007; Schiffman & Kanuk, 2007; Lei & Law, 2015). This study, therefore, is an attempt to explore the role of customer satisfaction in increasing their repeat visits (purchases) in such establishments.

Review of Literature:

Schiffman and Kanuk (2007) have defined customer satisfaction as “the individual's perception of the performance of any product or service in relation to his or her expectations”. Mittal and Kamakura (2001) have stated that customer satisfaction is highly important for success of manufacturers of goods and services. As per Gundersen, Heide and Olsson (1996), customer satisfaction refers to “post consumption evaluative judgment concerning a specific product or service”. These views have also been endorsed by Crotts, Pan and Raschid (2008). Burns and Neisner (2006) have established that customer satisfaction is the main reason for “repeat shopping and purchasing behavior” in case of retail stores. The greater the degree to which a consumer experiences satisfaction with a retailer, greater is the probability that the consumer will revisit the retailer (Wong & Sohal, 2003). WTO (1985) has described customer satisfaction as a

“psychological concept that involves feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service”. This view has been supported by Pizam and Ellis (1999) who have highlighted the importance of customer satisfaction particularly for augmenting repeat visits in hospitality enterprises that also includes hotels and restaurants. These scholars have emphasized on the Expectancy Disconfirmation Theory developed by Oliver (1980) to describe customer satisfaction. As per this theory, whenever outcome from a product or service matches customers' expectations, confirmation occurs. Positive disconfirmation occurs whenever aforesaid outcome exceeds customer expectations. According to these scholars, customer satisfaction is caused by confirmation as well as positive disconfirmation. Williams (2003), and Vanhoof, Pauwels, Dombi, Brijs and Wets (2005) have also stated that customer satisfaction is related to repeat purchase behavior and customer retention. According to Seiders, Voss, Grewal and Godfrey (2005), repurchase intentions indicate “the customer's self-reported likelihood of engaging in further repurchase behavior”. This has been supported by Garbarino and Johnson (1999). Studies by Yoon and Kim (2000) have established customers' “repurchase decision” as a measure of their loyalty with respect to products and services of a firm. This has also been clearly supported by Kahn, Kalwani and Morrison (1986), and Dick and Basu (1994). Parker and Mathews (2001) have linked customer satisfaction with their happiness which is a cause of repeat purchase behaviour. As per the views of Julander, Magi, Jonsson and Lindqvist (1997), customer loyalty consists of the following two dimensions:

- i) Behavioral Dimension that includes repeat purchase, brand preference over time and so on,
- ii) Attitudinal Dimension that includes intention to repurchase, word-of-mouth or referral and so on.

The above views have been supported by

Lam, Lee and Mizerski (2009), and Lam (2007). Pizam and Ellis (1999) have also established similar findings in case of hospitality enterprises that also include hotels and restaurants. These views have also been supported by Mey and Mohamed (2009), and Solanki (2011) in the overall context of tourism. Studies by Jacoby and Kyner (1973) have emphasized on repeat purchase as the most important aspect of customer loyalty towards products and/or services of any firm. Other studies by Chiu, Wang, Fang and Huang (2014), and King, Schilhavy, Chowa and Chin (2016) have also supported this view. Another study by Meyer-Waarden and Benavent (2006) has emphasized on the immense effect of customer loyalty programmes on repeat purchase. Other studies by Oliver (1997), Yu and Dean (2001), and Baksi and Parida (2013) have confirmed a positive relationship between customer satisfaction and loyalty. Many scholars have opined that customer loyalty has many antecedents namely, customer satisfaction, service quality, firm image and so on (Cronin & Taylor, 1992; Bhote, 1996; Gremler & Brown, 1997). However, studies by Heskett, Sasser Jr. and Schlesinger (1997) have established customer satisfaction as the most important forerunner of customer loyalty. Similar views have also been stated by Jacoby and Kyner (1973), Mittal and Lassar (1998), Anderson and Mittal (2000), and Homburg and Giering (2001). Still, few scholars including Jones and Sasser (1995), and Yi and La (2004) have questioned this relationship between customer satisfaction and loyalty. In spite of these differing opinions, studies by Mägi (2003), Ha and Perks (2005), and Ha, Janda and Muthaly (2010) have reinforced the above positive relationship between customer satisfaction and loyalty. Based on these studies, it may be inferred that customer satisfaction may be a driver towards their loyalty in relation to goods and services of any firm.

It may be inferred from the above observations that customers' likelihood to repurchase any goods or services of any firm

can be the most important measure of their loyalty towards such firms. Such inferences are also applicable in case of guests and customers in hotels and restaurants respectively (Heung, 2000; Torres & Kline, 2006; Crotts et al., 2008). As per these same scholars, guests'/customers' likelihood to revisit (restay in) the same hotel(s) or to revisit the same restaurant(s) during their subsequent visit(s) in the same place(s) can be the most important measure of their loyalty in such establishments.

Many studies have indicated that guests in hotels usually emphasize on quality of food and beverage, available variety of food and beverage, "cleanliness" of food and beverage, standard of the restaurant, "ambience" in the hotel, hygienics of the hotel, look of the hotel room(s) and their equipage, hygienics of the hotel rooms, quality of "room service", "affordability", hospitality of the hotel staff, presence of hotel staff to provide timely service, safety of belongings, and overall comfortability (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010). It is to be noted that, besides the aforementioned scholars, Groenenboom and Jones (2003) have emphasized the importance of safety of belongings in such hotels. In the same manner, the significance of ambience or "welcoming atmosphere" in such establishments was also noted by Lynch (1993). Further, the above parameters were also identified and stated in earlier studies by Barman, Goswami, and Sarmah (2015), and Goswami, Barman and Sarmah (2017) in case of hotels. In this way, altogether 36 common hospitality parameters in hotels have been identified as shown below:

- 1) Quality of food and beverage (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 2) Available variety of food and beverage (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 3) Cleanliness of food and beverage (Choi

- & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 4) Affordability of food and beverage (Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 5) Standard of restaurant(s) inside the hotel (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 6) Location of the hotel (Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
- 7) Physical attributes of the hotel (Heung, 2000; Poon & Low, 2005)
- 8) Look of neighbouring areas of the hotel (Heung, 2000; Poon & Low, 2005)
- 9) Ambience in the hotel (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 10) Hygienics of the hotel (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 11) Look of the hotel room(s) and their equipage (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 12) Comfort of beds/mattresses/pillows (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Mohsin & Lockyer, 2010)
- 13) Peacefulness of the hotel room(s) (Tsang & Qu, 2000; Poon & Low, 2005)
- 14) Hygienics of the hotel room(s) (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 15) Nature of temperature control inside the hotel room(s) (Choi & Chu, 2000; Tsang & Qu, 2000)
- 16) Nature of recreation facilities inside the hotel room(s) (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 17) Quality of internet communication facilities (Tsang & Qu, 2000; Poon & Low, 2005)
- 18) Affordability of the hotel room(s) (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin &

- Lockyer, 2010)
- 19) Quality of room service (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
 - 20) Supportive pre-transaction information (Heung, 2000; Mohsin & Lockyer, 2010)
 - 21) Suitable and trustworthy reservation mechanism (Heung, 2000; Tsang & Qu, 2000; Mohsin & Lockyer, 2010)
 - 22) Hospitality of the hotel staff (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
 - 23) Presence of hotel staff to provide timely service (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
 - 24) Availability of mechanism for exceptional care (Heung, 2000; Tsang & Qu, 2000)
 - 25) Courteousness of the hotel staff (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
 - 26) Language expertness of the hotel staff (Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
 - 27) Expeditious check-in and check-out (Tsang & Qu, 2000; Mohsin & Lockyer, 2010)
 - 28) Orderly looks of the hotel staff (Tsang & Qu, 2000)
 - 29) Appropriate payment method (Poon & Low, 2005)
 - 30) Responsive wake-up call (Choi & Chu, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
 - 31) Safety of belongings (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Groenenboom & Jones, 2003; Poon & Low, 2005; Mohsin & Lockyer, 2010)
 - 32) Presence of conveyance arrangements (Heung, 2000; Poon & Low, 2005)
 - 33) Presence of conference facilities (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
 - 34) Presence of proper parking arrangements (Heung, 2000; Poon & Low, 2005)
 - 35) Presence of appropriate laundry service (Heung, 2000; Poon & Low, 2005)
 - 36) All-round comfortability (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- The above 36 parameters of hotel services exhibited high reliability coefficient (*Cronbach's* $\alpha=0.920$) (calculated using SPSS software) with respect to this study.
- The aforementioned studies by Choi and Chu (2000), Heung (2000), Tsang and Qu (2000), Poon and Low (2005), and Mohsin and Lockyer (2010) have similarly established the importance of quality of food and beverage, available variety of food and beverage, “cleanliness” of food and beverage, “ambience”, hygienics, “affordability”, hospitality of staff, presence of staff to provide timely service, safety of belongings, and overall comfortability in restaurants. Based on the study by Groenenboom and Jones (2003), safety of belongings has also been found to be important for customers in such restaurants. Thereby, around 22 common hospitality parameters in restaurants have been identified as shown below:
- 1) Quality of food and beverage (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
 - 2) Available variety of food and beverage (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
 - 3) Cleanliness of food and beverage (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
 - 4) Affordability of food and beverage (Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
 - 5) Location of the restaurant (Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
 - 6) Physical attributes of the restaurant (Heung, 2000; Poon & Low, 2005)
 - 7) Look of neighbouring areas of the restaurant (Heung, 2000; Poon & Low, 2005)

- 8) Ambience in the restaurant (Lynch, 1993; Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 9) Hygienics of the restaurant (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 10) Nature of recreation facilities inside the restaurant (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 11) Nature of temperature control inside the restaurant (Choi & Chu, 2000; Tsang & Qu, 2000)
- 12) Quality of internet communication facilities (Tsang & Qu, 2000; Poon & Low, 2005)
- 13) Hospitality of the restaurant staff (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
- 14) Presence of restaurant staff to provide timely service (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 15) Availability of mechanism for exceptional care (Heung, 2000; Tsang & Qu, 2000)
- 16) Courteousness of the restaurant staff (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
- 17) Language expertness of the restaurant staff (Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005)
- 18) Orderly looks of the restaurant staff (Tsang & Qu, 2000)
- 19) Appropriate payment method (Poon & Low, 2005)
- 20) Safety of belongings inside the restaurant (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Groenenboom & Jones, 2003; Poon & Low, 2005; Mohsin & Lockyer, 2010)
- 21) Presence of proper parking arrangements (Heung, 2000; Poon & Low, 2005)
- 22) All-round comfortability (Choi & Chu, 2000; Heung, 2000; Tsang & Qu, 2000; Poon & Low, 2005; Mohsin & Lockyer, 2010)

It is to be noted that the above 22 parameters were also observed in earlier studies by Barman et al. (2015), and Goswami et al. (2017) in case of restaurants. These 22 parameters had high reliability coefficient (*Cronbach's* $\alpha=0.939$) (measured using SPSS software) as far as this study was concerned.

Need for the study:

Presently, every business sector including the tourism industry is witnessing immense competition among rival corporate entities. The latter also includes hotels and restaurants. One of the optimal means to stay ahead in such a competition is to satisfy their customers/ guests. As noted earlier, studies by Kahn et al. (1986), Dick and Basu (1994), Wong and Sohal (2003), Lindroth et al. (2007), and Ha et al. (2010) have proved that customer satisfaction can result in increasing repeat purchases. The presence of the latter can lead to continuous flow of revenue in any hotel or restaurant. Thereby, this would ensure their profitability and continuity in the long run (Ha et al., 2010). As such, there exists a need to study the relationship between customer satisfaction and their repurchase intentions. Such a study is also highly important for the tourism industry particularly in case of hotels and restaurants. It is worth mentioning that a study of this kind is highly essential in the tourism industry considering the fact that there has been tremendous growth in the last decades in this industry. The United Nations World Tourism Organisation (UNWTO) has, in fact, noted that there has been consistent increase in international tourist arrival worldwide. International tourist arrival was 1,326 million worldwide in the year 2017 (UNWTO, 2018). In addition, there has been a steady increase in foreign tourist arrival (FTA) in India from 2014 to 2017 (refer to Table-1) (UNWTO, 2016; UNWTO, 2017; UNWTO, 2018). Table-1 also indicates figures for FTA in Assam. This fact has been supported by similar news items in The Telegraph newspaper ("Foreign tourist count up- Assam laying stress on health tourism," 2015; "North East," 2016).

Table-1: Tourist Arrivals in Assam and India

Year	Tourist Arrivals in Assam			Foreign Tourist Arrivals in India	International Tourism Receipts (US\$)
	Domestic Tourist Arrivals	Foreign Tourist Arrivals	Total Tourist Arrivals		
2014	4,826,702	21,537	4,848,239	13,107,000	19,700,000,000
2015	5,491,845	24,720	5,516,565	13,284,000	21,013,000,000
2016	5,160,599	12,685	5,173,284	14,570,000	22,427,000,000
2017	No authentic data	No authentic data	No authentic data	15,543,000	27,365,000,000

Source: "Foreign tourist count up- Assam laying stress on health tourism," 2015; "North East," 2016; UNWTO, 2016; Thadani and Roy, 2017; UNWTO, 2017; UNWTO, 2018

It is clear from Table-1 that tourism is indeed an important industry that cannot be neglected at present. Hotels and restaurants, an important part of this industry, therefore, requires huge emphasis to satisfy customers/ guests in order to encourage their repeat visits/ restay. Hence, this paper has attempted to offer an explanation regarding the relationship between customer/ guest satisfaction and their revisit intentions in such entities.

Objective of the study:

The objective of this study is to identify the possibility of guests'/customers' satisfaction resulting in their repeat visit(s) in hotels and restaurants in Assam in North East India.

Research Methodology:

In order to achieve the stated objective, this study involved descriptive research design. It involved data collection from both primary and secondary data sources. Primary data sources included a sample of 245 respondent hotel guests and 260 respondent restaurant customers from whom required data was obtained through a survey. It is to be noted that only repeat visitors in hotels and restaurants were selected as respondents keeping in view their relevance in this study. Extreme care was taken in selecting only those respondent repeat guests who had stayed in all categories of hotels in the study area, that is, the state (province) of Assam in North East India. This was also done on account of their relevance in this study. Likewise, only those repeat customers who had visited all categories of restaurants within the aforementioned study area were selected. Considering the difficulty in contacting such repeat respondent visitors in hotels and restaurants, convenience

sampling was used to select such respondents. The above sample sizes were selected as the population size for this study is unknown. This is because accurate records of this population comprising of repeat guests and repeat customers in hotels and restaurants respectively are unavailable in the above study area. Also, the aforesaid sample sizes were selected considering the convenience of identifying and approaching the above mentioned repeat hotel guests and repeat restaurant customers for collection of required data for the study. In addition, this sample size has been selected based on other similar studies related to customer satisfaction and loyalty, and tourism (Cameron & Gatewood, 2000; Kelsey & Bond, 2001; Wirtz, 2001; Jamal & Naser, 2002; Tosun, 2002; Atilgan, Akinci, & Aksoy, 2003; Panayides, 2004; Finn, 2006; Ganguli, 2007). This survey involved use of a structured questionnaire for the aforesaid hotel guests (with overall high reliability coefficient (*Cronbach's* $\alpha=0.883$) measured using SPSS software). Another questionnaire in similar format was used for the aforementioned restaurant customers (with overall high reliability coefficient (*Cronbach's* $\alpha=0.871$)). The above survey was carried out within three months (from 1st March, 2017 to 31st May, 2017). Required secondary data was obtained from websites, books, journals and so on.

At the beginning, two draft questionnaires were prepared each for respondent hotel guests and restaurant customers based on literature review as mentioned earlier. Next, these draft questionnaires were administered in a pilot survey involving 10 respondent hotel

guests and 10 respondent restaurant customers as mentioned earlier. On the basis of their suggestions and experience, the following *key* needed revisions were carried out in both these two draft questionnaires in order to prepare two final questionnaires, one each for hotel guests and restaurant customers:

- i) The scale for measuring respondent hotel guests' likelihood to revisit (or restay in) the same hotel(s) during their subsequent visit(s) in the same place(s) was modified into a 6-point scale. This was done in order to measure such likelihood in six-levels, namely, "*High likelihood*", "*Above Average likelihood*", "*Average likelihood*", "*Below Average likelihood*", "*Least likelihood*", and "*No likelihood*". This scale was found to be more meaningful instead of the earlier used 5-point scale, namely, "*Highly likely*", "*Likely*", "*Neither likely nor unlikely*", "*Unlikely*", and "*Highly Unlikely*" in the aforesaid draft questionnaire for such respondents. This was because any responses under "*Neither likely nor unlikely*" would be irrelevant for arriving at a meaningful finding for this study. Likewise for similar reasons, the scale for measuring respondent restaurant customers' likelihood to revisit in the same restaurant(s) during their subsequent visit(s) in the same place(s) was also modified into a 6-point scale as mentioned earlier.
- ii) The scale for measuring respondent hotel guests' perceived levels of satisfaction with respect to each of the above mentioned 36 common hospitality parameters in hotels was also modified into a 6-point scale. This was done for measuring such satisfaction in six-levels, namely, "*High Satisfaction*", "*Above Average Satisfaction*", "*Average Satisfaction*", "*Below Average Satisfaction*", "*Least Satisfaction*", and "*No Satisfaction*". It is to be noted that this scale was found to be more relevant

instead of the earlier used 5-point scale in the draft questionnaire for such respondents namely, "*Highly Satisfied*", "*Satisfied*", "*Neither Satisfied nor Dissatisfied*", "*Dissatisfied*", and "*Highly Dissatisfied*". The main reason behind this revision was that any responses under "*Neither Satisfied nor Dissatisfied*" would be immaterial for arriving at a proper finding for this research endeavour. In addition, the scale for measuring respondent restaurant customers' satisfaction with respect to each of the aforementioned 22 common hospitality parameters in restaurants was also modified into a 6-point scale as explained above for similar reasons.

- iii) In both the two aforementioned final questionnaires for hotel guests and restaurant customers, an additional question seeking to find out the *purpose of visit* of the respondents (as a demographic variable) had to be added (refer to Table A.1 in the Annexure). It involved four categories of such purposes, namely, for "*leisure*", "*official*", "*both leisure and official*", and "*other*" purposes.
- iv) *Further*, in both the two aforesaid final questionnaires, the question seeking to find out the *sector of employment* of the respondents had to be modified to include five categories, namely, "*Private Sector*", "*Public Sector*", "*Entrepreneur*", "*Self-employed/ Professional*", and "*Others*" (refer to Table A.1).

Thereafter, the above two final questionnaires were used to collect required data from the above mentioned respondents in order to achieve the study objectives.

Next, this study attempted to determine the main common hospitality parameters in hotels wherein satisfaction of respondent guests had strong relationship with their likelihood to revisit (or restay in) the same hotel(s) during their subsequent visit(s) in the same place(s). The main parameters were tried to be determined on the basis of the strength of the above relationship using Pearson's Product Moment Correlation

Coefficient (r) using SPSS software. It is to be noted that the latter coefficient was also used in other studies by Hemphill (2003), Masson, McNeill, Tomany, Simpson, Peace, Wei, Grubb and Bolton-Smith (2003), and Mukaka (2012). As per various studies, whenever " r " is greater than or equal to 0.7, it indicates stronger correlation, i.e., strong relationship (Phillippe, 1967; Zady, 2000; Dallal, 2003; Asuero, Sayago, & González, 2006; Rumsey, 2011; Mukaka, 2012). This has been supported by Lawson and Erjavec (2000), Cooper, Schindler and Sharma (2014), and Mishra (2015). Other scholars including Cohen (1988), Rosenthal (1991), and Meyer, Finn, Eyde, Kay, Moreland, Dies, et al. (2001) have also supported these views.

Afterwards, it was tried to find out the nature of the relationship between respondent guests' perceived levels of satisfaction regarding the aforesaid identified parameters with their likelihood to revisit (restay in) the same hotels during their next visit(s) in the same place(s). This was tried to be determined using One-way Analysis of Variance (ANOVA) at a significance level of 5% ($\alpha=0.05$) (Chawla & Sondhi, 2011; Malhotra & Dash, 2016) using SPSS software. For this purpose, the above mentioned respondent hotel guests' revisit intention was treated as the dependent variable and their perceived levels of satisfaction regarding various above identified parameters in hotels (refer to Table A.2 in the Annexure) was treated as the independent variable (factor). Respondents' likelihood to revisit (or restay in) the same hotel(s) during their subsequent visit(s) in the same place(s) in the above case was measured in six levels (using a 6-point scale) as mentioned earlier in this section. Respondents' perceived satisfaction in the above case was measured in six levels (using a 6-point scale) as explained before. One-way ANOVA was used to examine whether there existed significant differences among the means of hotel guests' revisit intention with respect to various perceived levels of their satisfaction regarding the above mentioned parameters in hotels (Aaker, Kumar, & Day,

2009; Chawla & Sondhi, 2011; Cooper et al., 2014; Malhotra & Dash, 2016; Levin, Rubin, Siddiqui, & Rastogi, 2017). Next, it was attempted to identify the above parameters wherein there existed significant differences among the above means with respect to various levels of their satisfaction regarding these parameters in hotels (p -value less than $\alpha=0.05$). Thereafter, attempt was made to find out the above means with respect to these levels of satisfaction whose values were highest compared to other such means. This will help in indicating the above specific level of the aforesaid respondent guests' satisfaction that is linked with their revisit intention. Here, the levels of satisfaction (independent variables) wherein the above mean of dependent variable was higher in case of higher levels (of the independent variables), and were decreasing in a linear descending manner from higher to lower levels of the aforesaid levels of satisfaction (independent variables) were noted. This will help in identifying those hospitality parameters in hotels wherein guests' satisfaction has linear positive relationship with their revisit intention. Thereby, this procedure can also help in establishing satisfaction as a driver of revisit intention in such hotels. In a similar manner, the above mentioned steps were carried out involving respondent restaurant customers in order to ascertain satisfaction as a driver of revisit intention in such establishments. This study, in this manner, modestly attempted to fulfil its stated objective.

It is to be noted that the above relationship between respondent guests'/customers' satisfaction and their likelihood to revisit (restay in) the same hotels and restaurants during their next visit(s) in the same place(s) was planned to be tested using Discriminant Analysis and Logistic Regression alongwith Pearsons' Product Moment Correlation, and One-way ANOVA at $\alpha=0.05$. However, Discriminant Analysis could not be used due to the fact that the dependent variable, respondents' revisit intention was measured in six levels as noted

earlier and hence is not categorical (Aaker et al., 2009; Chawla & Sondhi, 2011; Cooper et al., 2014; Malhotra & Dash, 2016). Besides, any attempt to convert this dependent variable into a categorical variable would render it meaningless for this study. Thereby, this created a major hurdle in application of Discriminant Analysis in the above case. Further, Logistic Regression could not be applied for testing the above relationship as the aforesaid dependent variable was not binary as required for running this analytical tool (Aaker et al., 2009; Chawla & Sondhi, 2011; Cooper et al., 2014; Malhotra & Dash, 2016). Also, any attempt to convert this dependent variable into a binary variable would leave it worthless for this research endeavour.

Limitations of the study:

In this study, a small sample of 245 respondent guests and 260 respondent customers in hotels and restaurants respectively was involved to attain its stated objectives. Besides, it was conducted involving the aforesaid respondents in the state of Assam only. Again, convenience sampling method was employed in this study with its inherent limitations. So, the findings of this study may not be generalized.

Analysis and Findings:

1. Hotel:

1.1 Demographic Profile of Respondent Hotel Guests: A thorough analysis of the respondent hotel guests' demographic profile indicated that most of them were males (60.82%), married (84.08%), visiting for both official and leisure purposes (51.02%), graduate (70.20%), between 41 to 50 years in age group (49.80%), with monthly income between Rs.25,000 to Rs.40,000 (49.39%), and mostly employed in the private sector (22.04%) or public sector (23.67%) or other sectors (24.08%) or as entrepreneurs (23.27%). These findings are shown in Table A.1 in the Annexure.

1.2 Respondent Hotel Guests' Satisfaction and their Revisit Intention: It was noticed that hotel guests' satisfaction regarding the following four (4) hospitality parameters had

strong relationship with their likelihood to revisit (or restay in) the same hotel(s) during their subsequent visit(s) in the same place(s):

- i) Available variety of food and beverage
- ii) Cleanliness of food and beverage
- iii) Ambience in the hotel(s)
- iv) Quality of room service

The above finding was arrived at based on the fact that Pearson's Product Moment Correlation Coefficient (r) between aforementioned satisfaction and revisit intention was equal to or greater than 0.7 for each of the above four parameters (refer to Table A.2 in the Annexure).

Results of One-way ANOVA indicated that the null hypothesis that there exists no significant differences among the means of hotel guests' likelihood to revisit (restay in) the same hotel(s) during their subsequent visit(s) in the same place(s) with respect to various perceived levels of their satisfaction regarding all the above mentioned four parameters (in hotels) can be rejected (p -value less than $\alpha=0.05$). This means that there are significant differences among the above means based on various levels of their aforementioned satisfaction in hotels. Observations from descriptive statistics indicated that the aforesaid means in case of "High Satisfaction" relating to *available variety of food and beverage* was comparatively highest with respect to similar means relating to other levels of satisfaction (refer to Table A.3 in the Annexure). However, the same mean in case of "Average Satisfaction" in case of the aforesaid parameter was comparatively lowest with respect to similar means relating to other levels of satisfaction. It was further noticed that the above mean decreased in a linear descending manner from "High Satisfaction" (i.e. higher levels of satisfaction) to "Average Satisfaction" (i.e. lower levels of satisfaction) for the aforementioned parameter. This indicated the presence of linear positive relationship between the two variables, namely, guests' revisit intention and satisfaction for *available variety of food and beverage* in hotels. This positive relationship

is indicated in Figure A.1 in the Annexure. Games-Howell Post Hoc test was conducted because the presence of equal variances could not be assumed in this case. The results indicated that significant pairwise differences existed among the above means of guests' revisit intention with respect to "*High Satisfaction*" and "*Average Satisfaction*" regarding *available variety of food and beverage* in hotels (refer to Table A.4 in the Annexure). However, no such significant pairwise differences existed between "*Above Average Satisfaction*" and "*Average Satisfaction*" for the aforesaid parameter. This shows that these two levels of satisfaction can be treated as equivalent in this case. Similar linear positive relationships were also observed between guests' revisit intention and their satisfaction regarding each of the other three hospitality parameters in hotels, namely, *cleanliness of food and beverage*, *ambience*, and *quality of room service*. These relationships are evident from Figure A.2, Figure A.3, and Figure A.4 respectively in the Annexure. Results of Post Hoc tests (as discussed earlier) verify that "*Above Average Satisfaction*" and "*Average Satisfaction*" for *ambience* in hotels can be treated as equivalent (refer to Table A.4). It was also noticed from Post Hoc tests that "*High Satisfaction*" and "*Above Average Satisfaction*" for *quality of room service* in the hotel scan be taken as equivalent. These analyses ascertain that guests' satisfaction may lead to their revisit intention in hotels.

2. Restaurant:

2.1 Demographic Profile of Respondent Restaurant Customers: It was seen that most of the respondent restaurant customers were males (51.92%), married (67.31%), visiting for leisure purposes (40.00%), graduate (58.08%), between 41 to 50 years in age (53.08%), with monthly income between Rs.25,000 to Rs.40,000 (58.46%), and mostly employed in the public sector (33.85%) (refer to Table A.1 in the Annexure).

2.2 Respondent Restaurant Customers' Satisfaction and their Revisit Intention: The study revealed that restaurant customers' satisfaction regarding the following seven

(7) parameters (in restaurants) had strong relationship with their likelihood to revisit the same restaurant(s) during their subsequent visit(s) in the same place(s). This was evident from the fact that Pearson's Product Moment Correlation Coefficient (*r*) between the perceived levels of aforesaid satisfaction regarding each of these parameters and revisit intention were greater than 0.700 (refer to the section: *Research Methodology* and Table A.5 in the Annexure):

- i) Affordability of food and beverage
- ii) Hygienics of the restaurant(s)
- iii) Nature of recreation facilities inside the restaurant(s)
- iv) Presence of restaurant staff to provide timely service
- v) Appropriate payment method
- vi) Safety of belongings inside the restaurant(s)
- vii) All-round comfortability in the restaurant(s)

Likewise as in section 1.2, One-way ANOVA was carried out to examine whether there exists significant differences among the means of restaurant customers' revisit intention with respect to various levels of their satisfaction regarding the above mentioned seven (7) parameters in restaurants. The outcome of these analyses indicated that there are significant differences among the above means based on various perceived levels of their above mentioned satisfaction in restaurants (*p*-value less than $\alpha = 0.05$). From descriptive statistics in Table A.6 in the Annexure, it was seen that the above such means are relatively highest in case of "*High Satisfaction*" in case of *affordability of food and beverage* in comparison to similar means regarding other levels of satisfaction. But, the same mean in case of "*Average Satisfaction*" regarding the aforesaid parameter was relatively lowest with respect to similar means relating to other levels of satisfaction. Besides, it was noticed that the above mean decreased in a linear descending manner from "*High Satisfaction*" (i.e. higher levels of satisfaction) to "*Average Satisfaction*" (i.e. lower levels of satisfaction) for the

aforementioned parameter. This indicated linear positive relationship between the two variables, namely, customers' satisfaction and revisit intention for *affordability of food and beverage* in restaurants. This relationship is shown in Figure A.5 in the Annexure. In this case, Games-Howell Post Hoc test was carried out because the presence of equal variances could not be assumed. The outcome revealed significant pairwise differences among the above means of customers' revisit intention relating to “*High Satisfaction*” and “*Average Satisfaction*” regarding *affordability of food and beverage* in restaurants (refer to Table A.7 in the Annexure). But, no such significant pairwise differences existed between “*High Satisfaction*” and “*Above Average Satisfaction*” for the same parameter. Therefore, these two levels of satisfaction can be treated as equivalent in case of this parameter. Likewise, linear positive relationship between customers' revisit intention and their satisfaction regarding each of the following five parameters were noticed in case of restaurants:

- i) *Hygienics of the restaurant(s)* (refer to Figure A.6 in the Annexure)
- ii) *Nature of recreation facilities inside the restaurant(s)* (refer to Figure A.7 in the Annexure)
- iii) *Presence of restaurant staff to provide timely service* (refer to Figure A.8 in the Annexure)
- iv) *Appropriate payment method* (refer to Figure A.9 in the Annexure)
- v) *All-round comfortability in the restaurant(s)* (refer to Figure A.11 in the Annexure)

Similarly, results of Post Hoc tests indicated that in case of *hygienics of the restaurant(s)*, significant pairwise differences were not present among the above means of guests' revisit intention with respect to “*High Satisfaction*” and “*Average Satisfaction*”. However, these two levels of satisfaction cannot be treated as equivalent considering the noteworthy perceived differences between them from restaurant customers'

point of view. This perceived difference is also relevant due to the presence of another level, “*Above Average Satisfaction*”, between them (refer to Table A.7 and Figure A.6 in the Annexure). Similarly, for *all-round comfortability in the restaurant(s)*, “*High Satisfaction*” and “*Average Satisfaction*” cannot be treated as equivalent as there were significant perceived differences between these two levels as discussed earlier. Again, from Post Hoc tests in case of *nature of recreation facilities inside the restaurant(s)*, it was seen that “*Average Satisfaction*” and “*Least Satisfaction*” can be treated as equivalent. This is also confirmed as there were no responses for “*Below Average Satisfaction*”.

Results of analysis in Table A.6 in the Annexure indicates that the above such means are comparatively highest in case of “*High Satisfaction*” in case of *safety of belongings inside the restaurant(s)* with respect to similar means regarding other levels of satisfaction. The same mean in case of “*Below Average Satisfaction*” regarding the aforesaid parameter, however, was relatively lowest in relation to similar means regarding other levels of satisfaction. In addition, it was also observed that the above mean decreased in a linear descending manner from “*High Satisfaction*” (i.e. higher levels of satisfaction) to “*Below Average Satisfaction*” (i.e. lower levels of satisfaction) for the above parameter. So, it is clear that there exists linear positive relationship between the two variables, namely, customers' satisfaction and revisit intention in case of *safety of belongings inside the restaurant(s)*. This is shown in Figure A.10 in the Annexure. From the results of Post Hoc tests (as explained earlier) in case of *safety of belongings inside the restaurant(s)*, “*Average Satisfaction*” and “*Below Average Satisfaction*” can be taken as equivalent due to absence of significant pairwise differences between these two levels (refer to Table A.7 in the Annexure). However, in this case, “*High Satisfaction*” cannot be taken as equivalent to “*Average Satisfaction*” because of the notable perceived differences between them from restaurant customers'

standpoint. This is also due to the presence of another level, “*Above Average Satisfaction*”, between them (refer to Table A.7 and Figure A.10 in the Annexure). Likewise, “*High Satisfaction*” cannot be taken as equivalent to “*Below Average Satisfaction*” for similar reasons in this case.

The above analyses clearly establish that customers' satisfaction may result in their increasing likelihood to revisit the same restaurant(s) during their next visit(s) in the same place(s).

Discussion:

Results of the above analyses have showed that higher level of satisfaction with respect to four (4) parameters of hotels will lead to guests' intention to revisit (or restay in) the same hotel(s) during their next visit(s) in the same place(s). These four parameters include available variety of food and beverage, cleanliness of food and beverage, ambience, and quality of room service in hotel(s). In case of restaurants, it was found that higher level of satisfaction with respect to seven (7) parameters of the restaurants will lead to customers' intention to revisit the same restaurant(s) during their next visit(s) in the same place(s). These parameters include affordability of food and beverage, hygienics, nature of recreation facilities inside the restaurant(s), presence of restaurant staff to provide timely service, appropriate payment method, all-round comfortability, and safety of belongings inside the restaurant(s). These findings clearly indicate how guests/customers' satisfaction relating to various important parameters in hotels and restaurants respectively can lead to their revisit intention in such establishments. This corroborates with the earlier mentioned views of various scholars including Jacoby and Kyrner (1973), Heskett et al. (1997), Meyer-Waarden and Benavent (2006), Chiu et al. (2014), and King et al. (2016). Besides, these also confirm

similar opinions of other scholars, namely, Ha and Perks (2005), and Ha et al. (2010). These observations may help authorities and management to initiate and implement proper marketing strategies in different hotels and restaurants in order to aptly satisfy their guests/customers. This process may augment guest/customer loyalty towards such entities in the long run. This would help in never-ending profitability and survivability of these hotels and restaurants in the near future. This would be a boon for such establishments in the state of Assam which is endowed with immense tourism potential. Success of such establishments would pave way for increased employment generation and positive contribution to the all round economic development of the state and India in general. In addition, the above findings also reinforce the positive role of customer satisfaction in encouraging repeat purchase of goods or services of any firm (repeat visit in case of hotels and restaurants) as discussed in the section: *Review of Literature*.

Scope for future research:

Similar studies may be carried out involving additional parameters of hotels, restaurants or other types of tourism enterprises. Such studies may be conducted in other parts of India beyond the North Eastern region and the world. These may involve a larger sample.

Conclusion:

Hotels and restaurants are an indispensable part of the tourism industry. The task of satisfying and retaining guests/customers is very important for overall success of such entities. As such, there is an urgent need to study the relationship between guest/customers' satisfaction and their revisit intention (an indispensable segment of their loyalty) in such entities. This highlights the importance of the findings of this particular study. These findings may be applicable in all entities falling under tourism industry.

References

- Aaker, D.A., Kumar, V., & Day, G.S. (2009). *Marketing Research*. New Delhi: Wiley India (P) Limited, 1-103, 109-425, 431-503, 508-635, 638-730.
- Ahmed, M.N. (2005). *Hotel Organisation*. New Delhi: Anmol Publication Private Limited, 1-91.
- Anderson, E.W., & Mittal, V. (2000). Strengthening the Satisfaction-Profit Chain. *Journal of Service Research*, 3, 107-120.
- Asuero, A.G., Sayago, A., & González, A.G. (2006). The Correlation Coefficient: An Overview. *Critical Reviews in Analytical Chemistry*, 36, 4159.
- Atilgan, E., Akinci, S., & Aksoy, S. (2003). Mapping service quality in the tourism industry. *Managing Service Quality*, 13(5), 412-422.
- Baksi, A.K., & Parida, B.B. (2013). Development and validation of Tourism Relationship Management (TRM) framework and assessing its impact on tourism service quality, tourist satisfaction and destination loyalty in perspective of Santiniketan, West Bengal, India. *Journal of Tourism*, 14(2), 1-22.
- Barman, P., Goswami, S., & Sarmah, S. (2015). Insights from Servuction Model based Customer Perspectives: A Study in Tourism Enterprises in Kamrup (Metropolitan) and Kamrup (Rural) Districts of Assam (India). In S. Misra, D. Awasthi & G. Batthini (Eds.), *Proceedings of Eleventh Biennial Conference on Entrepreneurship, Entrepreneurship Development Institute (EDI)* (pp. 1295-1306). Ahmedabad: EDI.
- Bhote, K.R. (1996). Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability. American Management Association.
- Blum, S.C. (1997). Current concerns: A thematic analysis of recent hospitality industry issues. *International Journal of Contemporary Hospitality Management*, 9(7), 350-361.
- Burns, D.J., & Neisner, L. (2006). Customer satisfaction in a retail setting: The contribution of Emotion. *International Journal of Retail and Distribution Management*, 34(1), 49-66.
- Cameron, C.M., & Gatewood, J.B. (2000). Excursions into the Un-remembered Past: What People want from visits to Historical sites. *The Public Historian*, 22(3), 107-127.
- Chawla, D., & Sondhi, N. (2011). *Research Methodology*. Noida: Vikas Publishing House Private Limited, 303-311.
- Chiu, C., Wang, E.T.G., Fang, Y., & Huang, H. (2014). *Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk*. *Information Systems Journal*, 24, 85114
- Choi, T.Y., & Chu, R. (2000). Levels of satisfaction among Asian and Western travelers. *International Journal of Quality and Reliability Management*, 17(2), 116-131.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. Hillsdale, NJ: Erlbaum.
- Cooper, D.R., Schindler, P.S., & Sharma, J.K. (2014). *Business Research Methods*. New Delhi: McGraw Hill Education, 571-574, 590-591.
- Costa, J., Eccles, G., & Teare, R. (1997). Trends in hospitality: Academic and industry perceptions. *International Journal of Contemporary Hospitality Management*, 9(7), 285-294.
- Cronin, J.J., & Taylor, S.A. (1992). Measuring Service Quality: A Re-examination and Extension. *Journal of Marketing*, 56(3), 55-68.
- Crotts, J.C., Pan, B., & Raschid, A.E. (2008). A survey method for identifying key drivers of guest delight. *International Journal of Contemporary Hospitality Management*, 20(4), 462-470.
- Dallal, G.E. (2003). Correlation coefficient. <http://www.tufts.edu/~gdallal/corr.htm>.
- Dick, A.S., & Basu, K. (1994). Customer Loyalty: Towards an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- Finn, A. (2006). Generalizability modeling of the foundations of customer delight. *Journal of Modeling in Management*, 1(1), 18-32.
- Foreign tourist count up- Assam laying stress on health tourism. (2015, March 31). *The*

- Telegraph*, Retrieved from http://www.telegraphindia.com/1150331/jsp/northeast/story_11733.jsp#.VWaxvtKqqko.
- Ganguli, S. (2007). Drivers and Effect of Customer Satisfaction and Other factors on churn among Indian cellular services users. *Icfai Journal of Services Marketing*, 5(3), 7-17.
- Garbarino, E.C., & Johnson, M.S. (1999). The different roles of satisfaction, trust and commitment in customer relationships. *Journal of Marketing*, 63(2), 70-87.
- Gill, P.S. (1999). *Tourism and Hotel Management*. New Delhi: Anmol Publication Private Limited, 28-77.
- Goswami, S., Barman, P., & Sarmah, S. (2017). Profiling Customers in the Hospitality Sector: An Approach towards Market Segmentation in Hotels and Restaurants in Assam. *IUP Journal of Marketing Management*, 16(2), 27-53.
- Gremler, D.D., & Brown, S.W. (1997). Towards a Conceptual Model of Service Loyalty. Marketing Theory and Applications. AMA Winter Educators' Conference. MCB UP Ltd., Chicago, 218-219.
- Groenenboom, K., & Jones, P. (2003). Issues of security in hotels. *International Journal of Contemporary Hospitality Management*, 15(1), 14-19.
- Gundersen, M.G., Heide, M., & Olsson, U.H. (1996). Hotel guest satisfaction among business travelers: what are the important factors? *Cornell Hotel and Restaurant Administration Quarterly*, 37(2), 72-81.
- Ha, H. and Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction, and brand trust. *Journal of Consumer Behavior*, 4(6), 438-52.
- Ha, H., Janda, S., & Muthaly, S.K. (2010). A new understanding of satisfaction model in e-repurchase situation. *European Journal of Marketing*, 44(7/8), 997-1016.
- Hemphill, J.F. (2003). Interpreting the Magnitudes of Correlation Coefficients. *American Psychologist*, 58(1), 78-80.
- Heskett, J.L., Sasser Jr., W.E., & Schlesinger, L.A. (1997). The Service Profit Chain: How Leading Companies link Profit and Growth to Loyalty, Satisfaction and Value. New York: The Free Press, 83.
- Heung, V.C.S. (2000). Satisfaction levels of mainland Chinese travelers with Hong Kong hotel services. *International Journal of Contemporary Hospitality Management*, 12(5), 308-315.
- Homburg, C. & Giering, A. (2001). Personal Characteristics as Moderators of the Relationship between Customer Satisfaction and Loyalty. *Psychology and Marketing*, January, 43-66.
- Hsu, C.H.C., & Powers, T. (2002). *Marketing Hospitality*. New York: John Wiley and Sons, 1-62, 66-265.
- Ingram, H. (1997). Hospitality: A framework for millennial review. *International Journal of Contemporary Hospitality Management*, 11(4), 140-147.
- Jacoby, J. & Kyner, D.B. (1973). Brand Loyalty versus Repeat Purchasing Behaviour. *Journal of Marketing Research*, 1-9.
- Jamal, A., & Naser, K. (2002). Customer satisfaction and retail banking: An assessment of some of the key antecedents of customer satisfaction in retail banking. *International Journal of Bank Marketing*, 20(4), 146-160.
- Jha, S.M. (1998). *Hotel Marketing*. Mumbai: Himalaya Publishing House, 1-10, 28-257.
- Jones, T.O., & Sasser, W.E. (1995). Why satisfied customers defect? *Harvard Business Review*, 73, 88-99.
- Julander, C., Magi, A., Jonsson, J., & Lindqvist, A. (1997). Linking Customer Satisfaction to Financial Performance Data. In Edvardsson (eds.). *Advancing Service Quality: A Global Perspective*. University of Karlstad, Sweden, 301-310.
- Kahn, B.E., Kalwani, M.U., & Morrison, D.G. (1986). Measuring Variety Seeking and Reinforcement Behaviours using Panel Data. *Journal of Marketing Research*, 23(May), 89-100.
- Kelsey, K.D., & Bond, J.A. (2001). A model for measuring customer satisfaction within an academic centre of excellence. *Managing Service Quality*, 11(5), 359-367.
- King, R.C., Schilhavy, R.A.M., Chowa, C., & Chin, W.W. (2016). Do Customers Identify with Our Website? The Effects of Website

- Identification on Repeat Purchase Intention *International Journal of Electronic Commerce*, 20(3), 319354.
- Lam, D., Lee, A., & Mizerski, R. (2009). The Effects of Cultural Values in Word-of-Mouth Communication. *International Journal of Marketing*, 17(3), 55-70.
- Lam, D. (2007). Cultural Influence on Proneness to Brand Loyalty. *Journal of International Consumer Marketing*, 19(3), 7-21.
- Lawson, J., & Erjavec, J. (2000). *Modern Statistics for Engineering and Quality Improvement*. New York: Brooks Cole.
- Lei, S., & Law, R. (2015). Content Analysis of TripAdvisor Reviews on Restaurants: A Case study of Macau. *Journal of Tourism*, 16(1), 17-28.
- Levin, R.I., Rubin, D.S., Siddiqui, M.H., & Rastogi, S. (2017). *Marketing of Services: New Insights from Consumers and Managers*. New Delhi: Pearson Education, 542-583, 629-653.
- Lindroth, K., Ritalahti, J., & Soisalon-Soininen, T. (2007). Creative tourism in destination development. *Tourism Review*, 62(3 & 4), 53-58.
- Lynch, J.J. (1993). *Managing the Delight Factor*. Bedford: IFS International Limited, 1.
- Mägi, A.W. (2003), "Share of wallet in retailing: the effects of customer satisfaction, loyalty cards and shopper characteristics", *Journal of Retailing*, Vol. 79 No. 2, pp. 97-106.
- Malhotra, R.K. (2002). *Fundamentals of Hotel Management and Operations*. New Delhi: Anmol Publication Private Limited, 4-5.
- Malhotra, N.K., & Dash, S. (2016). *Marketing research: An Applied Orientation*. New Delhi: Pearson Education, 494-506, 524-532, 566-586.
- Masson, L.F., McNeill, G., Tomany, J.O., Simpson, J.A., Peace, H.S., Wei, L., Grubb, D.A., & Bolton-Smith, C. (2003). Statistical Approaches for assessing the Relative Validity of a Food-Frequency Questionnaire: Use of Correlation Coefficients and the Kappa Statistic. *Public Health Nutrition*, 6(3), 313321.
- Mey, L.P., & Mohamed, B. (2009). Measuring Service Quality, Visitor Satisfaction and Behavioral Intentions of Museums in Malaysia. *Journal of Tourism*, 10(2), 45-66.
- Meyer, G. J., Finn, S. E., Eyde, L. D., Kay, G. G., Moreland, K. L., Dies, R. R., et al. (2001). Psychological testing and psychological assessment: A review of evidence and issues. *American Psychologist*, 56, 128165.
- Meyer-Waarden, L., & Benavent, C. (2006). The Impact of Loyalty Programmes on Repeat Purchase Behaviour. *Journal of Marketing Management*, 22, 61-88.
- Mishra, P. (2015). *Business Research Methods*. New Delhi: Oxford University Press, 326-331.
- Mittal, V., & Kamakura, W. (2001). Satisfaction, repurchase intent, and repurchase behavior: investigating the moderating effect of customer characteristics. *Journal of Marketing Research*, 38, 131-42.
- Mittal, B., & Lassar, M. (1998). Why do Customers Switch? The dynamics of satisfaction versus loyalty. *Journal of Services Marketing*, 12(3), 177-194.
- Mohsin, A., & Lockyer, T. (2010). Customer perceptions of service quality in luxury hotels in New Delhi, India: An exploratory study. *International Journal of Contemporary Hospitality Management*, 22(2), 160-173.
- Mukaka, M.M. (2012). Statistics Corner: A guide to appropriate use of Correlation coefficient in medical research. *Malawi Medical Journal*, 24(3), 69-71.
- North East. (2016, July 24). *The Telegraph*, Retrieved from https://www.telegraphindia.com/1160724/jsp/northeast/story_98424.jsp.
- Oliver, R.J. (1997). *Behavioral Perspective on the Consumer*. Boston, MA: Irwin McGraw-Hill.
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460-469.
- Panayides, P.M. (2004). Marketing in Asia-Pacific logistics companies: A Discriminant analysis between marketing orientation and performance. *Asia Pacific Journal of Marketing and Logistics*, 16(1), 4268.
- Parker, C., & Mathews, B.P. (2001). Customer

- satisfaction: Contrasting academic and consumers' interpretations. *Marketing Intelligence & Planning*, 19(1), 38-44.
- Phillippe, J. (1967). *Les Méthodes Statistiques en Pharmacie et en Chimie*. Paris: Masson.
- Pizam, A., & Ellis, T. (1999). Customer Satisfaction and its Measurement in Hospitality Enterprises. *International Journal of Contemporary Hospitality Management*, 11(7), 326-339.
- Poon, W., & Low, K.L. (2005). Are travelers satisfied with Malaysian hotels? *International Journal of Contemporary Hospitality Management*, 17(3), 217-227.
- Reid, R.D., & Bojanic, D.C. (2001). *Hospitality Marketing Management*. New York: John Wiley and Sons, Inc, 31-57, 63-86.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism Operations and Management*. Oxford: Oxford University Press, 3-5.
- Rosenthal, R. (1991). *Meta-analytic procedures for social research*. Newbury Park, CA: Sage.
- Rumsey, D.J. (2011). *Statistics for Dummies*. Indianapolis, Indiana: Wiley Publishing, pp. 297-300.
- Schiffman, L.G., & Kanuk, L.L. (2007). *Consumer Behaviour*. New Delhi: Pearson Education, 29, 30, 55, 233.
- Seiders, K., Voss, G.B., Grewal, D., & Godfrey, A.L. (2005). Do satisfied customers buy more? Examining moderating influences in a retailing context. *Journal of Marketing*, 69(4), 26-43.
- Solanki, S.S. (2011). Tourist Motivation to Some Selected Destinations in Al Dakhiliya Region in Sultanate of Oman. *Journal of Tourism*, 12(2), 103-119.
- Stutts, A.T. (2001). *Hotel and Lodging Management*. New York: John Wiley and Sons, Inc, 1-23.
- Teare, R. (1995). The international hospitality business: A thematic perspective. *International Journal of Contemporary Hospitality Management*, 7(7), 55-73.
- Thadani, M., & Roy, S.C. (2017). *2017 India State Ranking Survey*. Gurugram (India): Hotelivate and World Travel and Tourism Council (India Initiative).
- Torres, E.N., & Kline, S. (2006). From Satisfaction to Delight: A model for the hotel industry. *International Journal of Contemporary Hospitality Management*, 18(4), 290-301.
- Tosun, C. (2002). Host perception of impacts: A Comparative Tourism Study. *Annals of Tourism Research*, 29(1), 231-253.
- Tsang, N., & Qu, H. (2000). Service quality in China's hotel industry: A perspective from tourists and hotel managers. *International Journal of Contemporary Hospitality Management*, 12(2), 316-326.
- United Nations World Tourism Organisation (UNWTO) (2018). *UNWTO Tourism Highlights* (2018 Edition). Madrid (Spain): UNWTO, 2-16.
- United Nations World Tourism Organisation (UNWTO) (2017). *UNWTO Tourism Highlights* (2017 Edition). New York: UNWTO Publications Department, 9.
- United Nations World Tourism Organisation (UNWTO) (2016). *UNWTO Tourism Highlights* (2016 Edition). New York: UNWTO Publications Department, 5-12.
- Vanhoof, K., Pauwels, P., Dombi, J., Brijs, T., & Wets, G. (2005). *Penalty-Reward Analysis with Uninorms: A Study of Customer (Dis)Satisfaction*. *Studies in Computational Intelligence (SCI)*, 5, 237-252.
- Williams, J. (2003). The Ontology, Epistemology, Etymology and Phenomenology of Consumer Satisfaction. *ANZMAC 2003 Conference Proceedings, Adelaide, 1-3 December*, 546-553.
- Wirtz, J. (2001). Improving the measurement of customer satisfaction: A test of three methods to reduce Halo. *Managing Service Quality*, 11(2), 99-111.
- Wong, A., & Sohal, A. (2003). A critical incident approach to the examination of customer relationship management in a retail chain: an exploratory study. *Qualitative Market Research: An International Journal*, 6(4), 248-62.
- WTO (1985). Identification and Evaluation of those Components of Tourism Services which have a Bearing on Tourist Satisfaction and which can be Regulated, and State Measures to Ensure Adequate Quality of Tourism Services. *World Tourism Organisation (WTO)*, Madrid.

- Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology & Marketing*, 21(5), 351-73.
- Yoon, S., & Kim, J. (2000). An Empirical Validation of Loyalty Model based on Expected Disconfirmation. *Journal of Consumer Marketing*, 17(2), 120-136.
- Yu, Y., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234-50.
- Zady, M.F. (2000). Correlation and simple least squares regression (October 2000). <http://www.westgard.com/lesson44.htm>.
- Zopiatis, A., & Constanti, P. (2007). Human resource challenges confronting Cyprus hospitality industry. *International Journal of Contemporary Hospitality Management*, 2(2), 135-153.

About The Authors

Dr. Sinmoy Goswami is an Assistant Professor in Assam Institute of Management (AIM), Guwahati, Assam (India). He has obtained PhD degree and passed MBA course from Tezpur University, Tezpur, Assam, and BE (Mechanical Engineering) from Assam Engineering College under Gauhati University, Guwahati, Assam. He has teaching experience of around eleven years and industry experience of one year. He has published many research articles in national and international journals, and in edited books. He has also served as an editor of two edited books in the area of management. His major interests for research and academics are in the areas of consumer behaviour, service marketing, tourism and hospitality management, and sustainable management practices. Email-sinmoy.goswami@gmail.com

Panchanan Barman is working as an Assistant Professor in Gauhati Commerce College, Guwahati, Assam (India). He is presently pursuing PhD course in the Department of Commerce, Assam University, Diphu campus, Diphu, Assam. He has teaching experience of around nine years and published research articles in national and international journals, and in edited books. His major areas of interest for research and academics are in the areas of tourism and hospitality management, and entrepreneurship. Email-pbrman.gcc@gmail.com

ANNEXURE

Table A.1: Profile of the Respondents

	In hotels		In restaurants			In hotels		In restaurants	
Gender	Frequency	Percent	Frequency	Percent	Sector of employment	Frequency	Percent	Frequency	Percent
Male	149	60.82	135	51.92	Private sector	54	22.04	31	11.92
Female	96	39.18	125	48.08	Public sector	58	23.67	88	33.85
Total	245	100.00	260	100.00	Entrepreneur	57	23.27	46	17.69
Marital status	Frequency	Percent	Frequency	Percent	Self-employed/ Professional	17	6.94	21	8.08
Single	39	15.92	85	32.69	Others	59	24.08	74	28.46
Married	206	84.08	175	67.31	Total	245	100.00	260	100.00
Total	245	100.00	260	100.00	Age	Frequency	Percent	Frequency	Percent
Purpose of visit	Frequency	Percent	Frequency	Percent	Below 20 years	2	0.82	0	0.00
Official	23	9.39	79	30.38	Between 20 to 30 years	37	15.10	2	0.77
Leisure	75	30.61	104	40.00	Between 31 to 40 years	47	19.18	49	18.85
Both official and leisure	125	51.02	52	20.00	Between 41 to 50 years	122	49.80	138	53.08
Others	22	8.98	25	9.62	Between 51 to 60 years	23	9.39	50	19.23
Total	245	100.00	260	100.00	Above 60 years	14	5.71	21	8.08
Educational Qualification	Frequency	Percent	Frequency	Percent	Total	245	100.00	260	100.00
Below 10th Board	0	0.00	0	0.00	Monthly income	Frequency	Percent	Frequency	Percent
10th Board Passed	0	0.00	0	0.00	Below Rs.10,000	51	20.82	29	11.15
12th Board Passed	1	0.41	1	0.38	Rs.10,000 to Rs.25,000	26	10.61	25	9.62
Graduate	172	70.20	151	58.08	Rs.25,000 to Rs.40,000	121	49.39	152	58.46
Post Graduate	72	29.39	108	41.54	Rs.40,000 to Rs.1,00,000	42	17.14	54	20.77
Total	245	100.00	260	100.00	Rs.1,00,000 to Rs.1,50,000	5	2.04	0	0.00
					Above Rs.1,50,000	0	0.00	0	0.00
					Total	245	100.00	260	100.00

Table A.2: Pearson's Product Moment Correlation Satisfaction in case of Common Hospitality Parameters and Guests' Likelihood to Revisit (Restay in) the Same Hotel(s) during their Subsequent Visit(s) in the Same Place(s)

Sr. No.	Common Hospitality Parameters in Hotels	Coefficient of Correlation (r)	Strength of relationship
1	Available variety of food and	0.741	Strong
2	Cleanliness of food and beverage	0.707	Strong
3	Ambience in the hotel(s)	0.830	Strong
4	Quality of room service	0.749	Strong

Table A.3: ANOVA and Correlation Satisfaction in case of Common Hospitality Parameters and Guests' Likelihood to Revisit (Restay in) the Same Hotel(s) during their Subsequent Visit(s) in the Same Place(s)

Sr. No.	Name of the Common Hospitality Parameters	Highest Satisfaction		Above Average Satisfaction		Average Satisfaction		Below Average Satisfaction		Least Satisfaction		No Satisfaction		p value	Result of Hypothesis Testing	
		Mean of Guests' Likelihood to Revisit (or Restay in) the Same Hotel(s) during their Subsequent Visit(s) in the Same Place(s)														
		N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean			
1	Available variety of food and	75	4.36	148	4.00	22	3.00							0.000	H ₀ rejected	
2	Cleanliness of food and	50	4.54	147	4.00	48	3.54							0.000	H ₀ rejected	
3	Ambience in the hotel(s)	51	4.53	172	4.00	22	3.00							0.000	H ₀ rejected	
4	Quality of room service	27	5.00	146	4.00	72	3.69							0.000	H ₀ rejected	

H₀ -Null Hypothesis

Table A.4: Results of Games Howell Post Hoc Tests for Dependent Variable, Guests' Likelihood to Revisit (Restay in) the Same Hotel(s) during their Subsequent Visit(s) in the Same Place(s)

Independent Variable (for Hotel(s)), IVH ₁ - Satisfaction with respect to Available Variety of Food and Beverage			Independent Variable (for Hotel(s)), IVH ₂ - Satisfaction with respect to Cleanliness of Food and Beverage		
(I) IVH ₁	(J) IVH ₁	MD (I-J)	(I) IVH ₂	(J) IVH ₂	MD (I-J)
Average satisfaction	Above average satisfaction	-1.00	Average satisfaction	Above average satisfaction	-0.46*
	High satisfaction	-1.36*		High satisfaction	-1.00*
Above average satisfaction	Average satisfaction	1.00	Above average satisfaction	Average satisfaction	0.46*
	High satisfaction	-0.36*		High satisfaction	-0.54*
High satisfaction	Average satisfaction	1.36*	High satisfaction	Average satisfaction	1.00*
	Above average satisfaction	0.36*		Above average satisfaction	0.54*
Independent Variable (for Hotel(s)), IVH ₃ - Satisfaction with respect to Ambience in the Hotel(s)			Independent Variable (for Hotel(s)), IVH ₄ - Satisfaction with respect to Quality of Room Service		
(I) IVH ₃	(J) IVH ₃	MD (I-J)	(I) IVH ₄	(J) IVH ₄	
Average satisfaction	Above average satisfaction	-1.00	Average satisfaction	Above average satisfaction	-0.31*
	High satisfaction	-1.53*		High satisfaction	-1.31*
Above average satisfaction	Average satisfaction	1.00	Above average satisfaction	Average satisfaction	0.31*
	High satisfaction	-0.53*		High satisfaction	-1.00
High satisfaction	Average satisfaction	1.53*	High satisfaction	Average satisfaction	1.31*
	Above average satisfaction	0.53*		Above average satisfaction	1.00

* The mean difference is significant at the 0.05 level.

Note: MD denotes Mean Difference

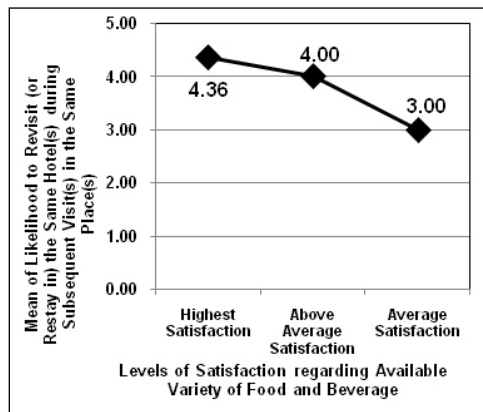


Figure A.1: Mean of Likelihood to Revisit (or Restay in) the Same Hotel(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Available Variety of Food and Beverage

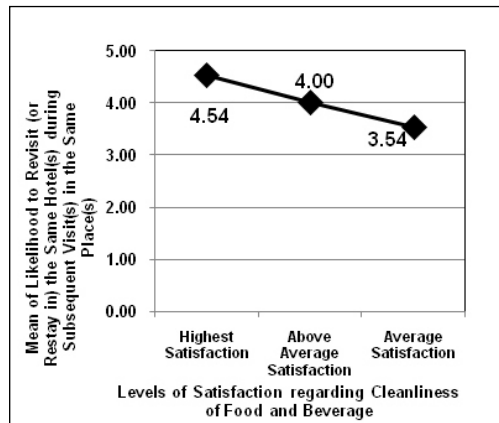


Figure A.2: Mean of Likelihood to Revisit (or Restay in) the Same Hotel(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Cleanliness of Food and Beverage

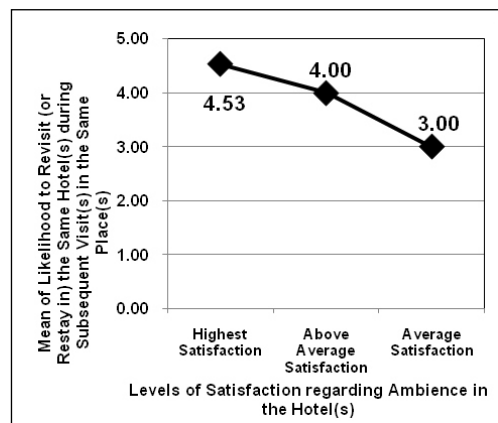


Figure A.3: Mean of Likelihood to Revisit (or Restay in) the Same Hotel(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Ambience in the Hotel(s)

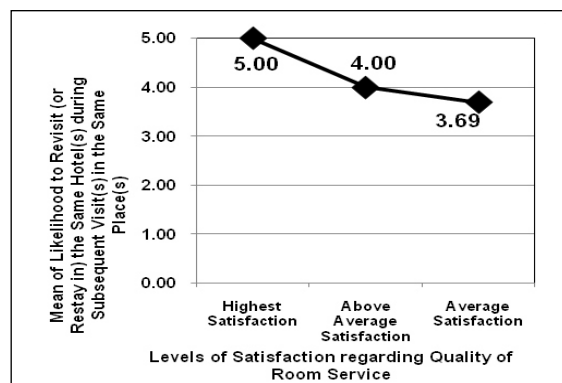


Figure A.4: Mean of Likelihood to Revisit (or Restay in) the Same Hotel(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Quality of Room Service

Table A.5: Pearson's Product Moment Correlation Satisfaction in case of Common Hospitality Parameters and Customers' Likelihood to Revisit the Same Restaurant(s) during their Subsequent Visit(s) in the Same Place(s)

Sr. No	Common Hospitality Parameters in Restaurant	Coefficient of Correlation (r)	Strength of relationship
1	Affordability of food and beverage	0.876	Strong
2	Hygienics of the restaurant(s)	0.899	Strong
3	Nature of recreation facilities inside the restaurant(s)	0.723	Strong
4	Presence of restaurant staff to provide timely service	0.758	Strong
5	Appropriate payment method	0.833	Strong
6	Safety of belongings inside the restaurant(s)	0.757	Strong
7	All-round comfortability in the restaurant(s)	0.876	Strong

Table A.6: ANOVA and Correlation Satisfaction in case of Common Hospitality Parameters and Customers' Likelihood to Revisit the Same Restaurant(s) during their Subsequent Visit(s) in the Same Place(s)

Sr. No.	Name of the Common Hospitality Parameter	Highest Satisfaction		Above Average Satisfaction		Average Satisfaction		Below Average Satisfaction		Least Satisfaction		No Satisfaction		P. Value	Result of Hypothesis Testing		
		Mean of Restaurant Customers' Likelihood to Revisit the Same Restaurant(s) during their Subsequent Visit(s) in the Same Place(s)															
		N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean				
1	Affordability of food and beverage	72	5.00	165	4.16	23	3.00							0.000	H ₀ rejected		
2	Hygienics of the restaurant(s)	77	5.00	160	4.13	23	3.00							0.000	H ₀ rejected		
3	Nature of recreation facilities inside the restaurant(s)	74	4.69	138	4.34	25	4.00				23	3.00		0.000	H ₀ rejected		
4	Presence of restaurant staff to provide timely service	105	4.73	132	4.16	23	3.00							0.000	H ₀ rejected		
5	Appropriate payment method	77	5.00	135	4.16	48	3.52							0.000	H ₀ rejected		
6	Safety of belongings inside the restaurant(s)	26	5.00	161	4.45	50	4.00	23	3.00					0.000	H ₀ rejected		
7	All-round comfortability in the restaurant(s)	72	5.00	165	4.16	23	3.00							0.000	H ₀ rejected		

H₀ -Null Hypothesis

Table A.7: Results of Games Howell Post Hoc Tests for Dependent Variable, Customers' Likelihood to Revisit the Same Restaurant(s) during their Subsequent Visit(s) in the Same Place(s)

Independent Variable (for restaurant(s)), IVR ₁ - Satisfaction with respect to Affordability of Food and Beverage			Independent Variable (for restaurant(s)), IVR ₂ - Satisfaction with respect to Hygienics of the Restaurant(s)		
(I) IVR ₁	(J) IVR ₁	MD (I-J)	(I) IVR ₂	(J) IVR ₂	MD (I-J)
Average satisfaction	Above average satisfaction	-1.16*	Average satisfaction	Above average satisfaction	-1.13*
	High satisfaction	-2.00		High satisfaction	-2.00
Above average satisfaction	Average satisfaction	1.16*	Above average satisfaction	Average satisfaction	1.13*
	High satisfaction	-0.84*		High satisfaction	-0.87*
High satisfaction	Average satisfaction	2.00	High satisfaction	Average satisfaction	2.00
	Above average satisfaction	0.84*		Above average satisfaction	0.87*

Independent Variable (for restaurant(s)), IVR ₃ - Satisfaction with respect to Nature of Recreation Facilities inside the Restaurant(s)			Independent Variable (for restaurant(s)), IVR ₄ - Satisfaction with respect to Presence of Restaurant Staff to provide Timely Service			
(I) IVR ₃	(J) IVR ₃	MD (I-J)	(I) IVR ₄	(J) IVR ₄	MD (I-J)	
Least satisfaction	Average satisfaction	-1.00	Average satisfaction	Above average satisfaction	-1.16*	
	Above average satisfaction	-1.34*		High satisfaction	-1.73*	
	High satisfaction	-1.69*	Above average satisfaction	Average satisfaction	1.16*	
Average satisfaction	Least satisfaction	1.00	High satisfaction	High satisfaction	-0.57*	
	Above average satisfaction	-0.34*		Average satisfaction	1.73*	
	High satisfaction	-0.69*	Above average satisfaction	0.57*		
Above average satisfaction	Least satisfaction	1.34*	Independent Variable (for restaurant(s)), IVR₆- Satisfaction with respect to Safety of Belongings inside the Restaurant(s)			
	Average satisfaction	0.34*				
	High satisfaction	-0.35*				
High satisfaction	Least satisfaction	1.69*	(I) IVR ₆	(J) IVR ₆	MD (I-J)	
	Average satisfaction	0.69*	Below average satisfaction	Average satisfaction	-1.00	
	Above average satisfaction	0.35*		Above average satisfaction	-1.45*	
Independent Variable (for restaurant(s)), IVR₅- Satisfaction with respect to Appropriate Payment Method			Average satisfaction	High satisfaction	-2.00	
				Below average satisfaction	1.00	
			(I) IVR ₅	(J) IVR ₅	MD (I-J)	Above average satisfaction
Average satisfaction	Above average satisfaction	-0.63*	High satisfaction	High satisfaction	-1.00	
	High satisfaction	-1.48*		Below average satisfaction	1.45*	
Above average satisfaction	Average satisfaction	0.63*	Above average satisfaction	Average satisfaction	0.45*	
	High satisfaction	-0.84*		High satisfaction	-0.55*	
High satisfaction	Average satisfaction	1.48*	High satisfaction	Below average satisfaction	2.00	
	Above average satisfaction	0.84*		Average satisfaction	1.00	
Independent Variable (for restaurant(s)), IVR₇- Satisfaction with respect to All-round Comfortability in the Restaurant(s)			Above average satisfaction			0.55*
(I) IVR ₇	(J) IVR ₇	MD (I-J)	* The mean difference is significant at the 0.05 level. Note: MD denotes Mean Difference			
Average satisfaction	Above average satisfaction	-1.16*				
	High satisfaction	-2.00				
Above average satisfaction	Average satisfaction	1.16*				
	High satisfaction	-0.84*				
High satisfaction	Average satisfaction	2.00				
	Above average satisfaction	0.84*				

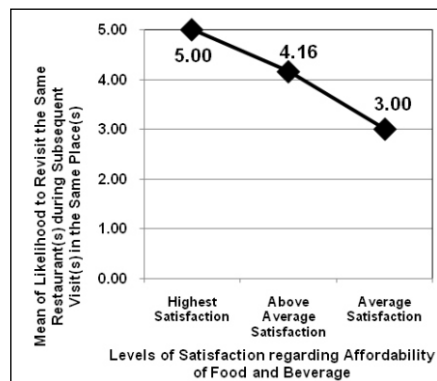


Figure A.5: Mean of Likelihood to Revisit the Same Restaurant(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Affordability of Food and Beverage

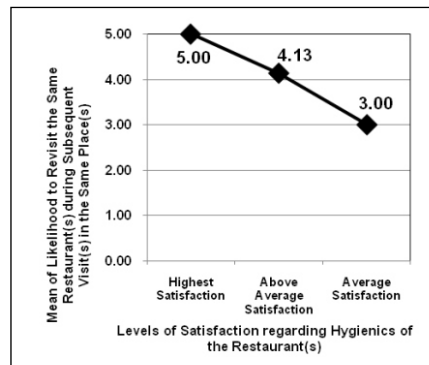


Figure A.6: Mean of Likelihood to Revisit the Same Restaurant(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Hygienics of the Restaurant(s)

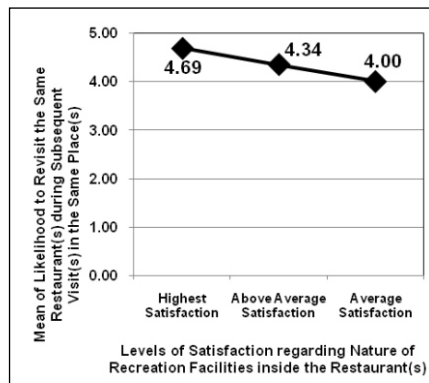


Figure A.7: Mean of Likelihood to Revisit the Same Restaurant(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Nature of Recreation Facilities inside the Restaurant(s)

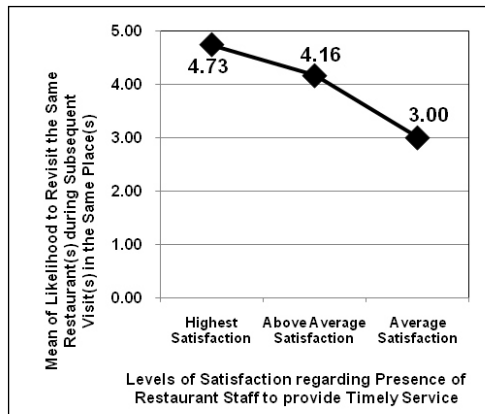


Figure A.8: Mean of Likelihood to Revisit the Same Restaurant(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Presence of Restaurant Staff to provide Timely Service

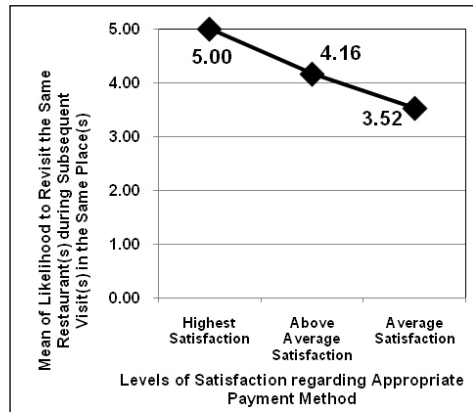


Figure A.9: Mean of Likelihood to Revisit the Same Restaurant(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Appropriate Payment Method

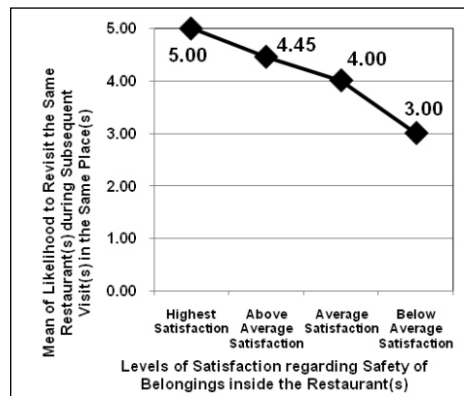


Figure A.10: Mean of Likelihood to Revisit the Same Restaurant(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding Safety of belongings inside the Restaurant(s)

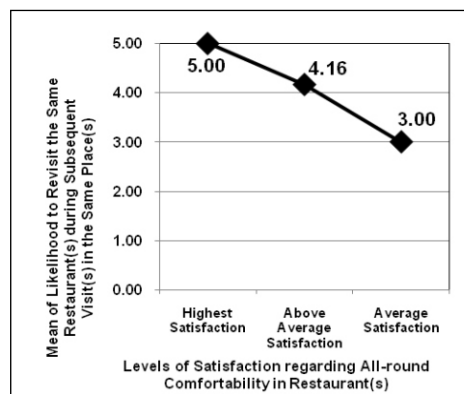


Figure A.11: Mean of Likelihood to Revisit the Same Restaurant(s) during Subsequent Visit(s) in the Same Place(s) across Levels of Satisfaction regarding All-round Safety in the Restaurant(s)

Key Words

Urban wetland park,
ecotourism, tourists'
characteristics, evaluation
system

Abstract

This article has investigated Shenzhen Overseas Chinese Town Wetland Park through the literature analysis method and questionnaire method in the non-bird-watching period and the bird-watching period. The investigation has been carried out in such aspects as the depth of the travel contents, travel experience evaluation, setting of tourist activities, travel service facilities, travel services and revisiting willingness from the tourist experience perspective, so as to study the tourist experience characteristics in urban wetland ecotourism, position the target group tourists of wetland ecotourism to be family tours or campus group tours, and discover that the tourist satisfaction and their revisiting willingness are relatively higher on the whole. Meanwhile, the article has worked out the urban wetland ecotourism evaluation system through the literature analysis method and factor analysis method, and there are a total of three factors in the evaluation element system affecting the tourists' urban wetland ecotourism: Facility environment in the park, ecological education level and ecotourism activities. And there is a significant difference between the factor of ecological education and gender. Therefore, it has presented relevant suggestions on the three factors, and mainly put forward suggestions for the park experience management, including paying attention to the experience and diversity of ecological education, guiding the tourists and residents to actively participate, improving the tourists' thinking experience, etc.

Study on Characteristics of Urban Wetland Tourism Experience and Evaluation System

YANG LIU

Management School of Jinan University, Guangzhou, China

MU ZHANG & ZHOU LI

Shenzhen Tourism College of Jinan University, Shenzhen, China

INTRODUCTION

In recent years, with the development of the society and the continuous improvement of people's cultural education level, ecotourism has become an inevitable trend in the development of nowadays' tourism. Wetland ecotourism is not only a rapidly developing travel trend in the world but also a novel travel pattern in China. It has the participation interactive, educational, ecological, experiencing, high revisiting rate and other tourist characteristics, and has a certain difference from traditional sightseeing tours.

Wetland is one of the most important ecological environments of human beings and other creatures, and constitutes the three ecosystems in the world with forest and ocean. Wetland has rich wild animal and plant tourism resources. In the urban wetland park, tourists and the local residents deeply participate in and experience all activities of the wetland park, which is a way of experiencing travel. The tourists and residents must be responsible for the wetland environment. They not only need to have self-discipline but also shall have impact on others' behaviors and travel experience, and this has a certain difference from the traditional mass tourism and is a new development style of tourism. So as an emerging hotspot in the current tourism development, and with the development of the society and the continuous improvement of people's cultural education level, wetland ecotourism will attract more and more attention from the tourists.

Due to the difference between the wetland ecotourism activities and other traditional tourism activities, the experience of wetland ecotourism is different from that of traditional tourism activities: Wetland ecotourism pays more attention to the tourists' participation and personal thinking, so that more and more tourists are accepting it. The tourists not only can heal and relax their minds from their stressful ordinary work and life, but also learn to respect and protect nature when traveling. However, how to understand people's points of view on wetland ecotourism, improve people's

acceptance to wetland ecotourism and boost wetland ecotourism to develop well are issues to be solved in the current study. That is the reason why the research topic came out.

The history of ecotourism development in China is not long, and wetland ecotourism has even developed only in recent more than ten years. At present, the study on urban wetland park is insufficient in completeness and systematization, and wetland ecotourism is still a minor tourism area. As a result, the discussion on the experience evaluation factors of the wetland ecotourism will become one of the important elements in the future promotion and development of wetland ecotourism, and has the significance of study. In order to draw the evaluation elements of wetland ecotourism and the tourists' real thoughts on wetland park, the questionnaire set up factors such as tourism experience, tourism content, and revisiting willingness. The article's selecting of the urban wetland park as the study object can reflect the evaluation commonness of ecotourism, and also has some innovativeness.

2 Literature Review

2.1 Concept Definition

In 2017, China's "Guidelines for Urban Wetland Park Planning and Design" clearly defined the urban wetland park: A park greenland, in the urban planning area, which aims to protect the urban wetland resources and has the functions of popular science education, scientific research, leisure tour, etc. The article holds that an urban wetland park shall take wetland landscape as the main body, and has the ecological, leisure, scientific, educational and cultural characteristics.

The article mainly adopts the definition of ecotourism by the International Ecotourism Society, "Develop and make use of the charming ecological resources reserved in the natural environment, so as to promote the harmonious development of human beings and ecology." Ecotourism is not only a travel style, but also an advanced and ideal tourism development and management idea. In addition, the core of ecotourism is to reduce the pollution and

interference to the scenic spots, protect the environment and the local culture, and finally realize the sustainable development of economy, ecology and society.

Tourist experience mentioned in the article is mainly studied from the satisfaction with the tourists' travel needs. Therefore, the research adopted the concept of tourism experience put forward by XIE in "Basic Tourism", "Travel experience is a process in which the individual tourists have contact with the outside world, and thus change their psychological level and adjust their psychological structure. This process is the result of the interaction between the psychology of tourists and the travel objects, and the tourists' comprehensive experience aiming to pursuing travel pleasure." Therefore, tourist experience is the tourists' feelings which are directly observed or formed in the travel destination.

In order to understand the real thoughts of tourists and how to use wetland resources to meet people's needs effectively, the research could start from tourism experience. And according to the concept above, in order to protect the environment, the tourism experience in wetland ecotourism cannot be totally determined by the tourists' subjective intention. And the tourists' behavior will also be limited. Therefore, it is necessary to do some research on the tourism experience of wetland ecotourism.

2.2 Development of Ecotourism

Since 1965 when Hezter (an American scholar) put forward the idea of ecotourism, "I suggest rethinking of culture, education, tourism, etc." and 1980 when Claire Molin put forward the word "ecotourism" for the development of rural tourism, different scholars have studied ecotourism in different areas. In 2002, wetland was put forward as a tourism resource. Meanwhile, due to the weakness of its ecosystem, the ecotourism mode was suggested to be adopted. Relevant theories and methods of ecotourism were applied to the study of wetland ecotourism, and there appeared a series of studies, including wetland ecotourism resource classification, wetland

ecotourism planning, and the development of wetland ecotourism bearing capacity. For the stakeholders of wetland ecotourism, Romero-Brito et al (2016) have noted that in the interest game and cooperation of multi-agent, NGO would no longer only act as an advocate of ecological protection, but would continue to deepen in the fields of tourism business management. They will expand its own strength and play an increasingly important role. For the study of the relationship of each stakeholder, Jae and other scholars (2017) found ecotourism led by the government was very common in the developing countries when studying the relationship between the local government and the ecological environment. But the study showed that the excessive participation of the government in the development of ecotourism will be bad for the support of external tourism enterprises and the local residents to the ecotourism environment. In order to ensure long-term environmental protection and economic sustainability, the ecotourism area shall be transformed into the self-balancing ecotourism zone. Huang, etc. (2015) analyzed the evolutionary competition of the main stakeholders and suggested introducing the social public opinion mechanism to supervise the government, that the government advocate the tourism enterprises to implement ecotourism by paying subsidies to them, and that the tourism enterprises promote cooperation with the community residents by sharing tourism benefits, improving the public facilities of communities, improving the residents' cultural quality, etc., so as to finally realize the win-win of the three parties in the competition and the sustainable development of tourism. Dra. Gandhi González Guerrero (2011) concluded that the issue of participation of the local people has been central to the discussion of sustainable tourism. Therefore, the rhetoric of participation in tourism should be analysed in a more critical way so that it incorporates views of different stakeholders on participation in sustainable tourism initiatives. Nabanita (2016) found that there are eleven items of

barriers of tourism development and factorized into three factors such as infrastructure creation, collaboration and funding. And the analysis is used to identify and rank such obstacles where as the factor is used to factorize the obstacles of community participation in tourism development in the region. Therefore, we can find that the characteristics of wetland ecotourism require to fully considering the coordination and adjustment of the relationship of the local residents, tourism enterprises, government, wetland and other stakeholders.

The development of wetland ecotourism has quite high requirements on its environmental bearing capacity. Furthermore, the presentation and development of the bearing capacity of ecotourism become effective means and scientific management methods for coordinating the conflict between the tourism development and the ecological environment of scenic spots. For the future development trend of wetland ecotourism, Zhong (2016) put forward to explore how the tourism products of wetland ecological forest fully reflect the principle and requirements of ecotourism when researching the ecotourism study progress, so as to determine the development pattern and priority of the ecotourism projects; meanwhile, pay attention to the environmental bearing capacity of wetland, and deeply analyze the ecological civilization construction of wetland ecotourism. The environmental bearing capacity of wetland will also affect the tourist experience feelings and directly affect the reception capability of the scenic spots to the tourists, and the reception capability will also affect the tourist experience feelings. And Christopher R (2012) pointed that the practical implications of sustainable product development for wetland ecotourism focus on aspects of quality (basic, product, relational) which need to be improved in order to improve the competitiveness on international market.

On the study of wetland ecotourism planning and development, Wang (2014),

etc. put forward the development mode and implementation path for ecotourism in the wetland area by evaluating the sustainable development and utilization of the wetland ecological environment and resources. Yang (2013) further held that the participation of the community public in the development of tourism resources is an important content of ecotourism, and an important index for evaluating the benign development of ecotourism. The community public shall participate in the wetland ecotourism planning, tourism management, interests distribution, etc. Meanwhile, a system and the education, training, legal and other protection mechanisms shall be established. So we shall adhere to the protective development principle in the development of wetland ecotourism resources. The tourism developers must follow the ecological law of the natural resources, the design of the tourism products shall reflect the harmony and unification between human beings and nature, so as to avoid short-term economic behaviors and seek the sustainable coordinative development of three benefits. About the evaluation of ecotourism, the expert system is quite important. Sindhu R,B (2011) believed that the most important characteristic of the expert system is its ability to rate all ecotourism destinations at one time. Because an expert system intends to provide a solution for the administrators to rank various ecotourism sites in the state and help to make the decision whether to select best destination or not. From the development of ecotourism, it can be seen that the concept of ecotourism matches its development. Ecotourism requires that people and nature can live in harmony. Therefore, ecotourism must achieve the target of sustainable development and carry out protective development.

The content related to ecological protection is still a hot research area. But it will pay more attention to the role played by human beings. And the research content will also be offset; such as the protection will turn nature protection to community protection offset. And the object research will turn tourism subjects to the other stakeholders.

Then there are some inspirations to the ecotourism development in China. Frist is to summarize the behavior of ecotourism tourists, which can help to grasp the development trend of the market accurately. Then handle the relationships of stakeholders properly. Now there are some contradictions between the stakeholders, but how to solve conflicts based on our own specific conditions.

2.3 Tourist Experience Characteristics

In different types of tourism, tourists will present different group characteristics. For example, the tourists will tend to be more adventurous in sports tourism; the tourists will prefer leisure and high demand for emotional interaction in holiday tourism, the experience of vacation travel has a significant relationship with cognitive and affective images. Yang(2018) found that when did the research on ecotourism tourists experience value, traffic road conditions are the main influencing factors inecotourism and the group shows environmentally friendly, experiential, and loyal. With regard to the measurement dimension of experience value, Charla proposes four dimensions of experience value: consumer return on investment (CROI), service excellence, aesthetics, and playfulness. When the specific characteristics of the tourists are specifically subdivided, it will help to provide specific marketing strategies for the scenic spots.

2.4 Tourist Experience Evaluation

The tourist experience is usually studied from such aspects as theories and types of tourist experience, evaluation to the tourist experience, tourist experience products, etc. The article only displays relevant literature about the valuation to the tourist experience. Tourist experience is greatly affected by the tourists' subjective judgment, and is generally measured by such subjective indexes as tourist satisfaction. Due to the mutual impact of the tourism elements, the evaluation indexes are related and difficult to be completed separated. The study of tourist experience mainly includes the tourist experience satisfaction, tourist experience

affecting factors and tourist experience evaluation factors.

For the tourist experience satisfaction, Parikshat, S,M (2011) pointed that tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services and the decision to return. This study proposed that the tourists' satisfaction with the destination is influenced by their satisfaction with various factors such as accommodation food and beverage, transport facilities, attraction spots at the destination. Wu and other scholars (2018) worked out an experience quality model with 4 main dimensions and 11 sub-dimensions by empirical study, and prove that the higher the tourist experience quality, the higher value of the tourism functions that they perceive. The experience satisfaction is an important factor which will actively and significantly affect the tourists' behavioral intention, and finally make them choose whether to revisit the same place or not. Sun, etc. (2018) put forward to value the experience quality study in the process perspective after reviewing all models of the travel experience quality evaluation.

In the study of the tourist experience affecting factors, Yen-Ting, etc. (2014) studied and analyzed the environmentally responsible behaviors in ecotourism, put forward the behavioral model of the ecotourism affecting factors, and concluded that the three factors: tourists' perceived value, their satisfaction with tourism and participation in the tourism activities can promote the tourists' environmentally responsible behaviors. Moreover, the deeper of the tourists' participation in an ecotourism resort, the more they are willing to be responsible for the environment. The above behavioral mode stresses that satisfaction and activity participation play an intermediary driving role in the environmental development. When analyzing the tourist experience affecting factors, Chen (2015) concluded that the structure of tourist experience includes 8 dimensions: Physical experience, safety experience, love and ownership experience,

respect experience, cognitive experience, aesthetic experience, value experience and emotional experience. Combined the concept of ecotourism with the development of ecotourism, it can be found that the both sides are matched to each other. Ecotourism requires that people and nature live in harmony, then ecotourism must achieve sustainable development and protective development.

Tourist experience evaluation factors start from the tourists themselves and study the evaluation of the tourists' experience in travel. Tourist experience evaluation is mostly affected by the tourists' subjective judgment, and is generally measured by satisfaction and other subjective indexes. Wherein, tourist experience evaluation factors start from the tourists themselves, study the evaluation of the tourists' experience in travel, and worked out the tourist experience value evaluation factors. Wei (2012) quantitatively studied the value of tourist experience, and developed 7 experience factors: service, characteristics, education, cost, ecology, trust and care through the factor analysis method. Therefore, the scenic spot operators can put forward pointed countermeasures for improving the value of tourist experience according to the above 7 experience factors. Wanget al. (2012) analyzed the goal, principle and index system of tourist satisfaction evaluation through the questionnaire method and the analytic hierarchy process, constructed the tourist satisfaction evaluation model, and selected 4 indexes: emotional experience, knowledge experience, practice experience and concept change, and 12 evaluation factors including emotion to the scenery.

We can find that the study of tourist experience in other countries are more extensive than China mainly involves the basic theory of tourist experience, experience tourism products and tourism marketing, and has been gradually deepened in such directions as tourist experience evaluation and tourist experience management in recent years. Wherein, the tourist experience evaluation

elements are mostly studied in such aspects as the impact on the tourist satisfaction and tourist evaluation affecting factors.

According to the literature review, it can be found that there are few studies on the evaluation factor system of ecotourism, especially for the evaluation system of wetland parks in different periods. Therefore, we did some research on wetland parks in different periods to obtain the tourists' experience and evaluation.

3 Research Methodology

In order to collect the tourists' real points of view on wetland ecotourism, the article conducts empirical analysis through the literature research method, case study method and questionnaire method. First, it works out the theoretical basis for the investigation by combing and studying the literature, takes the tourists of Shenzhen Overseas Chinese Town Wetland Park in China for example, sorts out the corresponding data by questionnaire survey, and finally draws the study conclusion with the data.

Besides, the article analyzes the experience evaluation factors of wetland ecotourism through the factor analysis method, and figures out the experience evaluation element system. The article will figure out the tourist experience evaluation element model of urban wetland ecotourism through the factor analysis method.

The article will mainly select the tourists of Shenzhen Overseas Chinese Town Wetland Park in China as the case study objects. Located in the north area of Shenzhen Happy Coast, Overseas Chinese Town Wetland Park now is an important part of Shenzhen Bay Wetland. It has a mangrove community with a large area and more than

100 rare bird species, and is a wetland park which integrates field experience, ecological protection and popular science education. There is a nature school in Overseas Chinese Town Wetland Park. It is open to the social public, bases on the natural resources and environmental facilities of wetland, and cooperates with many public welfare organizations and educational institutions, so that Overseas Chinese Town Wetland Park becomes an open urban ecological museum.

It will make a survey with the tourists of Overseas Chinese Town Wetland Park as the representatives, and the questionnaire is divided into two parts: bird-watching period and non-bird-watching period according to the actual situation of Overseas Chinese Town Wetland Park and one of the characteristic activities-migratory bird watching. The study purposes are through the investigation of the tourist satisfaction from the depth of the travel contents, travel service facilities, travel services and revisiting willingness through the questionnaire method and literature analysis method. The conclusion help understand the tourists' points of view and feelings about wetland ecotourism, and finally work out the experience evaluation element system of wetland ecotourism. The group distributed the questionnaires on bird-watching period and non-bird-watching period. And a total of 608 questionnaires were received. Then the study received 315 questionnaires on bird-watching period (on March) and 277 questionnaires on non-bird-watching period (on September).The table as below is the characteristics of the sample and the actual data collection.

Table 1 Basic Information Statistics of Tourists in Wetland Park

Gender	Male	Female		
	41%	59%		
Educational Level	Junior High School or Below	High School or Secondary School	Bachelor Degree or College Degree	Master or Above
	3.4%	16.7%	64.4%	15.5%
Current Residence	Shenzhen	Other City		
	82.1%	17.9%		

The study innovation of the article is mainly reflected in the following two aspects: First, it will select Shenzhen Overseas Chinese Town Wetland Park in Guangdong Province, China as the main survey object. The development history of wetland ecotourism is quite short and relevant studies are not yet perfect, so the object selection is innovative. Meanwhile, the understanding of the tourist experience feelings about wetland ecotourism during two periods: bird-watching period and non-bird-watching period is also quite innovative. Second, the tourist experience evaluation elements of wetland ecotourism will be worked out through the quantitative analysis method, which is quite referable for the development of wetland ecotourism, can help the urban wetland park understand the tourists' psychology, and promote the benign development of the urban wetland park.

4 Result Analysis

During the survey process, we can find that wetland ecotourism has the following characteristics: ① The main activities are related to the animal and plant protection as well as the environmental protection education, including the nature class for studying knowledge about environmental protection as well as animals and plants, e.g. nature class, zero waste, water resource protection, ecological planting and other ecological education activities as well as the migratory bird watching activity, which is one of the characteristic activities of the wetland. ② Wetland ecotourism mainly has the popular science educational function, resource comprehensive utilization function and landscape leisure facility building function. The urban wetland park can create a good life environment for the urban residents, improve their life quality, physical and mental health, and subtly improve the cultural heritage of the whole city. In addition, the urban wetland park also enriches the tourists' travel types, and cultivates the tourists' green environmental awareness of life. ③ Because wetland

ecotourism has the particularity to environmental protection, it has a certain requirements and binding force to the tourists and participants: First, they shall pay attention to protecting the environment, must not litter, and shall save resources; second, they must not destroy the local environment, and get close to the animals and plants; finally, they can actively take part in all beneficial activities for protecting ecology, and have clearer understanding to the relationship between their daily life and the environment through travel practice.

Based on the above characteristics, the tourist satisfaction and the tourist evaluation elements will be analyzed through the questionnaire.

4.1 Tourist Satisfaction Analysis

From the survey we can see most tourists visit the wetland park together with their family or friends, which indirectly reflects that wetland ecotourism is suitable for family outings or leisure trips among friends. But from the perspective of group outing, because the wetland park is a popular science education base, there is higher proportion of students travelling by school organization.

Exhibition hall is one of the biggest hotspots of Overseas Chinese Town Wetland Park. In the survey, 64% of people visited the exhibition hall, the rest 36% did not have the experience. From the comments on the exhibition hall we can see that the tourists have quite high knowledge and educational evaluation to the exhibition hall, and the average score is above 4.3. The tourists stayed in the exhibition hall for different time: Some stayed there for less than 5min, some stayed there for more than 40min, the staying time was not uniformly distributed within the 6 periods of time, and nearly one-third of people chose to stay for 10-20min. The study finds that the exhibition hall visiting time is related to the tourists' travel depth. Therefore, the longer the time, the time of tourists' travel is deeper to a certain extent.

In the travel service quality satisfaction

survey, the tourists have quite high overall satisfaction. One of the reasons is that Overseas Chinese Town Wetland Park adopts the booking system, so as to strictly control the daily quantity of tourists, not only considering the bearing capacity of the ecological environment but also guaranteeing the travel service quality. Among the service personnel in the Park, some are from Shenzhen's volunteer groups. So among those who are willing to revisit the wetland park after receiving the volunteer service, three-fourths are willing to take part in the volunteer activities of the wetland park. The education to the tourists has significant impact on leading students or citizen groups to take part in teaching activities, which means tourist who are better educated are more willing to be engaged in the volunteer activities about education when choosing such activities.

For the satisfaction with the facilities of the wetland park, the questionnaire mainly surveys the tourist satisfaction by scoring the guide signs and other hardware facilities. Wherein, the tourists' average score to the guide signs is 4.3. First, the scientific contents, rigorous and ecological information of the guide signs in the Park are highly praised by the tourists; second, what deeply impresses the tourists is the good maintenance of the guide signs in the Park. For the hardware facilities, the tourists highly recognize that the design and construction of the wetland facilities can be coordinative with the natural environment around.

For the revisiting willingness, we can see that over 80% of people are willing to revisit Overseas Chinese Town Wetland Park in future, which means one type of the important customers of wetland ecotourism is revisiting tourists. From the cross

analysis we can find that the tourists' revisiting willingness is related to the following factors: ① The tourists' visiting the wetland exhibition hall is significantly related to their revisiting willingness, which shows that wetland exhibition hall is the main knowledge display hall of the wetland park and whether the tourists visit it decides whether they really take part in the activities of the wetland park. Therefore, after visiting the wetland exhibition hall, the tourists will have higher revisiting willingness. ② For the partners in travel, we can see family and school organization have significant impact on the tourists' revisiting willingness, which means in the self-help travel, people are more willing to revisit the wetland park with their family, while in organization travel, students are more willing to revisit the wetland park. What's more, the introduction of the relatives and friends to the wetland park also has significant impact on people's revisiting a place. ③ For the wetland visiting contents, guided tour and bird watching in the Park have significant impact on the tourists' revisiting willingness, which means these two park activities are more attractive to the tourists' revisiting. ④ Among the revisiting reasons we can see that tourists are more willing to enjoy the peace of the wetland. Meanwhile, the expenses and resources in wetland ecotourism also have impact on the tourists' revisiting willingness.

4.2 Analysis to Wetland Ecotourism Experience Evaluation Element sand Correlation Test

The article works out the corresponding wetland ecotourism experience evaluation elements by applying the factor analysis method to the five rating scales in the questionnaire.

Table 2 Cronbach's Alpha Coefficients

Scale	Cronbach's Alpha	Items
Total Scale	0.894	17
Teaching Service Scale	0.994	3
Teaching Content scale	0.993	3
Exhibition Hall Evaluation Scale	0.998	3
Guide Brands Evaluation Scale	0.944	5
Hardware Facilities Evaluation Scale	0.920	3

Through the analysis we can find that the α coefficient of the five rating scales in the questionnaire is respectively 0.994, 0.994, 0.998, 0.944 and 0.920, the total α

coefficient of the scales is 0.894, the α coefficient of the rating scales is more than 0.8. Therefore, the data of the above rating scales is quite stable, and thus is reliable.

Table 3 KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.918
Bartlett's Test of Sphericity	Approx Chi-Square	20036.625
	df	136
	Sig.	.000

The article tests KMO and Bartlett's test to 17 factors affecting the tourists' evaluation to the wetland ecotourism, tests their characteristic effect and whether it is suitable for the factor analysis method. From the statistical data we can see that KMO is equal to 0.918 (>0.7), i.e. the effect is quite high, and the factor analysis

method is suitable to be adopted. However, if only one factor in the concept of each question in the rating scale has its load more than 0.5, it means the judgment effect of the rating scale is good. The significance probability of the χ^2 statistical value in the Bartlett's Test of Sphericity is 0.000 ($<1\%$), which means the statistical data is related and the factor analysis method works.

Table 4 Rotated Component Matrix^a

Factor	Component	Factor Loadings			α Coefficient
		1	2	3	
F1	The content of the guide brands are scientific and rigorous.	.899	.075	.065	0.948
	The guide brands design are aesthetic.	.877	.021	.071	
	The guide brands are well maintained.	.870	.060	.019	
	The guide brands are clear and easy to understand.	.866	.060	.040	
	The guide brands introduce the ecological information adequacy.	.842	.025	.085	
	The wetland facilities design and construction are coordinated with the surrounding environment.	.835	.073	.072	
	Wetland facilities can satisfy basic visiting needs.	.822	.082	.095	
	The use and maintenance of wetland facilities is satisfactory.	.816	.101	.088	

F2	Teaching content made me realize the importance of environmental protection.	.052	.986	.051	0.996
	Teaching content made me have a pleasant and unforgettable time.	.056	.985	.099	
	The teaching staffs are full of emotions and their teaching is vivid and interesting.	.083	.982	.125	
	Teaching content made me learn more ecological knowledge.	.087	.980	.113	
	The teaching staff express clearly and patient.	.092	.976	.137	
	The teaching staffs have accurate knowledge and the teaching the content is rich.	.081	.973	.158	
F3	The wetland exhibition hall made me understand the history of wetlands.	.106	.156	.980	0.998
	The wetland exhibition hall made me understand the importance of protecting wetlands.	.112	.163	.978	
	The wetland exhibition hall made me understand the ecological information of wetlands.	.117	.164	.978	

Extraction Method Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normal.
a. Rotation converged in 4 iterations.

According to the result of the factor analysis method, a total of 3 factors produced from 17 items of wetland ecotourism evaluated by the tourists jointly interpret 86.964% of data information, the characteristic value of each factor is more than 1 and the load of each factor is more than 0.5, which means the original value scales of all components are significantly related. Meanwhile, the reliability coefficient α of each sub-factor is more than 0.7, which shows the internal consistency of the reliability of the investigation data is quite high and usable. From the corresponding relationship between the items and factors in the rating scales we can see that there are a total of three factors extracted. According to the measurement indexes included in each factor and considering the interpretation variables of each factor, the author respectively names three factors: F1-F3, and the name and meaning of each factor are as shown below:

Factor F1 is composed of 8 items, and is mainly used for evaluating the guide signs

and facilities in the Park. The Article will name the factor as “facility environment in the park”, and defines it as “All material facilities and environmental conditions for providing services for the tourists and improving their satisfaction during the wetland ecotourism process”. According to the contents of the items, the factor includes two parts: Facilities & equipment in the Park and Park environment. The factor explains the difference of 34.737%. Facilities & equipment in the Park mainly refer to various hardware facilities which provide convenience and services in the Park, including the rest facilities, tour guiding facilities, environmental health facilities, waterside decks, ecological steps, etc. in the Park. Park environment mainly refers to the overall ecotourism atmosphere of the Park, and the travel atmosphere of wetland ecotourism for the tourists to be fully immersed in can be formed by scenery and ornaments in the Park, Park services, travel activities, etc. So far, China's urban wetland parks have had quite personalized

and comprehensive facilities & equipment, because the government attaches high importance to the citizen's leisure and entertainment life and will vigorously develop relevant hardware facilities of various urban parks; but now the environmental atmosphere of the urban wetland park are mostly formed by the tourists or citizens spontaneously, and the urban wetland parks themselves still have not formed quite strong environmental atmosphere.

Factor F2 is composed of 6 items, and is mainly used for evaluating ecological education in the wetland park. The article names the factor as “ecological education level”, and defines it as “Teaching relevant ecological environmental protection knowledge in wetland ecotourism according to the real scenes, so that the tourists can pursue the eco-environmental protection concept, so as to realize the sustainable development of tourism.” It includes ecological education contents and ecological teaching services. The factor explains the difference of 34.599%, and is a unique education evaluation factor in wetland ecotourism. The contents of ecological education mainly refer to the ecological knowledge contents of the wetland conveyed in the popular science education in relevant places of the urban wetland park, including the guide signs, contents of the exhibition hall, regular popular science lectures, etc., so that people can learn relevant animal and plant knowledge when visiting the urban wetland park; the ecological teaching services mainly refer to

the teaching service quality and level of relevant personnel when conveying the contents of ecological education in the urban wetland park. So far, China's urban wetland parks have had quite a mature system for introducing relevant knowledge, and the improvement of their teaching services is being accelerated.

Factor F3 is composed of 3 items, and is used for evaluating the exhibition hall activities of the wetland park. The article names the factor as “ecotourism activities”, and defines it as “a series of activities and projects, in a wetland tourism attraction, which are developed under the special environmental resource conditions, can be watched and participated by the tourists, and well manages and coordinates them.” The factor explains the difference of 17.628%. Ecotourism activities include all activities with ecological significance in the Park, will be good for creating good atmosphere in the Park, improving the tourists' understanding to wetland ecotourism, and improving the tourist satisfaction.

Work out three factors, i.e. facility environment in the park, ecological education level and ecotourism activities, for the tourist experience evaluation elements of wetland ecotourism based on the bases for literature study and by integrating the factor analysis method of the article to the tourist experience evaluation elements of wetland ecotourism, and some factors include two meanings. Finally construct the study model of the evaluation elements as mentioned in the article, as shown in Figure 1:

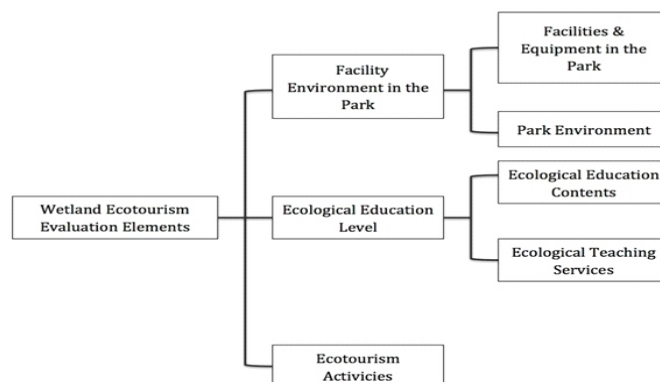


Figure 1 Wetland Ecotourism Experience Evaluation Elements Model Diagram

According to the evaluation factor system derived from factor analysis, this paper analyzes the factors related to tourists, including gender, education and place of residence after saving the factor score. The paper found that the F value between ecological education level and gender is greater than 0.05, and the sig. is less than 0.05, indicating that there is a significant difference between the factor of ecological education and gender. The score of males on ecological education level is significantly higher than that of female. According to the literature review, as May Kristin Vespestad (2015) and Maxwell

K(2016) found that Women placed higher importance on vacation motivations relating to mental relaxation. Because men and women have different social status perspectives and different roles, men are more concerned about specific ecological education levels such as educational content and educational services, and women are more interested in more practical activities such as ecological activities. Then in the future, when the wetland parks setting up the ecological education content and service training, it can aim at women's hobbies which can improve the overall satisfaction of ecological education level.

Table 5- Independent Samples Test of Ecological Education Level and Gender

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Ecological Education Level	Equal variances assumed	4.541	.034	-.989	579	.323	-.08336718	.08431103	-.24895991	.08222555
	Equal variances not assumed	/	/	-1.007	542.873	.314	-.08336718	.08278713	-.24598953	.07925517

4.3 Tourists' Evaluation During Bird-watching Period and Non-bird-watching Period

Since the questionnaires are the same, the difference between the bird-watching period and non-bird-watching period can be compared by the different data in the same questions.

Although migratory bird watching is a seasonal characteristic activity in the wetland park, the investigation finds few tourists know it. Only 31% of tourists travel in the wetland only for observing and taking photos of rare birds and plants, which means only a small number of tourists are interested in watching the bird activities, and a large number of tourists still take the wetland park as a daily leisure place and do not understand the bird

watching activity. But from the analysis we can see that the tourists who visit the wetland for observing and taking photos of the rare birds and plants basically have understanding to the migratory birds. There is obvious correlation between them. Meanwhile, these tourists' revisiting willingness is relatively higher.

In the same questions we can find that tourists during the bird-watching period are different from those during the non-bird-watching period in behavioral characteristics and tour evaluation. More than 30% of tourists during the bird-watching period are visiting the wetland park for the second time or more, while less than 20% of the tourists during the non-bird-watching period are revisiting it;

meanwhile, the revisiting willingness of the tourists during the bird-watching period is obviously higher, i.e. 83%, while the proportion of the revisiting willingness of tourists during the non-bird-watching period is 75%. That shows that during the bird-watching period, there are more tourists revisiting the wetland park for watching the rare birds and plants. Therefore, the ecological bird-watching activity has broad marketing development space, and they can be promoted and publicized as an important activity of the wetland park, which is not only good for attracting the tourists to visit the wetland park, but also good for publicizing the protection of the rare birds and plants.

After comparison we can see that in the five Likert scales, the average score of the tourists during the bird-watching period is higher than that of the tourists during the non-bird-watching period in all aspects of the wetland park. For example, in the scores to the teaching service personnel, the average score of tourists during the non-bird-watching period is 4.5, and that of tourists during the bird-watching period is 4.6; tourists which travel during the bird-watching period have higher recognition to the wetland park, are in a more pleasure and relaxed mood, and are more satisfied with the wetland park.

5 Conclusion and Discussion

5.1 Conclusion of Study

The article mainly studies the tourist experience feelings and evaluation elements of urban wetland ecotourism. After investigation we can find that the tourist experience of wetland ecotourism has a certain characteristics: ① **Interactive participation:** Focus on family tours and school organization tours, have popular science educational significance for the requirements of wetland ecotourism, meanwhile can promote leisure vacation, and promote the interaction and affection of the families or groups. ② **Educational:** As a popular science education place of wetland ecotourism, the exhibition hall not

only affects the tourists' satisfaction, but also affects the tourists' travel depth, including their feelings and perceptions to the environment and significance of wetland ecotourism; ③ **Ecological:** We can see that wetland ecotourism puts the protection of the ecological environment at the first place, and on that basis, its service level and hardware facilities are highly evaluate; ④ **Experiencing:** Urban wetland ecotourism pays a lot of attention to the tourists' travel experience. The tourists can improve their travel experience by participating activities, watching animals and plants closely, and watching popular science environmental protection video. ⑤

High revisiting proportion: The overall satisfaction with wetland ecotourism is quite high, so the revisiting willingness of tourists of wetland ecotourism is quite high, which also means wetland ecotourism easily generates people with fixed demand, and they are also tourist groups that wetland ecotourism needs to particularly protect.

Meanwhile, the article applies the factor analysis method to the tourist experience evaluation elements, and finally extracts three affecting factors to the factors through the principal component analysis method: The tourist experience evaluation elements of wetland ecotourism includes three elements: Facility environment in the park, ecological education level and ecotourism activities, wherein the facility environment in the park includes two parts-facilities & equipment and environmental atmosphere, and ecological education level includes two parts-contents of ecological education and services of the education personnel. And there is a significant difference between the factor of ecological education and gender. The score of males on ecological education level is significantly higher than that of female.

The bird-watching period is a seasonal travel period in wetland ecotourism. In the south, it usually lasts for 4-5 months. Although the investigation finds that bird

watching does not become the main purpose of the tourists in wetland ecotourism, the bird-watching period will be able to become a publicity period of wetland ecotourism mainly for attracting tourists due to the increase of the travel contents and the obviously improvement of the tourist satisfaction and revisiting willingness in the bird-watching period compared with the non-bird-watching period.

5.2 Discussion on Study

According to the above analysis, the following suggestions can be presented on all factors of the tourist experience evaluation elements: ① **Facility environment in the park:** For the facilities & equipment, the Park can set the corresponding hardware facilities, e.g. bikes, baby cars, direct drinking water devices and other facilities which meet the needs of families or student groups, on the premise of protecting the wetland, and strengthen artificial and guide sign road guidance; meanwhile, strengthen the electronic informatization of wetland ecotourism, and improve the tourists' traveling convenience. For the environmental atmosphere, the Park can initiatively create leisure, ecological protection, relaxed and other atmosphere through various promotional materials, ecological activities, personnel's services, etc. ② **Ecological education level:** For the contents of ecological education, the Park not only can add the ecological education knowledge of the exhibition hall and convey knowledge through exhibition cards, promotional films, wetland environment simulation, real-time monitor of the wetland, etc. so that the knowledge education is rich and diversified, but also can help the tourists practically learn relevant ecological knowledge by actual experience, e.g. setting staged activities to improve the fun of learning; for the services of the education personnel, provide considerate personalized services, pay attention to the interaction with the tourists

when conveying and publicizing knowledge; meanwhile, pay attention to the diversity of teaching, e.g. help the tourists subtly learn ecological knowledge by setting ecological games or role play. ③ **Ecotourism activities:** Improve the tourists' participation in wetland ecotourism, meanwhile strengthen the publicity of the bird-watching activity as the seasonal characteristic activity in the wetland, and organize diversified leisure and entertainment activities.

Mean while, the article presents some suggestions on the experiencing management of the urban wetland park, so as to improve the tourist experience feelings, improve the revisiting willingness, and promote the ecological management of the Park: ① Pay attention to the experiencing and diversified characteristics of ecological education: Pay attention to the overall design of the Park, teach through lively activities, and improve the tourists' participation in the ecological education contents and items of the urban wetland park. Ecological education not only can introduce the ecological education knowledge through the exhibition hall, but also can help the tourists practically learn relevant ecological knowledge by actual experience, so as to meet the tourists' diversified needs. ② Guide the tourists and stakeholders for example community residents to participate the activities actively: Guide the tourists and community residents to participate in the services and protection of wetland ecotourism, and motivate the tourists and residents to initiatively protect the ecological environment to a certain extent, which is also good for enhancing the tourists' experiencing perception, increasing the tourists' revisiting rate, particularly increasing the revisiting rate of the responsible tourists. That will help improve the dependency between the tourists and the wetland park. ③ Improve the tourists' thinking experience, and change their awareness and behaviors: The thinking

experience aims to arouse the tourists' divergent and convergent thinking after experiencing some activities, so that they can deeply think about their lifestyle and the activities that they are engaged in and make improvement. Wetland ecotourism needs to publicize to and educate the tourists through different approaches, so as to improve their understanding to the natural environment, improve their thinking experience, so as to strengthen their awareness of protecting the ecological resources, and finally optimize and improve the tourists' travel behaviors.

5.3 Innovation and Outlook

As a major trend in the development of tourism modes in the future, wetland ecotourism not only can help the tourists enjoy the peace of nature and relax their body and mind, but also can let the tourists have stronger consciousness of environmental protection and better protect the environment when traveling.

Wetland ecotourism has a short development history, so the selection of research object is innovative. Through the investigation of the two periods, it is also innovative that we can understand the tourist experience about wetland ecotourism in different periods. Besides, the wetland

ecotourism experience evaluation elements have a certain reference to the development of wetland ecotourism, which could help the wetland park to understand the tourists' psychology and promote the healthy development of the wetland park.

However, due to the limitations of data collection, the research will establish relationships with other variables based on the evaluation system of wetland ecotourism, such as tourist satisfaction, which is a major direction for the follow-up of this study. The study direction in the future can be the study on ecotourism in different aspects from the perspective of the tourism practitioners or that of the constraints to the tourists, or comparison-based study on the development of ecotourism in different regions, so as to improve the comprehensiveness of the study contents. Through the continuous exploration and study on ecotourism in the future, there will be more excellent relevant research.

Acknowledgement

This study was supported by a grant from the Model of Ecotourism Tourists Relationship project of Jinan University. (82617074)

References

- Asuncion B, Josefa D M.(2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis a case study of Lanzarote, Spain. *Tourism Management*. 25:623-636.
- Charla M, Naresh M, Edward R.(2011). Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*. 77:39-56
- Chen,W.(2015). *Research on the Relationship Between Tourist Experience and Its Influencing Factors As Well As After Travel Behavior Intention*. YunNan University.
- Christopher R, Harald P.(2012). Sustainable Trekking Tourism Development with a Focus on Product Quality Assessment Two Cases from the Indian Himalayas. *Journal of Tourism*,13(2):1-22
- Dra. Gandhi Gonzalez Guerrero.(2011). Local Participation in a Sustainable Ecotourism Initiative: A Collection of Narratives on the Deer Park. *Journal of Tourism*,12(2):51-73
- Hung,C.Wu, Ching,C.Cheng, &Chi,H.A.(2018). A Study of Experiential Quality, Experiential Value, Trust, Corporate Reputation, Experiential Satisfaction and Behavioral Intentions for Cruise Tourists: The Case of Hong Kong. *Tourism Management*, (66): 200-220
- Huang,X.X. Hu,Z.P, &Fu,C. et.al.(2015). Evolutionary Game Analysis on the Main Stakeholders in Ecotourism. *Ecological Economy*, 31(01): 142-146+171.
- Jae, H.L, Hae, O. Choi. (2017). Stakeholders' Views on Reducing Financial Support in Government-Led Ecotourism Areas. *Ocean & Coastal Management*, 144: 7-15
- Maxwell K. Hsu, Wang C,Y, Qu H,L.(2016).

- Toward an integrated model of tourist expectation formation and gender difference. *Tourism Management*.54:58-71.
- May Kristin Vespestad, Mehmet Mehmetoglu.(2015).Gender Differences in Vacation Behavior. *Tourism Review International*. 19(3):147-161.
- Nabanita Khuntia, Jitendra Mohan Mishra.(2016). The Barriers of Community Participation in Tourism Development in Chilika Lake, Odisha India. *Journal of Tourism*.17(2):83-93
- Parikshat, S,M, Meenu,S.(2011). Comparative Assessment of Tourist Satisfaction amongst Competing Destinations in the Foothills of Jammu and Kashmir Himalayas India. *Journal of Tourism*,12(2):37-50
- Romero-Brito T. P, Buckley R. C, Byrne J.(2016). NGO Partner-Ships in Using Ecotourism for Conservation: Systematic Review and Meta-Analysis. *Plos One*, 11(11): 1-19.
- Sindhu R,B, Suresh, S(2011). Expert System for evaluation of ecotourism destinations. *Journal of Tourism*,12(2):91-102
- Sun,X.L, Lin,B.S, Gao,J.(2018). A Review in the Quality Assessment of Tourism Experience: Advances, Elements and Prospects. *Human Geography*,33(01):143-151.
- Wang, Q.S,Zhang, D, Liang.(2014). On the Development Models of Ecotourism in Wetlands Region: A Case Study of Qilihai Wetland.Journal of Beijing International Studies University. 36(05): 1-10
- Wang,X, Li,J,G, Luo,Z,B.(2012). A Case Study on the Evaluation of the Degree of Tourist Satisfaction Based on the Tour Experience. *Journal of Chongqing Normal University(Natural Science)*. (06):87-92.
- Wei,X, Pan.Y.X.(2012). Methodological Study on Development of Value Scale for Tourists' Experience in Wetland Parks. *Geographical Research*. (06):1121-1131.
- Xie,Y.J.(2015).*Basic Tourism*. Beijing: The Commercial Press, 45-46
- Xiong, Y. (2013). Progress and Prospect of Study on Carrying Capacity of Ecotourism.*Economic Geography*, 33 (05) :174-181.
- Yang, F. (2013).Community Participation in the Ecotourism Development Model of the East Dongting Lake Wetland. *Tourist Economy*,32(04):104-107.
- Yang, X,Y. (2018). Ecotourism Destination Image, Experience Value and Tourist Loyalty: A Case Study of Qinghai Province. *New Heights*. 37(5): 77-83
- Yen,T, Helena.C, &Wan,I, Lee, et.al.(2014). Environmentally Responsible Behavior in Ecotourism: Antecedents and Implications. *Tourism Management*, (40): 321-329
- Yi,S,C, Day J, Cai,L,A.(2014). Exploring tourist perceived value: An investigation of Asian cruise tourists' travel experience.*Journal of Quality Assurance in Hospitality & Tourism*,15(1): 63-77.
- Zhang S,Y et al.(2018). Review of Progress in International Research on Ecotourism and Implications. *Progress in Geography*, 37(09): 1201-1215
- Zhong,L,S, Ma.X,Y, &Zeng.Y,X.(2016). Progresses and prospects of ecotourism research in China. *Progress in Geography*,35(06):679-690.

Brief Profile of the Authors

Yang Liu, Postgraduate of Tourism Management of Management School of Jinan University. She engages in research on Tourism Enterprise Management.

liuyang_0429@foxmail.com

Mu Zhang, Ph.D., and Professor and Associate Dean of Shenzhen Tourism College of Jinan University. He is engaged in researches on geography, geographical information system eCommerce in tourism, and teaching Tourism and Travel Management etc.

zhangmu@163.com

Zhou Li, Ph.D., Professor at Shenzhen Tourism College of Jinan University. She engages in researches on Tourism Enterprise Management and Tourism Psychology etc.

lizhou@sz.jnu.edu.cn

Key Words

Local community, conservation, protected area, tourism development, local resident attitudes, protected area management

Local communities and protected areas in developing countries, Challenges and opportunities

RAYMOND RASTEGAR, Ph.D

Lecturer, Business School, University of Queensland, Brisbane, Australia.

Abstract

Many biodiversity rich areas are often populated or traditionally used by local communities whose attitudes towards the environmental conservation have a vital role in the success of the conservation programmes. Traditional conservation methods have limited local people's access to natural resources. Such problems can lead to increased local people-park conflicts, illegal poaching, and habitat destruction. Thus, it is not surprising to see many protected areas have not been successful to conserve the environment and failed to achieve the sustainable development goals. Now demand for nature-based tourism on one hand and the need of a new approach to help the local economy in local regions on the other hand, have made tourism a very important approach to achieve sustainable community development all around the world. However, despite the significant contributions of tourism development to local communities and protected areas, if not developed based on sustainable principles and practice, tourism can negatively affect the destinations, local residents, and the environment. Sustainable development in and around protected areas needs to consider local community wellbeing and residents' perceptions towards future development. Emphasising the importance of studying local resident attitudes in sustainable protected area management and tourism development, this research provides a better understanding of the impacts of protected area management and tourism on local resident attitudes and their livelihoods.

INTRODUCTION

Conservation and local communities, the challenges in protected areas

Although protected area management approaches might be practised effectively in some developed countries, researchers have discussed the unsuccessful practices and failure of environmental conservation in the protected areas of developing countries (Arjunan, Holmes, Puyravaud, & Davidar, 2006; Gibson & Marks, 1995; Swanson & Barbier, 1992; Winkler, 2010). In many destinations particularly in developing countries, there are communities living adjacent or inside the boundaries of protected areas. This situation has caused many challenges and researchers have reported poor conservation outcomes, threats to the livelihoods of local communities and negative attitudes held by local communities towards the protected areas. Therefore, this paper aims to provide a deeper understanding of the impacts of protected area management on local residents by considering tourism as an approach for sustainable development to bring balance between conservation and community development.

In protected areas, although local people-park relationships play a significant role in the success of biodiversity conservation (Mutanga, Vengesayi, Muboko, & Gandiwa, 2015), sometimes force is used over local people in cases of disagreements (Laudati, 2010). When traditional methods of protected area management were unsustainable, local people were forced to relocate or had their right to access natural resources limited (Brandon & Wells, 1992). It has also been noticed that approaches with the local community using force and/or issuing fines for breaches of laws resulted in unsuccessful conservation in protected areas (Swanson & Barbier, 1992). It is even noticed that in the case of disagreement between local people and park authorities, law enforcement has been used over local communities (Laudati, 2010). Even if local resident attitudes and supports have a minor impact on conservation success, it appears unethical to ignore local people (Holmes, 2013; Mutanga et al., 2015).

Nevertheless, ignoring local communities and their needs leads to the development of negative attitudes among the local residents which subsequently results in their engagement in environmentally unsustainable activities (Ebua, Agwafo, & Fonkwo, 201; Rastegar, 2017 & 2018). The involvement of local communities in illegal activities such as resource extraction increases local people-park conflicts (Thapa Karki, 2013). Negative attitudes within local communities due to conflicts reduces local support for environmental conservation programmes. Thus, it is not surprising to see that many protected areas have not been successful in conserving natural resources (Gaston, Jackson, Cantú-Salazar, & Cruz-Piñón, 2008).

The traditional protected area management approaches have been criticised because of the unequal distribution of costs and benefits of conservation programmes among different stakeholders (Scheyvens, 1999). Scheyvens further argued that local people should receive some benefits from the conservation programmes which can encourage sustainable use of resources (Scheyvens, 1999). In any community development project such as tourism, economic development is a must. Local communities expect to receive economic benefits from tourism development in PAs (Nastran, 2015). Despite the strict conservation laws in PAs, illegal activities such as using forest lands for agriculture, hunting game animals and harvesting endangered plants are widespread. Winkler (2010) suggests that PA management often does not consider the economic interests of the local people and just restricts the access of these communities to natural resources which they had freely used before. Local communities are important stakeholders in protected areas, who are usually ignored or do not receive enough attention from protected area managers (Hirschnitz-Garbers & Stoll-Kleemann, 2011).

In protected areas, local communities are often blamed for illegal collection of

resources both for residential and commercial purposes (Poudel, Nyaupane, & Budruk, 2016). A lack of alternative resources in protected areas increases local communities' vulnerability (Thapa Karki, 2013). Benefits of wildlife protection usually contribute to the national and global economies while local people endure its costs (Arjunan, Holmes, Puyravaud & Davidar, 2006). However, there have also been claims by biologists that sometimes when priority is given to local people, wildlife suffers from impacts of development programmes (Sekhar, 2003; Terborgh & Schaik, 1997). It is also argued that the relationship between protected area and development programmes such as tourism is very complicated as tourism focuses on economic development and protected area management focuses on conservation (Whitelaw, King, & Tolkach, 2014; Wilson, Nielsen, & Buultjens, 2009).

Tourism as an approach for sustainable development in protected areas

Recently, there have been improvements in protected area management approaches which are aimed at reducing the types of conflicts described. It has been argued that sustainable development and effective management in protected areas requires local community involvement (Allendorf, Aung, Swe & Songer, 2017). Following the suggestion by researchers, a shift was seen over time to include local residents as an integral part of protected area management. Local people who live in and around protected areas have a very significant role in biodiversity conservation (Kuvan & Akan, 2005; Walpole & Goodwin, 2001). Knight (2008) notes that public support is a key element in the conservation of natural resources, especially endangered flora and fauna. It is also argued that local communities' relationship with the natural environment plays a significant role in protected area effectiveness (Hernes & Metzger, 2017). New protected area management systems try to include the local people in conservation programmes by

integrating development and conservation efforts (Winkler, 2010). Different strategies such as provision of education programmes and development of alternative economic incentives might be used in conservation programs. The reason behind such initiatives is to generate economic benefits for local people which otherwise would be severely affected by the introduction of protected area regulations (Wells & Brandon, 1992) and to offset the conservation programme costs (Walpole & Goodwin, 2001).

Sustainable tourism has been identified as a means to bring a balance between development activities and preservation of natural resources (Gonzalez-Guerrero, Diaz, Martinez & Perez, 2017; Sebele, 2010; Tsaur, Lin & Lin, 2006) which rely highly on active participation and the support of local people (Rastegar, 2010, 2017; Ryan, 2002; Yoon, Gursoy, & Chen, 2001). It is suggested that sustainable tourism can provide economic, sociocultural and environmental benefits to rural communities (Wang & Yotsumoto, 2019).

The benefits can be seen in forms of increasing environmental awareness, cultural resilience, and improvements to infrastructure. Particularly in case of Community Based-Tourism (CBT), it can conserve the natural resources and also contribute to gender empowerment by providing job opportunities and encouraging community participation (Bansal, Kansal & Walia, 2018). If successfully implemented, sustainable tourism can reduce poverty in rural areas by providing job opportunities and also opportunity to sell local products (Lee & Jan, 2019). It is argued that increasing environmental awareness and positive environmental attitudes can lead to greater efforts in environmental protection (Wolters, 2014). In remote communities, tourism can also provide the opportunity for local residents and tourists to respect the traditional culture, thereby increasing the sustainability of tourism (Ruiz-Ballesteros, 2011). Table 1 shows the examples of sustainability factors studied by the scholars in the literature to investigate the impacts of

Table 1. Examples of sustainability factors used in studying local resident attitudes to tourism

Sustainability pillars	Factors	References
Economic	<ul style="list-style-type: none"> • <i>Providing job opportunities</i> • <i>Standard of living</i> • <i>Infrastructure</i> • <i>Poverty reduction</i> 	Choi & Murray, 2010; Diedrich & García -Buades, 2009; Doh, 2006; Vargas -Sánchez et al., 2015
Sociocultural	<ul style="list-style-type: none"> • <i>Community pride</i> • <i>Community participation</i> • <i>Preservation of culture and heritage</i> • <i>Safety and crime rate</i> 	Deery et al., 2012; Diedrich & García-Buades, 2009; Mutanga et al., 2015; Stewart, 2009
Environment	<ul style="list-style-type: none"> • <i>Conservation of wild animals</i> • <i>Environmental awareness</i> • <i>Development of protected areas</i> • <i>Unique environment and wildlife</i> 	Choi & Murray, 2010; Ghimire et al., 2014; Liu et al., 1987; Nastran, 2015

Considering the above discussion, programmes such as Community-Based Natural Resources Management (CBNRM) (Blackie, 2006; Mbaiwa & Stronza, 2011) or Integrated Conservation and Development Programmes (ICDPs) (Baral, Stern &

Heinen, 2007; Newmark & Hough, 2000) based on the theory of common property to utilise the 'common pool resources' have been developed to mitigate the cost of conservation for local communities (Mbaiwa & Stronza, 2011, p. 2). Such

programmes aim at sustainable utilisation of natural resources in protected areas to meet both environmental conservation and community development objectives (Hausner, Engen, Bludd & Yoccoz, 2017; Nzama, 2008). The revenues from tourism development activities work as incentives to gain the support of local communities living within and next to protected areas to support conservation efforts. Efforts in implementing sustainable tourism will benefit the economy of the destination, local residents and the environment (Balmukund & Garg, 2017). The revenue from tourism can fund local projects which result in initiating both conservation and community development (Baral, Stern & Bhattarai, 2008).

Conclusion

In conclusion, protection of wild animal and other natural resources used to be the main aim of protected area establishment (Reed & Massie, 2013); however, it is now also emphasised that sustainable development of natural areas including human development must be considered (Nastran, 2015). It is also argued that meeting local communities' needs will

improve their perceptions towards conservation programmes while reducing management conflicts in protected areas (Mutanga et al., 2015). The concepts of sustainable development and triple bottom line, as a means of adding economic, environmental and social value to poor local communities, have attracted significant attention in recent years. There have always been links between tourism and protected areas since the establishment of the first protected area (Nash, 2014). So, if sustainably managed, tourism can bring benefits to local communities while contributing to environmental conservation in protected areas.

The findings of this research indicate that tourism can be successful and considered as an effective tool to improve local resident attitudes, community wellbeing and improve conservation status. It is now suggested that protected area managers and tourism developers should develop a comprehensive plan based on sustainability principals and practice to bring a balance between community development and environmental conservation in protected areas.

References

- Allendorf, T. D., Aung, M., Swe, K. K., & Songer, M. (2017). Pathways to improve park-people relationships: Gendered attitude changes in Chatthin Wildlife Sanctuary, Myanmar. *Biological Conservation*, 216, 78-85.
- Arjunan, M., Holmes, C., Puyravaud, J.-P., & Davidar, P. (2006). Do developmental initiatives influence local attitudes toward conservation? A case study from the Kalakad-Mundanthurai Tiger Reserve, India. *Journal of Environmental Management*, 79(2), 188-197.
- Bansal, S., Kansal, P. & Walia, S. (2018). Sustainable developmental implications of community based tourism initiatives in Himachal: An empirical study. *Journal of Tourism*, 19 (1), 59-70.
- Balmukund, R. & Garg, R. (2017). Sustainable tourism in Gujarat views of community. *Journal of Tourism*, 17 (2), 63-81.
- Baral, N., Stern, M. J., & Bhattarai, R. (2008). Contingent valuation of ecotourism in Annapurna conservation area, Nepal: Implications for sustainable park finance and local development. *Ecological Economics*, 66, (2-3), 218-227.
- Baral, N., Stern, M. J., & Heinen, J. T. (2007). Integrated conservation and development project life cycles in the Annapurna Conservation Area, Nepal: Is development overpowering conservation? *Biodiversity and Conservation*, 2903-2917
- Blackie, P. (2006). Is small really beautiful? Community-based natural resource management in Malawi and Botswana. *World Development*, 34, 1942-1957.
- Choi, H. C., & Murray, I. (2010). Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4), 575-594.
- Deery, M., Jago, L., & Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. *Tourism Management*, 33(1), 64-73.
- Diedrich, A., & García-Buades, E. (2009). Local perceptions of tourism as indicators of destination decline. *Tourism*

- Management*, 30(4), 512-521.
- Doh, M. (2006). *Change through Tourism: Resident Perceptions of Tourism Development*. Texas A&M University, USA.
- Ebua, V. B., Agwafo, T. E., & Fonkwo, S. N. (2011). Attitudes and perceptions as threats to wildlife conservation in the Bakossi area, South West Cameroon. *International Journal of Biodiversity and Conservation*, 3, 631-636.
- Gaston, K. J., Jackson, S. F., Cantú-Salazar, L., & Cruz-Piñón, G. (2008). The ecological performance of protected areas. Vol. 39. *Annual Review of Ecology, Evolution, and Systematics* (pp. 93-113).
- George, E. W., Mair, H., & Reid, D. G. (2009). *Rural tourism development, localism and cultural change*. Bristol, UK: Channel View Publications.
- Ghimire, H. R., Phuyal, S., & Shah, K. B. (2014). Protected species outside the protected areas: People's attitude, threats and conservation of the Yellow Monitor (*Varanus flavescens*) in the Far-western Lowlands of Nepal. *Journal for Nature Conservation*, 22(6), 497-503.
- Gibson, C. C., & Marks, S. A. (1995). Transforming rural hunters into conservationists: An assessment of community-based wildlife management programs in Africa. *World Development*, 23, 941-957.
- Gonzalez-Guerrero, G., Diaz, G., Martinez, C. & Perez, V. (2017). Techniques for working with sustainable tourism indicators at the local level. *Journal of Tourism*, 18 (1), 1-19
- Hausner, V. H., Engen, S., Bludd, E. K., & Yoccoz, N. G. (2017). Policy indicators for use in impact evaluations of protected area networks. *Ecological Indicators*, 75, 192-202.
- Hernes, M. I., & Metzger, M. J. (2017). Understanding local community's values, worldviews and perceptions in the Galloway and Southern Ayrshire Biosphere Reserve, Scotland. *Journal of Environmental Management*, 186, Part 1, 12-23.
- Hirschnitz-Garbers, M., & Stoll-Kleemann, S. (2011). Opportunities and barriers in the implementation of protected area management: A qualitative meta-analysis of case studies from European protected areas. *Geographical Journal*, 177(4), 321-334.
- Holmes, G. (2013). Exploring the relationship between local support and the success of protected areas. *Conservation and Society*, 11(1), 72-82.
- Knight, A. J. (2008). 'Bats, snakes and spiders, Oh my!' How aesthetic and negativistic attitudes, and other concepts predict support for species protection. *Journal of Environmental Psychology*, 28(1), 94-103.
- Kuvan, Y., & Akan, P. (2005). Residents' attitudes toward general and forest-related impacts of tourism: the case of Belek, Antalya. *Tourism Management*, 26(5), 691-706.
- Laudati, A. A. (2010). The encroaching forest: Struggles over land and resources on the boundary of Bwindi Impenetrable National Park, Uganda. *Society and Natural Resources*, 23(8), 776-789.
- Lee, T. H., & Jan, F.-H. (2019). Can community-based tourism contribute to sustainable development? Evidence from residents' perceptions of the sustainability. *Tourism Management*, 70, 368-380.
- Liu, J. C., Sheldon, P. J., & Var, T. (1987). Resident perception of the environmental impacts of tourism. *Annals of Tourism Research*, 14(1), 17-37.
- Mbaiwa, J. E., & Stronza, A. L. (2011). Changes in resident attitudes towards tourism development and conservation in the Okavango Delta, Botswana. *Journal of Environmental Management*, 92(8), 1950-1959.
- Mutanga, C. N., Vengesayi, S., Muboko, N., & Gandiwa, E. (2015). Towards harmonious conservation relationships: A framework for understanding protected area staff-local community relationships in developing countries. *Journal for Nature Conservation*, 25(0), 8-16.
- Nash, R. (2014). *Wilderness and the American mind* (5 ed.). New Haven, CT: Yale University Press.
- Nastran, M. (2015). Why does nobody ask us? Impacts on local perception of a protected area in designation, Slovenia. *Land Use Policy*, 46(0), 38-49.
- Newmark, W., & Hough, J. (2000). Conserving wildlife in Africa: Integrated conservation and development projects and beyond. *BioScience*, 50(7), 585-592.
- Nzama, A. (2008). The Promotion of Sustainable Tourism within the World Heritage Sites: Lessons from iSimangaliso World Heritage Park in South Africa. *Journal of Tourism*, 9 (2), 161-177.
- Poudel, S., Nyaupane, G. P., & Budruk, M. (2016). Stakeholders' perspectives of sustainable tourism development, A new approach to measuring outcomes. *Journal of Travel Research*, 55, 465-480.
- Rastegar, R. (2010). Tourism development and residents' attitudes: A case study of Yazd, Iran. *TOURISMOS* 5(2), 203-211.
- Rastegar, R. (2017). *Environmental protection and local resident attitudes at early stages*

- of tourism development (**Doctoral dissertation**). The University of Queensland, UQ Business School.
- Rastegar, R. (2018). Tourism development and local community wellbeing: understanding the needs. *Tourism Innovations*, 8(2), 66-70.
- Reed, M. G., & Massie, M. (2013). What's left? Canadian biosphere reserves as sustainability-in-practice. *Journal of Canadian Studies*, 47(3), 200-225.
- Ruiz-Ballesteros, E. (2011). Social-ecological resilience and community-based tourism: An approach from Agua Blanca, Ecuador. *Tourism Management*, 32(3), 655-666.
- Ryan, C. (2002). Equity, management, power sharing and sustainability issues of the 'new tourism'. *Tourism Management*, 23(1), 17-26.
- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management*, 20(2), 245-249.
- Sebele, L. S. (2010). Community-based tourism ventures, benefits and challenges: Khama Rhino Sanctuary Trust, Central District, Botswana. *Tourism Management*, 31(1), 136-146.
- Sekhar, N. U. (2003). Local people's attitudes towards conservation and wildlife tourism around Sariska Reserve, India. *Journal of Environmental Management*, 69, 339-347.
- Stewart, E. J. (2009). *Comparing resident attitudes toward tourism: Community-based cases from Arctic Canada*. (PhD thesis), University of Calgary, Calgary.
- Swanson, T. M., & Barbier, E. B. (1992). *Economics for the wilds: Wildlife, wildlands, diversity and development*. London, UK: Earthscan.
- Terborgh, J., & Schaik, C. P. v. (1997). Minimizing special loss: the imperative of protection. In R. Kramer, C. v. Schaik, & J. Johnson (Eds.), *Last Stand* (pp. 15-35). New York: Oxford University Press.
- Thapa Karki, S. (2013). Do protected areas and conservation incentives contribute to sustainable livelihoods? A case study of Bardia National Park, Nepal. *Journal of Environmental Management*, 128(0), 988-999.
- Tsaur, S.-H., Lin, Y.-C., & Lin, J.-H. (2006). Evaluating ecotourism sustainability from the integrated perspective of resource, community and tourism. *Tourism Management*, 27(4), 640-653.
- Vargas-Sánchez, A., Oom do Valle, P., da Costa Mendes, J., & Silva, J. A. (2015). Residents' attitude and level of destination development: An international comparison. *Tourism Management*, 48(0), 199-210.
- Walpole, M. J., & Goodwin, H. J. (2001). Local attitudes toward conservation and tourism around Komodo National Park, Indonesia. *Environmental Conservation*, 28(2), 160-166.
- Wang, L., & Yotsumoto, Y. (2019). Conflict in tourism development in rural China. *Tourism Management*, 70, 188-200.
- Wells, M. P., & Brandon, K. (1992). *People and parks: Linking protected area management with local communities*. Washington DC: World Bank.
- Whitelaw, P. A., King, B. E. M., & Tolkach, D. (2014). Protected areas, conservation and tourism financing the sustainable dream. *Journal of Sustainable Tourism*, 22(4), 584-603.
- Wilson, E., Nielsen, N., & Buultjens, J. (2009). From lessees to partners: exploring tourism publicprivate partnerships within the New South Wales national parks and wildlife service. *Journal of Sustainable Tourism*, 17(2), 269-285.
- Winkler, R. (2010). Why do ICDPs fail? The relationship between agriculture, hunting and ecotourism in wildlife conservation. *Resource and Energy Economics*, 33(1), 55-78.
- Wolters, E. A. (2014). Attitudebehavior consistency in household water consumption. *The Social Science Journal*, 51(3), 455-463.
- Yoon, Y., Gursoy, D., & Chen, J. S. (2001). Validating a tourism development theory with structural equation modeling. *Tourism Management*, 22(4), 363-372.

About The Author

Dr. Raymond Rastegar holds a PhD in tourism management and is a lecturer and researcher in Tourism at the UQ Business School, The University of Queensland, Australia. His research focuses on sustainable tourism development in developing countries with specific interest in local community livelihood, participation, empowerment, and conservation in protected areas. Prior to joining the University of Queensland, Raymond worked on several projects on tourism development and conservation in protected areas. He has published several journal articles and participated in many conferences. E.mail- r.rastegar@business.uq.edu.au

Key Words

Tourism, sustainability,
national parks and
public funding.

Tourism Development Through The Sustainable Development Funding Scheme Within The Brecon Beacons National Park

EDWARD M ISAACS

Department of Urban, Environment and Leisure Studies,
London South Bank University, London

Abstract

This research article explores the role of public funded schemes within the Brecon Beacons National Park that strive to encourage community driven sustainability initiatives, whilst assessing the relevance of tourism to such schemes. The National Park provides funding for community led sustainability programmes, known as the Sustainable Development Fund, the examination of this funding led to findings which challenge the common assumption that funding for community led schemes will be of net benefit at the local level. Through the examination of the theoretical rhetoric and the empirical findings via the use of focus groups it was observed that certain components reflected in most rural development programmes such as the integration of tourism and participation are still barriers to rural development and continue to hamper the effectiveness of not only the Sustainable Development Funding (SDF) schemes, but the communities striving for sustainability.

INTRODUCTION

There is little empirical work providing insight and in-depth analysis of publicly funded development programmes such as the Sustainable Development Fund (SDF) scheme. The SDF scheme was established and managed by National Parks in the UK since 2001. This scheme funds rural communities that want to undertake a sustainability initiative that helps to create a sustainable community. Strzelecka and Wicks (2010) identified that there are roles for development agencies in assisting rural regions to transform themselves, often using tourism as a tool of transformation. However, there is a gap in the academic literature as to how publicly funded schemes, such as the SDF, contribute to creating a sustainable rural community where tourism is not the primary concern of the scheme, but where tourism is required to sustain the scheme. The increasing number of publicly funded schemes aimed at developing sustainable communities, particularly in rural areas means that this research will be of relevance to National Park Authorities, local communities and councils that seek to utilise public funding to further their sustainable development initiatives. This paper, therefore, investigates the application of the sustainable development fund within the Brecon Beacons National Park and clarifies how tourism is used within the Park and how it has been viewed by the local residents. It will conclude that for greater success in furthering sustainability initiatives which use funding and rely on tourism, there needs to be a more cohesive strategy and integration of these publicly funded schemes within the overall tourism strategy.

Theoretical Context

Rural areas support human existence both in terms of their capacity to supply the resources necessary to support life, but also in their capacity to absorb the impacts of human activity (Jackson, 2009). However, the relationship between individuals and the natural environment upon which they depend is thought to be weakening, as traditional rural

industries decline and populations move to urban areas (Chambers, 2008). Therefore, the ongoing health and vitality of rural communities has been brought into question and has given rise to the rural sustainability debate.

The ambitions of rural sustainable development policy are far-reaching (Baldock *et al.*, 2001). These may focus on diversifying the agricultural base (Hjalager, 2002) or finding different functions for agriculture by improving the social, environmental or cultural purposes of agriculture (Morgan *et al.*, 2010). For Mistry and Garg (2017), sustainability issues were concerned with improving prospects for better investment and generating higher levels of output or production. The need to create jobs and generate income streams is cited by Khuntia and Mishra (2016). While Ray (2018) considered the conservation of natural as well as environmental, social and cultural resources as desired outputs of sustainability. However, the binding outcome of all these ambitions is to create a cohesive, interconnected and stable rural community that possess viable economies and communities. In doing so, rural areas seek to be in a position to entice and preserve a capable workforce who have the skills and knowledge to contribute to its growth and development (Bello *et al.*, 2018).

Sustainable development is generally characterised as having greater focus on understanding and achieving the environmental and economic aspects of sustainability rather than the social aspect (Akgun *et al.*, 2015). Arguably, this stems from the fact that sustainable development has predominantly been applied within either an environmental or a business context, where there is evidence that bias exists towards either environmental or economic interests respectively (McKenzie-Mohr, 2004). However, there is now recognition of the role that social factors play in achieving sustainable development

outcomes. In addition to addressing environmental concerns, sustainable development:

“...is also about the pursuit of fundamental social, economic and cultural objectives. These objectives include the need to secure basic human needs, equity, social justice and cultural diversity” (Barker, 2005 p.12).

Akgun *et al.* (2015) argued that the reason for such divergent views on sustainable development is that in its attempts to reconcile the imperatives of growth and development with sustainability, 'sustainable development' is, essentially, a contradiction in terms. When applied within a business or government context, there is an inherent assumption that the notion of 'sustainable development' incorporates sustained economic growth, whilst within an academic context, human development is not necessarily considered to be coupled only to an increasing Gross Domestic Product (Robinson, 2004). The past two decades have, therefore, seen numerous attempts at establishing an improved expression of the meanings of 'sustainable development' and 'sustainability' in various contexts. For example, In gold (1992) referred to the “use-value” of the physical environment and noted the dichotomy of the relationship between consumption and production in rural areas. More recently, Bansal *et al.* (2018) noted that sustainable development could refer to improving the identity of a destination. However, the prevailing result of these efforts has been to substantiate the view that the notion of sustainability itself rather than the Brundtland definition per se is inexplicit and pluralistic. The inherent degree of subjectivity in individuals' perceptions resulting from their own system of societal values and the cultural contexts they inhabit (Clifton, 2010) means that sustainability is an intrinsically “*slippery concept*” (Eden, 2000 p. 111), which will unavoidably be

translated differently by different people (Johnson, 2010).

In response to these criticisms of the vagueness of sustainability, it can be argued that it is, in fact, this flexibility of meaning that makes sustainability such a powerful and popular concept. As Parris and Kates (2003) stated, *“the oxymoron-like character of sustainable development can be so inclusive must surely lie in its inherent ambiguity...”* (p.560). Being open to a degree of interpretation, the fundamental notion of 'sustainability' is accessible to all actors at all levels in society, from individuals and communities, to businesses and governments. Sustainable development is a global-level concept (Adamson and Bromiley, 2013). It cannot be, nor does it profess to be, a 'one-size-fits-all' or 'silver bullet' solution to all global problems. Instead, the fundamental basis of sustainable development that future development needs to integrate long-term environmental, social, and economic concerns can provide flexible guiding principles within which action can be tailored to the parameters of specific context in which it occurs (Kemp and Martens, 2007; Robinson, 2004). Therefore, embedded within the overarching global concept of sustainable development, increasingly bespoke interpretations can be

made as the scale of operation reduces, for example, from global to national, to regional to local and to individual. As such, sustainable development has been embraced by policymakers across the world, arguably pioneered by successive UK governments (Carson *et al.*, 2014). However, the vagueness of the definition also means that it is a highly contested and political concept as opposing parties (e.g. business versus environmental groups) seek to argue for their favoured balance between the economic, social and environmental aspects of sustainability.

The Brecon Beacons National Park

The Brecon Beacons National Park located in Wales, was established in 1957 (Morgan, 2015). With its designation as a UK National Park, the Brecon Beacons joined a growing international family of protected areas. Protected areas fall into two general categories: those designated for the strict protection of the natural world and those designated for the purposes of maintaining sustainable relationships between humans and nature. National Parks of the UK belong to the latter category and also differ from National Parks in other parts of the world because they are largely privately owned whilst many parks in other nations are owned primarily by the State. (Morgan, 2015).



Figure 1: Map of Brecon Beacons National Park,
Source: <http://www.brecon-beacons.com/how-to-get-here.htm>

The Brecon Beacons was the tenth National Park in Wales and England to be designated under the National Parks and Access to the Countryside Act of 1949. This action confirmed its importance nationally, conferring the UK's highest status for conservation of landscape and natural beauty. The Welsh Assembly has further emphasised the Park's importance in the national context through its Vision for the Welsh National Parks in the 21st century:

"The Welsh National Parks are protected landscapes of international importance which capture much of what is distinct and special about rural Wales.... They are places that experiment with new approaches in sustainable development and environmental conservation, providing exemplars of best practice for wider Wales, and helping to shape and lead future rural policy and practice." Welsh Assembly Government (2008).

In 2016 the Brecon Beacons Sustainable Tourism Partnership approved a Sustainable Tourism Strategy for the park. The strategy was based on the sustainable management of the destination as a whole - not just the development of tourism as such but the management of that tourism and the impacts it has so as to protect the environment on which it is based and equally important the communities that live within it.

Tourism Within The Brecon Beacons National Park

In the 1960s the tourism industry was largely viewed as an economic panacea and with little impacts deriving from it (Butler, 1993). It was often termed a "smokeless" industry distancing itself from the polluting factories of the time (Dicks, 2000). However, as Stankovic (1979, p.25) noted:

"It is a characteristic of tourism that it can, more than many other activities, use and devalue such parts and elements of nature as are of almost no value for other economic branches and activities".

The entwining of sustainable development and sustainable tourism literature seemed inevitable given that both concepts came to the academic arena at the same time and this has created confusion in the various definitions of sustainable tourism. It was Garrod & Fyall (1998, p. 199) who stated that *"defining sustainable development in the context of tourism has become something of a cottage industry in the academic literature"* and they had a desire to move arguments of sustainable tourism away from sustainable development ideology. Butler (1993, p.29) defined sustainable tourism as *"tourism which is in a form which can maintain its viability in an area for an indefinite period of time"*. Baker (2001) goes on to suggest that sustainable development in this context is:

"tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes" (Baker, 2001, p.29).

The World Tourism Organisation (1995, p.30) used a similar definition which refers to sustainable tourism development as tourism that:

"meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems".

This definition of sustainable tourism development perceives it as a force that contributes to sustainable development

rather than as a standalone process that is responsible for all development in an area. The tourism industry has been seen as a “soft option” that delivers much at the expense of little (Wahab & Pigram, 1997). The decline of traditional industries and agriculture has forced many rural areas to turn to tourism given the wealth of opportunities leading to economic growth and diversification promised by such a strategy (Hall, 2005). Blackstock (2005) suggested that as a result, tourism is now one of the target industries for communities of all sizes wishing to integrate into their overall comprehensive planning strategy. Although rural tourism development is not a panacea to all the ailments of rural destination, it has great potential when integrated into broader community development efforts. Hanna (2008, p.150) suggested that sustainable tourism could be interpreted as “*an emerging form of ethical consumption as it adopts social, environmental and economic concerns which are also expressed through the form of consumption*”. Consequently, the diversification of such an economic base provides opportunities for social, economic, environmental and cultural development whilst also ensuring greater security for the community (Murphy 1985).

Over three and a half million tourists a year come to the Brecon Beacons (<http://www.beacons-npa.gov.uk/communities/tourism/tourism-facts-and-figures-1/>). The mountains, uplands and valleys are considered to be good walking terrain. Visitors and residents participate in numerous activities such as horse riding, cycling, mountain biking, fishing, kayaking and other water-based activities. The major tourist attractions such as the Danyrog of Show caves, and festivals such as the Brecon Jazz Festival, the Green Man Festival and the Hay Festival of Literature.

Sustainable Development Funding

The SDF is a grant scheme that supports new ways of living and working within

National Parks in a sustainable manner. The funding is provided by the Department for Environment, Food and Rural Affairs and is managed by the National Park Authorities. Sustainable development encompasses projects that can demonstrate social, economic and environmental development.

The aim of the programme is to provide a flexible and non-bureaucratic means of funding projects to “*aid the achievement of National Park purposes by encouraging individuals, community groups and businesses to develop practical sustainable solutions to the management of their activities*”. (Brecon Beacon National Park Management Plan, 2009, p.18). Innovation and originality are as much features of SDF delivery mechanisms as are the local initiatives that the funding is intended to foster.

The past even ten years has seen a variety of activities in the Brecon Beacons National Park for the SDF schemes. Recent initiatives in 2016 include:

- ♦ The Black Mountain Centre in Brynaman was given £5,000 of grant funding award to create a Tourist Information point and arts and crafts selling area.
- ♦ The Canal and River Trust was awarded £15,000 to support the 'Waterway Trail' interpretation along the Brecknock and Monmouth Canal between Goytre Wharf and the Brecon Basin.
- ♦ St Mary's Church, Brecon was awarded £15,000 to fund elements of a wider heritage restoration project, including increased accessibility and a braille table top trail map and audio commentary as part of the Heritage Time line and Discovery Trail.
- ♦ The Inspiroment Project was awarded funding to help develop a number of mapped walks in the Brecon Beacon National Park. The project aimed to inspire those who are unsure how to access the park or what is available for them to become regular visitors, more active and to enjoy its special

environment.

- ♦ Abergavenny Tourist Information Centre operating from the Tithe Barn in Abergavenny received £7,500 towards the operation of tourist services from this location.

The sustainable development funds are utilised in the United Kingdom by other National Parks to stimulate sustainability initiatives. For example, in the Yorkshire Dales the fund has given out £2.67 million to 336 projects over the last 15 years (<http://www.yorkshiredales.org.uk/living-and-working/sdf/projects-funded-to-date>). Other regions have also adopted and adapted this funding scheme, such as Hong Kong in 2007, New Zealand in 2010.

This paper has highlighted the central themes connected to the SDF scheme, namely, the issue of development, sustainability and tourism for rural areas. The SDF is one tactic employed to engage communities in addressing rural sustainability and their development. The SDF seeks to encourage communities to obtain funding to further community initiatives that sustain and enhance their existence. The changing nature of the economics and demographics of the National Park indicate that the growth of tourism as a regeneration tool is being utilised by the Brecon Beacon National Park Authority. Having established the practices and elements of the dynamics of rural sustainability within the Brecon Beacon National Park, attention must turn to how the residents of the park stimulate the rhetoric into reality.

Research Methods

One of the primary reasons for conducting focus groups was to gain an insight into people's experiences and understanding of issues. Saunders described the information gleaned from focus groups as that "*based on meanings expressed in words*" (Saunders *et al.*, 2003, p.78). As a qualitative technique focus groups established procedures for exploring complex and diverse patterns of behaviour. Focus groups

were conducted in the summer of 2015 in three different locations within the Brecon Beacon National Park, Brecon, Pencelli and Bwlch. The focus group participants were either involved with a SDF scheme or had knowledge of the development of such a scheme in their geographic area. The themes and topics of the questions employed in the focus groups were originally derived from a comprehensive review of existing research literature (Putnam, 1993; McKenzie-Mohr, 2004; Led with, 2005; Jackson, 2008; Clark, 2010; Key and Kerr, 2011). A short introduction explained the focus of the questions in order to make the respondents feel at ease. Respondents were informed of the objectives of the research, and why the respondent was chosen to participate, and for what purposes the results would be used. Profile of participants would remain confidential and anonymous. Focus groups were conducted by the researcher and the sessions were audio recorded. The focus groups were designed to study involvement or participation in the community. In other words, these research methods were to analyse and evaluate the variables of, and attitudes towards, sustainability, tourism, participation, and the SDF by the members of the local community. The analysis considers whether there is anything distinctive about those who take a relatively active role in community life (Howe *et al.*, 2004).

The aim of focus groups was not to lead participants but to facilitate the articulation of their ideas and thoughts through focused discussion. It can be argued that this approach is better suited than interviews as it replicates social processes (through group interaction) where knowledge is constructed and through which ideas such as sustainability and business practices are diffused (Kitzinger, 2004). However, there were certain themes that had to be teased out of the focus group sessions, consequently table 1 highlights the structure of focus group sessions.

Table 1: Questions asked to Focus Group Participants

No.	Question	Notes
	Introductions	Each member of the group was asked to introduce themselves, to state where they lived and what it was about the local area that was important to them. The purpose was to create a sharing and hospitable environment for focus group members.
Q1	What you understand by the term “sustainability”?	This question was asked to see how the concept of sustainability would be interpreted by the focus group members.
Q2	What does sustainable development mean to you?	Following on from the previous question participants were asked this question to see if they could discern the difference between sustainability and sustainable development.
Q3	What do you understand by the term “ sustainable community”?	This question was used to move the discussion into the area of sustainability and community which allowed for other probing questions to generate discussion including: <ul style="list-style-type: none"> • What is a community? • Who do you think is in your community? • How do you define your community?
Q4	What does community development mean to you?	This question purposely focused on building from the previous question whereby having established what a community is discussions around development could take place.
Q5	What are the barriers that prevent people from getting involved in community development activities?	Following on from the previous questions, this question attempted to elicit what would stop people from engaging in community development activities.
Q6	What does the term “tourism” mean to you?	This question was intended to determine the level of understanding that local people have about the tourism industry and led to the following questions: <ul style="list-style-type: none"> • Who are the tourists visiting the area? • Where do you see tourists? • Who (in the focus group) is involved in tourism? • What local businesses are involved in tourism?
Q7	What role does the Sustainable Development Funding play in community development?	This question was asked to see how if participants could identify the relationship between community development and the funded schemes.
Q8	What is the relationship between tourism and Sustainable Development Funded projects?	This question was asked to see what linkages participants could see between tourism and the funded projects
Q9	Summary and close	Each group member was asked to highlight the most poignant issue for them that was raised during the focus group meeting and brought about closure of the proceedings.

Source: Author

Questions asked about sustainability (Q1 to Q3) stemmed from the literature of Kemp and Martens (2007); Pender *et al.* (2014) who contended that the interpretation of sustainability by residents was key to their active participation and involvement in the development of sustainable initiatives. Questions with regards to community participation (Q4 and Q5) were drawn from the work of Shorthall and Shucksmith

(2001); Day (2006); McAreavey (2009) who suggested that the barriers to community involvement were linked to the involvement of communities in their own development. The question asking about tourism (Q6) were based upon the work of Blackstock (2005); Carson and Carson (2014) who contended that the understanding of tourism was correlated to the involvement of community members in

tourism development. Questions about the SDF (Q7 and Q8) were drawn from the research of Zito *et al* (2003); and Alcock (2012) who suggested that the role of public funding related to sustainability initiatives were reliant upon the understanding and involvement of the community within which the initiative was being implemented.

Data Analysis

Focus group sessions were transcribed, coded and analysed using the data display technique. The method chosen was that of Miles and Huberman (1994). This involved developing a set of data displays, in which themes from the focus groups were displayed against concepts identified in the literature and which emerged from the focus group sessions themselves. The display is a visual format, which presents information systematically, so the user can draw valid conclusions.

Empirical Findings

The main outcomes of the focus groups have been summarised under the key themes derived from this research which are for: Sustainability, Participation, and Tourism.

Sustainability: Focus group members put forward various definitions as to what they believe sustainability referred to. Most of these definitions focused around the economy indicating a link between economy and sustainability.

This is about thinking about tomorrow making sure that we are all able to survive and prosper in the future. (Respondent FG 26)

Is this making sure we all have jobs tomorrow? (Respondent FG 8)

I know that sustainability is really important thing for the National Park. I never really considered the idea that our community or tourism can be linked to sustainability and at the moment I am struggling to make ends meet

so thinking about the future in terms of a community-based sustainability project or creating links to tourism projects is a little far-fetched (Respondent FG 2)

Such comments as noted above illustrate that the respondents could identify that sustainability is a concept which can be visualised and explained but also as the last comment noted a concept that is hard for participants to actualise and make tangible. The notion of sustainability as noted in the literature suggested that the complexity and subjectivity of this concept has made it hard for all those concerned with it to define and apply it in a practical sense. The findings here echo such research.

Participation: Focus group respondents outlined various examples of their involvement within the community with regards to sustainable development funded projects and activities within community associations such as the Women's Institute. Several of the respondents voiced their concern over the level of involvement that was expected from them. These respondents believed that it was the responsibility of the local council or National Park Authority to establish and deliver various community projects absolving them from any form of participation.

It's a process where members of the community come together to take some form of collective action and try and sort out problems that have some sort of outcome such as economic or environmental. (Respondent FG 14)

It's a grassroots process where people try to organise themselves and try and take responsibility for their own behaviour. Communities then try to develop plans or options that try to benefit the community. (Respondent FG 21)

The extent of participation that is desirable is the subject of ongoing debate. For

example, Hayward *et al.* (2004) developed the notion of non-participation (or peripheral participation). Whereby they challenged the assumption that “*broad-based participation is always a social good*” (2004, p.96). Hayward *et al.* (2004) noted that communities have a saturation point for community-based activities and so full participation may not necessarily be the optimum position for community regeneration. Possibly, it may be more appropriate to consider participation that is relevant and inclusive. Consequently, rather than considering the level of participation it

may be wise to examine the notion of representation within participation. Sood *et al.* (2017) suggested that the examination of whose interests are being represented a more valid consideration than the volume of participation from community.

Table 2 identifies the main barriers to participation in SDF schemes that the focus group respondents noted. These ideas were generated through a focused discussion within the focus groups as to how community members not only viewed these barriers but suggested ideas as to how these barriers could be overcome.

Table 2: Focus Groups Ideas to overcome barriers to community participation

<i>Barriers to involvement</i>	<i>Focus groups ideas for overcoming the barriers</i>
Not wanting to be involved	This is down to personal motivation so perhaps the National Park Authority could create some stimulus that would create a desire for people to become involved
Not knowing you could be involved	There needs to be a more expansive marketing program that lets local people know what is going on and how they could become involved
Lack of time/resources/expertise to get involved	Providing knowledge and resources (not necessarily financial but technical and expert knowledge would be beneficial).
Lack of understanding what is required when being involved	Clear guidelines could be provided on the roles and responsibilities of the people getting involved
Not approving of the proposed development	Providing a persuasive argument for the proposed development
Lack of mobility	Providing transportation
Lack of interest/effort	This is down to personal motivation so perhaps the National Parks Authority could create some stimulus that would create a desire for people to become involved
Not understanding what personal gain can be obtained from getting involved	Providing a clear and identifiable benefit that people can understand they will get from becoming involved

Source: Author

In order for communities to get involved in development programmes a great deal of time and effort is required for which the opportunity costs of such involvement is very high, given the current economic pressures and considerations in today's modern world. Traditionally, getting involved in some form of development was “complicated” and “time-consuming” often

with participants feeling that their views are not being taken into account or limited resources available for the programme which compounds the feeling of frustration of the participants of such a development programme. Which, as noted by Kala and Bagri (2018) may discourage residents to participate in decision making in the future. *Tourism:* Focus group members were able

to provide numerous examples of how tourism impacted their community. Only a minority of participants illustrated an understanding that there was a relationship between the tourism industry and sustainable development funded schemes.

I can see the development of new recreational facilities aimed at local people, but I am not sure how these developments are trying to improve community sustainability..... After all the community is what you make of it which in my case involves me embedding myself with my neighbours? (Respondent FG 28)

We cannot afford to reduce the number of people coming into the area. The number of people who are coming into the area is less than it was twenty years ago, and they need people. It is no good talking about environmental issues if you haven't got the people coming down, because the area would just... (Bwlch) just wouldn't exist, because it relies so much on tourism. (Respondent FG 7)

The relative contribution of tourism and the different ways in which it manifests was picked up by many members of the focus groups. It appeared that respondents who owned businesses although would consider the environmental implications of their businesses had not given much consideration to the social impacts their businesses may have (particularly with regards to community sustainability). Many responded defensively by emphasising the positive benefits of tourism to the area or suggesting that any negative impacts were negligible because of the small size of businesses and in comparison to other industries. Significantly, most suggestions attributed the detrimental community impacts of the industry to the activities of tourists rather than the local community (e. g. congestion, crowds). When discussing

the potential effects of tourist activities on the area it was almost accepted that any negative social costs were just par for the course. For example, the issue of seasonality with regards to employing local people seemed to be an acceptable part of what the tourism industry entails.

Discussion

The findings indicate that the use of tourism as part of a rural development strategy is not sufficiently substituted or integrated into the SDF schemes. If one considers that it is communities that should be sustained to support tourism rather than the creation of "sustainable tourism" then local change requires that stakeholders participate in local development and pursue social capital in different social areas. According to this study, SDF schemes are not sustainability for the wider geographic community, only those residents involved in a funding scheme. The impact of SDF initiatives often do little to increase the economic vitality of an overall community in which the project has developed. Members of the wider community might feel alienated from the SDF development process resulting in the perception that the opportunities in the area are somewhat limited. Therefore, arguably there is no incentive for inspiring local people to work collaboratively in the benefit of their community or encouraging them to take and engage in positive action connected to tourism development.

The research findings illustrate that there are obstacles to overcome in involving communities with SDF schemes. One of the main problems discovered is with initiating and sustaining participation. Given that participation is key to the development of the community and of their social capital, the National Park Authority must address this issue to bring about meaningful community development.

Managerial Implications

The use of a holistic master plan might be

beneficial for the Brecon Beacons National Park Authority in the management of the SDF scheme. A conservative and realistic business plan (or masterplan) illustrates a proven, reliable ability on the ground to make the plan happen and, even more importantly, to manage, tweak and recreate the plan as circumstances change. This will provide a framework which would allow the actual implementers not only understand the plan but change it into other feasible plans as circumstances unfold. As it stands, the vast majority of viable Sustainable development funded schemes were created without any kind of cohesive business plan and it is mostly the knowledge and leadership of a few persistent members of the community that have bought about the implementation of this scheme.

The funding from the European Regional Development Fund between 1991 and 1995 (part of the Leader programme) initiated a funding programme aimed at promoting innovation for rural undeveloped areas in the European Union. This scheme illustrated the use of tourism and its potential as a planning strategy, based on the entrepreneurial instinct of people living in those areas who require new economic opportunities to cope with price and production reductions within the agricultural markets. Arguably, rural tourism has proven its power to balance those fragile economies. The notable parts of this scheme was that every entrepreneur who obtained a grant was obliged, by contract, to attend compulsory training in rural tourism management issues: feasibility studies, pricing, operation, marketing and promotion. Although this arguably led to rural tourism in some areas becoming a “mass product” due to the unrestricted policies of local governments, this scheme demonstrated the ability to use tourism as a means of complementing existing economies. The SDF schemes could follow a similar process in order to provide the

skills required to those who wish to engage with the funding process.

Conclusions

The interplay between the SDF scheme policy outputs and the reality of community development within the National Park is crucial, because understanding reasons for participation can provide a structure that offers a reason for communities to take part in community development schemes. This is not only important for securing initial participation from the wider geographic community but in sustaining that participation. Therefore, using techniques to ignite people's feelings to their rural surroundings may be a sound starting point for the potential of SDF schemes.

Rasoolimanesh *et al.* (2017) indicated that resident involvement early in tourism planning processes before key and often irreversible decisions are made is required. Furthermore, Lin and Simmons (2017) argued that for sustainable rural development to occur within a community setting, a clear strategy involving the roles and responsibilities of the actors and outlining the objectives and players is necessary. Consequently, local people should be consulted and accordingly tourism policies should be reconsidered. The implementation of tourism cannot succeed without community members being involved and consultation taking place with such people. If communities can share responsibilities for finding solutions to local development problems these would probably be more effective than imposed solutions, as Gonzalez-Guerrero *et al.* (2017) noted that community resource management implies the shared responsibility of the community for the planning and use of common resources. Tourism development by the Brecon Beacons National Park Authority is, as Dargan and Shucksmith (2008) noted, a top-down approach utilising public funds. SDF participants demonstrated that their

programmes generated participation, but only by a few key members of the community who managed to organise themselves with many of the schemes involving visitors and consequently tourism. Arguably, residents expect the National Park Authority to attract tourists to the area, what the tourists should be doing

in the area also seems to rely heavily on what the National Park Authority can offer them. This thought process requires rethinking by local communities so that they can build their local assets into more viable and accessible products for consumption.

Word Count: 5203

References

- Adamson, D. and Bromiley, R. (2013) Community empowerment: learning from practice in community regeneration. *International Journal of Public Sector Management*, 26(3), 190-202.
- Akgun, A. A. Baycanm T. and Nijkamp, P. (2015) Rethinking on Sustainable Rural Development, *European Planning Studies*, 23(4), 678-692.
- Alcock, P. (2012) New policy spaces: the impact of devolution on Third Sector policy in the UK, *Social Policy and Administration*, 46, 21-38.
- Baker, L. (2001) *Enterprise at the Expense of the Environment*. New York: Third World Network.
- Barker, A. (2005) Capacity building for sustainability: towards community development in coastal Scotland, *Journal of Environmental Management*, 75(1), 11-19.
- Baldock, D. Dwyer, J. Lowe, P. Petersen, J. and Ward, N. (2001) *The Nature of Rural Development: Towards a Sustainable Integrated Rural Policy in Europe*. Synthesis Report. London: IEEP.
- Bansal, S. Kansal, K. and Walia, S. (2018) Sustainable development implications of community-based tourism initiatives in Himachal: An Empirical Study, *Journal of Tourism*, 19(1), 59-70.
- Blackstock, K. (2005) A critical look at community-based tourism. *Community Development Journal*, 40(1), 39-49.
- Bello, F. G., Lovelock, B. and Carr, N. (2016) Enhancing community participation in tourism planning associated with protected areas in developing countries: Lessons from Malawi, *Tourism and Hospitality Research*, 18(3), 309-320.
- Blackstock, K. (2005) A critical look at community-based tourism. *Community Development Journal*, 40(1), 39-49.
- Brecon Beacons National Management Plan (2009) <http://www.breconbeacons.org/the-authority/planning/strategy-and-policy/nmp/2010-2015-national-park-management-plan> (Retrieved 05 June 2016)
- Butler, R.W. (1993) Tourism An Evolutionary Perspective, in: Butler, R.W. Nelson, J.G. and Wall, G. (eds.) *Tourism and Sustainable Development: Monitoring, Planning, Managing*. Department of Geography Publication 37, Waterloo: University of Waterloo. Chapter 2.
- Carson, D. A. Carson, D. B. and Hodge, H. (2014) Understanding local innovation systems in peripheral tourism destinations, *Tourism Geographies*, 16(3), 457- 473.
- Clark, G. L. (2010) Human nature, the environment, and behaviour: explaining the scope and geographical scale of financial decision-making, *Human Geography*, 92(2), 159-173.
- Clifton, D. (2010) Progressing a sustainable-world: a socio-ecological resilience perspective, *Journal of Sustainable Development*, 3(4), 74-96.
- Chambers, J. M. (2008) Human/nature discourse in environmental science education resources, *Canadian Journal of Environmental Education*, 13(1), 107-121.
- Dargan, L. and Shucksmith, M. (2008), Leader and Innovation, *Sociologia Ruralis*, 48(3), 274-291.
- Day, G. (2006) Chasing the dragon? Devolution and the ambiguities of civil

- society in Wales Critical, *Social Policy*, 26, 64255.
- Dicks, B. (2000) *Heritage Place and Community*. Cardiff: University of Wales Press.
- Eden, N. (2000) Environmental issues: sustainable progress? *Progress in Human Geography*, 24(1), 111-118.
- Garrod, B and Fyall, A. (1998) Beyond the Rhetoric of Sustainable Tourism? *Tourism Management*, 19(3), 199-212.
- Gonzalez-Guerrero, G. Gonzalez Diaz, J.G. Castaneda Martinez, T. and Valdez Perez, M.E. (2017) Techniques for working with sustainable tourism indicators at the local level, *Journal of Tourism*, 18(1), 1-19.
- Hall, C. M. (2005) Rural wine and food tourism cluster and network development, in: Hall, D.
- Kirkpatrick, I. and M. Mitchell (Eds.) *Rural tourism and sustainable business*. New York: Channel View Publications, 149-164.
- Hayward, C. Simpson L. and Wood, L. (2004) Still left out in the cold: Problematising participatory research and development, *Sociologia Ruralis*, 44(1), 95-108.
- Ingold, T. (1992) Culture and the Perception of the Environment, in: Croll, E. and Parkin, D. (Eds.) *Bush Base Forest Farm, Culture, Environment and Development*. London: Routledge, 39-56.
- Hjalager, A. M. (2002) Repairing Innovation Defectiveness in Tourism, *Tourism Management*, 23, 465-474.
- Hanna, P. (2008) Conceptualising sustainable tourism: Ethics, inequalities and colonialism, *Enquire*, 1(2), 144-161.
- Howe, P. Desserud, D. and Everitt, J. (2004) *Social Capital and Economic Prosperity: An Alternative Account*, paper presented at the annual conference of the Canadian Political Science Association, Winnipeg, June 3.
- Jackson, T. (2008) The challenge of sustainable lifestyles, in: Starke, L. (ed.) *State of the World: innovations for a sustainable economy*. A World watch Institute report on progress towards a sustainable society. New York & London: W.W. Norton and Company, pp. 24-37.
- Jackson, T. (2009) *Prosperity without growth: economics for a finite planet*. London: Earthscan.
- Johnson, H. (2010) *The Big Welsh Society?* Cardiff: Research Service, National Assembly of Wales.
- Kala, D. and Bagri, S. C. (2018) Barriers to Local Community Participation in Tourism Development: Evidence from mountainous state Uttarakhand, India, *Tourism*, 66(3), 318- 333.
- Kemp, R. and Martens, P. (2007) Sustainable development: how to manage something that is subjective and never can be achieved? *Sustainability: Science, Practice, and Policy*, 3(2), 5-14.
- Key D, Kerr M. (2011) *The natural change project: catalysing leadership for sustainability*. Dunkeld: WWF Scotland.
- Khuntia, N. and Mishra, J. (2016) The Barriers of Community Participation in Tourism Development in Chilika Lake, Odisha India, *Journal of Tourism*, 17(2), 83-92.
- Kitzinger, J. (2004) The Methodology of Focus Groups, in: Seale, C. (ed.) *Social Research Methods*. London: Routledge, 112-149.
- Ledwith, M. (2005) *Community development: a critical approach*. Bristol: The Policy Press.
- Lin, D. and Simmons, D. (2017) Structured inter-network collaboration: Public participation in tourism planning in southern China, *Tourism Management*, 63, 315-328.
- McKenzie-Mohr, D. (2004) Promoting sustainable behaviour: an introduction to community-based social marketing, *Journal of Social Issues*, 56 (3), 543-554.
- Mc Areavey, R. (2009) Community Regeneration: An Elite or a 'Real' Community Space? *International Planning Studies*, 14(3), 311-327.
- Miles, M. B. and Huberman, A. M. (1994)

- Qualitative Data Analysis: An Expanded Source Book*. 2nd ed. Thousand Oaks: Sage.
- Mistry, R. and Garg, R. (2017) Sustainable Tourism in Gujarat Views of community, *Journal of Tourism*, 18(2), 63-81.
- Morgan, G. (2015) *Fifty facts about POWYS 2015. A compendium of key statistics for POWYS County Council for Strategic Planning*. Powys County Council Statistical Research & Information Unit.
- Murphy, P. (1985) *Tourism: A Community Approach*. New York: Routledge.
- Parris, T.M. and Kates, R.W. (2003) Characterizing and measuring sustainable development, *Annual Review of Environment and Resources*, 28 (1), 559-586.
- Pender, J. Weber, J.G. and Brown, J. (2014) Sustainable Rural Development and Wealth Creation: Five Observations Based on Emerging Energy Opportunities, *Economic Development Quarterly*, 28 (1), pp. 73-86.
- Putnam, R. (1993) *Making Democracy Work*. Princeton, NJ: Princeton University Press.
- Rasoolimanesh, S. Mastura, J. Ahmad, G. and Barghi, R. (2017) Community participation in world Heritage site conservation and tourism development, *Tourism Management*, 58, 142-153.
- Ray, S. (2018) Changes in the Role of Local or Host Community in Destination Imaging, *Journal of Tourism*, 19(1), 71-85.
- Robinson, J. (2004) Commentary: Squaring the circle? Some thoughts on the idea of sustainable development, *Ecological Economics*, 48 (4), 369-384.
- Saunders, M. Lewis, P. and Thornhill, A. (2003) *Research Methodology for Business Students*. 3rd ed. London: Pearson Education Limited.
- Shortall, S. and Shucksmith, M. (2001) Rural development in practice: issues arising in Scotland and Northern Ireland, *Community Development*, 36, 122-133.
- Sood, J. Lynch, P. and Anastasiadou, C. (2017) Community non-participation in homestays in Kullu, Himachal Pradesh, India, *Tourism Management*, 60, 332-347.
- Stankovic, S. M. (1979) A Contribution to the Knowledge of the Protection of Nature and Tourism, *Tourism Review*, 34(3), 24-26.
- Strzelecka, M. and Wicks, B. E. (2010) Engaging residents in planning for sustainable rural-nature tourism in post-communist Poland, *Community Development*, 41(3), 370-384.
- Wahab, S. and Pilgram, J. (1997) *Tourism, Development and Growth: The Challenge of Sustainability*. London: Routledge.
- Welsh Assembly Government (2008) The third dimension: a strategic action plan for the voluntary sector scheme. Available from: <http://wcva.org.uk/media> (Retrieved 25 June 2016)
- White, R. and Stirling, A. (2013) Sustaining trajectories towards sustainability: dynamics and diversity in UK communal growing activities, *Global Environmental Change*, 23(5), 838-846.
- World Tourism Organisation (1995) *What Managers Need to Know: A Practical Guide to the Development and Use of Indicators of Sustainable Tourism*. Madrid: World Tourism Organisation.
- Zito, A. Jordan, A and Wurzel, K. (2003) New instruments of environmental governance: Patterns and pathways of change, *Environmental Politics*, 12(1), 1-24.

About The Author

Edward M Isaacs Ph.D is the Course Director for the BA Tourism and Hospitality Management Undergraduate Programme at London South Bank University. He has 15 years of experience at teaching at Master and Undergraduate levels in the fields of Tourism and Hospitality. His industrial experience was in the Hospitality industry and his PhD was in Tourism and Sustainable Community Development. Email : isaacsem@lsbu.ac.uk

Upcoming Conferences

March 2019

- 19th 2019 3rd Advanced Multidisciplinary Views on Sustainable Life & Business (Sus-LaB 3) Taichung, Taiwan
- 21st 38th International Scientific Conference on Economic and Social Development Rabat, Morocco
- 21st International Conference on Tourism and Social Support Technologies (ICTSST 2019) Lamego, Portugal
- 21st Centenary International Conference on Advancements in Science and Humanities Thrissur, India
- 22nd Indigenous Peoples' Contribution in Australia and Globally Canberra, Australia
- 22nd The INTESDA Conference on Sustainable Business, Energy and Development in Asia (COSDA 2019) Hiroshima, Japan
- 22nd The INTESDA Asian Symposium on Sustainable Tourism for Development (AST4D 2019) Hiroshima, Japan
- 23rd International Conference on Global Economy Challenges to Business Management and Social Science Research Athens, Greece
- 23rd 3rd Australia and New Zealand Conference on Advanced Research (ANZCAR- 2019) Melbourne, Australia
- 25th 3rd Japan International Business and Management Research Conference (JIBM) Tokyo, Japan
- 26th FSSER International Conference on Globalization, Business Management, Economics, Social Sciences & Humanities Kuala Lumpur, Malaysia
- 29th International Conference on Advanced Research in Business, Management and Economics Prague, Czech Republic
- 30th Brexit - Europe without the UK London, United Kingdom
- 31st 2019 Clute International Conferences Denver | Academic Business (IACB) Denver, United States of America
- 31st Nexus Research Conference on Business, Economics, Finance, Marketing & Management (RCBEFMM) Bangkok, Thailand

April 2019

- 1st 2019 International Symposium on Business and Management Fukuoka, Japan
- 2nd MIRDEC 12th Social Science Conference, Rome 2019 Rome, Italy
- 3rd International Conference on Entrepreneurship Development [ICED 2019] Bloemfontein, South Africa
- 4th Asia Pacific Business & Economics Research Society Spring Conference Beppu 2019 Beppu, Japan
- 4th The 5th International Conference on Management, Business, and Economics Moscow, Russian Federation
- 5th Global Summit on Social Sciences, Humanities, Sustainable Development, Economics, Management & Tourism Nairobi, Kenya
- 5th International Conference on Applied Research in Management, Business and Economics Barcelona, Spain
- 7th 16th PORTUGAL International Conference on "Business, Education, Law and

- Interdisciplinary Studies" (PBELIS-19) Lisbon, Portugal
- 8th Culture in Urban Space: Urban Form, Cultural Landscapes, Life in the City Macau, Macau
- 8th London - International Conference on Research in Social Science & Humanities (ICRSSH), 08-09 April 2019 London, United Kingdom
- 9th 11th RSEP International Multidisciplinary Conference Vienna, Austria
- 10th WTM Africa Cape Town, South Africa
- 11th GLOBELT-5th International Conference on Teaching and Learning English as an Additional Language Kyrenia, Cyprus
- 11th GLOBETS-2nd International Conference on Education, Technology and Science Kyrenia, Cyprus
- 12th 2nd Multidisciplinary Conference on Education and Tourism Studies 2019 (MCETS 2019) Ho Chi Minh, Vietnam
- 12th International Conference on Advanced Research in Management, Business and Finance Lisbon, Portugal
- 13th Travel, Movement and (Im)Mobilities Bruges, Belgium
- 13th Langkawi International Multidisciplinary Conference 2019 (LIMC 2019) Langkawi, Malaysia
- 15th The 2nd International Conference on the Future of Tourism (ICFT) Arusha, Tanzania
- 15th Los Angeles International Conference on Business, Education, Social Sciences, Humanities, Tourism, Transport and Technology Los Angeles, United States of America
- 16th International Academic Conference on Business&Economics, Management, and Finance (WEI-BEMF-Vienna 2019) Vienna, Austria
- 16th 5th CCCMS (Conference on Communication, Culture and Media Studies) 2019 Yogyakarta, Indonesia
- 17th 5th International Conference on Sustainable Development (ICSD) Belgrade, Serbia
- 19th Third International Conference on Marketing, Economics and Business Management (ICMEBM 2019) Tunis, Tunisia
- 19th 6th International Conference on New Ideas in Management, Economics and Accounting Paris, France
- 19th International Conference on Management Techniques, Social Sciences, Humanities & Tourism Research (MSHTR) Singapore, Singapore
- 22nd Applied Research International Conference on Multidisciplinary Studies (ARICMS) Kuala Lumpur Kuala Lumpur, Malaysia
- 22nd International Research Conference on Multidisciplinary in Social Sciences and Technology (IRCMST 2019) Kuala Lumpur, Malaysia
- 23rd 12th RSEP International Social Sciences Conference Barcelona, Spain
- 24th 2nd International Child Friendly Tourism Congress Sivas, Turkey
- 24th International Conference on Tourism and Sustainable Development Dakhla, Morocco
- 25th 3th International Conference on Food and Agricultural Economics (ECONAGRO) Antalya, Turkey
- 25th International Conference on Economics, Business, and Social Sciences Malang, Indonesia
- 26th International Conference on Marketing, Tourism & Hospitality- ICT19 New York New York, United States of America

- 26th ISBER International Conference on Tourism, Human Resources, Management, Business Economics & Social Sciences (THMES) Male, Maldives
- 26th 5th International Conference of Tourism and Management Researches (ICTMR2019) Istanbul, Turkey
- 26th International Conference on Global Trends in Management, Economics, Law and Social Sciences Dubai 2019 Dubai, United Arab Emirates
- 27th Internatioan Conference on Hospitality, Wellness and Tourism (HOWELT 2019) Penang, Malaysia
- 29th 24th International Conference on Corporate and Marketing Communications (CMC 2019) Ariel, Israel
- 30th Rome - International Conference on Research in Social Science & Humanities (ICRSSH), 30 April - 01 May, 2019 Rome, Italy

May 2019

- 1st 6th World Congress on Medicinal and Aromatic Plants for Human and Animal Welfare Antalya, Turkey
- 3rd International Conference on Finance, Economics, Management and IT Business Heraklion, Greece
- 3rd 9th International Conference on Modern Research in Management, Economics and Accounting Athens, Greece
- 9th Amsterdam 2019 International Conference on Business, Education, Social Sciences and Technology Amsterdam, Netherlands
- 10th International Conference on Research in Business, Management and Economics Rome, Italy
- 11th AUSSRE 2nd Annual International Conference on Organisational Behavior Human Resource Business and Economics Research Sydney, Australia
- 13th 4th Annual International Symposium on Leisure & Recreation Athens, Greece
- 13th 2nd International Conference on Cross Culture Studies in Social Sciences and Operations Management Seoul, Korea (south)
- 16th Fourth International Conference on Tourism and Leisure Studies Miami, United States of America
- 16th 5th California Annual International Conference on Management and Leadership Practices San Diego, United States of America
- 17th International Conference on Coffee and Tea Colombo, Sri Lanka
- 18th 02nd International Conference on Digital Marketing Colombo, Sri Lanka
- 18th 2nd International Conference on Current Innovation Paradigms in Economics Business Social Sciences and Humanities (EBSH) Osaka, Japan
- 18th 2nd International Conference on Management Information System, Entrepreneurship and Law (MIEL) Shanghai, China
- 18th 2nd International Forum For Communication Media, Social Science and Education Research Barcelona, Spain
- 18th International Conference on Cross-culture Approach in Humanities, Management and Social Sciences (CCAH) London, United Kingdom
- 18th 5th International Academic Conference on Economics, Business, Engineering and Social Sciences Ankara, Turkey
- 19th 02nd International Conference on Agribusiness Marketing Colombo, Sri Lanka
- 21st 15th PORTUGAL International Conference on Education, Humanities and Social

- Sciences Studies (MEHS3-19) Porto, Portugal
- 22nd 13th International Conference: Challenges of Europe: Growth, Competitiveness, Innovation and Well-being Bol, Croatia (Hrvatska)
- 22nd International Conference on Modern Research in Management Studies, Economics & Leadership (MRMSE) Bali, Indonesia
- 23rd 3rd International Research Symposium in Tourism, Hospitality & Events Sunderland, United Kingdom
- 23rd Annual 2nd Symposium on Business, Technology and Social Sciences Interventions Manila, Philippines
- 23rd ICIB 2019 - International Conference on International Business Thessaloniki, Greece
- 24th International Conference on Marketing, Tourism and Hospitality-ICT19Las Vegas Las Vegas, United States of America
- 24th IECS 2019 - 26th International Economic Conference Sibiu, Romania
- 24th 5th International Conference on Management Studies Istanbul, Turkey
- 25th 2nd International Conference on Knowledge Economy, Artificial Intelligence & Social Sciences Tokyo, Japan
- 25th International Conference on Emerging Issues in Social Sciences, Economic and Business (ESEB) Athens, Greece
- 25th 10th World Tourism Conference Chiangmai, Thailand
- 25th 24th International Joint World Cultural Tourism Conference Chiang Mai, Thailand
- 28th Multidisciplinary Conference at Harvard and MIT Boston, United States of America
- 28th 27th Costa Rica Global Conference on Business and Finance San Jose, Costa Rica
- 29th 28th EBES Conference - Coventry Coventry, United Kingdom
- 29th BARCELONA 2019 International Conference Business Education Social Sciences Tourism and Technology Barcelona, Spain
- 29th Management International Conference - MIC 2019 Opatija, Croatia (Hrvatska)
- June 2019**
- 2nd 2019 Clute International Conferences Dublin | Academic Business (IACB) Dublin, Ireland
- 3rd ICBEM2019 Taipei, Taiwan
- 4th Prague - International Conference on Social Science & Humanities (ICSSH), 04-05 June 2019 Prague, Czech Republic
- 5th 2nd International Conference on Applied Research in Management, Economics and Accounting Brussels, Belgium
- 7th TOURAVEL '19 / VI. International Tourism, Travel and Leisure Conference Istanbul, Turkey
- 7th International Conference on Marketing, Tourism & Hospitality- ICT19Vienna Vienna, Austria
- 7th 15th International Conference on Engineering, Science, Business and Management 2019 (ICESBM 2019) Bangkok, Thailand
- 8th International Conference on Educations Cross Cultural Studies, Social Science and Business (ECSSB) Phuket, Thailand
- 11th Sharing Cultures 2019 - 6th International Conference on Intangible Heritage Edinburgh, United Kingdom

Call for Papers

Special issue on "Sustainable Tourism: Trends, Challenges and Concerns"

Tourism is a fundamental part of society and therefore is embedded within contemporary capitalism and social values (Bramwell & Lane, 2014). Recently, tourism research following the general trend across social sciences has been affected by a "critical turn" (Bramwell & Lane, 2014; Tribe, 2008, 2010). The focus is on challenging established thinking and questioning the concepts of power and product (Tribe, 2006). Also, the critical turn aims to counterbalance the almost "tyrannical role of economics" which only considers tourism as an economic activity (Tribe, 2006, p. 366). In fact, the established mindset underpinning tourism planning, development and research is increasingly under attack from many quarters on the grounds that "business as usual" seems impossible to reconcile with sustainability". (Dwyer, 2018).

The concept of "sustainability" began with the document Our Common Future (WCED, 1987) in which sustainable development was defined as "satisfying the needs of the present generation without compromising the ability of future generations to meet their needs" (WCED, 1987, ch 2, sec. 1, para. 1). By now, we can all understand the contradiction and ambiguity of joining the terms, since the term "sustainable" implies some form of limits while the term "development" emphasises human use to meet human needs (Higgins-Desbiolles, 2018). Due to this ambiguity, the concept of sustainability has been very malleable in the interests of those benefiting from a status quo strategy (Higgins-Desbiolles, 2018).

Nonetheless, and according with to OECD (2018) the sustained development of the tourism sector will depend on the ability to adapt to emerging economic, social, political, environmental and technological trends. However, the use of tourism's potential as an engine for sustainable and inclusive growth needs adequate policies, integrated strategies, inter-ministerial structures, and mechanisms that involve the private sector and other stakeholders in tourism governance. In fact, over the past we witnessed a growing recognition of the important role the development, management and promotion of local destinations play, supported by regional or local structures and funding, and the preparation and execution of destination management plans.

This special issue aims to capture new ways of thinking about and studying tourism sustainability in national, regional and local contexts and how it affects other areas of society. This will help to evaluate different potential developments and make suggestions about future creative needs in the tourism sector.

By taking an applied approach to tourism sustainability, this special journal issue will focus on understanding new trends and topics that need further inquiry. This will result in a better understanding of how tourism sustainability is conceptualised and how tourism managers and stakeholders can conceptualize tourism sustainability under a global-local perspective. As such, paper contributions to this special journal issue should bridge the global and the local through sustainable tourism by focusing on new or understudied phenomena.

This special issue places a major emphasis on linking theory and empirical research that will produce new knowledge on how to reconcile sustainability and tourism.

It invites papers addressing issues related to the following but not limited issues:

- Protected areas and sustainable tourism planning - preparing for global-local challenges
- Sustainable tourism and local communities
- Mobilities and sustainable tourism

- Tourism governance and sustainability
- Corporate social responsibility (CSR) in tourism and hospitality
- Alternative "sustainable futures"
- Sustainable tourism innovation
- Smart tourism destinations

Emerging bibliography

- Bramwell, B. & Lane, B. (2014). The "critical turn" and its implications for sustainable tourism research, *Journal of Sustainable Tourism*, 22 (1), 1-8. DOI: 10.1080/09669582.2013.855223
- Brooker, E., & Joppe, M. (2014). Developing a tourism innovation typology: Leveraging liminal insights. *Journal of Travel Research*, 53(4), 500-508. DOI: 10.1177/0047287513497839
- Dwyer, L. (2018) Saluting while the ship sinks: the necessity for tourism paradigm change, *Journal of Sustainable Tourism*, 26 (1), 29-48. DOI: 10.1080/09669582.2017.1308372
- Gretzel, U., Sigala, M., Xiang, Z. & Koo, Ch. (2015) Smart tourism: foundations and developments, *Electronic Markets*, 25(3), 179-188. DOI : 10.1007/s12525-015-0196-8
- Higgins-Desbiolles, F. (2018). Sustainable tourism: Sustaining tourism or something more? *Tourism Management Perspectives*, 25, 157-160. <https://doi.org/10.1016/j.tmp.2017.11.017>
- Moscardo, G. (2008). Sustainable tourism innovation: Challenging basic assumptions. *Tourism and Hospitality Research*, 8(1), 4-13. <https://doi.org/10.1057/thr.2008.7>
- Rodríguez, I., Williams, A. M., & Hall, C. M. (2014). Tourism innovation policy: Implementation and outcomes. *Annals of Tourism Research*, 49(1), 76-93.
- OECD (2018). OECD Tourism Trends and Policies Highlights 2018. Available at <https://www.oecd.org/cfe/tourism/2018-Tourism-Trends-Policies-Highlights-ENG.pdf>.
- Tribe, J. (2006). The truth about tourism. *Annals of Tourism Research*, 33(2), 360-381. DOI: 10.1016/j.anals.2005.11.001
- Tribe, J. (2008) Tourism: A Critical Business, *Journal of Travel Research*, 46, 245-255. DOI: <https://doi.org/10.1177/0047287507304051>
- Tribe, J. (2010). Tribes, territories and networks in the tourism academy. *Annals of Tourism Research*, 37(1), 733. DOI: 10.1016/j.annals.2009.05.001
- Tsiotsou, R., & Ratten, V. (2010). Future research directions in tourism marketing. *Marketing Intelligence & Planning*, 28(4), 533-544. <https://doi.org/10.1108/02634501011053702>

Editors

This special issue will be edited by:

Teresa Costa CiTUR & ESCE, Polytechnic Institute of Setúbal, Portugal

Filipa Perdigão Ribeiro CiTUR & ESGHT, University of the Algarve, Portugal

Tomasz Napierala CiTUR & FGS, University of Lodz, Poland

Dulcineia Ramos CiTUR & ESTM, Polytechnic Institute of Leiria, Portugal

If you wish to submit your work for inclusion in this special issue, please contact one of the guest editors directly with your title and abstract (up to 500 words) to ejthr@citur-tourismresearch.com.

Key deadlines

Submission abstracts- 30 March 2019 **New date: 15 April 2019**

Authors notified -15 April 2019 **New date: 30 April 2019**

Full articles by- 31 May 2019 **New date: 15 June 2019**

Publication December 2019

Full articles should be no more than 7,000 words, inclusive of tables and references, with 5 to 6 keywords. Instructions for authors will be made available when authors are notified of abstract acceptance.

EJTHR follows a double-blind peer-review process and upholds high standards of review. Once your paper has been assessed for suitability by the editor, it will then be double blind peer reviewed by independent, anonymous referees.

For more information, please see EJTHR website:

<https://content.sciendo.com/view/journals/ejthr/ejthr-overview.xml>

Compiled by:

Sunil Kumar (Ph.D Scholar)

Centre for Mountain Tourism and Hospitality Studies

HNB Garhwal University (A Central University)

Srinagar (Garhwal), Uttarakhand

JOURNAL OF TOURISM

An International Research Journal in Travel and Tourism

SUBSCRIPTION ORDER FORM

☐ Institution ☐ Individual

Name and Designation

Organization

Postal Address

Mobile No.

E-mail

Enclosed a Cashiers Cheque/DD number

date for Rs./US\$ drawn on

Towards subscription for the Journal of Tourism for one year.

Signature and Seal:

Name

Date

Email: inquiries with regard to hard copy subscriptions may be made to
jothnbgu@gmail.com

Journal of Tourism

Centre for Mountain Tourism and Hospitality Studies (CMTHS)

HNB Garhwal University (A Central University)

Srinagar-Garhwal, Uttarakhand

Tel Fax-00-91-1370-267100

e-mail: jothnbgu@gmail.com

website- www.jothnbgu.in

Visit Journal of Tourism online at www.jothnbgu.in