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Heritage, Culture and Society

Research agenda and best practices in the hospitality
and tourism industry



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Heritage, Culture and Society

Research agenda and best practices in the
hospitality and tourism industry

Editors

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Picture (bottom): Gedung De Vries-Bandung.

Warenhuis de Vries is the oldest department store in Bandung, Indonesia. The original function is the grocery store with Empirestijl Indies architectural styles. It was built in the mid 19th century.

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Preface

Dear Distinguished Delegates and Guests,

Welcome to the 3rd International Hospitality and Tourism Conference (IHTC2016) and 2nd International Seminar on Tourism (ISOT2016), jointly organized by the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Malaysia and Universitas Pendidikan Indonesia, Bandung on October 10–12, 2016.

The 3rd IHTC2016 aims to emphasize the interdisciplinary nature of tourism, hospitality and leisure research, under the theme: “Heritage, Culture and Society: Research agenda and best practices in hospitality and tourism industry”. This conference is to create an international platform for balanced academic research with practical applications for the hospitality and tourism industry within the area of heritage, culture and society. The 3rd IHTC2016 is organized in collaboration with the 2nd ISOT2016 with the theme “Higher Tourism Education: The role for Sustainable Tourism in Asia Pacific”. This theme was selected in recognition of sustainable tourism as the key economic driver for the Asia-Pacific region, creating jobs and promoting investment and development. This conference provides a platform for scholars, policymakers, practitioners and others to debate and share experiences on the most recent innovations, trends, and concerns, practical challenges and solutions for sustainable tourism.

These proceedings contain refereed papers that have been subjected to a double blind refereeing process conducted by academic peers with specific expertise in the key themes and research orientation of the papers. It provides an opportunity for readers to engage with a selection of refereed papers that were presented during the conference. Divided into 7 themes, the 148 papers include various arrays of hospitality and tourism research. Themes for the sections are made up of: i) hospitality and tourism management; ii) hospitality and tourism marketing; iii) current trends in hospitality and tourism management; iv) technology and innovation in hospitality and tourism; v) sustainable tourism; vi) gastronomy, foodservice and food safety; and vii) relevant areas in hospitality and tourism. We strongly believe that presentations scheduled throughout the conference and the papers published in the conference proceedings will have a significant contribution to the dissemination of knowledge while serving as a unique international forum for both industry and academia. Participants will have the opportunity to strengthen partnership and network with various stakeholders, including academic researchers, industry professionals, and government officials, through dialogues on how to better utilize research outputs for the benefits of the industry.

We are very grateful and acknowledge the contribution of various parties who have been involved directly and indirectly—specifically Universiti Teknologi MARA and Universitas Pendidikan Indonesia, as well as the organizing committees, students, reviewers, faculty members, speakers, and the sponsors, for realizing the success of this conference. We also acknowledge the authors themselves, without whose expert input there would have been no conference.

Finally, we wish you success in your presentation; enjoy fruitful discussions and a pleasant stay in Bandung, Indonesia.



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Tourism development and local community empowerment

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ABSTRACT: Tourism is an activity that directly touches and involves host communities and causes a wide range of impacts. At the centre of many recent studies of the impact of tourism on host communities, particularly in developing country contexts, is the idea that tourism can and should “empower” local residents. Empowerment frameworks can be used to analyze the actual and/or potential impacts of various forms of tourism on local communities. This article will discuss whether tourism development can empower a host community, and to what degree tourism is empowering local rural communities. This knowledge can aid in the planning of appropriate community involvement strategies in tourism development.

Keywords: empowerment, tourism impact, local community, sustainable tourism, tourism development

1 INTRODUCTION

Tourism is an activity directly touches host communities and may cause positive and negative impacts on economic, social and cultural systems thus affecting community quality of life (Wood, 2002, Wilkinson and Pratiwi, 1995). Tourism development success can be seen from benefits obtained by the stakeholders involved, directly or indirectly, in tourism activities (United Nations Environment Programme (UNEP) and World Tourism Organization (WTO), 2005, Wood, 2002). However, results of many studies indicate that majority of local people, particularly in developing world, still experience negative impacts (Walpole and Goodwin, 2000, Sunkar et al., 2013, Timothy, 1999). To response those negative impacts, a sustainable development perspective applied in tourism development in “sustainable tourism” concept which aims to increase the benefits for host communities while maintaining and protecting their cultural and environmental resources (United Nations, 2002).

Sustainable tourism is achieved when local communities have control over development process and share equitably of tourism benefits (Scheyvens, 1999, Coria and Calfucura, 2012, He et al., 2008). Therefore, their capacity should be enhanced so they can actively participate in the process. One of important aspects in community development is power decentralization to community since they are most affected by the development. This process is called “empowerment” (Sofield, 2003, Boley and McGehee, 2014, Boley et al., 2015, Scheyvens, 1999). Empowerment frameworks also can be used to analyze actual and/or potential impacts of

tourism on local communities (Scheyvens, 2002). Therefore, empowerment can be defined as an outcome and/or a process (Timothy, 2007, Alsop and Heinsohn, 2005).

This article discusses whether tourism development can empower a host community. The discussion may help researchers and development practitioners who wish to distinguish sustainable forms of tourism that in processes and outcomes empower communities in various ways. This knowledge can aid in the planning of appropriate community involvement strategies in tourism development.

2 SUSTAINABLE TOURISM CONCEPT

Sustainable tourism concept arose in response to tourism impact, particularly the negative impacts on natural environment and communities (Scheyvens, 2002). This concept is based on sustainable development perspectives that apply to tourism activities. Sustainable development has been defined in many ways, but the most commonly used definition is from the Brundtland Report. It stated that “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland Commission, 1987). Sustainable development and sustainable tourism focus on the same key issues of ecology, society, and a systemic process of development. Sustainable Tourism Development (STD) goals are to increase tourism benefits for host communities while maintaining cultural and environmental

integrity of host communities and enhancing the protection of ecologically sensitive areas and natural heritages (United Nations, 2002). These aims are based on three pillars of sustainable development namely environmental, social and economic (United Nations Environment Programme (UNEP) and World Tourism Organization (WTO), 2005).

From development perspective, sustainable tourism can be considered successful if local communities have some measure of control over them and share equitably of tourism benefits (Scheyvens, 1999, Coria and Calfucura, 2012, He et al., 2008). The unequal power between stakeholders and local communities inhibit sustainable tourism development since it limit their ability to obtain economic benefit and to have an effective voice in management planning and decision-making (Coria and Calfucura, 2012). Related to benefits, many research studies showed that most of local people in developing countries were only received a small proportion of economic benefits (Walpole and Goodwin, 2000, Sunkar et al., 2013, He et al., 2008). This is caused by the lack of mechanisms of fair distribution, which results in economic benefits only received by a community's elite (Lapeyre, 2010, He et al., 2008, Coria and Calfucura, 2012) and/or stakeholders outside the area (Timothy, 1999).

Tourism development is a system where interdependence is essential and collaboration and cooperation between different organisations within a tourism destination creates the tourism product (Tinsley and Lynch, 2001). It involves numerous stakeholders interact with each other. For tourism development to be sustainable, stakeholders including local community, should be supportive (and supported) and involved in the entire process (Tosun, 2000). Local community is the stakeholder that most affected by tourism development in their area. Therefore, it is important that they feel empowered prior their involvement in tourism development (Scheyvens, 2002) so they can involve in tourism development process and received benefit from it and furthermore may promote sustainable tourism development (Wood, 2002).

In developing world context, there are some operational, historical, structural, and cultural obstacles for community involvement in tourism development, particularly in planning and decision making processes (Cole, 2007, Ramos and Prideaux, 2014, Tosun, 2000, Timothy, 1999). Operational barriers include a lack of co-ordination among private and various public bodies responsible for tourism development and a lack of information which available for local people in tourist destinations (Tosun, 2000, Timothy, 1999). Co-ordination is needed to identify actors and their roles in tourism development and distribute those roles and

responsibilities. Any lack of co-ordination may reduce potential opportunities for community involvement (Tosun, 2000). Regarding information, knowledge of decision making processes and tourism system are essential if community wants to participate in tourism planning and management (Cole, 2006). Therefore, communities need access to a wide range of information about tourism, so they understands what they are to make decisions about (Sofield, 2003).

Structural obstacles include elite domination, lack of resources and skills, negative attitudes of tourism professionals in designing a participatory tourism plan, a shortage of qualified human resources, discouraging legal frameworks, and a dearth in expertise (Tosun, 2000, Ramos and Prideaux, 2014). In some developing countries, the voices are limited to business elites, state elites and/or foreign institutions and organizations (Diamond, Linz and Lipset, 1995 as cited at Tosun, 2000) which resulted in community voices exclusion during tourism development process (Tosun, 2000). Therefore, their lack the opportunity to involve in the process. Regarding resources, community have limitation since sometimes they have troubles using their communal property as collateral due to land conflict and tenure insecurity (Coria and Calfucura, 2012). It makes community difficult in selling or developing the land so that the community becomes dependent on external support and may fail to develop financial and management skills during this process (Kiss, 2004). The lack of skills and experience in planning, business and financial management, marketing, and product research and development often places them in a poverty trap, as the NGOs usually undertake these tasks (Omofonmwan and Odia, 2009, Zhuang et al., 2011). Related to legal systems, most of policies in developing countries are difficult for community members to understand and sometimes do not describe community rights in tourism development process (Tosun, 2000). If the community does not understand their rights in tourism development, they may not participate in the process.

Cultural limits include limited capacity and poor people desire, some residents apathy, power traditions, and low levels of awareness, cultural and political traditions (Thammajinda, 2013, Cole, 2007). In less-developed countries, the poorer or inferior groups have least influential and seldom able to express their views (Thammajinda, 2013). Their powerlessness is often interpreted as passivity and indifference, but the problem is lack of opportunity for their direct involvement (Midgley, 1986 as cited at Tosun and Timothy, 2003). In societies with centralized political structures, the government often takes a prominent role in developing and managing tourism (Wood, 1997) and

makes decisions that favor dominant segments and discriminate underrepresented groups (Garrod, 2003). This problem is more serious when local tourism planners may lack of expertise, time, or money to conduct participatory planning process in an equitable way (Garrod, 2003; Timothy, 1999). Therefore, tourism planners in developing countries have to consider local conditions in traditional societies (Timothy, 1999).

To overcome those inhibiting factors, various stakeholders should involve to support community, including improving their capacity. The external stakeholders roles and their interaction with community need to be identified and the processes need to be investigated to gain insights of tourism development process and determined critical factor(s) that encourage and/or inhibit sustainable tourism goal achievement including community empowerment.

3 EMPOWERMENT IN TOURISM CONTEXT

Empowerment can be defined as a condition/outcome and a process (Alsop and Heinsohn, 2005, Timothy, 2007). Empowerment is defined as a condition where host community members have an authority and a capacity to act, a choice of actions, and control over decisions and resources (Timothy, 2007). Empowerment can also be defined as a process of control transfer to individuals and communities (Alsop and Heinsohn, 2005, Timothy, 2007) by improving community's understanding of the occurring condition and the decisions they may being asked to make (Sofield, 2003); as a way of gaining knowledge and capacity that may arm a community to challenge outside and elitist interests in tourist destinations (Tosun and Timothy, 2003) and to determine their own affairs (Scheyvens, 1999), so they can maximise their benefits and have some control over tourism development in their area.

Tourism literature recognizes that being empowered means that local communities are not only able to participate in tourism industry (Scheyvens, 2002) but should also have ability to solve their problems, make decisions, implement actions and evaluate their solutions (Cole, 2006). In participating, they are involved in decision making that affects the industry, their businesses and their everyday lives. In tourism development context, Sofield (2003) defines empowerment as "a multi-dimensional process that provides communities with a consultative process that is often characterized by the input of outside expertise; the opportunity to learn and to choose; the ability to make decisions; the capacity to implement/apply those

decisions; acceptance of responsibility for those decisions and actions and their consequences; and outcomes directly benefiting the community and its members, or diverted or channeled into other communities and/or their members". Therefore, community members may have capacity to make choices and transform them into desired actions and outcomes (being empowered) (Alsop and Heinsohn, 2005).

There are several form of community empowerment in tourism context such as economic, psychological, social, and political empowerment. Economic empowerment refers to community access to economic opportunities and benefits arise from tourism development, which is equitably distributed within community (Scheyvens, 1999). Economic empowerment may have a role in empowering communities process (Scheyvens, 1999, Wilkinson and Pratiwi, 1995). Inequitable distribution of benefits within community may discourages participation and creates or exacerbates divisions (Coria and Calfucura, 2012), and as the results it may result in disempowerment of the community. Psychological empowerment "highlights tourism's potential to increase resident pride and self-esteem from the feelings associated with visitors traveling to one's community to experience the unique natural and cultural features the community has to offer" (Boley et al., 2015, Scheyvens, 1999). Increasing confidence of community members leads them to seek out further education and training opportunities. Access to employment and cash leads to an increase in status for traditionally low-status sectors of society. Social empowerment may lead to a situation in which a community's sense of cohesion and integrity strengthened by tourism activities (Scheyvens, 2002).

Social empowerment which refers to tourism ability to enhance community interaction and/or collaboration and, by extension, community cohesion, resilience, well-being, social capital and solidarity (Scheyvens, 1999, Boley et al., 2015). Conversely, social disempowerment may occur if tourist activity results in crime, begging, perceptions of crowding, displacement from traditional lands, loss of authenticity or prostitution (Mansperger, 1993 as cited at Scheyvens, 1999). Inequities in tourism benefits distribution, described under economic empowerment, can also lead to social disempowerment through feelings of ill-will and jealousy which they may foster (Sofield and Birtles, 1996). Political empowerment (Boley et al., 2015). This dimension is about the ability that a local community has to control the level and type of tourism development taking shape in their surroundings (Boley et al., 2015, Scheyvens, 1999). Political empowerment means that community voices and concerns should guide tourism development from feasibility

stage to implementation. Diverse interest groups within a community, including women and youths, grassroots organizations, local church groups, and indigenous institutions, should also have representation on community and broader decision-making bodies (Scheyvens, 1999).

An empowerment framework (Scheyvens, 1999, Scheyvens, 2002) is designed and proposed as a suitable mechanism for aiding analysis of tourism impacts on local communities. Local communities' empowerment involves economic, psychological, social, and political dimensions, which led local peoples to greater economic achievements, self-confidence, social cohesion, and political influence on management (Weaver, 2010, Scheyvens, 1999). This framework primarily relates to empowerment as an outcome, although the political empowerment also relates to processes, which is a bit limiting, as there are political empowerment outcomes too.

4 TOURISM AS A TOOL OF EMPOWERING EMPOWERMENT

Several research reveals tourism can empower community in different level and dimension (Boley et al., 2014, Boley et al., 2015). Oizumi residents perceived different level of empowerment dimension from tourism development. Based on their perception, the highest dimension is psychologically, then socially and politically. The communities generally proud of tourism type offered within them, and there is chance for improvement in social and political empowerment dimension (Boley et al., 2015). Virginian community felt more socially and then psychologically empowerment that influenced their support for tourism (Boley et al., 2014). El Naranjo community felt psychological empowerment as the highest dimension, then social, environmental and economic and political dimension as the lowest level (Ramos and Prideaux, 2014).

5 CONCLUSION

Many studies of tourism impact on host communities, particularly in developing country contexts discussed the idea that tourism can and should "empower" local residents. Some research results showed that tourism can empower local community in different dimension and level (Ramos and Prideaux, 2014, Boley et al., 2015) which in the and will influence their support for tourism development (Boley et al., 2014). It is raised an important question as to why one dimension of empowerment is more prevalent than another or tied one

another (Boley and McGehee, 2014, Timothy, 1999). More research needs to be conducted on why these differences arise and how these differences influence other important outcomes (Boley et al., 2015).

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The effect of green hotel practices on service quality: The Gen Z perspective

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ABSTRACT: The purpose of this study is to describe the Gen Z perception towards the effect of green hotel practices on service quality. To attain the goal, a purposive judgment sampling was used. Twenty students from the hospitality management program have been selected as the participants of a Focus Group Discussions (FGD). The result of the study showed favorable findings towards the green hotel practices from the students who could be the potential future customer group or as the potential future employees group. This result may motivate the hotel industry to communicate more intensively their green hotel concept implementation to their stakeholders.

Keywords: green hotel, green practices, Gen Z, service quality

1 INTRODUCTION

Topics related to environmental problems have been intensively discussed recently. The vast development and operation of hotel industry, mainly regarding the clean water supply, garbage management, energy consumption, pollution and destruction of ecosystem also contributes to the problems. This condition motivates some initiatives by the hotel industry to apply a more environmental friendly hotel operation using the green hotel concept. In order to make the initiatives successful, supports from customers as well as the employees are very important. To date, there are some studies regarding the perceptions of consumers and employees toward the application of green hotel concepts (Baker, Davis & Weaver, 2014; Chan, Hon, Chan & Okumus, 2014; Manaktola & Jauhari, 2007; Zengeni & Muzambi, 2013).

Baker et al. (2014) found that customer perceived the green hotel operation has an implication on the convenience of their stay because of the cost cutting on operational cost that will decrease the luxury. The study also indicated that customers may regard that the green hotel concept is reducing the service quality of the hotel.

From the perspective of the employee, Zengeni et al. (1989) showed that most of the employees saw little benefit of green tourism as they had the perceptions that it only contributed to the company profit. Furthermore they have a perception that some of the green hotel practices increased their workloads and could lead to the extension of working hours. On the other hand,

Chan et al. (2014) stated the three green triggers: environmental knowledge, environmental awareness and environmental concern have a positive impact on ecological behavior of the employee. It will positively affect the employees in implementing green practices in hotels.

Based on the mixed results, it is interesting to explore more on the customers' and employees' perception about green hotel practices. The result is essential for the hotels themselves to know what message they are sending to the guests and their employees when their hotels are identified as green hotels. Additionally, as most of the green hotel practices are related to the service aspects, it is also important to know the impact of these practices to service quality. The impact might exist as the green hotel practices could reducing the facilities provided to customers (Baker et al., 2014) or resistance from the employees because they do not own the application of this concept and feel that it is an additional workload for them (Zengeni, et al., 2013).

This research chose students of hospitality management program with the age span of 19–20 years old, and identified as Gen Z. The respondents were considered as the eligible stakeholders to give the information needed as they might become either as potential customer or the future employee for the hotel industry.

Specifically, the objectives of this study are to:

- a. Describe the Gen Z perception as the potential customers towards the effect of green hotel practices on service quality.

- b. Describe the Gen Z perception as the potential employee towards the effect of green hotel practices on service quality.

The result of this study can provide practical implications for the hotel managers to develop effective plans regarding the green practices, which are beneficial to the guests as well the employees; and also will increase the service quality.

2 LITERATURE REVIEW

2.1 *Green hotel concept*

The term green hotel is considered synonymous with the term of environmental friendly hotel, eco-friendly hotel and sustainable hotel (Zengeni et al., 2013). A green hotel also can be defined as a sensitive hotel that pays attention on the environmental issues and try to minimize the degradation of the environment on it's operation (Iwanowski & Rushmore, 2003).

There are various motivations for a hotel to do green practices. The three main motivations are government regulations (Mensah, 2004), monetary benefits because of cost reduction through the green practices (Gonzales & Leon, 2001) and to gain positive image in the eyes of the public (Tzschentke et al., 2004).

Millar & Baloglu (2008) stated that there are many steps that can be taken by a hotel in practicing the green hotel concept. For example: recycling programs, linen re-use programs and the installation of more efficient thermostats in every guest room. Their study towards the preferred green hotel attributes in every guest room resulted on some items that are well received by the guests as the environmental friendly initiatives, which include energy saving light bulbs throughout the room, low flow toilets and faucets, towel re-use, sheets change upon request, recycling bins, occupancy sensors and key cards. There are some other items, which are not really preferred by the guests, such as refillable shampoo and soap dispensers (for hygiene reasons) and low flow showerheads (because the guest perceived it as something that will lessen their convenience in bathing).

Consumers' attitudes and behaviors toward green hotel practice are varied. Manaktola and Jauhari (2007) showed the willingness of the guests to pay more for a service from a green hotel. On the contrary, Yesawich (2008) showed that only half of the respondents who prefer to stay at a green hotel are willing to pay more for the services in the related hotels.

Chan et al. (2014) studied some literatures and came to a conclusion that environmental programs/system will create additional workloads for hotel

employees. For instance office staff are required to do double-sided printing or photocopying and a purchasing staff are requested to look for eco-friendly products; and these activities will consume more time.

2.2 *Service quality*

Early definitions of Service Quality were based on the so-called disconfirmation paradigm (Caceres & Paparoidamis, 2007). Parasuraman, Zeithaml & Berry (1985) defined Service Quality as a result of comparison between what consumers consider the service should be and their perceptions about the actual performance offered by the service provider. Following this definition, Parasuraman et al. (1985) postulated five dimensions of the service experience in their well-known SERVQUAL model: reliability, responsiveness, empathy, assurance and tangibility.

According to Pollack (2008), Service Quality is some level of formation that consist of three sub-dimensions: interaction quality, physical service environment quality and outcome quality. Interaction quality dimension consist of service provider's behavioral, attitude, and expertise. Physical service environment quality consist of ambience condition, design, and social factor from service facilities. Outcome quality dimension consist of waiting time, intangibility aspect, and valence (Pollack, 2008).

The green hotel practices will be related with those three sub-dimensions of service quality: interaction quality, physical service environment quality and outcome quality. For instance, when a hotel has a eco-friendly building that more depends on wind rather than air con and the sunlight rather than lamps, for sure the design of the building will affect the physical service environment quality.

2.3 *Gen Z*

Recently, many discussions are made upon the unique social characteristics of Generation X, Y and Z. The categorization was based on the birth year of a group of people who were born on the same time span. Individuals in the same category tend to have similar attitudes, adaptabilities and traits as they face the same events during their formative year. According to Montana & Petit (2008), Generation Z in most cases is the offspring of Generation X who were born after 1996.

The unique characteristics of Generation Z lie on their lifestyles, attitudes and their tendencies to be an individual reflecting new conservatives embracing traditional beliefs, valuing the family unit, self-controlled, and more responsible. They are also very exposed to high-tech and multiple

information sources, with messages bombarding them from all sides. This generation also has never lived without the Internet (Williams & Page, 2011).

Furthermore, Williams & Page added that compared with other groups, Gen Z will be the most environmentally friendly group. This group grows with much exposure to the environment issues and has taken global warming as a serious thing to be solved. At the same time they will also have a high level of distrust to big companies.

3 METHODOLOGY

3.1 Purpose of the study

The purpose of this study is to describe the perception of the hospitality management students as the Gen Z representation towards the effect of green hotel practices on service quality. This study is descriptive in nature.

3.2 Samples

Twenty students from the hospitality management program were selected to become the respondents of this research. These respondents were chosen on the consideration that they would become the potential customers or employees of the hotel industry. To attain the goal, a judgment sampling was used. The applied criteria were as follows:

- The students were born in the year of 1995–1996 (Gen Z).
- The students had completed the internship program in the hotel industry. These criteria were applied because the students are going to be reviewed as a future employee based on their internship experience.
- The students had experienced in staying at least in a three star hotel in the past one year so they still have a fresh memory as a guest.

3.3 Data collection

In order to obtain the respondents' impressions, interpretation and opinion about the effect of green hotel practices toward the service quality, the focus group discussion (FGD) were conducted (Sekaran & Bougie, 2013).

The respondents were divided into two groups; the first group was given the topic about the effect of green hotel practices on service quality from the perception of consumer. The other group was given the topic about the effect of green hotel practices on service quality from the employees' perception. The data from FGD were compiled and analyzed to fulfill the purpose of the study.

3.4 Instruments

There are two categories of discussion questions for the FGD sessions that had been prepared. These questions are adapted from some related literature. The first category contained questions regarding the perspective of consumers towards the effect of green practices on service quality. These questions were adapted from Ogebeide (2012). The questions were: what is the meaning of green hotel practices, what is your opinion about this practices, what do you know about the attributes of green hotel practices and what are the implications of green hotel practices on the service quality of the hotel. The second category contained questions regarding the perspective of employees towards the effect of green practices on service quality. These questions were adapted from Zengeni et al. (2013). The questions were: what is the meaning of green hotel practices, what is your opinion about the implication of this practices on the hotel employees' workloads, what do you know about the attributes of green hotel practices and what are the implications of green hotel practices on the service quality of the hotel. The questions given to each group are limited because they were meant as main points. During the FGD, there were many information and sub topic of discussions that come up as the derivation of those main points.

4 RESULTS

4.1 Gen Z as the future consumers

The ten members of the first FGD group consisted of 7 females and 3 males. All of them had completed their internship program in five star hotels in Jakarta and Bali. They also indicated that they had an experience to stay as a guest in 3–5 star hotels for 2–3 nights in 2015.

In response to the question “what is the meaning of green hotel practices” most of the participants stated that green hotel practices is a hotel program to contribute on the natural environment conservation. The participants also realized that hotel industry consumes a lot of natural resources and without a good management it will contribute to the environmental degradation. Response to the second question which is “what is your opinion about this practice”, they think it is a positive initiative by the hotel and in return it may build a positive image. However, so far they do not have knowledge about hotels that had fully implemented this program. In addition, the participants also stated that even though a hotel has a good reputation as a green hotel; location, price and the suitability of the hotel to their needs will be more prioritized in choosing a hotel.

Regarding “what do you know about the attributes of green hotel practices” the participants mentioned about the reuse of linen and towels, energy saving program by using the room key cards, the signage about using the water efficiently, signage about using the toilet paper wisely and also about the garbage recycle program. Finally, the response on the question of “what are the implications of green hotel practices on the service quality of the hotel” the participants do not see a direct effect of this program to enhance the service quality given to the guest. On the contrary they are concerned on the green hotel programs used as a marketing program only by the hotel to gain good image. They also thought that this program may be used as a reason by the hotel to be more efficient in their operating cost and because of that it may negatively affecting the service quality. For example, hotels will use the go green initiative as a reason when the hotels are limiting the toilet paper supply or water supply to their guests.

4.2 *Gen Z as the future employees*

The second group was given questions regarding green hotel practices from the employees’ point of view. The ten members of the first FGD group consisted of 8 females and 2 males. All of them also had completed their internship program in five star hotels in Jakarta and Bali. Two students completed their internship in the housekeeping department, 1 in front office, 4 in food and beverage service, and 3 in food production. The participants also had an experience staying as guest in 3–5 star hotels for 2 nights in average.

Regarding the first question “what is the meaning of green hotel practices” basically the participants gave the same responds as the first group. Their understanding about green hotel practices effort is to be more environmental friendly in their operation. The hotel industry tends to do so because nowadays the environmental problems have been a serious issues in the world and this industry have a significant role in taking care of the environment. Responses to the next question “what is your opinion about the implication of these practices on the hotel employees’ workloads” were interesting. Some of the participants, whom admit that they are also concern about the environmental issues in their daily life, see the green hotel practices as something that requires the employees to give more efforts in the beginning and the benefits will be realized in the long run. Some other participants, who do not really pay attention about environmental issues, think that the green hotel practices are just another program conducted by the hotel. Based on their internship experience, the green practices will add more loads to their job.

As for their knowledge about the attributes of green hotel practices, the participants mentioned some common practices, which are more or less the same as the answers from the first group. The green hotel practices are reuse linen policy, energy saving in the room by using sensory device or room key card, the request to the guest to be more efficient in using water and toilet papers, using energy saving light bulbs, the installation of the solar panel as a source of energy and the use of environmental friendly materials such as soap and shampoo.

Finally, the responses from the participants regarding the implications of green hotel practices on the service quality of the hotel are varies. Some of them did not see any direct effect of green hotel practices to the service quality as the program is done mostly by the internal part of the hotel. Some of the participants see that the additional workloads to the employees at some points will burden the employees and will affect their quality in performing service to the guests. When asked whether they will choose to work in a hotel with green concept, most of them do not make it as the first consideration. However, they do have a positive image toward green hotel practices.

5 DISCUSSIONS

The primary purpose of this study was to get a complete description about the perception of the hospitality management students as the Gen Z representation and also as the potential customers or/and potential employees of the hotel industry towards the effect of green hotel practices on service quality. The data gathered through Focus Group Discussion (FGD) with selected participants, chosen with judgment sampling.

The result of the study shows favorable answers towards the green hotel practices. This result was compatible with the description about Gen Z according to Williams & Page (2011) who stated that this group tends to be more environmental friendly. As the future potential customer, they also confirmed the existence of distrust to the big corporation by having an opinion that hotels most probably use green practice program as a marketing tools only as well as to obtain budget efficiency. Such action will affect service quality, specifically reliability and tangibility dimensions, because the comfort offered to the guest will be waived in the name of go green. Some guests may not be in favor for low flow shower, thus they might think that the hotel is not reliable in providing good service quality. This fact must be addressed by the hotel industry by showing more intensive communication with their customer about the green initiatives done to increase the level of customers’ trust. The

positive attitude towards green practices also can become a capital to implement this program.

As a future employee, the Generation Z also showed positive response to the green practices even though they also think that this initiative may add to their workload. Employees who are not happy to get additional workload may perform a low service quality in serving their guest. Therefore, it is very important for the hotel industry to provide a strong foundation to all employees about why they should implement green hotel initiatives. Chan et al. (2014) in their study concluded that environmental triggers would affect employees' ecological behavior. Thus, intensive socialization and education about environment for the employees should be done. When employees have good ecological behavior, an application of green hotel concept would not be a burden anymore. This will be reflected in their performance and at the end good service quality can be maintained.

6 RESEARCH LIMITATIONS AND RECOMMENDATIONS

This research has several limitations. The participants were selected using non-probability sampling—specifically judgment sampling, the participants come from the same higher education institution and this study is exploratory in nature, meaning the data gathered could be considered as a preliminary data that can still be more explored.

Referring to the condition, it is highly recommended that the next future research would include more participants with various backgrounds. It is also recommended to use other methods in data collection to get a more complete data.

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Tourists' perceptions on tourism products in Sumedang

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ABSTRACT: Sumedang, as one of the districts located in West Java Indonesia, has much potential to be one of the most reputable tourist destinations. However, the number of tourists visiting Sumedang is much lower than many other districts in West Java. The purpose of this study was to describe the attributes of tourism products in Sumedang District. This study used descriptive method, and questionnaires were distributed to tourists who visited Sumedang. The result shows that the tourism products of Sumedang are in fair condition. This result could be used as an input for all tourism stakeholders in Sumedang to improve its tourism dimensions.

Keywords: tourist's perceptions, tourism product, Sumedang

1 INTRODUCTION

Sumedang is one of the districts located in West Java Province, Indonesia. Its local government has a strong commitment to develop tourism sector in its district. This could be seen from one of the Sumedang mission statements which is to build a strong and sustainable economic district based on agribusiness, tourism and industry (Perda No. 2 Tahun 2008 Tentang Rencana Pembangunan Jangka Panjang Daerah (RPJPD) Tahun 2005–2025). To support this mission, Sumedang has developed many tourist destinations within their region. One of the biggest projects is the construction of Jatigede Dam, which hopefully can be the leverage to attract tourists to visit to this destination.

Based on the data from Central Bureau of Statistics, it said that the number of tourist who came to Sumedang in 2011 was much lower than many surrounding regions, such as Garut, Subang, Bogor and Ciamis. This means that tourist destinations in Sumedang are not quite popular in West Java Province. To attract a number of tourists, Sumedang has to provide tourism products that are suitable to their needs and expectations. Thus, this study was conducted to gather tourists' perception about the attributes of Sumedang's tourism products to develop tourism products more effectively.

From the tourist point of view, the products covers the whole set of the experiences from the moment he leaves home until he returns (Middleton, 2001; Vanhove, 2005). Referring to the statement

above, the whole tourist experience ranges from using transportation to the destination, and then continues to all activities undertaken. The experience including road comfort, friendly societies, destination safety and so on until when they got home was a combination of tourism products.

A number of studies about tourism products have been conducted by some experts. Benur and Bramwel (2015) developed two conceptual frameworks which consider the elements, processes and strategic options connected with primary tourism products in tourism destinations. Kim (2014) developed a scale instrument that conceptualizes the attributes of destinations associated with Memorable Tourism Experiences (MTEs). Another study from Konu (2015) showed an ethnographic approach which brings highly versatile and detailed information that benefits different phases of New Service Development (NSD) and the development of the service concept, service process and service system. The study of McKercher (2016) identified five broad need families including: Pleasure, Personal Quest, Human Endeavour, Nature and Business. They incorporate 27 Products Families and 90 Products Classes.

According to Cecilia (2008, p. 1221), there are five main categories related to tourism products, including 1) the environment and the attractions available at the destination, 2) services and facilities available at the destination, 3) ease of access, 4) destination image, and 5) the price to pay. Different from Cecilia, Kaosa-ard (2002: 292) argued that these products are a composite nature and has a number of distinctive

characteristics. Firstly, the products are composed of natural resources which are public goods: beaches, waterfalls, mountains, and the general environment. Secondly, safety and infrastructure are also important elements of the products.

According to Kachniewska (2006), there are two kinds of tourism products. The first one is a package comprising a combination of all the elements, which a tourist consumes during his/her trip; and the second one are specific products which are components of the total tourist experience and can be sold as individual offerings such as accommodation, transport, attractions and other facilities for tourists. Kachniewska (2015, p. 503) also state that tourism products depend on several factors: 1) the quality of human resources, 2) the entrepreneurship of village residents, 3) their hospitality, 4) basic tourism-related skills and marketing competence, 5) awareness of elements determining rural area attractiveness, and 6) the ability to cooperate and shape mutually beneficial relations with their surroundings.

Tourism activities are complex, and it is necessary to simplify it by using dimensions for tourism products attributes to analyze. Various experts have already proposed their opinion about attributes of the tourism products. One of them is Buhalis (2000, p. 98) who states that the attributes of the tourism products are attractions, amenities, accessibility, activities, available packages, and ancillary services. According to Holloway, et al. (2009, p. 15), the tourism products consist of attractions, amenities and accessibility and all destinations should have those elements. Those two experts have their own opinion about the attributes of tourism products. However, Mill (2010, p. 23) has different opinion about it. According to Mill (2010), the tourism products are attractions, facilities, transportation, and hospitality.

Attraction is arguably the most important tourist destinations. Without attraction, tourist activities seem boring and lead to a short-stay travelers. The attraction is something that makes tourists come to destination (Mill, 2010, p. 24). There are many attractions that can be offered by tourist destinations. Goeldner & Ritchie (2009, p. 214) listed that attractions could be divided into cultural attractions, natural attractions, events, recreation, and entertainment attractions.

While attractions bring people to the destination, facilities have its own functions. When tourists go to a destination, they need certain things, such as a place to stay, something to eat and drink. Facilities support, rather than start, the growth of a destination. The major facilities are lodging places, restaurants for food and beverages, support services, and infrastructure (Mill, 2010, p. 25). Some other literature uses the term amenities instead of facilities, transportation and other services. According to Holloway, et al (2009: 17) amenities are those

essential services that cater to the needs of the tourist. These include accommodation and food, local transport, information centers and the necessary infrastructure to support tourism—roads, public utility services and parking facilities.

Another essential attribute for tourism destination is transportation. The basis of tourism is that people want to travel to a place that is different from which they are used to: a different culture, different climate, and different scenery. It is necessary for them to travel. Hence, transportation to get there comfortably is a necessity (Mill, 2010, p. 27).

The existence of very interesting tourist attractions, facilities and adequate transportation cannot guarantee that the overall tourism products are in a good condition. It is unfortunate if there is a destination where all these dimensions are in a very good condition, but the public, government officials and employees of the tourism industry are not friendly or do not welcome the tourists in their area. Thus, whole stakeholders in tourist destinations should be prepared in order to provide excellent service to tourists.

According Mill (2010, p. 28), hospitality plays a very important role in creating memories of a sightseeing trip. She said that the hospitality of an area is the general feeling of welcome that tourists receive while visiting the area. People do not want to go where they do not feel welcome. When most people think back on a trip, it is not the weather or the scenery that comes to mind. Most often it is a memory of people, positive or negative interactions with other tourists, with the people of the destination, or with the employees of restaurants, hotels and shops.

2 METHODOLOGY

This study used survey method to investigate tourists' perception regarding the attributes of tourism products in Sumedang District. The respondents were 250 tourists selected by quota sampling. According to Utama and Mahadewi (2012, p. 74), quota sampling means a method to choose sample which has some characteristics in the desired amount. First of all, the subject quantity was determined, after the quota has been determined then the research begin. In this study because the number of population could not be obtained, so the quota of respondents was determined first which are 250 respondents. To collect the data, this study used several techniques, including library studies, documentation studies, questionnaire and observation. Questionnaires were distributed in several tourist destinations in Sumedang. After all questionnaires have been collected, then the data were analyzed with descriptive method.

3 RESULT AND DISCUSSION

This section was divided into several dimensions that were used to assess tourism products in Sumedang. The first dimension of tourism products that was assessed is attraction.

Table 1 shows the results of tourists' responses regarding the attractions in Sumedang. The cultural and natural attractions were considered attractive for tourists. This was in accordance with the motto of Sumedang, which is the Center of Sundanese Culture. Some culture-based tourist destinations in Sumedang are Museum of *Prabu Geusan Ulun*, and many Sumedang ancestral grave sites. Another reason why tourist gave good response to cultural attraction was because Sumedang is very famous for its tofu. When people heard the word Sumedang, they will remember of Sumedang tofu. From the attractiveness of the landscape, Sumedang has some natural attractions of the mountain, rivers, waterfalls, and also two hot springs which are Sekarwangi and Cileungsing. Beautiful sceneries can also be seen from various spots in Sumedang, one of which is Kampung Toga with scenery of almost the entire city of Sumedang.

The assessment of entertainment attractions was in fair condition because there are not many entertainments in Sumedang. Furthermore, the attractiveness of the events and recreation scores quite low, so tourists' perception about the event and recreational activities in Sumedang was not attractive because large events in Sumedang are quite rare. Even though the motto of Sumedang is the Center of Sundanese Culture, but cultural event were rarely seen. Recreational or leisure activities for tourists were still hard to be found in Sumedang. Surely for the local community, there are many recreational activities that can be done either individually or group. But for visitors, the unique leisure activities that differentiate Sumedang with other Regencies were still rarely seen.

The next dimension is facilities. When tourists are outside their residence, they need facilities to fulfill their basic needs. Facilities in this study include lodging places, restaurants, and support services.

Table 2 shows tourists' perception regarding the facilities in Sumedang. All aspects of facilities in Sumedang

were in fair condition. The highest score was in the condition and availability of hotel and restaurant. Although there were many hotels in Sumedang, but until this study was conducted, there was no five-star hotel. There were many restaurants across Sumedang district and many vendors sell Sumedang's Tofu. But in the tourist perception, they were still in fair condition.

The support services and infrastructures were also rated in fair condition. The conditions and the availability of supporting facilities for tourist activities in Sumedang (ATM, Bank, Souvenir, Money Changer, Tour Guide, tourism information center), as well as the condition of the infrastructure in Sumedang (clean water, internet and communications, health facilities, terminals, electric power, sewerage, roads, and security systems) were considered in fair condition.

The next one is transportation. Transportation plays a very important in tourism activities. Without transportation both private and public, it will be difficult to do tourism activities.

Based on Table 3, transportation in Sumedang was assessed by two indicators: public transportation to Sumedang and public transportation between tourist destinations in Sumedang. The indicators of transportation to Sumedang Regency were in fair condition because there was adequate public transportation to Sumedang. However, the conditions of transportation vehicle was not well-maintained. Even when compared to other areas, there were still many areas that had better transportation than Sumedang. Some of them had trains, boats/ships and even aircraft. The majority of public transportation to Sumedang was only bus and some of them were in a poor condition. The other public transportations were *angkot* and mini bus mostly in fair or even poor condition.

The transportation between destinations was poor because public transportation in Sumedang was not connected between one destination to other destinations. So, travelers who did not have a private vehicle, they have to take several different public transportation route to reach from one destination to the other destination. Even tourist

Table 1. Tourists' perception regarding the attractions in Sumedang.

Indicator	Percentage	Category
Cultural Attractions	88.88%	Attractive
Natural Attractions	83.60%	Attractive
Events	59.84%	Not Attractive
Recreation	58.64%	Not Attractive
Entertainment Attractions	63.44%	Fair Condition

Table 2. Tourists' perception regarding the facilities in Sumedang.

Indicator	Percentage	Category
Lodging Places	69.20%	Fair Condition
Restaurants	73.84%	Fair Condition
Support Services	63.28%	Fair Condition
Infrastructures	61.84%	Fair Condition

Table 3. Tourists' perception regarding the transportation in Sumedang.

Indicator	Percentage	Category
To the City	69.92%	Fair Condition
Between the destinations	36.40%	Not Good

Table 4. Tourists' Perception Regarding the Hospitality in Sumedang.

Indicator	Percentage	Category
Local Community	77.68%	Fair Condition
Industries Employees	76.40%	Fair Condition
Government Employees	76.32%	Fair Condition

often needed to use other modes of transport which is *Ojek* (motorcycle taxi) to reach destination in remote area.

Hospitality and acceptance of all stakeholders in Sumedang against tourists will play an important role. It is really hard to imagine if there were tourists who were happy to come to an area that was not friendly and did not accept them.

Table 4 is the assessment of tourists on the hospitality of the local people in Sumedang. Industry and government employees were in fair condition. Sumedang tourism stakeholders were quite welcome to tourists, as Sundanese people are really well known by their hospitality. Usually they have good intonation, polite and often smile. The fair condition indicated that tourist expected more than just average hospitality. Even though all aspects in hospitality were in fair condition between all the dimensions that were assessed by tourist, the highest average score was hospitality dimension, while the lowest average score was transportation, as was explained earlier that transportation between destinations rated poor by the tourist. Generally, the condition of tourism products attributes in Sumedang District was in fair condition.

4 CONCLUSION

The quality of the tourism products attributes in Sumedang district generally needed to be improved because it was still in fair condition. Between all tourism products that had been assess by tourist, hospitality was in the highest average score. This is because Sumedang is in West Java Province, and the majority of local people are Sundanese, which famous by its hospitality. So even though the condition of hospitality was in fair condition, still it got the highest in average score. The lowest average score was public transportation between the

destinations, Sumedang should develop an integrated public transportation so tourists could go from one destination to others easily. The overall facilities also needed to be improved, as well as the condition of the existing road that was considered in poor condition. Sumedang also needed to continuously hold some exciting cultural events that could increase the interest of tourists to come. The last one was Sumedang needed to develop many activities that involving tourist in it, so that tourists could stay longer in Sumedang.

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Why service encounter quality is important for guest satisfaction in using meeting package?

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ABSTRACT: The purpose of this study is to find the factor of service quality expected by a company that bases its operation on guest satisfaction from the customer's perception through the strategy of a service encounter quality. Service encounter quality consists of professionalism, civility, friendliness, competence, helpfulness, and predictability. The study was conducted by a survey to 78 respondent covering business of full board meeting package used. They consist of people from corporate and government. The data were collected from proportionate systematic random sampling and techniques of data analysis and hypothesis testing by using path analysis. The results show that the variable of service encounter quality is a significant influence on the business demanding guest satisfaction. This is because the hotel Grand Zuri of BSD City prioritizes good service by setting a standard of service to all employees on how to behave when dealing with guests and ways of communication with guests. The hospitality, warmth, and friendship shown by employees in every service process can provide a positive influence and provide comfort to guests in the hotel environment.

Keywords: service encounter quality, guest satisfaction, hotel, meeting package

1 INTRODUCTION

The paradigm of the hotel as a place to rest has been amended from the original function, there are currently only used for hotel resting place also serves as a place to hold a convention or business talks, or better known as the meetings, incentive, conference and exhibition (MICE) (Ford, R. C. 2008).

By seeing the potential benefits of organizing MICE events, Banten government is now more sensitive to provide support facilities equipped with adequate infrastructure to support for the organization of MICE events.

The highest market segment Hotel Grand Zuri BSD City is a corporate and government conducting meetings. The decline in market segmentation on a corporate and government directly affect revenue earned Grand Zuri BSD City Hotel.

Revenue derived from the meeting package is a segmentation that produces the largest income for Grand Zuri Hotel BSD City in addition to income derived from the saleroom and food beverage. There is more attention to the management of the sales meeting package with direct targeting business people.

The decline in revenue that comes from meeting package is indicative of a decrease in market segment on corporate and government guests who

use meeting package, Dissatisfaction perceived business guests at the hotel indicated that their expectations of the value provided by the hotel did not correspond with the sacrifice that has been given by a business. In addition, if there is no immediate response from the hotel, it will give a negative impact. It can be predicted that the disgruntled business is not going back to use the services or products of Grand Zuri BSD City Hotel. Guest satisfaction survey of businesses using guest banquet meeting package based comment Grand Zuri BSD City found satisfaction in the second half of 2013 decreased to 5.8% compared to the first half of 2013.

Quality of service that took place at the time of contact between employees and customers services called service encounter. Service encounter is a process over a series as a moment of truth that every interaction at the service takes place. As a provider of services, hotels need to know exactly every meeting point services from the service encounter and provides the service encounter the best quality in every process. The impression of the service encounter quality is determined by a process of interaction and communication that took place during the process of delivery and customer services played a role. The number of direct interaction between consumers and employees, to make encounter service quality is what determines

the consumer to provide an assessment of service quality whether positive or otherwise making a direct impact on customer satisfaction. Therefore, as a key employee who is able to create the perception of service quality was good in the minds of customers must master the six dimensions of service quality encounter that professionalism, civility, friendliness, competence, helpfulness, and predictability. In other words, service quality encounter is an opportunity to build customer perception of the quality of services that affect customer satisfaction. Customer satisfaction is a measure specific to each transaction, situations, or interactions (encounter) that are short term, while the quality of service is an attitude that is formed on the overall evaluation of the performance of the company in the long term. The purpose of this study is to find factor of the quality of service expected by a company with a business, which is the basis of guest satisfaction business from the customer's perception.

2 THEORETICAL BACKGROUND AND HYPOTESIS

2.1 *Guest satisfaction*

Customer satisfaction has become a central concept in the theory and practice of marketing, and is one of the essential destination for business activity (Rafiq & Ahmed, 2000). The word satisfaction (satisfaction) is derived from the Latin "satis" means good enough (adequate) da "facio" means to do or make (Yunus & Ishak, 2012). Satisfaction can be interpreted as an effort to fulfill something or make something adequate (Giese & Cote, 2000).

The core of the marketing concept is to create customer satisfaction. The marketing concept assumes that the customer who determines the direction of the company's business. Indeed, the success of a company is the realization of what is called the customer satisfaction (Churchill & Surprenant, 1982). Focusing on customer satisfaction may be expensive, but it may be appropriate to benefit in the long term (Anderson et al., 1994).

Kotler & Keller (2012: 150) defines customer satisfaction as a person's feelings of pleasure or disappointment that result from Comparing a product's perceived performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is highly satisfied or delighted Maintain customer satisfaction over time will build a good relationship with the customer (Ojo, 2010). It can increase profits in the long term. Continuous customer satisfaction leads to the development of a good relationship (Rust & Zahorik, 1993). Because of feeling nice

and completely satisfied, most likely the customer will make other purchases and provide more benefits to the company that will create a stronger relationship in the long term (Hallowell, 1996).

Walker & Mullins (2010: 450) argues that to be a useful analytical tool then measure customer satisfaction should be seen or examined the gap between customer perception of the customer expectation.

– Customer Perception (Consumer Perception)
According to Rangkuti (2006: 33) the perception is defined as the process by which individuals select, organize, and interpret, and interpret stimuli received through the senses tools into a single meaning. Nevertheless, the significance of the process of perception is also influenced by the experience of the individual concerned. Customer perception of your product or service affects the level of customer interest, customer satisfaction, and value. (Wall & Berry, 2007)

– Customer Expectation (Consumer Expectations)
Consumer expectations (customer expectation) plays an important role as a standard of comparison in evaluating the quality and satisfaction levels (McKinney et al., 2002). According to Kotler and Keller (2012: 150) the expectations established by previous purchase experiences, comments of friends and acquaintances, as well as the promise of information marketers and rival. If marketers raise expectations too high buyer, the buyer may be disappointed (So & Sculli, 2002). If the company sets buyer expectations too low, not enough people are buying even if the purchase will be satisfied.

Kotler and Armstrong (2012: 13) explain customer satisfaction is "The extent to which a product's perceived performance matches a buyer's expectations." The opinion can be poured into a satisfaction function as follows:

$$S = f(E, P) \tag{1}$$

where S: customer satisfaction; E: expectation; P: perceived performance

Of the function, it can be deduced as follows:

If $E > P$, then the customer will be dissatisfied

If $E = P$, then the customer will be satisfied

If $E < P$ then the customer will be very satisfied

2.2 *The influence of service encounter quality towards customer satisfaction*

In order to maintain the continuity of the company in the midst of fierce competition, the key to successful service company should have a good quality standard on every process of service due to the high interaction between providers and customers thus playing an important role on

customer perception of the service delivery process (Santos, 2003). Process that became one of the elements in the service marketing mix plays mostly presentation of services that could affect customer perception (Huotari & Hamari, 2012). Each process in the delivery of services has a positive effect on the service because every interaction provides an opportunity to the company to prove the superiority of the company as a provider of quality services capable of satisfying the customer (La & Kandampully, 2004).

Customer's impression on the quality of the company's most obvious is when the service encounter is the direct interaction between employees and customers (Colgate & Danaher, 2000). Service encounter experiences will positively affect how people evaluate a company, which further motivate purchase and loyalty to the taste of the products/services of a company (Lin, 2011).

Front-line employees of the service company play an important role in the service encounter in improving customer perception of the quality of service delivery (service encounter quality) (Bitner et al., 1990). So the service encounter quality becomes very important that the quality of services provided by the company so determining subsequent customer behavior. Employees should be trained and given guidance so that superior quality service encounter can be created to the customer. There are several dimensions of service quality according to Jayawardhena (2010: 342) which covers employee's performance in determining the quality of services delivered. They are professionalism, civility, friendliness, competence, helpfulness, and predictability.

Jayawardhena et al. (2011: 207) argues that the positive perceptions of service quality encounter should lead to the normative expectations of the overall quality of the service. The statement of the experts concluded that the quality of services when the interaction between companies and customers (service encounter quality) contributes to customer behavior that affect customer satisfaction (Gummesson, 1998).

As result, the hypothesis is construct as follows: There is a significant relationship between service quality encounter that consists of professionalism, civility, friendliness, competence, helpfulness, and predictability to the business guest satisfaction either simultaneously or partially (Sureshchandar et al., 2002).

3 RESEARCH METHODOLOGY

This research was conducted by analyzing how the implementation of the program service encounters quality to customer satisfaction. As for

the independent variables is a service encounter quality (X) and issues of the dependent variable of customer satisfaction (Y). Service encounter quality has six indicators of professionalism, civility, friendliness, competence, helpfulness, and predictability. Meanwhile, guest satisfaction is composed of two indicators: the level of expectations and the level of reality.

The unit of analysis in this study is the use of business guests meeting package at the Grand Zuri BSD City Hotel. The number of respondents who used the sample size in this study is as much as 78 respondents.

This research was done once in a period of less than one year, then the method used is cross sectional method, research method by studying objects in a certain period (not sustainable in the long term). Based on the variables examined the research method used is descriptive and verification methods.

Questionnaire test was used to find goal of the research. Tests conducted on the validity and reliability test. The results indicate that the instruments are valid and reliable. Data analysis techniques used in this research is path analysis.

4 RESULTS AND DISCUSSION

4.1 *Service encounter quality*

The service encounter quality received at Grand Zuri BSD City Hotel is composed of six dimensions of which are professionalism, civility, friendliness, competence, helpfulness, and predictability. The dimension that gets the highest score of the service encounter quality received by business guests Grand Zuri BSD City Hotel is the friendliness. This is because the Hotel Grand Zuri BSD City prioritizes good service by way of good communication. The hospitality and warmth shown by employees in every service encounter quality can provide a positive influence and provide comfort to business guests while in the hotel environment. While the dimensions are getting the lowest score of the service encounter quality received at Grand Zuri BSD City Hotel is competence.

4.2 *Guest satisfaction analysis business*

Based on the data processing, can be obtained recapitulation response business guests who do a full board meeting package at the Grand Zuri Hotel BSD City to guest satisfaction business (the result of P / E) of the service encounter quality is accepted and expected by business guests Grand Zuri Hotel BSD City.

Among the six dimensions of service quality encounter against guest satisfaction business use meeting package Hotel Grand Zuri BSD City, the highest satisfaction score is the dimension of friendliness with a percentage of 91.13%, whereas the dimension with the lowest satisfaction that civility with a percentage of 86.53%.

Overall, service quality to satisfaction of guests encounter businesses that use meeting package Hotel Grand Zuri BSD City has a satisfaction score of 0,893 or 89.33%. Included in this category are very satisfied.

4.3 *The effect of service encounter quality guest satisfaction using business meeting package Hotel Grand Zuri BSD City*

Based on the correlation results, overall testing was conducted to see the effect of the service encounter quality. It covers professionalism, civility, friendliness, competence, helpfulness, and predictability to guest satisfaction overall business. It is conducted through the F test using SPSS 20.0. The data shows that $F_{cal} > F_{table}$ is $49.494 > 2.23$ with a significant level (sig) is equal to 0.000 or less than 0:05. Therefore, it can be concluded that H_0 is rejected. Then, there is significant influence and can do partial test.

Based on the results of the correlation, path coefficient for the variable service encounter quality consisting of professionalism (X1), civility (X2), friendliness (X3), competence (X4), helpfulness (X5) and predictability (X6) is positive, this shows that any increased service quality encounter the business guest satisfaction has increased.

The calculation of the coefficient of determination of the path analysis shows the influence of service quality encounter against guest satisfaction business directly and indirectly, of 80.7%, while the other factor of 19.3%. So based on the general picture that service encounter quality consisting of professionalism (X1), civility (X2), friendliness (X3), competence (X4), helpfulness (X5) and predictability (X6) has equal to influence on guest satisfaction business (Y) compared to other factors beyond the sub-variable service quality encounter.

Based on the test results of data processing path analysis, sub friendliness variables that have the highest influence on the business guest satisfaction by 10%, while the lowest is the professionalism effect of 2.8%.

5 CONCLUSION

Based on the response to business guests who use meeting package Hotel Grand Zuri BSD City encounter quality of the service received at Grand

Zuri BSD City hotel consisting of professionalism, civility, friendliness, competence, helpfulness, and overall predictability get very high ratings by a business using a full board meeting package as respondents in this study. Sub friendliness variables have the highest ratings by business guests. This is because the Hotel Grand Zuri BSD City prioritizes good service by setting a standard of service to all employees on how to behave when dealing with guests and ways of communication with guests. The hospitality, warmth, and friendship shown by employees in every service encounter quality can provide a positive influence and provide comfort to business guests while in the hotel environment.

The business guest satisfaction towards service quality encounter at Grand Zuri BSD City Hotel classified in the category of very high, it can be inferred by comparing the service encounter quality received by business guests expected by business guests have a difference that is not much different. The highest satisfaction scores are in sub-variables friendliness; this is because the Hotel Grand Zuri BSD City has implemented the standard of service to all employees on how to behave when dealing with guests and way of communication with the guests well.

This study shows that service quality encounter Grand Zuri BSD City hotel consisting of professionalism, civility, friendliness, competence, helpfulness, and predictability significantly influence business guest satisfaction at Grand Zuri BSD City Hotel. The highest influence is found in the variable sub friendliness. Intimacy and warmth shown by the employees can make business guests feel comfortable using our products and services Hotel Grand Zuri BSD City. Leisure guests are received during the process of business service quality encounter lasting positive effect on guest satisfaction business.

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The effect of store attributes on tourists' loyalty

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ABSTRACT: This study is aimed to investigate the effect of stores attribute on tourists' loyalty. Tourists' loyalty, in this case, is controlled by tourists' shopping motivations, which are hedonic and utilitarian. This study was descriptive-verification with explanatory survey method. The sample covered 111 tourists who shopped in factory outlets in Bandung. The finding shows that four dimensions of stores attribute (store atmosphere, convenience, merchandise, and promotion) have significant influence on tourists' loyalty. This implies that store attribute do affects tourists' loyalty and shopping motivation.

Keywords: stores attribute, tourists' loyalty, shopping tourism, tourists' motivation, customer behavior

1 INTRODUCTION

Shopping tourism is one of the tourism industry sectors that have significant growth in the world. Many experts (LeHew & Wesley, 2007; Friedrich & Sattler, 2005) stated that shopping becomes an important issue in one day trip, holiday, or business trip.

Bandung is one of famous shopping tourism destination in Java. It even becomes the third city having many shopping centers in Indonesia (Aini, 2012). In Bandung, the tourists mostly come to distribution store (distro), factory outlet, mall, trade center, or boutique. The location of those shopping places are scattered in several areas. Setiabudhi, R.E. Martadinata, and Dago, for instance, are the center of factory outlets. Cibaduyut is a center of shoes industry, while Cihampelas is known as a center of jeans. These places are able to attract 2 million tourists each year.

Even though many tourists come to shop in Bandung, their loyalty to shop in the same store is continually decreased. The studies conducted by Novianti (2014) and Haryanto (2014) found, in 2013, the percentage of tourists' loyalty was 5.18%. This number decreased into 4.22% in 2014. This is caused by the intense growth of shopping centers in Bandung (Novianti, 2014; Haryanto, 2014). Thus, the tourists prefer to try other stores to shop than re-visit the same store.

Store attribute is one of the important things that need to be considered in creating tourists' loyalty (Nguyen, 2011). It can motivate tourists to shop. As Hartono (2014) states that good store attribute can form shopper's shopping pattern as well as their loyalty.

Based on the above explanation, this study is aimed to investigate the effect of store attribution on tourists' loyalty to shop in the same store in Bandung. The tourists' loyalty will be controlled by tourists' shopping motivation that will be elaborated on the next section.

2 LITERATURE REVIEW

2.1 *Store attribute*

Wang and Ha (2011) define store attribute as customers' perceptions of store, offerings, and image. Store attribute is set up by the store manager. It becomes store's characteristic that differentiates the store with the other stores. It also becomes external stimulus, which can create customers' perception toward the store.

Wang and Ha (2011) classify store attribute into nine dimensions. Those are: store atmosphere, convenience, merchandise, promotions, post-transaction service, direct mail, interpersonal communication, preferential treatment, and tangible rewards. This study only uses five dimensions of store attributes as follows.

- a. Store atmosphere. It is an in-store environment drawn from the mix of the store's physical traits. The traits cover store layout, visual appearance, color, lighting, and sound that create the image of the store in the minds of customers.
- b. Convenience. It is convenience in accessibility to the shopping center or stores.
- c. Merchandise. It is a characteristic of product carried by shopping centers or stores, such as the quality, variety of products, and product styles.

- d. Promotion. It is the activities of providing information about the product offering and store image to the customers.
- e. Interpersonal communication. It deals with employees' interpersonal communication to interact with the customers.

2.2 Shopping motivations

According to Robbins (in Sangadji & Sopiah, 2013), motivation is the willingness to gain the organization's goals that is conditioned by the effort to fulfill some individual needs. Meanwhile, shopping is an activity to buy a product for satisfying the desire. Shopping motivation is divided into two motives, which are hedonic and utilitarian.

In Arnold's and Reynolds's opinion (in Nguyen et al., 2006: 230) hedonic motive is behavior that refers to the tendency for recreational pleasure, intrinsic, and stimulation-oriented motivations. This motive views shopping as interesting activity that can eliminate boredom and stress. The customers who have hedonic motive will spend a lot of money in shopping in order to get satisfaction and happiness.

Utilitarian motive tends to task-related, product-oriented, rational, and have extrinsic motivation (Babin et al. in Nguyen et al., 2006). Customers who have utilitarian motive will think of the benefit and the need of a product. They will focus on the primary purpose of buying a product. They will not be interested to buy the other product that is not in accordance to their needs.

2.3 Customer loyalty

Zeithaml, Bitner, and Dwayne (2009) define loyalty as a profound commitment to re-buy a product or to be a regular customer of a product or service. Loyalty consists of three dimensions: a) Say positive things, giving good information to the other people relating to the product or service. It is usually based on the experience. b) Recommended by friends, inviting the other people to use a product or service. This is caused by the good experience felt while using the product or service. c) Continue purchasing, attitudes to continuously re-purchase a product or service. This eventually leads to loyalty of a product or service.

3 METHOD

This study was aimed to analyze the effect of store attribute on tourists' loyalty. As previously mentioned, the tourists' loyalty was controlled by shopping motivation: hedonic and utilitarian. Store Attribute was independent variable, while

loyalty was dependent variable. The population of this study was the tourists who shopped in factory outlet or trade center in Bandung. However, there were only 111 tourists chosen as the sample.

Relating to the data collection techniques, this study used questionnaire. The questionnaire was distributed in trade centre (60%) and factory outlet (40%) Hypothesis was temporal response to the research problem by which its validity should be empirically tested (Bagus and Maharani, 2012). According to the concept of the hypothesis, the relationship between independent and dependent variable was controlled by control variable. Statistically, the criteria of accepted and rejected hypothesis are given in the following:

- $H_0: b_i = 0$. It means that there is no significant influence between store attribute and tourists' loyalty controlled by shopping motivation.
- $H_1: b_i \neq 0$. It means that there is significant influence between store attribute and tourists' loyalty. The hypothesis is illustrated [Figure 1](#) below:

4 RESULTS AND DISCUSSION

[Table 1](#) shows that among the other dimensions of score attribute, interpersonal communication gets the highest score, which is 455,5. This means that the service given by the stores in Bandung is good. The tourists felt that the sales person was friendly, polite, and well-manner so that they were satisfied with the given service. The good service given by the store also made the tourist did not hesitate to ask several things about the products to the employees.

On the other hand, promotion gets the lowest score (358). This is probably caused by the promotion that is not managed well by the stores. However, the tourist felt excited when the store offered

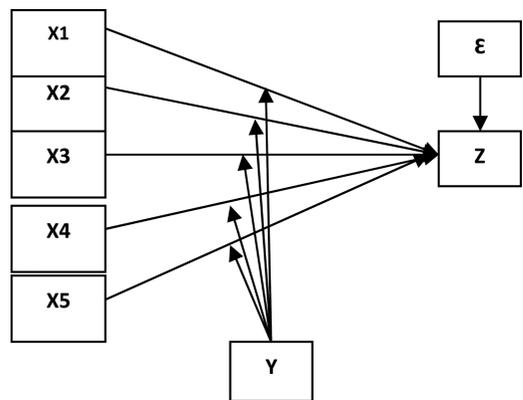


Figure 1. Multiple regression in dummy variable.

Table 1. Tourists' response of store attribute.

No.	Dimension	Total statement	Total score	Average score	Average score (%)
1	Store atmosphere	3	1.352	451	23
2	Convenience	2	797	398,5	13
3	Merchandise	3	1.255	418,3	21
4	Promotion	2	716	358	12
5	Interpersonal communication	4	1.822	455,5	31
Total		14	5.942	2.081,3	100

Source: Data analysis, 2015.

Table 2. Tourists motivation in visiting factory outlet and trade center in Bandung.

Coefficients ^a		Unstandardized coefficients		Standardized coefficients		
Model		B	Std. error	Beta	t	Sig.
1	(Constant)	3.085	2.269		1.359	0.177
	Store atmosphere	0.322	0.159	0.172	2.028	0.045
	Convenience	0.647	0.218	0.230	2.971	0.004
	Merchandise	0.416	0.156	0.187	2.661	0.009
	Promotion	1.030	0.194	0.416	5.306	0.000
	Interpersonal communication	-0.043	0.172	-0.021	-0.247	0.805
	Shopping motivation	-1.089	0.442	-0.155	-2.463	0.015

^aDependent Variable: Loyalty; Source: Data analysis, 2015.

the discount. The excitement is particularly showed when there are event or bazaar (such Trademark) that offered many discounts. This event is usually successful in attracting many tourists to visit Bandung.

The above findings indicate that most of the tourists shopping in Bandung have hedonic motive. They are not intended to shop, but several factors prompt them to do a purchase.

Setiadi (2003) stated that the hedonism in shopping is psychological needs, such as complacency, pride, emotions, and other subjective feelings. The needs often appear to meet the demands of the social and aesthetic aspects, known as emotional motives. Someone with hedonic motive will not think much to purchase an item because they are emotionally difficultly to control it.

Table 3 shows tourists' loyalty to the store in Bandung. Of three dimension of loyalty, say positive things results the highest score (769). This means that the tourists' shopping in Bandung are quite loyal. It is proven by their willingness to purchase as well as their positive feedbacks about the offered product or service. Lovelock (2012) asserts that feedback from another customers is assumed more credible than promotion that is initiated

by companies, and it can influence the decision-making of someone in charge to use (or avoid) the services.

In contrast, the dimension of recommend friend only gets 721. This is the lowest score among the other types of loyalty dimension.

4.1 *The effect of store attribute on tourists' loyalty that is controlled by shopping motivation*

Table 4 presents coefficient values between store attribute and tourists' loyalty. The explanation is given below:

- Store attribute has significant influence on the tourist' loyalty that is controlled by tourists' shopping motivation, with significant value of $0,015 < 0,05$.
- Store atmosphere has significant influence on tourists' loyalty, with significant value of $0.45 < 0.05$.
- Convenience has significant influence on tourists' loyalty, with significant value of $0.004 < 0.05$.
- Merchandise has significant influence on tourists' loyalty, with significant value of $0.009 < 0.05$.

Table 3. Tourist' response of loyalty in Bandung shopping centers.

District	Hedonism (individual)	Utilitarianism (individual)	Total
Factory outlet	37	8	45
Trade center	39	27	66
Total	76	35	111
%	68,5	31,5	100

Table 4. Coefficients of dummy regression.

No.	Dimension	Total statement	Total score	Average score	Average score %
1.	Say positive things	2	769	384,5	34,5
2.	Recommend friends	2	721	360,5	32,3
3.	Continue purchasing	2	742	371	33,2
Total		6	2.232	1.116	100

Source: Data analysis, 2015.

- e. Promotion has significant influence on tourists' loyalty, with significant value of $0.000 < 0.05$.
- f. There is no significant influence between interpersonal communication and loyalty. It is indicated by the significant value which is $0,805 > 0,05$.

Based on the above explanation, it can be seen that variables of store atmosphere, convenience, promotion, and merchandise partially have significant effect on the tourist's loyalty that is controlled by the shopping motivation. In contrast, the interpersonal communication has no significant correlation on tourists' loyalty.

4.2 *Dummy's equation double regression model and the effect of store attribute on the tourists' loyalty that was controlled by shopping motivation*

The Dummy's equation regarding to the effect of store attribute on the tourists' loyalty that is controlled by shopping motivation can be analyzed as the following:

$$Y = \beta_0 - \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 D_1 + \varepsilon$$

$$Y = 0,322X_1 + 0,647X_2 + 0,416X_3 + 1,030X_4 + (-,043)X_5 + (-1,089) D1$$

Following are the examinations of hedonism and utilitarianism's slope motives:

- Dummy's regression variable code 1 = Utilitarianism motive:

$$Y = 0,322X_1 + 0,647X_2 + 0,416X_3 + 1,030X_4 + (-0,043)X_5 + (-1,089) * 1$$

$$Y = 1,283$$

- Dummy's regression variable code 0 = Hedonism motive:

$$Y = 0,322X_1 + 0,647X_2 + 0,416X_3 + 1,030X_4 + (-0,043)X_5 + (-1,089) * 0$$

$$Y = 2,372$$

The above equation shows that the value of Hedonism slope value (2,372) is bigger (>) than Utilitarianism slope value (1,283). This implies that most of the tourists shopping in Bandung have hedonism rather than utilitarianism motive.

5 CONCLUSION

Based on the above findings ad discussion, it can be concluded that in general, all of the stores attribute dimensions (store atmosphere, convenience, merchandise, promotion, and interpersonal communication) get positive response from the respondents. Interpersonal skill gets the highest score. This indicates that store employee can communicate well to their customers. Good communication, courtesy, and polite manner, however, are important key to gain customers' loyalty. This is because employee behavior determines the customers' mood while shopping. In contrast, promotion gets the lowest score as it is not optimally done.

In addition, all dimensions of loyalty (say positive thing, recommends friends, and continue purchasing) are also responded positively by the respondents. Among three dimensions, say positive things result the highest score. This indicates the customer's willingness to inform positive things about the stores' products to their relation. On the other hand, continue purchasing results the lowest score. In other words, most of the tourist who shops in Bandung has low loyalty to purchase a product in the same store. This is probably an impact of many shopping centers, by which the tourist had many options to visit the other stores in Bandung.

Moreover, shopping motivation is significantly controlled the influence of store attribute on tourists' loyalty. Hedonic motive is a psychological trait based on the satisfaction, emotion, and

other subjective feeling. This need is such a desire to follow the trend. One with hedonic motive is hard to be controlled. Next, the findings of the study shows that four dimension of store attribute (store atmosphere, merchandise, promotion, and convenience) have simultaneous influence on the tourist's loyalty that is controlled by shopping motivation. Meanwhile, interpersonal communication has no significant influence on the tourists' loyalty.

The above conclusions finally draw several recommendations and suggestions. First, the manager of shopping tourism in Bandung should enhance the promotion frequency as well as create attractive promotion. This will be effective media to attract the tourists to come as well as to influence their decision to shop. Second, stores or companies should enhance the quality of their products in order to increase tourists' satisfaction toward the offered products. It is expected that this can stimulate tourists' continue purchasing. Third, the manager of shopping tourism should understand the tourists' shopping motive, by considering each tourist has different shopping motive. By this understanding, they can fulfill the tourists' need appropriately. Consequently, the tourists' loyalty will increase. At last, further researches that use different theories and variables (such as product quality, brand image) are recommended to be conducted to enrich the literature in tourism field, particularly tourism shopping.

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Tourism destination development model: A revisit to Butler's area life cycle

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ABSTRACT: Butler's Tourism Area Life Cycle model (TALC) has been dominated destination development discussion for four decades. However, the model is inevitably flawed to represent today's destination development cycle. It is not enough to explain the destination lifecycle comprehensively. This essay paper aims to provide a comprehensive tourism destination development model that was developed from Butler's model. The results showed that the internal and external forces which can affect destination development were included in the proposed model. Additionally, the characteristic of tourism areas was also defined. Although the proposed model was intended to define destination structure for the interest of tourism destination manager, however it was not designed to accommodate all ranges of scale of the destination area lifecycle nor will capture the totality of the lifecycle alteration that appears at destinations.

Keywords: tourism life cycle; Butler; tourism development model

1 INTRODUCTION

The idea that destinations experience a process sequence to birth, growth, maturity and decline is embodied in the model of the tourism area life cycle. For the last 40 years, destination life cycle concept development has been dominated by Butler's Tourism Area Life Cycle model (TALC). Butler published his idea in Canadian Geographer Journal (Butler, 1980). Since then, hundreds of studies quoted and utilized the model, regardless the accuracy of the applications (Prideaux, 2000). The concept was written when the conceptualization of tourism at early stages and they formed the foundation for many critical thinking about the development of tourism (McKercher, 2013). A question arose whether the model works or has critical flaws. This study reviewed the original, development and critiques of Butler's model, and proposed an alternative model of destination lifecycle that developed from Butler's original.

2 CRITIQUES TO BUTLER'S TALC

Butler (1980) drawn a development destination pattern based on the product life cycle concept in producing a six-stage evolutionary sequence of destination: exploration, involvement, development, consolidation, stagnation and rejuvenation or decline. Since its publication in 1980, Butler's TALC has been empirically tested no fewer than

40 times in published journals (Lagiewski, 2006; Baum, 2006; Lundtorp & Wanhill, 2006; Ma & Hassink, 2013). Prosser (1995) argued that most of these applications have identified a common conformity to the broad contours of the model, supporting its potential as an important concept as well as practical device for describing and predicting the evolution of tourism area. However, a number of researchers criticized the model on both conceptual and empirical grounds (Prosser, 1995). Generally, the critical arguments can be classified into two main categories: the sequence of the lifecycle and the questions of unit-of-analysis.

2.1 *The sequence of the lifecycle*

Butler (1980) explained that TALC was inspired by Product Life Cycle (PLC) concept from marketing discipline. The basic of the PLC model was that it attempts to draw sales against time over the period of the product's marketing (Coles, 2006). Accordingly, Butler proposed that destinations would experience six-stage of destination lifecycle in sequence. However, in reality, there is no essential reason to assume that all exploration—or involvement stage destinations be destined to pass beyond these phase (Weaver & Lawton, 2006) nor the destinations that stand at development stage must pass the initial stage (McKercher, 2005).

The second critic to Butler's TALC was concerning the border between stages. Butler defined several 'stages' in the development of resorts. However,

the demarcation between the stages weren't clear yet (Prosser, 1995). This was arguably as one of the main weaknesses of the TALC construct where the lifecycle stage can only really be seen when the 'life' of the resort is over (Priestley & Mundet, 1998; Ravenscroft & Hadjihambi, 2006).

Weaver & Lawton (2006) also criticized Butler's model because it tends to ignore the external factors that may influence the development of the destination. It neglected the possibility of some external factors that can trigger changes of the lifecycle stages (Baum, 2006; Chhabra, 2010). Another critic of the lifecycle model was the notion of carrying capacity roles to lifecycle stage (Rodriguez et al, 2008). The conceptual limitations of the 'products lifecycle' and 'carrying capacity' lead to specific criticism of their application to tourist destination areas. Prosser (1995) argued that different capacity threshold may apply at each stage and not necessary attached to consolidation stage.

2.2 *The questions of unit-of-analysis*

Another main critic to Butler's TALC was related to the unit-of-analysis of the model. Haywood (2006) argued that unit-of-analysis can be the tourism area or change itself. However, none of those unit-of-analyses explained in Butler's TALC model. Weaver & Lawton (2006) argued that there has been a tendency in the lifecycle literature to assume that the Butler's sequence can be applied across the geographical spectrum since visitation levels can be graphed at any scale. They contended that 'destination' or 'tourists area' term can be applied at different scales, ranging from a single small attraction to an entire continent or macro region. However, in its classic format, Butler's TALC model did not apply to such large destination because tourism activities have the tendency to concentrate only in certain areas of these countries.

The question emerged whether certain scales were more suited to the application of the Butler's sequence than others. Weaver & Lawton (2006) questioned the resemblance to Butler's curve because the dynamics discussed by Butler cannot be applied on the country level, unless the country happens to be very small. Weaver & Lawton (2006) concluded that the original Butler's sequence was more appropriate to a small scale such as an individual resort (Weaver & Lawton, 2006).

3 METHOD

This study was conducted by literature review from several papers. To ensure the quality of this study, we took data from several books and articles from reputable international journal. We also made the

modified model for completing the weakness of the model.

4 MODEL MODIFICATION

Previous arguments displayed that model proposed by Butler was not sufficient to draw the destination structure and life cycle. However, Getz (1992) argued that the model was considered to have apparent potential to advance the theory and practice of tourism planning, particularly as a conceptual framework within which long-term changes can be forecast and strategies for land use, economic development, and marketing can be harmonized'. Prosser (1995) explained that despite the criticism that received, Butler's TALC model offered the prospect of further development. Hence, the authors propose to modify TALC model by redefining some aspects within the model: the sequence, internal and external forces that affect the lifecycle and the definition of tourism area or unit-of-analysis. The main function of the modified model is to provide tourism destination managers a tool to ascertain their destination position within the destination lifecycle.

4.1 *Redefining the development stages*

McKercher (2005:98) defined lifecycle as 'a series of stages that characterize the life of an individual or entity'. Butler labeled his model as a lifecycle of destination that originally has six stages from exploration, involvement, development, consolidation, stagnation and rejuvenation/decline stage. The revised model will propose five main stages and rename consolidation stage into maturity stage, while rejuvenation stage becomes the final stage after maturity stage. On the other hand, stagnation and decline stage is proposed to be floating stage and necessary to be reached only when physical capacity exceeded, but it can be reached following any stage in the life cycle. Most of the stages characteristics described in the original TALC's are still used in this proposed model with some modification in some stages. General characteristics of the sequence are described as follows.

Exploration stage

The exploration stage is characterized by very small numbers of visitors who are dispersed throughout the destination. Butler (1980) argued that the visitors in this stage are best described as Plog's allocentric or Cohen's drifter who are drawn by what they perceived to be authentic and 'unspoiled' cultural and natural attractions. On this informal 'pre-tourism' stage, the tourism 'industry' as such is non-existent, as the visitor accommodate themselves to

the services and facilities that already exist in the area to serve local residents (Weaver & Lawton, 2006). The revenue obtained from the tourists is very small (Butler, 1980) and the only linkages with the local economy are extensive because of the desire to consume local products (Weaver & Lawton, 2006). Therefore, tourism activities is not yet making a large enough economic impact to the destination and tourists tend to be treated either as curiosities or honored guests (Weaver & Lawton, 2006).

Involvement stage

Weaver & Lawton (2006) argued that there are two major developments characterize the involvement stage. Firstly, the visitor intake begins to increase slowly, ending the low-level equilibrium of visitor arrivals that characterized the exploration stage, and secondly, local entrepreneurs begin to provide a limited amount of specialized service and facilities for these tourists. The sector is still small scale, and has little visual or environmental impact on the landscape (Weaver & Lawton, 2006). Contact between locals and visitors expected to remain high (Butler, 1980) which intake a high multiplier effect. Developments indicate that the area is gradually being integrated more and involve wider tourism stakeholder such as governments and public agencies (Butler, 1980). The involvement stage is best associated with the 'euphoria' phase of the irridex. Weaver & Lawton (2006) argue that this happen because of two reasons: visitor numbers are significant to generate revenues for locals, but tourism is still at commencing stage that the destination maintains local control. Typical allocentric-oriented visitor are still the majority of tourists.

Development stage

The development stage is characterized by rapid tourism growth and dramatic changes in all aspects of the tourism sector (Weaver & Lawton, 2006). Government and public agencies fully or largely involved with tourism activities while others tourism stakeholders such as tourism and hospitality education institutions and NGO's emerge. Cultural and natural attractions will be developed and some artificial attractions be made, furthermore, imported labors and man-made facilities will be raise significantly (Butler, 1980). Plog's Midcentric and near psychocentric consumers (Plog, 2001) probably will be the main tourists' type. In the early development stage, tourists become a normal part of the local routine, prompting reactions of apathy.

Maturity stage (Consolidation)

Destination maturity marked with Butler' consolidation stage and characterized by a decline

in the growth rate of visitor arrivals and other tourism-related activity. During maturity stage, visitor types will vary from midcentric to psychocentric tourists. Seasonality emerges as one of a major influence on number of tourist arrival. Other characteristics that characterize maturity stage is the reliance on repeat visits by psychocentrically oriented visitors, thus 'the destination is virtually incapable of attracting new visitors' (Weaver & Lawton, 2006:314).

Rejuvenation

Weaver & Lawton (2006) argue that rejuvenation stage seldom occurs as a spontaneous process, but arises from proactive strategies adopted by tourist destination stakeholders particularly entrepreneurs and tourism industries managers. Therefore, success in achieving revitalization is strongly correlated with the ability of the private and public sectors to work with each others in focusing on what works best. Rejuvenation stage is not necessary occur after the maturity stage. It may take place following a period of decline, with decreasing numbers serving as a catalyst for action' (Weaver & Lawton, 2006:316).

The floating stage (Stagnation and Decline stages)

The original PLC model suggests that the product will reach its maturity stage before it enters decline period. However, destination is not similar with tangible product that has definite life cycle. Butler (1980) argued that destination areas enter stagnation level when capacity levels for many variables have been reached. Therefore, the stagnation stage as well as decline stage—depending on the circumstances—can be reached in every stage of the lifecycle and not necessary reach after consolidation stage.

This happens because of some internal and external forces that act as triggers that affect the sequence transformation of the life cycle. Stagnation stage occurs when equilibrium reached between the accumulation of internal and external attractors with the accumulation of internal and external constraints. On the other hand, decline stage, can be reached when the accumulation of internal and external constraints exceeded the accumulation of internal and external attractors. Therefore, the emergence of both stagnation and decline stages in normal sequence of the life cycle, highly depend on the equilibrium between internal and external forces.

4.2 Internal and external forces

Butler (Russel, 2006:164) agreed with the idea of 'triggers, factors that can affect destination development but not given the focus they might

deserve' in the original paper. Internal and external forces are everything that may affect attractiveness of the destination. Thus, the factors that trigger the transition from one stage to another can be either internal or external forces. Both of the forces can act either as attractors or constraints. Internal forces are those that arise from within the destination community itself, such as the adventurous entrepreneur who builds and advertises a new kind of attraction as a way of inducing increased visitation levels or resident antagonism which contributes to the negative image of the destination and may reduce tourists desire to visit (Weaver & Lawton, 2006). External forces originate from outside the destination. The example of this factors can be a box office movie with destination as a background which can induce tourism, or small scale and cumulative as in negative word-of-mouth by previous visitors within their origin regions which can detain tourist decision to visit the destination.

The destination position in lifecycle depends on the total accumulation of internal and external attractors reduced with the accumulation of internal and external constraints. Therefore, strong internal forces such as construction of the new resort can elevate the position of the destination from the exploration directly to development stage without undergoing the involvement stage. On the contrary, strong accumulation of internal and/or external constraints such as war or catastrophe that destroy tourism destination heavily may drop the position of the destination from development to decline stage. However, internal and external forces characteristics will vary because of the differences of unit-of-analysis itself. Therefore, internal forces on specific unit-of-analysis can be external forces on another, and vice versa.

4.3 Redefining the "Tourism Area"

Haywood (2006:62) argued that defining the characteristics of unit-of-analysis is 'important to degree to which these explanations are nested in each other'. The present authors proposed the tourism area as the unit-of-analysis because of its easiness to distinctive. Since the TALC is heavily borrowed from PLC theory, it is intuitively correct to connecting the unit-of-analysis of tourism area with "tourism product" definition. Weaver & Lawton (2006) argued that tourism product can be defined as the combination of tourist attractions (i.e. natural sites, cultural sites and cultural events) and tourism industry (transportations, accommodations, and foods and beverages). Based on the various relationship characteristics and geographical cluster of the tourism products within the destination, three categories of tourism area are proposed.

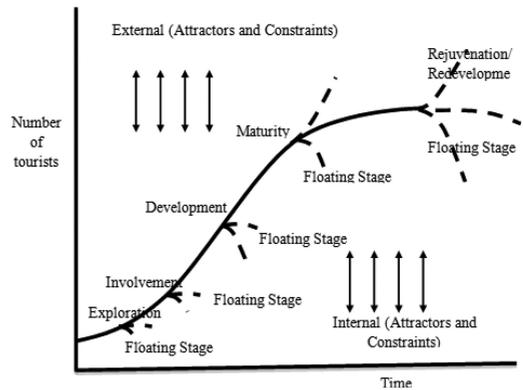


Figure 1. Modified TALC model.

- a. Single Entity Product. It is a destination that is intended for tourism activities. It has limited area and usually managed by only one organization. Tourism product for this type of destination may be best described by Medlik' resource-based resources definition. It is resources that "devoted to recreation and tourism. It depends on their signature attraction regardless of their location. The main characteristics of single entity product are; a) small and limited area such as island resort, b) mostly—but not necessary—managed by single organization and, c) carrying capacity of the destination depends on maximum capacity of the available accommodation.
- b. Interdependences Entities Product. This type of destination relatively has a bigger area than single entity product. It is formed from few or several stand-alone tourism product managed by their own management where all or most of them are devoted to tourism. Since tourism is primary purpose of those stand-alone tourism products, they create a cumulative goal to attract and cater tourist needs. Therefore, they become interdependence to each other and only can fully work when others work well. Interdependences entities product perhaps is felicitously described by Medlik (2003) as Countries, regions, towns and other areas which attract tourists, are main locations of tourist activity, and tend to account for most of tourists' time and spending. They are the main concentrations of tourist attractions, accommodation and other tourist facilities and services, where the main impacts of tourism—economic, social, and physical—occur.
- c. Multi Entities Product. It is a destination that is hypothetically bigger than both of previous entities. It has at least several independence tourism products operate on their' own. Each of the tourism products more likely has

significantly different target market and on their own phase of lifecycle. Some organizations are not necessarily devoted to tourist activities. One of the characteristics of this type of destination is they have mature and significant number of tourism resources, and public facilities that cater primarily for local community. Within these entities, there are opportunities for ‘rouge’ or ‘chaos makers’ factors to come up. McKercher (1999:430) explained that rouges or chaos makers are “who can push a system to the edge of chaos.” Although ‘rouge’ is not necessary only occur in this type of product, however, based on the circumstances it has bigger chance to show up on multi entities product than on other entity products. Additionally, this entity has the most possibility to expand beyond their existing tourism area, since they have virtually an access to infinite number of locations that can be developed as tourism attractions. Multi entities product is best described with modern destination such as cities, province or even countries where its economic development do not solely rely on tourism.

5 CONCLUSION

A model is ‘an idealized and structured representation of the real’ (Hall, 2006:98) and a “Simplified views of reality that strive to explain how certain features, relationships or processes work. They do not try to mirror reality precisely.” (McKercher, 1999:425). Butler’s model is uncontested as the most cited destination life cycle model in the last four decades. However, the model is inevitably flawed to represent today’s destination development cycle. It is not enough to explain the destination lifecycle comprehensively because of lack capability of the model to predict events (Opperman, 1998).

Hence, the present authors proposed the destination lifecycle alternative model that was developed from Butler’s model. Johnston (2006) argued that there will be many possibility patterns and variation that may occurs on destinations life cycle. In some cases, tourists’ behavior may not be disruptive; however, their activities are inconsistent with the destination’s desired image (Kozak & Martin, 2012). Thus, although the proposed model is intended to define destination structure for the interest of tourism destination manager, it is, however, not designed to accommodate all range of scale of the destination area lifecycle nor will capture the totality of the lifecycle alteration that appears at destinations.

Steadman (Ravenscroft & Hadjihambi, 2006) argued that the evolutionary process involves a sequence of repeated copying (inheritance), with small changes made at each step (variation) that are subsequently subjected to testing. The proposed model developed with awareness that the model eventually will evolve to a new shape and characters with some aspects that may thrive, while some may be transformed into new forms or may become extinct (McKercher, 2013).

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Service enhancement, in-house training and restaurant business resilience: Integrating the study framework

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ABSTRACT: Restaurant business resilient or survival is long becoming one of the central issues and attention among the researchers. Studies explicitly revealed that the success and the survival of any restaurant operation is well depend on the type of food and service offer, quickly responds to the drawbacks. However, with the globalization of the industry, besides maintaining the utmost service delivery restaurant business resilience is also now depending on the role of service enhancements. This paper is reviewing the dimensions of service enhancements, in house training, restaurant business resiliency and subsequently integrating the study framework.

Keywords: service enhancement, in house training, restaurant and resilience

1 INTRODUCTION

The global competition of restaurant business nowadays is offering customers with the best valuable products and services that are considered the optimum way in attaining an advantage among the competitors. With that, no doubt maintaining a good service delivery system can put restaurants prosperous. In other words, failures of rendering good service delivery in term of food, the overall service encounter or servicescape, human factors and other related elements can put restaurants out of business. A process failure happens when the core service is performed in an imperfect or incomplete manner, causing a loss of social capital (e.g., status, esteem) for the consumer (Smith et al, 1999).

Customers experience process failure whenever the waiter or waitress is not attentive and outcome failure if the preferred menu item is unavailable. Consequently, any restaurant cannot afford to lose customers who have the potential to become public relation makers through positive word-of-mouth and influencing others to dine and consume the products or services (Magnini & Ford, 2004). This statement explicitly indicates that the success and the survival of any restaurant operation may well depend on the type of food, service offer, quickly responds to the drawbacks and the ability to respond to service enhancement (Lewis & McCann, 2004; Parasuraman, 2010).

It is also proven that restaurant who afford to maintain the existing customers, attracting new one and able to influence their repeat patronization

will stay longer in their business. Verbeke and Lopez (2005) noted that consistently maintaining the quality of food products, services and physical environments determine to the restaurant business resilient or survival.

2 ISSUES

In line with the preceding notion, restaurant business resilient or survival is long becoming one of the central issues and attention among the researchers (Kotler & Keller, 2008). Resilience in the restaurant business context is related to a multidimensional phenomenon that encloses food, services and physical environment factors that cooperates in a synergistic fashion to produce competence despite the adversity and the hardship (Youssef & Luthans, 2005). The term of resilience was used in accordance to its usage, which means the ability to maintain the system or ability to deal with unpredictable destruction and resilience is a measure of how well people and societies can adapt to a changed reality and capitalize on the new possibilities offered including ideas of both adaptive capacities (Bhamra et al, 2011).

Besides maintaining the utmost service delivery and with the globalization phenomena researchers contended that restaurant resilience is also now well pending on the role of service enhancements (Whitman et al, 2014). Parasuraman (2010) argued that service enhancement not only dealing with continuous improvement on quality of food products,

services and physical environment but it goes beyond that. He posited that consistently enhancing the knowledge, technology adaptation and product innovation could contribute to the foodservice and restaurant business resiliency. In this sense, enhancing the knowledge is referring to the ability of the restaurant operators to continuously improve on the processes, rules and routines associated with service delivery system while technology adaptation is interconnected with sophisticated or advance restaurant operational equipment's which enabled the restaurant operator to reduce their operational procedures. Although costly, product innovations either for food, services, concept and layout and overall operation of the restaurants are also pivotal to restaurant business resiliency.

Looking at the available literatures, abundance researches have been conducted focusing on the relationship between service quality (SERVQUAL), service recovery, service encounter, servicescape, operational, physical environments and business survival in different types of foodservice setting (Soriano, 2002). However, there is still lack of research centrally focus on how the role of service enhancements contribute to the resiliency in restaurant business operation (Parasuraman, 2014). In other word, to what extent that service enhancements through its attributes contribute to restaurant business resilience is not yet widely research. In addition, the moderating effect of continuous in house training to the restaurant business survival is not also been tested.

Based on the recent lecture by Prof. Dr. Parasuraman on service excellence at the Faculty of Hotel and Tourism Management, UiTM, Malaysia, he stated that the studies on the SERVQUAL in particular is already been saturated thus suggested the researchers to look more on the role of service enhancement particularly dealing with its attributes. With that, this paper is reviewing the dimensions of service enhancements, in house training, and restaurant business resiliency and subsequently integrating the study framework.

3 LITERATURE REVIEW

3.1 *Service enhancement*

Although no definite definition, service enhancement in general is referring to an improvement on any product or upgrading the capabilities of services for better performance. On the information technology, an enhancement is a noteworthy improvement to the product as part of a new version of it. The term is also used to distinguish an improvement of some existing product capability. Chen, Chiou, Yeh and Lai (2012) stated that from

MICE perspective service enhancement correlates with the improvement of service quality. However, from the hotel and restaurant sector or the service industry, Parasuraman (2014) argued that service enhancement not only dealing with the improvement of service quality (SERQUAL) but closely associated with continues service knowledge improvement, product innovations and technology adaptation and these attributes is subsequently reviewed.

3.1.1 *Service knowledge improvement*

Generally, knowledge is dealing with concepts of truth, belief and wisdom and it is a combination of ideas or thought, rules, procedures and information and it is gained and achieved through experience, education or learning which develop the understanding of the particular individual and the acquisition of knowledge involves with the cognitive process that relates to perception, communication, association and reasoning (Ganesh, 2000).

De Long and Fahey (2000) divided the framework of knowledge into three classifications, namely human, social and structured knowledge. Human knowledge is described as the human action likes what humans know or know how to do, for example, previous experience in assembling food to achieve end products of a culinary professional in many years or, the process of acquiring skills in culinary preparation for a new student. Social knowledge on the other hand is a tacit or unspoken knowledge that arises out of relationships. An example of this would be the diverse interaction of chefs with other kitchen staff based on the different levels of kitchen hierarchy. Last but not least, structured knowledge is rooted in the system, processes, rules and routines of an organization.

Based on these three different types of knowledge, the human knowledge is considered as the most suitable for this study as it associates with the experience of knowing something that relates to the understanding of the new subject and the ability of using it for particular purposes and advancement. In the context of restaurant operation, service knowledge improvement as argued by Harris and Flemming (2005) is generated by a process in which customer outcome or in other words customer itself created the process. In this present day, undeniable that customers are more intelligent and demanding on the overall service experience either in that restaurant or other restaurants thus looking at the many facets of improvement start from the step that they entering until they are leaving the restaurants (Kandampully, 2002). This is either dealing with counter, food, service, ambience and many others. In other word, restaurant operation is judged by the customers on the variations of

advancement in term of menus, type's service, and attentiveness of staff, ambience and others that govern a great service system (Fitzsimmons, 2001). In this sense, customers are becoming an agent for the service knowledge improvement of restaurant operation. This could be achieved through comments giving by the customers. Therefore, Parasuraman (2010) contended that knowledge of the service needs to be in line with the demand of the customer.

3.1.2 *Technology adaptation*

Similar to service knowledge improvement, customers today expect the restaurant operation to delight with creativity. Continues and creative in technology adaptation undertaken by a restaurant for the customer is indeed one the strategies that can sustain the operation in the long term. Technology adaptation is defined as the act or process of adapting new technologies or upgrading the existing one for smoothness of the operation (Choudhury, 2007). The technology adaptation is dealing with a piece of equipment, technique, practical knowledge or skills for better performing of a particular activity. Zahari, Othman, and Ahmad (2008) posited that the emergence of technology development in food and restaurant such as sophisticated cooling, freezing, heating and appliances not only improve the preparation of food but enhancing the overall restaurant service operation.

Oronsky and Chathoth (2002) noted that only those who stay on top of technological developments, implement and adaptation of new technologies is likely to retain existing customers, attract new business and gain market share. Out of many studies on technology adaptation, Huber et al. (2010) presented a classification scheme focused on management decision-making: cost analysis, forecasting, administrative, service, and advanced technology adaptation to determine the current usage of various types of technology being used in the restaurant industry. Result showed that more successful restaurants are keen to use and adapt advance technology.

3.1.3 *Product innovations*

In today's economic climate, strong and fierce competition in many industries prompting organizations to explore new ways to create value to face these challenges. In this context, innovation has been crucial instrument in creating additional value and increasing competitiveness. The term innovations have many different meanings based on the context. An innovation has been defined as the "creation or adaptation of new ideas. An innovation can be considered new to an individual adopter, a group or team, an organization, an

industry including restaurant sector (Damanpour & Schneider, 2006).

In the restaurant operation, product innovation is not only dealing with how the products are produced but also how products are presented. Pertain to the menu; innovation on the menu is an issue appealing to restaurant operators to explore. The menu has been considered as a marketing tool and printed advertisement since it conveys messages to customers and affects sales directly (Kwong, 2005). As the major source of information about a restaurant, ideally, a proper design menu will reinforce its image, set the guest's expectation for the forthcoming meal in terms of food and service quality, and provide a good return. Kwong (2005) also contended that product innovation not only relates to the food itself but it governs the service and other matters that are intact with the restaurant operation.

3.2 *In house training*

No doubt that training within organizations holds certain benefits for individuals and teams, organizations and society. Pertain to restaurant operation staff training is a way of achieving professionalism, improving service quality levels, improving consistency, and maintaining a set standard (Delahaye, 2005). Continuous training and development provide restaurant employees the learning and skills they need to carry out and comply with environment change that leads to customer needs. Nankervis, Compton, and Baird (2005) stated that the primary purpose of a training program is not only help to achieve overall organizational objectives, but at the same time contribute to a trainee's personal goal, improving productivity, performance, efficiency, and profitability which determined the business resilience.

3.3 *Restaurant business resilience*

The term resilience is used in a wide variety of fields. Although the context of the term may be differing, the concept of resilience is closely related to the capability and ability to remain in a stable state. When the notion of resilience is applied to organizations, the definition does not drastically change. Resilience is therefore related to both the individual and organizational responses to turbulence and discontinuities. According to Walker et al. (2004), resilience is the capacity of a system to absorb and recognize any disturbance at the same time retaining the same function, structure, identity and feedback of the organization. It can be described as the active process of self-righting, learned resourcefulness and growth. Hamel and Valikangas (2003) acknowledged resilience as the

fundamental quality to respond quickly and productively to any significant change that may disrupt the expected pattern of event without introducing. Ponomarov and Holcomb (2009) noted resilience can be grouped broadly into two general areas of classification namely a) readiness and preparedness, b) response and adaptation.

In the context of restaurant businesses, resiliency is closely associated with the capability and ability of restaurateur to absorb and recognize the fundamental quality of all restaurant facets to respond quickly and productively to remain survival (Parasuraman, 2010). To remain resilient, restaurateur should have a distinctive concept that has been well researched and always ensuring that all decisions make pertaining to restaurant operation not only maintaining the financial performance and long-term economic sense. In the present restaurant environment, resiliency of its business operation is also well depends on the adaptation of the technologies ranging from record keeping to the tracking of the customers' needs (Zahari, Othman, and Ahmad (2008). Delahaye (2005) on the other hand accentuated that managers and employees should continuously be trained through continuing education and foster with professional growth for better productivity. Effectively and regularly communicate values and objectives with employees are a major element in the successful repositioning of their restaurant to better meet the customer needs. In sum, Anthony, (2008) suggested that maintaining a clear vision, mission, and operation strategies and willing to amend strategies as the situation changes, create a cost-conscious culture, focus on one concentrated theme and develop it well, willing to make a substantial time commitment are some elements that determine restaurant business resiliency.

4 CONCEPTUAL STUDY FRAMEWORK/ MODEL

Based on the literatures and the issue highlighted, the conceptual framework is proposed in Figure 1. This conceptual study framework which is also referred to hypotheses diagrammed depicts the role of service enhancement attributes (continues service knowledge, technology adaptation and product innovation) and the moderating effect of in house training toward restaurant business resiliency.

5 CONCLUSION

The validity and relationship between dimension in the proposed conceptual framework (Independent variables against moderating and the dependent

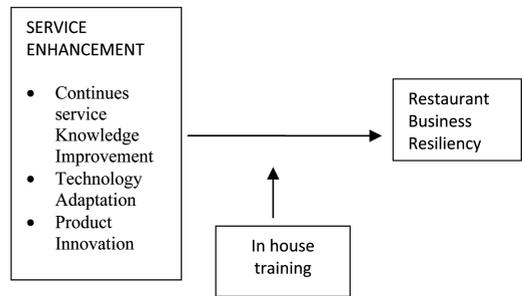


Figure 1. Conceptual framework.

variable) could be proven by taking the empirical investigation among the restaurant operators. With that, the significant academic contributions will be accomplished by way of testing the hypotheses and confirming whether they are supported otherwise. For practical perspective, the result of the investigation will give essential information to the restaurant operators on the importance of service enhancements and in house training besides other service delivery system in contributing into their business resiliency.

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Total Quality Management (TQM) best practices in Malaysian hotel industry: An investigation using Multi-Criteria Decision Making (MCDM) model

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ABSTRACT: Total Quality Management (TQM) has become the main business strategy in modern management and has been implemented abroad throughout the world as it is an integrative management philosophy which highlights the need to improve the processes, products and services to achieve customer expectations. Extensive literature have been addressed, nevertheless, they do not seem to agree on a universal framework for the implementation of TQM philosophy in hotel settings. This paper emphasizes the importance level of inter-dependency among the TQM which has rarely been explored in the previous studies. A novel hybrid Multi-Criteria Decision Making (MCDM) model will be used to address the dependence relationships of TQM by employing Grey Relational Analysis, Analytical Network Process (ANP) as well as Decision-Making Trial and Evaluation Laboratory (DEMATEL). The expected findings of this study is to determine TQM best practices which will assist Malaysia hotels in identifying the key factors that need to be thoroughly considered and managed for achieving excellent performance and competitive advantage.

Keywords: ANP, MCDM, DEMATEL, TQM

1 INTRODUCTION

Tourism is the second largest foreign exchange generator in Malaysia after the manufacturing sector, accounting for 5.7% of direct and 14.9% of indirect contribution to the Gross Domestic Product (GDP) in 2014, and is expected to grow by 4.5% per annum to Malaysia Ringgit (MYR) 262.2 billion by 2025 (HVS, October 2015). Being the top 10 tourism destination, undeniably, Malaysia has proven its ability in the tourism sector (Malaysia Investment Development Authority, 2015) and income generated is forecast to rise by 4.0% in 2013, and to rise by 4.6% pa, 2013–2022, to MYR 90.7Bn in 2022 (World Travel and Tourism Council, 2012). No doubt, the strong and significant rise of tourism development over the past few decades is one of the most remarkable social, economic and cultural phenomena in Malaysia.

Among the tourism-related activities, accommodation sub-sector has expanded 7% during the first half of 2015 (January–June 2014: 6.1%) reinforced by the increase in the total supply of hotel rooms from 189,843 in 2013 to 197,030 as at the end of June 2014 with Kuala Lumpur continues to contribute the highest supply at 17.4% (Economic Report, 2015). The aforementioned statistics are in response towards Malaysia Tourism

Transformation Plan (MTTP) which is one of the strategies to achieve National Key Economic Area (NKEA) in developing high nation income by 2020.

Total Quality Management (TQM) has become the major business strategy in contemporary management and has been widely implemented throughout the world as it is an integrative management philosophy which highlights the need to improve the processes, products and services to achieve and exceed customer expectations (Gholamreza, Mehran & Mohammad, 2010). However, in today's changing business environment, TQM has become a major change that demands a transformation in the organization's culture, processes, strategic priorities, and beliefs among others (Hassan, Rushami & Abdullah, 2013).

Since hotel industries' employers may face a wide variety of saturated and uncertain TQM criteria available for their organization (Arawati & Zafaran, 2011), there is an urgent need for a process which will assist hotel industries in Malaysia to evaluate these TQM criteria and select the most appropriate one in order to provide the perfect management practices for the entire organization. Despite the fact that hotel industries' employers have a crucial and significant role in determining the management practices of the organization all

over the world, little is known about how employers evaluate and select proper management criteria for their companies. In general, the literature lacks a suitable TQM model that can assist the decision makers (the employers in hotel industries) for identifying the management criteria. Hence, the purpose of this study is to evaluate the available criteria and determine the TQM best practices that best fitted the hotel industry in Malaysia.

RQ: What are the TQM best practices which bring vigorous impact to Malaysia hotel industry?

This research is expected to achieve RQ and tally with the expected findings by determining TQM best practices which could assist the Ministry of Tourism and Culture to achieve its National Key Economic Area (NKEA) and contributing towards high nation income in 2020.

2 LITERATURE REVIEW

2.1 Review on TQM

Various attempts have been made by different researchers to determine which TQM that influence organizational success in different sectors (Ooi, 2014; Mardani, Jusoh, Nor, Soltan, Kish & Kazemi Lari, 2013; Ang, Lee, Tan & Chong, 2011; Phan, Abdallah, & Matsui, 2011; Sit, Ooi, Loke & Han, 2011; Ali, Mahat & Zairi, 2010; Hoang, Igel, & Laosirihongthong, 2010; Zu, Robbins, & Fredendall, 2010).

In a study by Martínez *et al.* (2009), implementation of ISO 9000/1994 and ISO 9001/2000 as representing two different efforts to implement quality management practices are compared in order to evaluate their impact on Spanish industrial companies' performance and the research findings based on the Mean And Covariance Structural (MACS) analyses indicated that ISO 9001/2000 certified company apply TQM at a higher level than ISO 9000/1994 certified companies. Besides that, Phan *et al.* (2011) presented a study on the relationship between quality management practices and competitive performance whereby statistical techniques are employed to distinguish the degree of implementation of eleven quality management practices towards different dimensions of competitive performance between 1990s and 2000s in order to emphasize the stability of Japanese manufacturing companies' quality management.

Zu *et al.* (2010) provided a thorough understanding of the culture-quality management relationship through a comprehensive assessments of the links between different culture types which consist of group culture, developmental culture, rational culture and hierarchical culture towards TQM/six sigma practices in manufacturing plants and subsequently the relationship between four cultural types

and ten TQM/Six Sigma practices were examined via the structural equation modeling technique. Mardani *et al.* (2013) also proposed a study to examine the relationship between organizational culture dimensions and total quality management practices (leadership, customer focus, employee involvement, information and analysis, strategic planning, and process management) but in Iranian Small and Medium-Sized Businesses (ISMBs) using SEM.

Hoang *et al.* (2010) presented a comparative study on the relationship between implementing TQM and organizational characteristics (size, type of industry, type of ownership, and degree of innovation) in Vietnam using analysis through Structural Equation Modeling, t-test and MANOVA and it indicated that industries in Vietnam have applied customer focus and top management commitment at much higher level than others such as information and analysis system, education and training, employee empowerment, and process management. Furthermore, in a study in Malaysia, Ooi (2014) examined the multi-dimensional relationship of TQM and Knowledge Management (KM) in both service and manufacturing firms whereby six key practices of TQM originated from Malcolm Baldrige National Quality Award (MBNQA) and KM elements made up of knowledge acquisition, distribution and application were selected.

Ali *et al.* (2010) investigated the critical success factors of TQM implementation in Malaysian higher education institutes by focusing on human resource based TQM practices (HR-TQM) while Ang *et al.* (2011) examined the effect of TQM practices on customer orientation and learning organization practices in small service industry firms in Malaysia. Results of analysis demonstrated that process management and information analysis have a positive role on customer orientation while other three practices which are human resource management, customer focus and process management have a strong positive correlation with learning organization. Sit *et al.* (2011) conducted a study on Malaysia commercial bank industry aimed to analyze the relationship between TQM and service quality and their analysis indicated that human resource management as the most critical factor in raising the service quality level in Malaysian commercial bank.

Majority TQM studies are from large scale of diversify industries such as manufacturing, industrial companies, higher education institutes, banking, small and medium enterprises. However, studies that focus on hospitality industries are scarce.

2.2 Review on MCDM

MCDM approach has made a great contribution and provided practical tools for solving problems of multiple criteria and/or alternatives in decision making

environment (Abbas, Ahmad, Mahdi & Mansooreh, 2015; Horng, Liu, Chou, Yin & Tsai, 2013; Chen, Hsu & Tzeng, 2011). It is not only able to consider multiple criteria at the same time but also to assist the decision-maker to estimate the best case by sorting cases regarding the characteristics or criteria from limited available cases (Tzeng & Huang, 2011). It is adopted to solve the dependence and feedback problems, while establishing a performance evaluation and relationship model (Chen *et al.*, 2011).

This technique has been successfully implemented and applied for numerous purposes such as evaluating e-learning effectiveness (Tzeng, Chiang & Li, 2007), developing the competencies of global managers (Wu and Lee, 2007), enabling socially responsible investment (Tsai, Chou & Hsu, 2009), and assisted with cost evaluation in hotel industry (Tsai, Hsu, Chen, Lin & Chen, 2010).

Additionally, numerous academicians have employed MCDM and fuzzy method for investigation of their studies in hotel and hospitality industry to evaluate important attributes of the tourism and gourmet business environment in Taiwan (Horng *et al.*, 2013). However, there is scarce research on hospitality and hotels' TQM evaluation using MCDM techniques. Besides, there is a study conducted by Abbas *et al.* (2015) using two fuzzy methods to determine Critical Success Factors (CSFs) in Iranian Small and Medium Enterprises (SME's) hotels firms.

3 REVIEW FINDINGS

As vividly shown in Table 1, this study reviewed a total of 120 papers established from 2008 to 2016 March extracted from online databases such as Science Direct, Springer, Emerald, Wiley, Proquest as well as Taylor & Francis. Among the TQM review, majority of them are carried out in manufacturing industries (Changiz & Shervin, 2015; Philipp *et al.*,

2012; Arawati *et al.*, 2011), industrial companies (Richard, Bella, Baiyin, Chi-Min & Yu-Ming, 2011), e-government (Huai, 2012), banking industry (Zahra, Alireza & Mohammad, 2014), food companies (Evangelos, Fotis & Dimitrios, 2014; Hayati & Khairul, 2014), pharmaceutical firms (Gholamhossein, Jamal, Hamid & Sajjad, 2016) and is being scarce conducted in hospitality industries which is about 14.17% from total 120 papers.

Likewise, reviews about TQM and hotel industry are limited as well whereby most of them determined the relationship between TQM and hotel performance (Wang, Chen & Chen, 2012; Juan, Enrique, Jorge & Jose, 2010), TQM and competitive advantage (Jose, Juan, Jorge, Maria & Eva, 2015), hard and soft TQM towards innovation performance (Zeng, Phan & Matsui, 2015) as well as TQM and hotel labor productivity (Carlos, Cristina & Macarena, 2014). Meanwhile, some of the authors conducted studies by solely incorporating leadership towards employee creativity in Taiwan international tourist hotels (Wang, Tsai & Tsai, 2014) and towards service performance in Taiwan hotel workplace (Wu & Chen, 2015).

On behalf of assessing and evaluating TQM in hotel industry, to date, there is only one study conducted by Abbas *et al.* (2015) using two fuzzy methods to determine Critical Success Factors (CSFs) in Iranian SME's hotels. Meantime, there is no known studies that employs MCDM to assess and evaluate TQM in hotel industry which gives opportunities for the authors to further explore and investigate this approach within Malaysia hotel settings.

4 RESEARCH METHODOLOGY

In this paper, there will be a combined process of Business Research Methodology (BRM) and MCDM. As shown in Fig. 1, Step 1: There will be an interview session conducted among Management

Table 1. Overview of TQM and related studies from 2008–2016 March.

Year	TQM review	TQM & hospitality review	TQM & hotel industry review	Assessing and evaluating TQM in hotel industry	Assessing and evaluating TQM in hotel industry using MCDM
2008	18	2	1	–	–
2009	10	2	1	–	–
2010	12	1	1	–	–
2011	16	–	–	–	–
2012	13	1	1	–	–
2013	17	1	1	–	–
2014	15	4	2	–	–
2015	11	6	4	1	–
2016/March	8	–	–	–	–
Total	120	17	11	1	0

Representatives (MR) or hotel top management to determine the Quality Management (QM) main criteria and sub-criteria. **Step 2:** Grey Relational Analysis (GRA) as a ranking method is employed in order to reduce several criteria and select the key factors from the total criteria affecting hotel industries' success. **Step 3:** DEMATEL method is used to uncover the relationship among the main criteria (main factors) and sub-criteria (sub-factors) and to determine the inter-dependencies and feedback among them. It is noted that in uncovering the relationships using this approach is vital to find the weights of elements in the research model appropriately. Therefore, DEMATEL is selected in this step as it is more suitable for real-world applications in MCDM situation compared to the traditional methods in analyzing the inter-dependencies among the components of a network (Hung, Chou & Tzeng, 2011). **Step 4:** DEMATEL and ANP methods are integrated to construct DEMATEL-based ANP (D-ANP) to calculate the importance level as well as weights for all main criteria and sub-criteria in the analytical structure model. Furthermore, significance can

be calculated, i.e., relative weight of observed main criteria and sub criteria in the model by an integrated implementation of DEMATEL and ANP methods. **Step 5:** TQM best practices for Malaysia hotel industry success can be determined. **Step 6:** Quantitative method using questionnaire is employed in order to further determine the validity, reliability and significance of the constructs. Figure 1 shows the process of Business Research Methodology (BRM) and MCDM:

5 CONCLUSION

This systematic review process gives opportunities for the authors to fill the previous research gaps by employing MCDM approach to assess and evaluate TQM within Malaysia hotel industries. The present paper proposes a novel approach that combines GRA, DEMATEL and ANP in order to determine and rank the TQM best practices for Malaysia hotel industry by determining the inter-dependencies strength and relative importance of TQM factors. Overall, this study is believed to contribute methodologically not only by identifying TQM main criteria and sub-criteria but also in terms of selection and evaluation of TQM using MCDM within the hotel settings. Additionally, this study also attempts to further determine the validity, reliability and significance of the constructs using questionnaire which can acquire distinct and comprehensive respond on the extent of quality management practices in Malaysia hotel industry.

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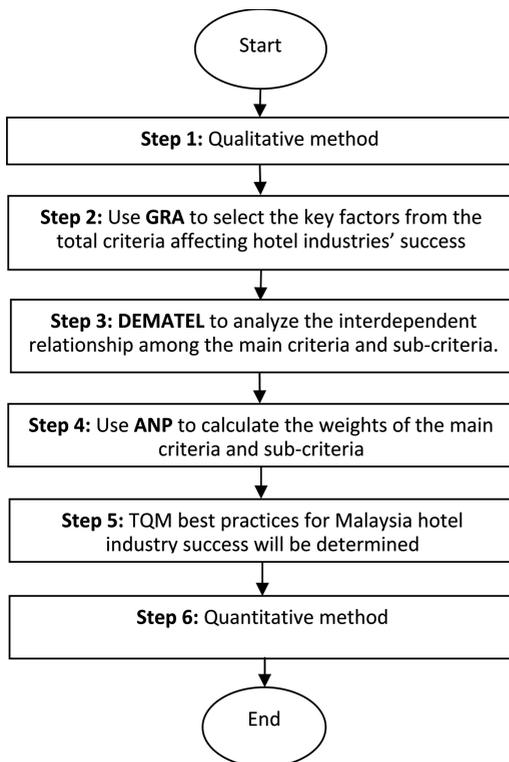


Figure 1. Proposed integrated model combining BRM and MCDM.

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Unlocking tourist shopping preferences on souvenir attributes

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ABSTRACT: Shopping for souvenirs is the most common tourist activity during vacation. Tourists easily spend money for buying souvenirs for friends, family, or themselves. The aim of this study is to understand tourists' preferences on souvenir attributes. Tourists from different groups of Indonesian, Asian, and non-Asian were investigated to achieve the study's aim. This study adapts souvenir attributes scale developed in previous studies. Questionnaires were distributed to international and domestic tourists who shop for souvenirs in Bandung and Yogyakarta, Indonesia. The data analysis involves 604 samples used. The result of multivariate analysis of variances (MANOVA) shows that attractiveness of souvenir attributes is perceived differently among tourists across groups of Indonesian, Asian, and non-Asian; while authenticity of souvenirs is perceived similarly.

Keywords: shopping, souvenirs, attributes, preferences, cross tourists groups

1 INTRODUCTION

Shopping for souvenirs has been an important part of tourist holiday experience. As long as tourism is concerned, souvenirs will continue as an essential element of tourist travel experience (Swanson & Timothy 2012). Tourists allocate considerable amount of money to purchase souvenirs. For example, up to 61 per cent of Chinese and Taiwanese tourists total travel budget is dedicated to shopping, while between 30 and 37 per cent of American, European, or Australian tourists travel budget are used on this (Timothy 2005). This percentage may contribute significantly to local economic developments. This positive economic contribution makes some Asian countries positioning themselves as shopping and holiday destinations, including Indonesia (Meng & Xu 2012).

Indonesian souvenirs are generally produced by craft souvenirs small industries. They mostly are home industries scattered across the country and involving large numbers of people. These industries have existed for decades as craftspeople inherited jobs from their ancestors (Zulaikha & Brereton 2011). Some Indonesian souvenirs have been recognized well internationally, for example; batik, kainikat, woodcarving, rattan crafts, and handicrafts. UNESCO has awarded Batik and other three Indonesian cultural arts a standing as Masterpieces of Oral and Intangible Cultural Heritage of Humanity (UNESCO 2015). Previous studies reveal that batik and kainikat can attract a distinct group of tourists to visit some destinations in Indonesia because of its uniqueness and distinct

production technique (Timothy 2005; Hitchcock & Teague 2000). This shows that Indonesian souvenirs are important for tourism. Providing tourism with souvenirs that have been given a status by UNESCO, this means preserving Indonesian intangible cultural heritage. Thus, examining tourists' preferences in relation to their souvenir attributes will be valuable for the Indonesian souvenir industry. However, studies to reveal tourists' preference on the Indonesian souvenirs attributes has not been fully carried out.

Previous studies show that souvenir attributes considered as one influential factor of tourists decision on consuming souvenirs (Swanson & Horridge 2006; Shanka et al. 2008), as it influences tourist satisfaction (Turner & Reisinger 2001). A study by Swanson and Horridge (2004) found that a tourist shopping satisfaction was influenced by attributes of the products she/he purchased. Shanka et al. (2008) claimed that four most important souvenir attributes considered by tourists when purchasing souvenirs were portability, fragility, authenticity and attractive design. The important of attribute is also underlined in Fishbein's model suggesting that a person's attitude to an object is the summed set of beliefs that a particular product holds certain attributes weighted by the evaluation of those product attributes. Initial study in this area was introduced by Graburn (1989) who identified tourists preferred souvenir attributes including: easily portable, relatively inexpensive, understandable, cleanable, and usable upon returning home. A study by Turner and Reisinger (2001) found that value (range and quality), product display characteristics

(color, display, packaging and size) and uniqueness were important souvenir attributes considered by tourists when purchase a souvenir. Kim and Littrell (1999) identify three product attributes in their study: aesthetics, uniqueness, and portability, which found to be the critical considerations of tourist judgments affecting buying behavior. This discussion provides insight that attributes of a souvenir product affect purchase decision and it leads to customer satisfaction.

Considering the importance of understanding tourists shopping preference on souvenir attributes, researchers have given attention to this issue. Most of the studies in this area focus on souvenir attributes relate to motivation, tourists purpose of visit and demographic variables such as gender and income. Lack attention has been given to disclose the difference of the Indonesian souvenir attributes selection across tourists from difference backgrounds. This issue is considered important as tourists across groups have different preferences toward souvenir products (Park & Reisinger 2009; Rosenbaum & Spears 2005; Timothy 2005). Understanding this issue will help Indonesian souvenir industry to develop effective marketing strategy targeted to different groups of tourists. Therefore, the aim of this study was to identify tourists' preference on souvenir attributes. Tourists from different cultural groups were investigated to achieve this study's aim.

2 METHOD

The questionnaire was distributed among domestic and international tourists who completed shopping at souvenir markets in the city of Bandung and Yogyakarta. These two cities are known as creative cities in Indonesia and as shopping and tourism destinations. The questionnaire was pretested prior to collect the data to see its validity and reliability and to ensure that there was no bias regarding its questions and instructions. The scales used in the questionnaire were developed based on the previous studies on souvenirs purchase behaviors and preferences conducted by Wilkins (2011), Swanson and Horridge (2004), Shanka et al. (2008), Turner and Reisinger (2001) and Littrell et al. (1994). The souvenir attributes scale consists of 12 items. The scale used a 7-point Likert-type scale ranging from strongly disagree (1) to strongly agree (7). The scale offers maximum response separation (Neuman 2003). A convenience sampling technique was used in this study. The respondents were chosen from domestic and international tourists who are willing to participate in the survey and aged 18 years old and above. A total of 662 respondents were generated from the data collection in which 604 were

valid for the data analysis. A multivariate analysis of variance (MANOVA) was used to see the different in souvenir attributes preferences among tourists across groups of Indonesian, Asian and Non-Asian.

3 RESULTS AND DISCUSSION

3.1 *The respondents' profile*

A profile of the respondents (N = 604) showed that 49.83% were domestic tourists and 50.17% were international tourists. Of the 303 international tourists, 49% were from Asian countries and 51% were from non-Asian countries. The Asian countries in this study covering 16 countries and non-Asian countries comprising 22 countries. Among respondents, 48.8% are females and 51.2% are males, while the largest percentage of respondents aged between 48 and 66 years old (21%). A high proportion of respondents (36.80%) possessed a high school qualification and 35.8% hold bachelor degree. In regard to occupation, 30.6% are professionals, followed by business owner (26.3%) and students (18.2%). Low-income earners represent the largest income group (21.5%).

3.2 *Factor analysis of souvenir attributes*

The souvenir attributes consisted of 12 items which were expected to be interrelated. However, discussing each item was not reasonable; reducing the number of items by finding common factors was more realistic. Thus, a series of principal component analysis with Varimax rotation were performed to identify the underlying dimensions of souvenir attributes. The assumption of factorability was supported by Bartlett's test of sphericity showing that the overall correlation matrix was significant at $p = 0.000$. The KMO Measure of Sampling Adequacy was at 0.849. This measure is above the acceptable value of 0.60 (Tabachnick & Fidell 2013), thus the tests indicate that the factor analysis was appropriate. The results of factor analysis are shown in the [Table 1](#).

Two factor solutions were generated from the factor analysis, with total variance explained at 56.35%. The first factor, labeled authenticity, consists of five variables and explains 44.85% of the variance with Cronbach's alpha at 0.782. Authenticity attribute factors comprising reflect cultural values, authentic, high quality, inexpensive and innovative. Authenticity is an important attribute of souvenirs for tourists. Previous study by Tosun et al. (2007) found that the authenticity of the product was the first factor considered by tourists looking for souvenirs. Similarly, a study by Goeldner and Ritchie (2009) also reported that

Table 1. The result of factor analysis.

Factors and indicators	Factor loadings	
	1	2
Authenticity		
Reflect cultural values	0.784	
Authentic	0.695	
High quality	0.692	
Inexpensive	0.650	
Innovative	0.641	
Attractiveness		
Mark of place		0.787
Attractive color		0.726
Attractive design		0.716
Easy to care for		0.704
Eigenvalue	3.892	1.013
Variance explained%	44.854	11.499
Cronbach's alpha (α)	0.782	0.774

the most important factor in tourist shopping is the authenticity of souvenir products. Souvenirs' authenticity in this study consists of reflection of cultural values, high quality of souvenir products and innovativeness.

The second factor identified was labeled attractiveness, which comprises four variables and explains 11.44% of the variance with Cronbach's alpha at 0.774. The four attractiveness attributes are: mark of the place, attractive color, attractive design and easy to care for. The attractiveness of souvenirs is important to induce tourists to buy, in addition to the authenticity of souvenirs. This finding supports the argument echoed by Swanson & Horridge (2004) and Swanson (2004) that attractiveness is one important attribute that influences tourists' evaluations in buying souvenirs. The attractiveness is not limited to the attribute of the souvenirs themselves, but includes how retailers put the souvenirs on display, as noted by Goeldner and Ritchie (2009) who advocated that tourists were more willing to spend money on souvenirs or special gifts if displays were of high quality, imaginative, and attractive.

3.3 Multivariate analysis of variances (MANOVA)

A MANOVA was used to identify the differences in souvenir attributes preferences between cultural groups. The multivariate test for homogeneity of variance-covariance of the dependent variables was detected by performing Box's M Test of Equality of Covariance Matrices. The Levene's Test was conducted to examine the homogeneity of error variances on each independent variable across each dependent variable. The significance of the multivariate F was examined by Wilk's Lambda test,

to determine the overall effect of an independent variable on the dependent variables (Tabachnick and Fidell, 2013).

The Box's M Test shows a value at $p = 0.010$ and the Levene's Test shows a value of $p = 0.010$ for authenticity and $p = 0.009$ for attractiveness. A MANOVA was performed based on the Tukey HSD post-hoc tests to identify the significant differences among cultural groups. The results presented in Table 2 indicate that statistically significant differences occurred across cultural groups in relation to authenticity and attractiveness, indicated by Wilks' lambda = 0.946; F value = 8.516; and $p = 0.000$.

The post-hoc comparisons using the Tukey HSD test, as illustrated in Table 3, reveal significant differences across tourist groups in relation to attractiveness, while there is no difference across groups in relation to authenticity.

In connection to the attractiveness factors, the non-Asian tourists statistically significantly differed from the Indonesian and the Asian tourist group respectively ($p < 0.000$, mean difference = 0.396 on the 7-point scale and $p < 0.001$, mean difference = 0.307). There were no differences between the Asian and the Indonesian tourists with respect to attractiveness. This finding implies that tourists across groups have no differences in perceiving the authenticity of the souvenirs in Indonesian

Table 2. The result of MANOVA.

Ind. variable	Dependent variable	Sum of squares	Mean square	F	Sig.
Cultural Groups	Authenticity	2.229	1.115	1.819	0.163
	Attractiveness	16.455	8.227	12.329	0.000

Table 3. The results of Tukey HSD Post-hoc Test.

Dep. variable	Tourist Groups (I)	Mean	Tourist Groups (J)	Mean Diff. (I-J)	Sig.
Authenticity	Indonesian	5.71	Asian	0.141	0.074
			Non-Asian	0.094	0.222
	Asian	5.57	Indonesian	-0.141	0.074
			Non-Asian	-0.047	0.603
	Non-Asian	5.61	Indonesian	-0.094	0.222
			Asian	0.047	0.603
Attractiveness	Indonesian	5.73	Asian	0.089	0.281
			Non-Asian	0.396	0.000*
	Asian	5.54	Indonesian	-0.089	0.281
			Non-Asian	0.307	0.001*
	Non-Asian	5.33	Indonesian	-0.396	0.000*
			Asian	-0.307	0.001*

* Note: significant at $p < 0.05$.

markets, while tourists' perceptions differ in relation to souvenir attractiveness. This might explain the fact that authenticity is an important souvenir attribute sought by customers, while attractiveness attributes are more personal.

The findings for souvenir authenticity support a study conducted by Tosun et al. (2007), which found that the authenticity of the product was the first factor considered by tourists looking for souvenirs. Goeldner and Ritchie (2009) also contended that the most vital aspect in tourist shopping is the authenticity of souvenirs. The findings also show that attractiveness was the second most important factor in tourist purchasing decisions when buying souvenirs. Swanson and Horridge (2004) maintained that authenticity together with portability and fragility were also main attributes affecting souvenir purchasing decisions.

In summary, the findings indicate that souvenir shopping tourists across groups differ in souvenir attributes preferences. The souvenir attributes, which are statistically significantly different, were found in the attractiveness attributes while no differences found in the authenticity attributes.

4 CONCLUSION

This study concludes that tourists across groups have different preferences on the attribute of Indonesian souvenirs. Two souvenir attributes were found to be important: attractiveness and authenticity. Tourists across groups of Indonesia, Asian and non-Asian have different perceptions on the attractiveness features. However, they have similar perception toward the authenticity of souvenirs attributes. The practical implications of this study is that Indonesian souvenir industries should sustain its souvenirs authenticity by creating authentic Indonesian souvenirs that reflect Indonesian cultural values, high quality and innovative. Secondly, Indonesian souvenirs Industries should create more variety of souvenirs with respect to its attractive color and design that can attract wider tourists from different cultural groups and nationalities. Souvenirs with attributes of attractive Indonesian places and easy to care may also attract more tourists. Future research may investigate souvenir shopping tourism relate to product authenticity and attractiveness.

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The underlying factors affecting consumers' behavioral intentions in foodservice business in Surabaya, Indonesia

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ABSTRACT: Food service business in Surabaya has experienced a significant growth. As such, it is essential for the management to take into account factors that influence consumers' behavioral intentions. The overarching aim of this study was to investigate the effect of three major dining experience aspects, namely food quality, service quality, and physical dining environment on consumer perceived value and behavioral intentions. In total, 3096 samples were approached at 25 restaurants and cafes to participate in the questionnaire-based survey. The result showed that the quality of food was found to be the major antecedent that significantly influenced consumer perceived value when they went dining-out at the restaurants and cafes. Further, consumer perceived value was proven to have a positive significant effect on consumers' behavioral intentions.

Keywords: food quality, service quality, physical dining environment, behavioral intentions, restaurants

1 INTRODUCTION

As lifestyles change, we are witnessing the increasing number of dining out activities. Consumers see eating out is not only to fulfill basic physiological need, but also to build social relationship and satisfy self-esteem needs such as enjoyment and pleasure representing a modern lifestyle. Restaurants, cafes, and other foodservice establishments have become favorite places for consumers to do both social and business activities.

Surabaya as the second largest city in Indonesia has strengthened its position as the centre of business and commerce after the capital city, Jakarta. In 2014, the data of the Bureau of Statistics of Indonesia indicated that with the growth of 6.14%, foodservicesub-sector had contributed 12,96% to the total Gross Domestic Regional Product (GDRP) of Surabaya (BPS, 2015). In terms of the number of foodservice establishments, data of the Association of Restaurant and Cafe Business Operators (APKRINDO) has recorded that in Surabaya in 2014, there were 500–600 restaurants and faces operated targeting medium upscale segments and about 2000 foodservice business operators that focused on catering to medium lower market (Jati, 2015).

Given those facts, consumers are benefited as they have more dining place alternatives to choose for eating-out, thus, giving consumers more bargaining power. On the other hand, the increasing number of foodservice establishments has inevitably

created more intense competition among business players in the industry. In response to the higher competition pressure and the dynamic market preferences, each foodservice business operators must find ways to attract new and retain existing customers. The provision of good food quality that is combined with excellent quality of service, delivered at a nice physical dining environment has become more important than before. The success of foodservice business will depend on the ability of management to provide a great dining experience whose value is positively perceived by consumers, which in turn, would make them become loyal to the company.

Having said that, an understanding of what aspects of dining experience that determine consumer perceived value and behavioral intentions becomes crucial. In the context of foodservice industry in Surabaya, to the author's knowledge, very few studies conducted to discover how perceived value along with the aforementioned three dining experience factors affect consumers' behavioral intention to revisit the same foodservice outlet in Surabaya. On that basis, the purpose of this study therefore was to investigate the influence of food quality, service quality, and physical dining environment on behavioral intentions throughout the mediating effect of consumer perceived value. The result of this study was intended to give a clearer understanding of the factors influencing the consumers in choosing food service business such as restaurants and cafes. This will be very

much beneficial for the management or owners to develop the most effective marketing and operational strategies for improving their products and services to the consumers.

2 LITERATURE REVIEW

Numerous consumer behavior studies in foodservice business context have predominantly focused on three major aspects, namely: the quality of food, the quality of service, and the physical dining environment (Ryu and Han, 2010, Ryu et al., 2012).

Food quality has been widely recognized as a basic element of the overall dining experience. The literature has shown a broad range of attributes measuring food quality. These vary from food presentation or appearance, taste, food health-related characteristics, food quantity and variety (Ha and Jang, 2010, Jang et al., 2009, Namkung and Jang, 2007, Ryu and Han, 2010). Extensive research has been devoted to examining the relationship between food quality and consumer behavior constructs such as satisfaction, behavioral intention, and loyalty. Many researchers have revealed that the quality of food is a significant predictor of behavioral intention (Ha and Jang, 2010, Haghghi et al., 2012, Ryu and Han, 2010, Namkung and Jang, 2007, Sulek and Hensley, 2004). Based on the above discussion, the following hypothesis was proposed:

Hypothesis 1: Food quality has a positive significant influence on consumer perceived value.

In addition to food quality, service quality also appears to be the major element in influencing the overall dining experiences. Service quality is more about measuring the subjective perceptions of customers. Zeithaml and Bitner (2002) defined service quality as ‘the customer’s judgment of the overall excellence or superiority of the service’. Parasuraman et al. (1988) developed a “Service Quality” (SERVQUAL) instrument to measure service quality that comprises five dimensions: reliability, responsiveness, empathy, assurance, and tangibles. Since then, various researchers have developed a measurement scale of service quality in the context of food service. Stevens et al.’s (1995) ‘Dining Service’ (DINESERV) models the most commonly adopted to examine customer perceptions of restaurant service quality (Markovic et al., 2010). The first element of DINESERV is tangibles, which relates to a restaurant’s physical design. Reliability involves the freshness and temperature of the food, accurate billing, and receiving the food that has been ordered. Next is responsiveness, which refers to staff assistance with the menu or wine list or appropriate and prompt responses

to customer needs and requests. Assurance is the fourth element of DINESERV, which is described as the ability of restaurant staff to build customer trust, ensuring them that the food is safe and that good service will be provided. Finally, empathy refers to an ability to provide personalized attention to customers by anticipating special requirements or by being sympathetic towards customer problems. Service quality is viewed as key predictor of satisfaction which lead to consumers’ behavioral intentions (Chow et al., 2007, Keith and Simmers, 2011). The foregoing discussion has led the following hypothesis:

Hypothesis 2: Service quality has a positive significant influence on consumer perceived value.

Following the discussions of food quality and service quality factors, the contribution of physical dining environment to affect dining experience has been recognized by researchers (Sulek and Hensley, 2004, Wall and Berry, 2007, Ha and Jang, 2010). Bitner (1992), who prefers to use the term *servicescapes* than physical environment, describes three dimensions, which represent servicescapes: ambient conditions; spatial layout and functionality; and signs, symbols, and artifacts. Ryu and Jang (2008) later on, adopted Bitner’s (1992) SERVICE-SCAPES model, develop their own DINESCAPE model. This incorporates six dimensions of the physical dining environment: aesthetics; lighting; ambience; layout; dining equipment; and service employees. Physical dining environment focuses on the important role of tangible quality on overall perceptions of restaurant quality and behavioural intentions (Raajpoot, 2002). The foregoing discussion supports the important role of physical environment in providing comfort and satisfaction to diners, and the consequent effect on behavioural intentions (Ryu and Han, 2010, Ryu and Jang, 2008). Based on the preceding review, the following hypothesis was deduced:

Hypothesis 3: Physical dining environment has a positive significant influence on consumer perceived value.

Moreover, review of literature has shown that the analysis of the association between consumer perceived value and intended future behaviors has revealed that perceived value often emerges as a reflection of customer satisfaction as well as an antecedent and a key determinant of future behavioral intentions (Cronin et al., 2000, Bajs, 2015). However, in foodservice context, not too many studies have been devoted to meticulously examining the relationships amongst consumers perceived value and food quality, service quality, and physical dining environment. Likewise, few research has been conducted to examine the effect of perceived

value on consumers' behavioural intentions (Ryu and Han, 2010). Positive perceived value is an indication of satisfaction, which in turn, lead to positive behavioural intentions such as brand attitude, WOM, and repeat purchases (Cronin et al., 2000). Having said this, the following hypothesis is formulated:

Hypothesis 4: Consumer perceived value has a positive significant influence on behavioural intentions.

The aforementioned review on literature has directed to the development of the proposed conceptual model as shown in Figure 1 that portrays the relationships amongst the examined concepts.

3 METHOD

3.1 Survey instrument and sample

During a four-month period between June and October 2015, the data were collected through self-administered questionnaire-based survey to restaurant and café patrons in Surabaya. The sampling process was one of convenience.

A review of relevant literature was contributed to the development of the items of the instruments. The questionnaire was divided into four parts. Part 1 sought information about participant demographics such as gender, age, and average monthly income. Part 2 contained questions related to basic eating out behaviour namely: frequency of dine-out in a month, dining companion, and average money spent. In Part 3, the participants were requested to weigh dining attributes related to quality of food, quality of service, physical dining environment and perceived value on a five-point Likert scale ranged from 'strongly disagree' (1) to 'strongly agree' (5). The last part of the questionnaire elicited participants' behavioural intentions.

3.2 Preliminary data analysis

A total of 5000 questionnaires distributed in 25 restaurants and cafes in Surabaya, providing an

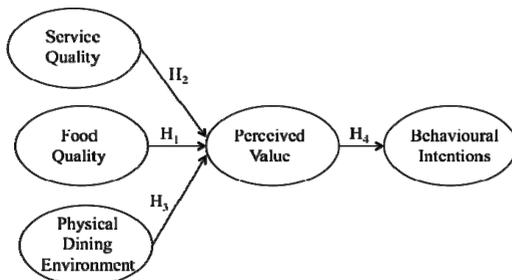


Figure 1. Conceptual model.

equal number of participants approached by the surveyors in every selected restaurant and cafe. There were 3106 questionnaires returned generating a response rate of 62.12%. Prior to data analysis employing the above-mentioned statistical techniques, data-cleaning process was accomplished to test the normality and possible outliers. Ten questionnaires were dropped, leaving a total of 3096 usable questionnaires ready for further data analysis.

The study employed descriptive statistics to describe the participants' profiles meanwhile Partial Least Square (PLS) path modeling was applied to test the proposed research hypotheses.

4 RESULTS AND DISCUSSION

4.1 Profile of participants

Among the 3096 participants, 51% were women and 49% were men. The majority of the participants were between 20 and 40 years old (72.2%). Two major groups of university students and employees were dominating at about 70% of total participants. More than 40% of total participants had monthly income of between IDR 2–10 million.

In terms of the participants' dine-out patronage characteristics, the majority of participants went out for dining 3–4 times per week (42.6%), together with friends and family (77.3%), and spent between IDR 100,000 to 299,999 per visit (36.9%).

4.2 Measurement model

In order to assess the research model and test the proposed hypotheses, PLS path analysis was employed. The result of the construct validity testing, as seen from the values of convergent validity and discriminant validity in Figure 2, showed that the validity and reliability levels of the observable variables were good, that is had loading values above the cut-off value of 0.50. This means all the empirical indicators were a valid reflector of the examined latent variables, respectively.

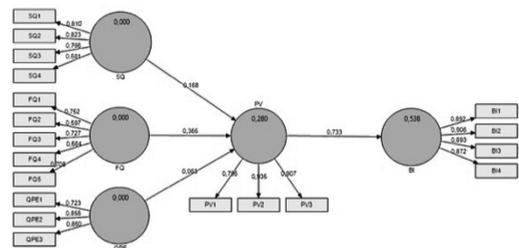


Figure 2. Path diagram of the research model.

Table 1 exhibits the *composite reliability* of five latent variables. It shows that all had the score above the cut-off value of 0.70 (reliable).

The result of R-square Model is presented in Table 2. *Goodness of fit* in PLS can be seen from the Q² value. The value of Q² has the same meaning with the determination coefficient (*R-square/R²*) in regression analysis. The higher the R², the more fit the model with the data. From the R² values, the Q2 value can be calculated as follow: $Q^2 = 1 - [(1 - 0.537^2) \times (1 - 0.279^2)] = 0.842 = 84.2\%$.

Moreover, the subsequent path analysis revealed the result of the *inner weights*. Table 3 shows that the relationship among the variables was positive (original sample estimate). From the result of the t-statistics, it appeared that there were two kinds of relationships which were not significant, meaning that the values were less than the cut-off value of 1.96. These were: 1) the relationship between Quality of Physical dining Environment (QPE) and Perceived Value (PV) which obtained a value of 0.547596; and 2) the association between quality of service (SQ) and Perceived Value (PV) which gained a value of 1.458612.

4.3 Discussions

The findings of this study has offered useful information for food service business operators in Surabaya that food quality, service quality, and physical dining

environment appeared to be positively influence consumer perception towards the value of dining at restaurants and cafes. That is, the better the quality of the food, the service delivered, and the dining environment, the higher the values of dining being perceived by the participants. However, amongst those three factors, food quality was found to be the only antecedent significantly affecting consumer perceived value. On this basis, H₁ was accepted while H₂ and H₃ were then rejected.

Theoretically, the association between service quality and consumer perceived value, as well as quality of physical environment and consumer perceived value should be positive and significant. However, with respect to this study context, it is important to note that the results could be implied in such a way that, when Surabaya's consumers dine-out, they tend to be emphasizing more on the quality of food above the quality of service and physical environment. This means that, no matter how the foodservice providers try to offer the best service and attractive physical dining environment to persuade the consumers, they will fail anyway if they do not provide the best quality of food. The consumers in general will evaluate the quality of food as the first priority besides the quality of service and the physical environment. This is very much relevant in that the primary product of foodservice business is the food itself. For instance, the findings showed that three items of food quality factors namely: taste of the food (FQ1); freshness of the ingredients including the meat, fish, vegetables, fruit, and garnish (FQ3); and the food presentation (FQ5), were the most dominant items reflecting how the participants valued the quality of the food. Therefore, these three items should become the main concern for the business providers in presenting the food since they will determine the quality of the food perceived by the consumers. This fact is supported by Sulek and Hensley (2004) who also found that compared to physical environment and service quality aspects, the quality of food is the most important element in shaping consumer perception towards a restaurant. Further, perceived value was proven to have a positive significant effect on consumer behavioral intentions. As such, H₄ was accepted. This means, the more

Table 1. Composite reliability of latent variables.

BI (Behavioural Intentions)	0,938910
FQ (Food Quality)	0,804146
PV (Perceived Values)	0,912240
QPE (Physical Environment)	0,852248
SQ (Service Quality)	0,860502

Table 2. The R Square result.

BI (Behavioural Intentions)	0,537
FQ (Food Quality)	-
PV (Perceived Values)	0,279
QPE (Physical Environment)	-
SQ (Service Quality)	-

Table 3. Inner weight result.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Standard error (STERR)	T Statistics (O/STERR)
FQ → PV	0,364762	0,366028	0,130805	0,130805	2,788600
PV → BI	0,733357	0,735923	0,048989	0,048989	14,969729
QPE → PV	0,062896	0,075315	0,114858	0,114858	0,547596
SQ → PV	0,168155	0,176634	0,115284	0,115284	1,458612

positive the participants perceived the values of their dining, the participants would more incline to revisit and to give referral about the restaurants or cafes to the others.

5 CONCLUSION

This study has assessed the role of each dining experience aspects and its effect on consumer perceived value and behavioural intentions. Consistent with previous studies, compared to quality of service and physical dining environment aspects, food quality appeared to significantly contribute to how the participants perceived the value of their dining. Further, consumer perceived value itself was found to have a positive and significant influence on behavioural intentions.

Understanding dining-related behaviour is key success for foodservice business operators to win their customers. This study has contributed to provide insights for the foodservice business players in offering the right product mix for the consumers. The findings revealed have also shed light on how the business players should focus on delivering the best value for consumers. That is, emphasising only on the physical aspects of the restaurants and cafes can be misleading. It is undoubtedly that some foodservice business players assume that in order to attract more consumers, they focus on designing attractive physical dining environment. In fact, this is not always true as emerged from this study, the quality of food was a key determinant in affecting consumer perception towards the best value of dining, far more significant than the role of physical dining environment and even the quality of the service personnel.

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Corporate Social Responsibility (CSR) towards employee loyalty in hotel industry: A case study in Harris Hotel Tebet, Jakarta

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ABSTRACT: The purpose of this paper is to determine the influence of Corporate Social Responsibility (CSR) on employee loyalty. This paper use quantitative approach with hypothesis test. Respondents are hotel employees. A survey was conducted among 110 employees in Harris Hotel Tebet, Jakarta. Primary data collected by a survey containing close structure questionnaire in optional answer with Likert scale. The data were analyzed by using correlation and multiple regressions with three independent variables (CSR economic, CSR environment, CSR social) and one dependent variable (employee loyalty). The result shows there is a significant value between CSR and employee loyalty in Harris Hotel Tebet. Thus by improving CSR program, hotel will be able to enhance employee loyalty, with the consideration that CSR economic has the most influence, followed by CSR environment, and CSR social as the least one.

Keywords: hotel CSR, employee loyalty, hotel industry

1 INTRODUCTION

1.1 Background

Corporate Social Responsibility (CSR) and employee engagement are two of the most discussed issues in the business world today (Gross, 2010). Company's reputation as a responsible corporate citizen and its involvement in CSR activities is one of the main factors that stimulate employee engagement (CSR Europe, 2010). Krisztina (2013) believe that modern organizations should not underestimate the importance of CSR. Kotler and Lee (2005) defined CSR as a commitment to improve community well-being through discretionary business practices and contributions of corporate resources. The role of CSR on employees is becoming more present in the business world, companies might attract, retain the best work force (Bhattacharya et al., 2008). A previous study identifies that CSR practices perceived by employees are positively related to employee commitment (Brammer et al., 2007). CSR activities can improve the relation with internal stakeholders and can increase the loyalty of a firm's employees (Portney, 2008). Employee perceptions about CSR practices, can affect loyalty (Rego et al., 2010). CSR activities have an impact on current employees' commitment towards their employer (Turker, 2008). It is important to understand that CSR can be used as a human resources management strategy for improving organizational commitment and employee retention (Chiang, 2010).

1.2 Purposes of the study

Therefore, the purpose of this study is to determine the influence of Corporate Social Responsibility (CSR) in economic, environment and social towards employee loyalty in Harris Hotel Tebet, Jakarta. The objectives of the study are to (1) to analyze the influence of CSR economic on employee loyalty, (2) to analyze the influence of CSR environment on employee loyalty, (3) to analyze the influence of CSR social on employee loyalty, (4) to measure employee perception of CSR activities conduct by hotel management, (5) to measure employee loyalty.

2 LITERATURE REVIEW

2.1 Corporate Social Responsibility (CSR)

CSR is a company's activities in order to handle social issues through economic improvement, improvement of quality of life and reduce the impact of its operations on the environment, follow the laws and regulations in force, which in the long term has the advantage for the company and community development (Fajar, 2010). The Organization for Economic Cooperation and Development defined CSR as a business's contribution to sustainable development and that corporate behavior must not only ensure returns to shareholders, wage to employees and products and services to consumers, but they must respond to societal and

environmental concern and value (Kartini, 2009). Kotler (2006) said that every company should consider two things; business ethics and CSR. Business ethics focused on employee behavior. CSR focused on the contribution that can be given to the interests of society. Both are equally important and a number of companies have appointed high-ranking officials who should be responsible for these two functions.

2.2 Corporate social responsibility in economic

According to Tanari (2009), measurement of CSR economic consist of eight indicators; good financial performance, good capital investment, obey to tax payment, no corruption, no conflict of interest, not in the support for corrupt government, respect to individual intellectuality, not giving funding to politician. Due to prohibition from hotel management, this study uses only six indicators instead of eight. These two indicators were excluded; not giving funding to politician and good capital investment. Furthermore, this will become hypothesis study.

H₁; CSR economic significantly influence employee loyalty.

2.3 Corporate social responsibility in environment

According to Tanari (2009), measurement of CSR environment consist of eight indicators; no contamination, no contribution to global warming, no contribution to pollution, no water wasting, no energy inefficiency, no conflict for land ownership, no noise pollution, preserve natural living. Due to prohibition from hotel management, this study uses only five indicators instead of eight. These three indicators were excluded; no contamination, no conflict for land ownership and no noise pollution. Furthermore, this will become hypothesis study.

H₂; CSR environment significantly influence employee loyalty.

2.4 Corporate social responsibility in social

According to Tanari (2009), measurement of CSR economic consist of nine indicators; no children employed, assurance for employee and surrounding society healthcare, give positive impact to society, provide customer protection, respect diversity, respect privacy, do social activities, responsible for outsourcing process, easy access. Due to prohibition from hotel management, this study uses only six indicators instead of eight. These three indicators were excluded; give positive impact to society, responsible for outsourcing process and easy access. Furthermore, this will become hypothesis study.

H₃; CSR social significantly influence employee loyalty.

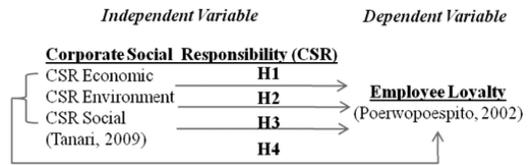


Figure 1. Conceptual framework.

2.5 Employee loyalty

Loyalty is to put the company's interests above personal interests (Poerwopoespito, 2002). Loyalty reflected by the willingness of employees to maintain and defend organizations within and outside the work of irresponsible people (Hasibuan, 2003). Loyalty related to the level of trust is a desire to protect and save face for others. When someone has the loyalty and trust of a thing, then that person is willing to sacrifice and faithful to the things that he believed for (Robbins, 2003).

According Poerwopoespito (2002; 58) loyalty can be described by 10 attitudes; honesty, having a sense of ownership of companies, understand companies' difficulties, working more than what company requested, creating a pleasant atmosphere in the company, do not leaking company secrets, maintain and enhance the corporate image, efficient, do not inflict demonstrations or protests, do not prejudice against the company.

2.6 Corporate social responsibility in economic, environment and social towards employee loyalty

Kotler and Lee (2005), defined 14 benefit of conduct CSR, one of them is increasing the ability to attract, motivate and retain employees. While Lako (2011) defined 7 benefit of CSR, one of them is increasing commitment, work ethic, and efficiency and employee productivity.

H₄; CSR economic, CSR environment and CSR social, all together, significantly influence employee loyalty.

Fig. 1 shows conceptual framework of this study.

3 METHOD

3.1 Respondent and data collection method

Unit analysis is individual whom employee of Harris Hotel Tebet Jakarta. Total hotel employee is 110 people. All population complies as unit analysis of this research. From total 110 questionnaires distributed, of which 97 were returned for a response rate of 88.18%. However, only 86 set of questionnaires or 78.18% were properly completed

and eventually collated for this study. A drop off method was used in distributing the questionnaire. Interview also conducted with Human Resources Manager of Harris Hotel Tebet to gather CSR database.

3.2 Questionnaire design

The questionnaire designed with close questions with optional given answer. Questionnaire consists of seven sections. First sections accumulated demographic details in term of gender, marital status, age, domicile, and length of working. Second sections assessed acknowledgement about CSR in general, consist of four questions. Third section assessed CSR economic that consist of six questions. Fourth section assessed CSR environment that consist of five questions. Fifth section assessed CSR social that consist of six questions. Sixth section assessed employee loyalty that consist of 15 questions. Last section assessed conclusion question and suggestion. All sections used five point Likert scale, where '1' represents the lowest agree and '5' represents strongly agree. A pilot study has been conducted to test validity and reliability.

Another study conducted for All Corrected Item- Total correlation. With all questions valued bigger than r table of 0.212, meaning that all CSR and employee variable are considered as valid.

3.3 Data analysis method

This study consists of three independent variables (CSR economic, CSR environment, CSR social) and one dependent variable (employee loyalty). Data were analyzed with SPSS 17.0. Descriptive statistics, correlation analysis and multiple regression analysis were conducted furthermore, as well as hypothesis testing.

4 RESULTS AND DISCUSSION

4.1 Demographic respondent

A review of respondent's demographic profile reveal that the majority of respondent are male (85%), single marital status (66%), age of 31–40 years old (44%), domicile in Jakarta (66%), and has been working more than five years (40%), as seen in [Table 1](#).

4.2 Correlation analysis

Correlation analysis is used to holistically inspect the overall pattern of relationship between the variables (Skudiene & Auruskeviciene, 2012). Correlation analysis

Table 1. Profile of respondents.

Category	Items	n	%
Gender	Male	73	85
	Female	13	15
Marital status	Single	57	66
	Married	29	34
Age	<21 years old	6	7
	21–25 years old	18	21
	26–30 years old	13	15
	31–40 years old	38	44
Domicile	Jakarta	57	66
	Depok	9	77
	Bogor	7	8
	Bekasi	8	9
	Tangerang	5	6
Length of working	<1 year	10	12
	1–2 year	26	30
	2–3 year	3	9
	3–5 year	8	9
	>5 year	34	40

Table 2. Correlation pearson product moment.

		CSR1	CSR2	CSR3	EL
CSR1	Pearson	1	0.545*	0.635*	0.577*
	Sig (2-tailed)		0.000	0.000	0.000
	N	86	86	86	86
CSR2	Pearson	0.545*	1	0.795*	0.526*
	Sig (2-tailed)	0.000		0.000	0.000
	N	86	86	86	86
CSR3	Pearson	0.635*	0.795*	1	0.502*
	Sig (2-tailed)	0.000	0.000		0.000
	N	86	86	86	86
EL	Pearson	0.577*	0.526*	0.502*	1
	Sig (2-tailed)	0.000	0.000	0.000	
	N	86	86	86	86

**Correlation is significant at the level 0.01 level (2-tailed)CSR1 (CSR economic), CSR2 (CSR environment), CSR3 (CSR social), EL (employee loyalty).

used Pearson Product Moment. [Table 2](#) shows the results where coefficient value of CSR1-EL 0.577, CSR2-EL 0.526, CSR3-EL 0.502, all are in a range of 0.5–0.74 that shows CSR has quite strong correlation with employee loyalty. All value showed ** which reflect that the correlation is significant.

[Table 3](#) shows a model summary in which the value of R Square is 0.397, which means that the effect of the CSR economic (X1), CSR environment (X2) and CSR social (X3), all together, influence employee loyalty (Y) as 39.7%, while 60.3% influenced by other factors beyond the CSR.

Table 3. Model summary for correlation.

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error
1	0.630	0.397	0.375	6.224

4.3 Analysis of CSR economic and employee loyalty

Based on Table 4, F- count (42.026) > F- table (3.95). This means H1 successfully accepted, CSR economic significantly influence employee loyalty. Table 5 shows CSR social regression coefficient is 1.335; meaning if CSR social increased 100% while other independent variables remain constant, then employee loyalty will increase by 13.35% and vice versa. Constant or intercept of 14.405 which means that in the absence of CSR social, the employee loyalty (Y) is achieved by 14.405.

4.4 Analysis of CSR environment and employee loyalty

Based on Table 4, F- count (35.158) > F- table (3.95). This means H2 successfully accepted, CSR environment significantly influence employee loyalty. Table 5 shows CSR environment regression coefficient is 1.631; meaning if CSR environment increased 100% while other independent variables remain constant, then employee loyalty will increase by 16.31% and vice versa. Constant or intercept of 15.859 which means that in the absence of CSR environment, the employee loyalty (Y) is achieved by 15.859.

4.5 Analysis of CSR social and employee loyalty

Based on Table 4, F- count (28.342) > F- table (3.95). This means H3 successfully accepted, CSR social significantly influence employee loyalty. Table 5 shows CSR social regression coefficient is 1.315; meaning if CSR social increased 100% while other independent variables remain constant, then employee loyalty will increase by 13.15% and vice versa. Constant or intercept of 15.561 which means that in the absence of CSR social, the employee loyalty (Y) is achieved by 15.561.

4.6 Multiple regressions analysis

Table 6 shows coefficients for multiple regression analysis, Sig for CSR economic is 0.000 and Sig for CSR environment is 0.038, both are less than Sig 0.05, meaning that CSR economic and CSR environment both significantly influence employee

Table 4. Hypothesis summary F value and T value.

Hypothesis	F-count	F-table	t-count	t-table
H1	42.026	3.95	6.483	1.989
H2	32.158	3.95	5.671	1.989
H3	28.342	3.95	5.324	1.989
H4	17.994	2.72		

Table 5. Summary of regression model analysis.

CSR	Employee loyalty	
	R	Regression
CSR1 (X1)	r: 0.577	Y = 14.405 + 1.335X1
CSR2 (X2)	r: 0.526	Y = 15.859 + 1.631X2
CSR3 (X3)	r: 0.502	Y = 15.561 + 1.315X3
CSR 1,2,3	R: 0.397	Y = 10.983 + 0.956X1 + 0.928X2 + 0.005X3

loyalty. While Sig for CSR social is 0.989 which is more than Sig. 0.05, meaning that CSR social do not significantly influence employee loyalty. The result of multiple regression analysis, as shown in Table 6, indicated the effect of CSR on employee loyalty. It was found that only two CSR, CSR economic and CSR environment, that were positively and significantly influences employee loyalty. CSR economic exerted higher influence compared to CSR environment. Table 5 shows three variables CSR all together contribute positively to employee loyalty, with intercept of 10.983, followed with the largest contributor of CSR economic (0.956), second CSR environment (0.928) and the least contributor is CSR social (0.005). This means if all CSR were absence, employee loyalty is achieved by 10.983.

First section of the questionnaire result can be seen in Table 1 about profile of respondents. Second section of the questionnaire consists of four questions: (1) Do you acknowledge about CSR in general, and the answer are 30% well acknowledge, 51% acknowledge, 14% quite acknowledge, 5% do not acknowledge, (2) Do you acknowledge CSR activities conduct by hotel management, and the answer are 37% well acknowledge, 49% acknowledge, 13% quite acknowledge, 1% do not acknowledge, (3) Do you acknowledge hotel objective in running CSR activities, and the answer are 26% well acknowledge, 56% acknowledge, 17% quite acknowledge, 1% do not acknowledge, (4) Do you acknowledge CSR activities socialization conduct by hotel management, and the answer are 43% well acknowledge, 50% acknowledge, 5 quite acknowledge, 2% do not acknowledge.

Third section of the questionnaire asks respondent perception due to degree of agrees about CSR economic conduct by hotel management. The results

Table 6. Coefficient regression model.

		Coefficients				
		Unstandardized coefficients		Standardized coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.983	2.498		4.397	0.000
	CSR1	0.956	0.258	0.413	3.706	0.000
	CSR2	0.928	0.440	0.299	2.109	0.038
	CSR3	0.005	0.403	0.002	0.013	0.989

are good financial performance (62.8% agree), obey to tax payment (53.5% agree), no corruption (51.2% agree), no conflict of interest (55.8% agree), not in the support for corrupt government (52.3%), respect to individual intellectuality (57%).

Fourth section of the questionnaire asks respondent perception due to degree of agrees about CSR environment conduct by hotel management. The results are no contamination (55.8% strongly agree), no contribution to pollution (55,8% strongly agree), no water wasting (48.8% strongly agree), no energy inefficiency (51.2% agree), preserve natural living (52.3% strongly agree).

Fifth section of the questionnaire asks respondent perception due to degree of agrees about CSR social conduct by hotel management. The results are no children employed (64% strongly agree), assurance for employee and surrounding society healthcare (48.4% agree), give positive impact to society (54.7% agree), provide customer protection (52.3% agree), respect diversity (52.3% strongly agree), do social activities (47.7% agree).

Sixth section of the questionnaire asks respondent perception due to degree of agrees about employee loyalty from their own point of view. To summarize, there are two indicator that show very low agree score; desire not to find another job (14% less agree) and decision to stay in the company in any possible situation (9.3% less agree).

Last section of the questionnaire asks respondent perception due to degree of importance of implementing CSR in hotel. The results are CSR economic (47.7% very important, 44.2% important, 7% less important, 1.2% not important), CSR environment (45.3% very important, 46.5% important, 8.1% less important), CSR social (51.2% very important, 37.2% important, 11.6% less important).

5 CONCLUSION

From all statistic data, it can be summarized that CSR economic, CSR environment and CSR social, either partially or comprehensively, influence

employee loyalty with R square 39.7%. The correlation is positive, meaning that if CSR increase, it will increase the employee loyalty, as well as vice versa, if CSR decrease, it will decrease employee loyalty. CSR economic react as the most significant variable towards employee loyalty, followed by CSR environment as the second significant, and CSR social as the least significant. Comprehensively, refer to regression model, the result slightly different. CSR economic and CSR environment do significantly influence employee loyalty, however CSR social shows to the contrary. Due to relatively high employee turnover rate in the hotel industry, it is essential to utilize CSR to gain a competitive advantage in achieving greater profit and growth and as a human resource management strategy to improve employee retention (Chiang, 2010). A wide variety of CSR activities can be seen as influences on a firms' loyalty of employees (Portney, 2008). Employee loyalty is important to increase company's return on investments (Niesink, 2010). Thus, improving employee loyalty will eventually bring good impact to the company. One of the strategies to increase employee loyalty is through implementation of CSR activities. Harris Hotel Tebet Jakarta management implements CSR as their strategic path. However, the results of this study show that CSR implementation has significantly influence employee loyalty. To conclude, by applying CSR as one of the company strategic activities, will affect the employee loyalty in positive correlation.

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The non-pricing tools of hotel revenue management and performance: A conceptual paper

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ABSTRACT: Hotel revenue management studies were always looked from the pricing perspective. Numerous researches have been conducted focusing in the area, however only few studies focusing on the non-pricing aspect of revenue management. Based on the literature, there are two non-pricing tools in revenue management that can be use; therefore this conceptual study aims to examine the effect of hotel capacity management practices and distribution channel towards hotel performance. In order to gain the ideal insight with regards to hotel revenue management practices, the manager will be selected as respondent. This study will be conducted using quantitative approach. Through this study, insight with regards to the effect of capacity management and distribution practices may help academicians and the hotel to better understand how the non-pricing tools will impact performance of the hotel. Additionally, the finding is also hoped to serve as a platform to regenerate more ideas regarding the non-pricing tools of hotel revenue management particularly from Malaysian context.

Keywords: revenue management, non-pricing tool, capacity management, distribution channels, performance

1 INTRODUCTION

1.1 *Background of study*

The travel and tourism industry globally has grown into a lucrative business with total contribution of USD 7 billion in Gross Domestic Profits (GDP) for the year 2014 (World Travel and Tourism Council, WTTC 2015). In Malaysia, the industry had contributed MYR 158.2 billion (16.1%) to the national GDP (WTTC, 2015). Moreover according to Malaysian Investment Development Authority (MIDA, 2014) the growth has led to promote an additional 35 new 4 to 5 hotels which contributes to the additional 6703 rooms operating from 2015 to 2018.

Currently the average occupancy was at 64.5 percent (Tourism Malaysia, 2015). There is an overgrowing concern to the country as with an increase of 1.5 percent in the nation occupancy, has led to a decrease in the national Average Daily Rate (ADR) of by -3.3 percent to MYR 372.19 (USD 89.60) and similar decrease in revenue per available room (RevPAR) by -1.9 percent to MYR 269.60 (USD 64.90) (STR Global 2015). Evidently the problem in hotel industry exists as it may have high occupancy but it generate lower revenue.

In reality, hotel manager faced day to day problem on selling the optimum room and gaining the most revenue (Hayes & Miller, 2011). As the nature

of hotel rooms are highly perishable (Kimes & Wirtz, 2003) has very limited flexibility (Pullman & Rogers, 2010). In addition, with high supply of hotel rooms in their disposal, hotel manager must make a trade-off between potential higher revenue from selling their room or losing if fail to do so (Ivanov & Zhechev, 2012; Ivanov, 2014).

Therefore to cope with this situation, the non-pricing tools of capacity management and distribution channels enable manager to allocate room capacity to the optimum distribution channels that generate the most return so (Ivanov & Zhechev, 2012; Ivanov, 2014). Through this paper variable of capacity and distribution channels management of hotel will be examine towards hotel performance.

2 LITERATURE REVIEW

2.1 *Hotel revenue management*

Revenue Management (RM) was applied by the rates that a hotel will charge and the availability of its rooms for each rate which is based on the forecasted occupancy for a given period (Kimes, 2002). To date the definition of Revenue Management (RM) is the art and science of predicting real time guest at a micro level and optimizing the price and availability to match that demand (Halsel & Cullen, 2006).

Currently, the application of RM has become more sophisticated and widespread in the hospitality and tourism businesses (Noone, 2009). In addition to hotels, it is now widely applied by restaurants, spas, conference facilities and function spaces, golf courses, casinos and theme parks (Ivanov, 2014). Additionally, RM utilizes different RM tools which can be broadly distinguished into pricing and non-pricing tools (Ivanov & Zhechev, 2012). RM pricing tools include price discrimination and rate fences (Guillet, Law & Xiao, 2013), dynamic pricing (Koenig & Meissner, 2010), lowest price guarantee (Noone & Mattila, 2009), price fairness (Choi & Mattila, 2009; Cross, Higbie & Cross, 2009; Mourier, 2010; Noone & Mattila, 2009) and best available rate (Rohlf's & Kimes, 2007).

Although pricing tool has its importance, within the context of hotel industry it has been extensively researched (Ivanov & Zhechev, 2012). Therefore, in light of the above problems of matching room supply and demand RM non-pricing tools of inventory management and distribution channels were best recommended (Ivanov, 2014).

2.2 *The non-pricing tools of inventory management*

Coping with the risk of loss due to unsold room, hotel managers uses inventory management that was viewed to be an influential techniques (Karaesmen & Ryzin, 2004), and at the same time the practice was viewed unfair by guest (Mauri, 2007), as most decision were made base on system input or technologically driven (Kimes, 2011). Consequently, there are vague informational insight in the inventory management practices and the performance impact (Hadjinicola & Panayi, 1997; Choi & Kimes, 2002; Tranter, Stuart-Hill & Parker, 2008).

Tranter et al., (2008) suggested that inventory management is best achieved through the combination of computerized system and human judgement and decision making. In the lodging industry, sleeping rooms are the primary item sold; therefore as RM seek to optimize their facility through aggressive management of their unique product (Hayes & Miller, 2011). Tranter et al., (2008) added that inventory management process involves controlling the number of rooms available and selling them across various channels of distribution available for the hotel. Hotel inventory management practices include the following:

a. *Capacity management* refers to the set of activities dedicated to hotel's room capacity control. Pullman & Rogers (2010) distinguish between strategic and short-term (tactical) capacity management decisions.

- b. *Overbooking* relates to confirming to distributors and direct customers bookings for a greater number of rooms than the available capacity of the hotel (Ivanov, 2014).
- c. *Length of stay control* is a control process whereby hotels set limits on the minimum and, rarely, maximum number of nights in the customer bookings (Vinod, 2004).
- d. *Room availability guarantee*: A process where hotel provide a room a to selected guests (e.g. members of a loyalty programme), regardless of its occupancy rate, provided booking made in a certain minimum number of days before check-in (Ivanov, 2014).

Inventory management were believe to contribute to hotel RM performance (Hayes & Miller, 2010), and is also supported by Ivanov and Zhechev (2012) and Ivanov (2014).

2.3 *The non-pricing tools of distribution channels*

Currently hotel manager has to deal with traditional ways of distributing room inventory, for example through hotel brand.com, call centre, Global Distribution System (GDS), and Online Travel Agencies (OTA), while at the same time they also uses emerging channel such as social media outlets, meta search engine and even mobile booking apps (Green & Lamanno, 2012; Ivanov & Zhechev, 2012; Ivanov, 2014; Jiang, 2011). The popularity of the emerging channels has resulted in their increasingly significant role in the distribution systems of hotels (Pan, Zhang & Law, 2013; Yang, Pan & Song, 2014). To date, it is reported that 61.5% of hotel booking and reservation of US major hotels were contributed from online travel agencies, hotel website and global distribution systems, which signal the growth of online booking and decrease sales through traditional sales channels via telephone (TravelClick, 2014).

In contrast, the drawback of relying on the emerging channels is the commission to be paid, and it was revealed between 15 to 30 percent (Cantalops, Cardona & Matarredona, 2013; Ling, Guo & Yang, 2014). The high commissions paid to Online Travel Agents (OTA) cause financial problems to hotels when cooperating with OTAs (Gazzoli, Gon & Palakurthi, 2008). Suggested by; Toh, Raven & DeKay, (2011) an ideal distribution for hotel were to foster direct booking for hotel room as it can avoid paying unnecessary cost, however it is still a never ending challenge. It is noted that decisions regarding e-commerce can lead to competitive advantages in hotels (Bilgihan, Okumus, Khal & Joon-Wuk, 2011) and it may also lead to channel conflict (Tan & Dwyer, 2014).

Despite the substantial opportunities of e-commerce offered by the internet, great variations exist in hotels' capabilities in utilizing effective technology features to optimize the marketing potential. This also increases the complexity of the online distribution network (Kracht & Wang, 2010). Hence, hotelier need to constantly reconsider how they select their booking channels (Kim, Kim & Kim, 2009). Moreover, as recent research highlighted that the decision to engage in technology adoption or investments does not always guarantee suitable returns (Cohen & Olsen, 2013).

Tandem to this issue, the arrival of additional distribution channel available for hotels present a constant challenge for hotel managers to find suitable distribution channel portfolio (Stangl et al., 2015). Difficult as it is, hotel managers need to allocate the right amount of products to the most relevant portfolio of offline (e.g., walk-ins) and online channels owned by the hoteliers (e.g., hotel website) as well as third party websites such as OTAs' platforms (Gazzoli et al., 2008). Other than that, managers need to focus on distribution channels that are cost-effective and generate the most bookings and ultimately contribute to the hotel revenue management performance (Green & Lammano, 2012).

2.4 Revenue management and performance

In recent years, the parameters of performance measurement have changed significantly (Neely & Bourne, 2000). According to Forgacs (2010) in order to keep budgeted and forecasted level, revenue managers should pursue and apply internal measures properly. These internal measures are Revenue, Occupancy Percentage, Average Daily Rate, RevPAR, Contribution Margin, net Revenue, and GOPPAR. Although, it is debatable, that RevPAR will be no longer be an adequate measure of performance, new measurement is yet to be explored (Kimes, 2011).

Additionally, studies has shown that inventory management were able to contribute to hotel RM performance (Hayes & Miller, 2011), similar finding by Ivanov (2014) and Ivanov and Zhechev (2012) revealed that inventory management strategies may impact hotel performance if it is implemented in the correct manner. Consequently, Tranter et al., (2008) added that by maximizing the room inventory and selling it over various distribution channels may influence hotel revenue performance.

Moreover, Hayes and Miller (2011) suggested that when hotel strategically managed room inventory to each channels it is possible to increase the room revenue exponentially. A study by Forgacs (2010) highlighted in getting more customers, the revenue managers work with a variety of

distribution channels simultaneously. Ideally, Kabadayi (2011) suggests that firms are able to minimize the transaction costs in sales channels if the channel chosen properly matches its business. Therefore, based on the review of literature the following hypothesis was formulated:

- H₁: Hotel Inventory Management influences hotel performance.
- H₂: Hotel Distribution Channels influence hotel performance.

3 METHODOLOGY

This study will be conducted through self-administered questionnaire and 215 questionnaires will be distributed to 4-5 star rated hotels within Malaysia. Therefore unit of analysis of this study will be hotel organization; respondent will be revenue manager or general manager due to the fact that they are the ones with the answer to the RM practices in the hotel. A questionnaire will be establish using likert scale that require respondent to level of agreeableness to the practices and the impact of practices within the variable of capacity management and distribution channels. Proposed item used in measuring the variable will be validated by expert and academicians within the field of revenue management. Reliability and validity of the research instruments will be tested through cronbach alpha coefficient test, expert review and pilot testing to ensure instruments measures the right variables. In measuring the effect of variable of capacity management and distribution channels regression analysis will be used.

4 EXPECTED FINDING

Theoretically, this study will contributes to hotel revenue management research by examining RM non-pricing tools and hotel RM performance. As it looks into how hotel sell their room, matching demand and supply through distribution portfolios while ensuring optimum revenue generation. Furthermore, this study enables the understanding of current revenue management practices which is a robust framework that is only understandable by hotel practitioners which deal with it directly. Additionally, this paper will serve as a of scientific documented evidence in the hotel sector may enable decision maker essential evidence that is critical for the formation of selling and distributing their hotel rooms (Pearce & Taniguchi, 2008).

In addition, the growth of e-commerce and technology over the past decade has become a major contributor to the change in distribution for

hospitality and tourism industry product and services (Green & Lomanno, 2012; Kracht & Wang, 2010). This has also stimulate the popularity of the emerging channels has resulted in their increasingly significant role in the distribution systems of hotels. Hopefully this study will enable more understanding of the influences of selection of optimum distribution channel to the hotel performance.

5 CONCLUSION

In the preferential culture of hotel industries, it is not easy get the insight to the practice of revenue management. Additionally, presented with fixed inventory, hotel managers were challenge with managing inventory management and distribution channels, hence with so many new options becoming available and the capital investment required for each channel on the rise, exploring how should made hotelier decision may be an insightful findings. With this study, researcher hopes that the hotel keep up but at a steady pace by evaluating this channel first before getting engulfed with unnecessary distribution cost. It is believed that this study will benefit to both academia and industry, while at the same time show the significance of this issue on Malaysia.

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Indigenous entrepreneurs and the moderating effect of social capital and government support on mainstream business intention

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ABSTRACT: Scholars argued that social culture, skills, knowledge, and personality, sense of community not only may influence strategic decisions to form a business's, but it is part of resource endowment in accelerating the business to move forward. In addition, the government support and the social capital as an external factor are assumed to have the moderate effect in the business development. The understanding on the impact of those attributes toward mainstream business is considered vital thus, this paper highlight the empirical research note which is dealing with the Orang Asli entrepreneurs as of the important indigenous groups in Malaysia.

Keywords: indigenous, entrepreneurs, social capital, government support and mainstream business

1 INTRODUCTION

In Malaysia, the growth and development of small businesses and entrepreneurship has been shaped by historical and socioeconomic forces. Looking at the benefit and contribution of it toward country economy, the government has made continuous efforts in stimulating the Malaysian small businesses and entrepreneurs to involve in the various sectors including tourism through different channels. In this context, besides other major ethnics, the development of Orang Asli as one of the important indigenous groups in this country has also been given special attention to their social and economic needs. The seriousness of the government in uplifting the Orang Asli social, economic and entrepreneurship is evidence through the formation of the Department of Orang Asli Affairs or popularly known as JAKOA under the Minister Urban and Rural Development (Roddin & Sultan Sidi, 2013). This government agency acts as a body responsible in ensuring the overall policies and programs for the development and advancement for the wellbeing of the Orang Asli in the country. In regard to entrepreneurial development JAKOA implements the entrepreneurial training and courses in various fields ranging from clothing design, automotive technology, motorcycle mechanical, painting and etc. with incentives provided such business tools, assistance and others business inputs.

Among the types of entrepreneurs' premises set up are craft shops, retail stores, workshop, restaurants, tailor shops, grocery stores, repair shops, cyber cafes, construction and other business. On the tourism perspective, they are handicraft, cultural and traditional identity products, traditional herbs for medicinal and variety of art, carvings, weaving and famous unique wood carving (JAKOA, 2013). The information received from JAKOA indicates that 500 Orang Asli entrepreneurs are directly involved in tourism businesses that cover retailing, transportation and handicrafts. Their involvement is either as an individual, partnership, or through association and this number is expected to increase to 600 in 2017 (JAKOA, 2013). Despite these positive developments, continuous training, monitoring processes, and government support through JAKOA, the indigenous Orang Asli types of entrepreneurs however are still confined to self-sustained businesses rather than the mainstream business (JAKOA, 2013). Out of 500 active indigenous Orang Asli entrepreneurs, only few can reach into mainstream business.

Lacy et al., (2002) contended that social cultural aspects are important elements need to be embedded for indigenous entrepreneurs' in participation of mainstream business. According to Peredo and Anderson (2006), social embeddedness is intricately interwoven with cultural aspects, leading to unique business styles. These two elements are important aspect for indigenous economies. Sense of community and their participation in building strong

capacity is also crucial to build indigenous entrepreneur communities, which are dealing with skills and knowledge. Many authors identify the important role of community skill and knowledge in an individual capacity that is regarded as tools to assist in entrepreneurship to go farther (Aref et al., 2010).

In addition to social culture, skills, knowledge, and personality not only influence strategic decisions to form a business's but it is part of resource endowment in accelerating the entrepreneurship (Jones et al., 2011). In fact, personal characteristics are the critical antecedents to entrepreneurship as it is not only intensely support the local culture and tradition, knowledge and skill but build self-importance in community heritage that often communicate their involvement with the local government (Pansiri, 2007). McClellan et al., (2007) on the other hand labeled government authority as an external support and that social capital which is dealing with social networking (Burt, 2000) often connect the communities in tourism development and contribute to empowering community organization to take full advantage of the opportunities for business development. In this sense, Burt 2000 state that the more diverse an entrepreneur's network, the greater access to a variety of potential clients and suppliers.

From the above scenario and in dealing with indigenous Orang Asli entrepreneurs few questions could be raised. One of them is why are the indigenous Orang Asli entrepreneurs less able to reach into the mainstream business level? Do socio-culture, skill and knowledge, personality traits, a sense of community, government support, and social capital gives significant impact to the involvement of Orang Asli entrepreneur toward mainstream business?

Looking at the available studies, there is still unclear understanding of how the social culture, skills and knowledge, personality traits, social capital and sense community contribute to the intention of moving toward mainstream business. In fact, there has been a very limited analysis looking at the relationship between government supports and the indigenous entrepreneur mainstream business and no available studies looking at Malaysia context. With that, the understanding on the impact of those attributes toward mainstream business is considered vital thus, this paper highlight the empirical research proposal looking at the indigenous entrepreneurs' characteristics and the moderating effect of social capital, government support and their mainstream business intention.

2 LITERATURE REVIEW

2.1 *Indigenous entrepreneurship characteristics*

According to Tachimoto (2001), in the olden days, the indigenous people mostly very self-reliant

and do not like being controlled by other people. Nevertheless, the improvement in their economic activities has led them to involve in the entrepreneurship. Hindle and Lansdowne (2005) state that the indigenous entrepreneurship is associated with creation, management, and development new ventures for the benefit of its communities. Despite this, scholars argue that the indigenous entrepreneurship development may be revolved around several unique criteria and characteristic. For instances, the criteria covers social culture (belief and attitude, role model and values), knowledge and skill (economy, operational and social knowledge) (Radwan & Pellegrini, 2010), it personality traits (Chauvin et al., 2007) and sense of community (Mannarini & Fedi, 2010), the government support (Maclellan et al., 2007), and the social capital (Burt, 2000).

2.2 *Social culture*

The conceptualization of social culture by no means not a simple matter. One possible way to think about it is that "culture is to society what memory is to individuals" (Kluckhohn, 1954). It includes what has worked in the experience of a society, so that it is worth of transmitting to the future generations. Increasingly complex cultures have emerged from the interplay among the human and social capacity for learning, the contingencies of reinforcement that account for the learned behavior of individuals, social and the social cultural transmission of learning behavior all in the formative context of physical features of local environments. Elements of social culture such as (belief and attitude, role model and values) could be shared in the community environment (Triandis, 1989). In this sense, it is contended the moving forward among the indigenous entrepreneurship could significantly base on those social culture elements.

2.3 *Skill and knowledge*

No doubt, the indigenous peoples have a deeper skill and knowledge of the ecosystem and use natural resources in a more sustainable way. Warren and Rajasekaran (1993) define indigenous skills and knowledge or traditional knowledge as a systematic body of knowledge acquired by local people through the accumulation of experiences, informal experiments and an intimate understanding of the environment in a given culture. As such, indigenous skill and knowledge can be used to transform mainstream patterns of production and consumption (of goods and services) to give rise to sustainable development. Indigenous skills and knowledge is widely regarded as versatile, with

diverse applications. Through its role in creating grassroots innovations and entrepreneurship, indigenous skill and knowledge can change the present and create the future of indigenous markets. Some indigenous innovations and products have also proven successful in non-indigenous markets where the rate of diffusion has challenged that of many non-indigenous innovations. Considering the overall benefits of indigenous knowledge, the present study seeks to provide a deeper understanding of the concepts, its link with innovation and entrepreneurship (Ndubisi, 2012).

2.4 *Personality traits*

Aristotle (1985) regarded personality as the relatively stable long-term, collection of individual traits, which cause a person to act in a distinctive manner. For example, an honest person is disposed to act honestly. Character traits may be attributed to other individuals in order to explain their behaviors. The belief is that personality is a solid core of traits reflecting the unique essence of a particular human being. Personality traits have long been considered to develop from needs or drives.

Besides others, personality traits of an individual may serve as a catalyst, which influences the risk perception of entrepreneurs in decision-making (Chauvin et al., 2007). Proactive personality has been found to be a significant predictor, especially by entrepreneurial start-up intentions, but the influence reduces with time as the venture matures (Frank et al., 2007). Entrepreneurs have been found to possess higher scores of tolerance for ambiguity, internal locus of control, proactive personality, and self-efficacy and need for achievement compared with non-entrepreneurs in explaining business success (Cools and Van Den Broeck, 2008). Most studies involving the relationship between personality traits on entrepreneurship and in organizational settings yielded inconclusive findings (Abu Elanain, 2008).

2.5 *Sense of community*

Sense of community represents feelings of association with others. This emphasis on affiliation and belonging has been used to distinguish sense of community from another place constructs (Sarason, 1974). For example, place attachment has been identified with emotional bonding and behavioral commitment, while place dependence has been tied to available activities and quality compared with other communities (Pretty, Chipuer, & Bramston, 2003). Sarason (1974) summed up a sense of community as “the sense that one was part of a readily available, mutually supportive network of relationships upon which one could

depend. The influence of these community bonds is also linked to wider life impacts. In neighborhoods ranging from small towns to large cities, a sense of community is linked to overall life satisfaction (Prezza, Amici, Roberti, & Tedeschi, 2001). Sense of community also influences efficacy, personal, political, and business trust. Research has found that higher levels of sense of community are related to higher levels of mental health, physical health, and economic and business prosperity and in the context of this study the indigenous entrepreneurship (Peterson et al., 2008).

2.6 *Social capital*

Social capital is characterized by a range of concepts, from relationships/networks to social norms/values and trust (Fulkerson and Thompson, 2006). It is seen similarly as an attribute of individuals or of individuals and their relations to others who seek to access resources through their network ties (Burt, 2000), and as an attribute of the community structures that facilitate social cohesion (Putnam, 2000). Thus, the more diverse an entrepreneur’s network, the greater access to a variety of potential clients and suppliers (Burt, 2000). Entrepreneurship is inherently about the relationships that are formed, nurtured, and used to create and sustain business. The networks that an entrepreneur is embedded in dictating the types of resources can be accessed. Entrepreneurs looking to succeed in such a market need diverse contacts with these kinds of individuals in order to access the resources and contacts they have (Wimmer, 2004). For immigrant entrepreneurs, doing business in a mainstream marketplace depends in part on their ability to develop diverse social capital outside of their communities.

2.7 *Government support*

Government support toward firm in Research and a Development (R&D) activity is a key incentive to encourage the innovation performance of particular firms (Herrera and Nieto, 2008). The importance of this support is apparent when it comes to the survival and sustainability of Small Medium Enterprise (SME). Small and medium-size enterprises (SMEs) play a key role in shaping economies throughout the world. They are a source of growth and innovation in their industry for owners and provide jobs for citizens. SMEs are believed to offset economic decline and help restructure the existing industries. Previous studies confirm that government assistance has boosted the employment growth of firms, find that soft financing program positively affect small firms’ survival and performance, and report a positive impact of assistance

in productivity growth (Secieru and Vigneault, 2004). In the context of indigenous entrepreneur, most of the businesses established are within the SME capability (McCline, Bhat, and Baj, 2000). The business venture is due to the indigenous people attempt to achieve self-determination and improve their socioeconomic circumstances.

2.8 Mainstream business

The consensus maintained that mainstream refers to the current thought, view, or opinion that is widely accepted by the population at large (Macmillan, 2002). This view may include all popular culture and media culture derived usually from the dissemination of information from mass media. Mainstream culture or idea is to be distinguished from subcultures and countercultures. In the context of business setting, mainstream denotes the enterprise that produces products and services, which are easily obtainable and attractive to the general consumers in contrast to the product that focus and target a specific market niche. Today's mainstream business theory conceives the business system—the network of economic actors and the relationships between them—as an autonomous system specialized in the production of goods and services (Crook, 2005). This system is supposed to be most efficient if it follows its own set of rules and norms, derived from a specific understanding of both the ‘anthropology’ of the economic actors and the market structure. Economic actors are conceived as perfectly rational, egocentric, profit maximizing.

3 METHOD

A quantitative approach through a cross sectional study was applied with a self-reported and self-administered questionnaire. As this study specifically looking at the causal relationship between the Orang Asli entrepreneurial characteristics and their intention of making way into mainstream businesses, the population and the unit of analysis the individuals Orang Asli entrepreneurs' who are currently engaged with business activity are expected to be surveyed. This approach was also selected to make sure that the result would be based upon or dealing with actual experiences.

The survey questionnaire was divided into five major sections. Each section except the demographic background contained questions/items addressing each construct, dimensions, or variables. Items for each dimension (independent against moderating and dependent variable) were mostly adapted from various sources of the previous researchers with minor modification made in term of wording and contents to suit the research objectives. Few

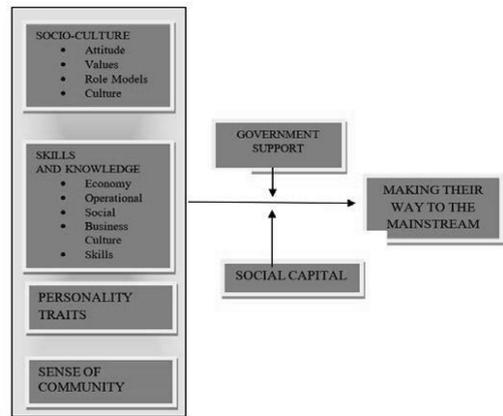


Figure 1. Conceptual study framework.

questions were new developed by the researchers. Respondents were required to translate their view on a seven-type Likert scale ranging from one with “strongly disagree” to seven “strongly agree”. Through the assistance of the Department of Orang Asli Affairs (JAKOA) 9 states in Malaysia, the identified Orang Asli Entrepreneurs that meet the stipulated criteria was successfully surveyed. A total of two hundred eighty-five 285 completed questionnaires were collected.

The conceptual study framework which is also referred to hypotheses model is diagrammed in the below figure. It depicts the role of Orang Asli entrepreneurial characteristics, namely social culture, skills and knowledge, personality traits, a sense of community, social capital, and government support toward their intention of making way into mainstream businesses. Those attributes (social culture, skills and knowledge, personality traits and a sense of community are predicted to somewhat influence the Orang Asli entrepreneurial intent toward mainstream businesses). On the hypothesis, this model is composed to facilitate first-order investigation of the causal relationships between the underlying dimensions or the independent variables with the three second-order constructs consisting of two moderating variables against the dependent variable.

Based on the literatures and the issue perspectives, the conceptual study framework is illustrated in Figure 1:

4 RESULTS AND DISCUSSION

As the study is still under investigation significant academic contributions to the existing body of knowledge will be accomplished by way of testing

the hypotheses and confirming whether they are supported or rejected and relating the findings to empirical evidence drawn from the literature. From the practical perspective, this study is hoped to reveal manifestly the current business situation, obstacles and strengths of the indigenous entrepreneurs' in moving themselves toward mainstream businesses. The information on these attributes are required and pivotal for the potential and the existing indigenous entrepreneurs in making necessary preparation before moving into mainstream business which is highly competitive, risky and vulnerable thus able to be resilient and maintain the business survival. In addition, the disclosure information will aid the indigenous entrepreneurs a better knowledge in converting their negative attitude toward more positive in prospering their business.

Apart from that, results flow from this study will give essential information to related authorities and in the Malaysian context the Department of Orang Asli Affairs or JAKOA the Ministry of Urban and Rural Development toward strengthening and continually designing an effective mechanism, incentives, assistance, and input material in addition to the ones that currently practices. This effort will constantly advance the indigenous entrepreneurs in the economy and business and position themselves together with other major ethnic groups in the fastest growing business in Malaysia. This in turn not only overcome the ethnic gaps, but meeting one of the national policies of advancing the indigenous group and increases the country's economy.

5 CONCLUSION

Tourist attractions are the driving factor for a tourist destination. In the study, it was found that the score of the attractiveness of solar eclipse in Indonesia, from the perspective of the respondents, scored 4.13 means *attractive*, with the highest score on the parameter of level of seasonality. The destination readiness, in terms of providing appropriate services and products, is the essence of the quality of tourism components. In the study, it can be seen that the destination readiness score is below the attractiveness of solar eclipse score, which is only 3.26 that include in the category *somewhat ready*. From the four parameters studied, the lowest score is the availability of the other attractions at the observation point.

From the study, we also can conclude that solar eclipse attractiveness and destination readiness had a significant influence for the tourist to make decision to visit. The R^2 value is 0.222. It can said that the attraction of solar eclipse (X1) and destination readiness (X2) have an effect of 22.2% to the decision to visit (Y) to a solar eclipse observation point, while 77.8% are influenced by variables that

not examined. Because the value of R Square was below 50%, we can concluded that the ability of independent variables to explain the variation of variables was very limited.

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Mediating effect of Transfer of Training (ToT) towards training and service quality in Malaysian hotels: A conceptual paper

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ABSTRACT: This conceptual paper proposes that the training program as a practices that should be conducted by organization, especially for service organization such as hotel. This is because hotel is a place for customer to receive service, thus, front line employee are identified to give excellent service to customer. Hence, the participation in training program can enhance knowledge, skills, and attitude of employee. Transfer of training also expected to occurs between the relationship of training and service quality. The occurrences of transfer are the results from high quality service delivered by employee, which also reflects the successful training program had been done. This study will involve front line employees from 20 hotels including four-star hotels and five-star hotels that work at the front office department. Front line employees will assess their own service delivery to determine the quality as good or bad.

Keywords: training, transfer of training, service quality

1 INTRODUCTION

Hotel industry became the crucial industry, which provides services to the customers and the study about service in hotel industry as critical to be explored further (Tsai, Cheng & Chang, 2010). This view also supported by Chiaburu et al., (2010b) as cited in Zumrah and Boyle (2015), they imply that service quality issue is increased especially in service organizations. Thus, leads to the appearing of question on how to improve the service quality when hotels turn into the important place for customer to stay and receive services. Therefore, it is essential for human resources to provide training to the employees to enhance employee competencies of Knowledge, Skills, and Attitude (KSA). Additionally, to ensure employee delivers a quality service, this paper emphasizes the application of transfer of training is important for employees after participation in training program. Their application of competencies gained from training during service provision is a transfer of training. Once the customer feels pleasure with the service provision, employee will be recognized as able to provide a good service quality.

This conceptual paper highlighted the transfer of training as the problem to the organization (Chiaburu et al. 2010b as cited in Zumrah & Boyle 2015) due to the difficulty in determining the occurrences after training program. Besides that, transfer of training variable has been used more in Western setting (Zumrah, 2015). It can be said that

the result of transfer of training study in Western setting is not suitable with the scope of study in Malaysia setting. Thus, the findings of this study are necessary to find out that transfer of training should occur after participation in training and affect to the service delivery by employee at hotels that can suit in Malaysia setting.

2 LITERATURE REVIEW

2.1 *Training*

Tuzun (2005) postulated training meaning derived from the word 'to train' that results from old French word of 'trainer', which means 'to drag'. Subhash and Praveen (2014) also supported this opinion as they claimed that 'training' as a tool to deliver teaching of specific skills. Gordon (1992, p. 235) as cited in Nassazi (2013) clearly defines training as "the planned and systematic modification of behavior through learning events, activities and program which result in the participants achieving the level of knowledge, skills, competencies and abilities to carry out their work effectively. In other words, behavior adaptation from the learning and activities that occur inside the training program, contribute to employee involvement to improve learner development of knowledge, skill and other competency. Therefore, training should be the first place for the employees to enhance their competencies and it is their responsibility in ensuring they

apply what they learned into their assigned task at workplace (Elnaga & Imran 2013, Khalfani 2014, & Nassazi 2013).

Training aims at the employees as human resources that have responsible to compete with other organizations (Elnaga & Imran, 2013). However, researchers have claimed that organization needs to spend a large amount of money to conduct a training, hence postulated the training as an investment done by organization (Edralin 2004, Khanfar 2014, Salas & Stagl 2009 as cited in Grossman & Salas 2011). Khanfar (2014) emphasizes the advantages of training in employee self-development, that is employee self-esteem, and enhance ability for employee to learn and become more competitive.

Training effectiveness encompassed as one of the training aspects that determine the successful of training program. Researchers suggest that training effectiveness can be measured by evaluating training methods, training participant (trainee), and training content (AlYahya & Mat, 2013). Subhash and Praveen (2014) and Broad and Newstrom (1992) as cited in AlYahya & Mat (2013) agreed that training is effective when training participants have an ability to acquire and practice the knowledge and skills into their current job. This view also supported by Abujazar (2004) which stated that the effectiveness of training is considered through the training outcome which participants have the ability to apply the training learnt into job. Researchers also advocated that training considered effective when the learning content and training delivery affects the training program (Palameta et al. 2011, Subhash & Praveen 2014). That means the delivery learning contents to the participants should result to the desired outcome. Training Need Assessment (TNA) is a training tool used to determine the training content design, which is to fulfill the training content with identified skill gaps (AlYahya & Mat, 2013). Tuzun (2005) classified the training methods into two, which is off-the-job training method, and on-the job training method. The off-the-job training method designed when the training program conducted in an external situation of actual work environment with a group of people instead of individual. In contrast, on-the-job training method is preferred when training program aims at developing specific knowledge and skills that can be applied into job and emphasizing individual learning.

2.2 *Transfer of training*

Many previous studies has shown that transfer of training defined as to what extent trainees are able to display or apply their knowledge, skills, and abilities gained from training program into

job (Baldwin & Ford 1988 as cited in Chiou et al. 2010, Afsar et al. 2010, Tilman-Provo 2013, Holton et al. 1997 as cited in Bhatti et al. 2013 & Ghosh et al. 2015, Caffarella, 2002 as cited in Mafuse et al. 2012). It also covers how to use it into the trainee's actual jobs (Wexley & Latham 1981 as cited in Ma & Chang 2013, Khalfani 2014, Powell 2009, Burke & Baldwin 1999 & Tannenbaum & Yukl 1992 as cited in Tilman-Provo 2013, Goldstein & Ford, 2002 as cited in Zumrah & Boyle 2015).

Blume, Ford and Baldwin (2010), Grossman and Salas (2011), and Yammill and McLean (2001) claimed that the study on the transfer factors initially was derived from the study of Baldwin and Ford (1988) on the concept of model. The common factors of transfer of training stated are trainee characteristics, training design, and work environment (Baldwin & Ford 1988 as cited in Abujazar 2004, Bhatti et al. 2013, Grossman & Salas 2011, Khalfani 2014). Trainee characteristics factor include the cognitive ability, self-efficacy, motivation and utility as the components that influence transfer of training (Grossman & Salas, 2011). Trainee that has high cognitive ability is recognized as able to obtain, apply, and retain competency into actual job. Based on the empirical findings by Grossman and Salas (2011) and Blume et al., (2010), trainee that has high self-efficacy tends to have high motivation to learn and obtain new knowledge and skills, thus, encourage the trainee to transfer the trained knowledge and skills to accomplish task. Trainee motivation also influence the transfer of training (Baldwin et al. 2009 as cited in Grossman & Salas 2011) which trainee must have motivation to learn and perform. Utility, instrumentality, or value presence component exists during training to influence the transfer (Burke & Hutchins 2007 as cited in Grossman & Salas 2011). In other words, transfer occurs when trainee perceives the training program as valuable when they able to apply their competency into the job context. Training design factor includes components of behavior modeling, error management and realistic training environment (Grossman & Salas, 2011). Grossman and Salas (2011) postulated behavior modeling gives opportunity for trainee to learn, observe, and apply appropriate behavior during training learning. Error management component is identified to functioning well with the instruction from management related to the error made by trainee during training program (Burke & Hutchins 2007 as cited in Grossman & Salas 2011). Error management identified to functioning well during post-training. Regarding realistic training environment component, Grossman and Salas (2011) suggested that training conducted in a similar environment promotes transfer of trained knowledge and skills into the workplace, hence, encourage employees to

be able to complete their task. The components of work environment factor including transfer climate, support, opportunity and follow-up that encourages transfer (Grossman & Salas, 2011). Transfer climate promotes transfer when trainee received support from the supervisor and peer, however, when they fail to perceive transfer climate, the trainee will be forced to transfer their competencies using incentives or positive criticism. Nijman et al., (2006) as cited in Bhatti et al., (2013) and Holton et al., (2000) as cited in Ghosh et al., (2015) defined supervisor support as the extent of the supervisor supports and enhance trainee knowledge and skills through learning course. Moreover, Holton et al., (2003) as cited in Dermol and Cater (2013) and Elangovan and Karakowsky (1999) as cited in Ghosh et al., (2015) points out that the supervisor influences transfer of training by anticipating the trainee to perform well-behavior, assisting trainee to take a chance to learn during learning activity, and delivering appropriate material and information to the trainee during training learning. On the other hand, peer support influences trainee to attempt to learn together and coaching to one another (Gilpin-Jackson & Bushe's 2007 as cited in Grossman & Salas 2011). Lim and Johnson (2002) as cited in Grossman and Salas (2011) imply that the opportunity to perform component is in a form of support. That means, trainee is able to perform their job with the given opportunity and high support and in opposite, cannot perform well if they perceive lacking support that prevent transfer to occur. The purpose of the follow-up component is to spot any enhancement for lacking practice and maintenance for the better practice (Salas & Stagl 2009 as cited in Grossman & Salas 2011).

2.3 Service quality

Previous researchers study on service quality argued that the service quality concept mostly described from the customers perspective solely (Kim-Soon et al., 2014) based on the first judgment on service until the final outcome of service (Chigozirim & Mazdarani, 2008). Rationally, many service quality studies done from customer perspective because customer is the person who received the service and determine the quality of the service because they frequently experience the same quality and able to identify the service quality standards with their previous experiences and feelings towards the service process (Kleynhans & Zhou, 2012). However, the significance of this study is that there is less attention to emphasize employee to evaluate the service delivery process (Ramseook-Munhurrun et al., 2010). According to Slatten et al., (2011), employee-perceived quality explains about the employee as a service provider given an opportunity

to assess their service provision to the customers by their own. In their study, Dabholkar et al., (2000) stated that past studies perceived using judgment term for the employee to evaluate service quality. Julien and Tsoni (2013) also postulate the study about front-line employees had been discussed since 1980s as the quality supplier. However, they claimed that there are limited studies done regarding front-line employees perception towards service quality. Specifically, the front-line employees are indicated to be able to deliver an excellent service quality when they might be able to deliver a quality service, when they put themselves in the customer's position, and use their thought or perception to receive service. Thus, customers can accept a quality service provided by front-line employees (Rhine & Mahadevappa 2006 as cited in Julien & Tsoni 2013). This also implies that the employee behavior is important in influencing the customer's perception towards service quality (Bitner et al. 1990 as cited in Ramseook-Munhurrun et al. 2010).

3 METHOD

The objective of this study is to find out the mediating effect of transfer of training towards training and service quality at hotels. The hypotheses of the study are as follows.

- H₁: There is a relationship between training and service quality.
- H₂: There is a relationship between training and transfer of training.
- H₃: There is a relationship between transfer of training and service quality.
- H₄: There is a relationship between training, transfer of training and service quality.

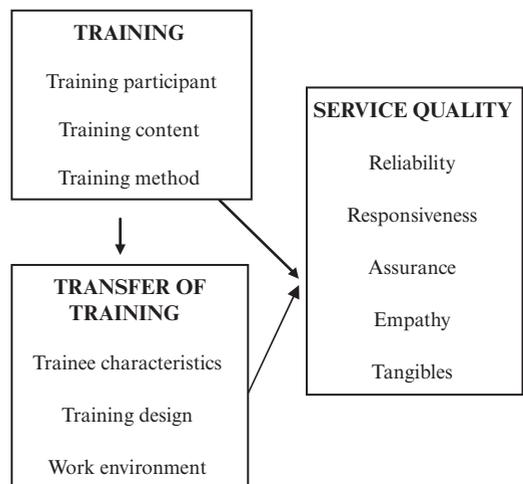


Figure 1. The proposed conceptual framework.

The sample of this study will be chosen from the front-line employees in Malaysian hotel industry who are working at 4-star hotel and 5-star hotel. 10 four-star hotels and 10 five-star hotels at Kuala Lumpur will be selected. The convenience sampling will be used because it gives chance for those who are convenient to participate and contribute information in this study (Sekaran & Bougie, 2013). Therefore, within the selected hotel, the participation of employees for each hotel is unlimited, as long as the sample is from front line employee in position of front office department. The calculation below shows the population of the study.

20 hotels (include 4-star and 5-star)
 × 15 employees = 300 employees

Therefore, the sample size of this study will involve 169 employees that represent the 300 population (Krejcie & Morgan, 1970). This study will use questionnaire as an instrument that will be developed by adopting item from past questionnaires. The analysis technique will use both simple linear regression and multiple linear regressions from Statistical Packages for Social Sciences software.

4 RESULTS AND DISCUSSION

4.1 Training and service quality

Zumrah (2015) postulates the training as a determinant for deliver quality service by employees. Additionally, Mosahab et al., (2011) as cited in Zumrah (2015) claimed that training as a practice that should take place for the purpose to improve service quality. Besides that, Khattak et al., (2014) implied that the excellence service quality could be achieved by assuming that the training and development as the main business practices. UIAfaq et al., (2011) as cited in Khattak et al., (2014) propose that the training as the solution to overcome the problem of service quality issue. Such researchers also claimed that training could increase employee motivation level. That means employees who received or participated in training encourage them to provide such good service quality to customer. This is because the employee acknowledged that their past experience, knowledge and information gathered from training integrated into their role can increase their self-esteem and deliver good service quality (Yang, 2010).

4.2 Training and transfer of training

Zumrah (2015) expresses that gaining new knowledge, skills and abilities through learning course

can increase the possibility of the employee to apply the competency into work. Besides that, via training activities, employees likely to use their cognitive abilities and behavior strategies in integrating their competencies and applied them to their job (Zumrah, 2015). Precisely, previous researchers claimed the motivation training as a type of training that could be conducted by the organization because the employee motivation can be enhanced and change the attitude of employees, thus encouraged them to have initiative to transfer their competency to the job context.

4.3 Transfer of training and service quality

Zumrah (2015) suggested that transfer of training influences in service quality provision by employees. Such researcher also reports that the previous study showed the significant and positive relationship between two variables of transfer of training and service quality. A study by Zumrah et al., (2013) postulated employees that participated in training likely to gain main competencies of knowledge, skills and attitudes that are useful for the employees in performing their tasks. In service organization setting such as hotel industry, employees are expected to apply or demonstrate their gained knowledge, skills, and attitudes from their training for the purpose to reduce mistakes by employees during service delivery that increases hotel guests' satisfaction (Ma & Chang, 2013).

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The effect of task performance, interpersonal performance and work engagement on job performance: A pilot study of Malaysian hotel employees

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ABSTRACT: This pilot study is conducted among 43 Food and Beverage (F&B) personnel of four and five star rating hotels in Malaysia. To investigate the impact of task performance, interpersonal performance and work engagement on job performance, a questionnaire survey was used to measure the influence of these job-related factors on the performance of hotel employees. All the respondents of this pilot study supported the direct effects that these factors influence on job performance. The pilot study also provides variable insight into key factors especially work engagements have on employee performance in hotel industry. The pilot study particularly found that work engagement is a positive factor in motivating hotel personnel towards higher quality work.

Keywords: job performance, task performance, interpersonal performance, work engagement

1 INTRODUCTION

Job performance is a subject matter that has fueled many studies in the fields of business management, occupational health, and psychology. In this era of globalization, there is a need to motivate, retain and increase every employee's job performance as it is considered an essential factor that contributes towards the success of many industries, especially the hotel industry (Chong, Eng, Gwee, Ooi, & Wang, 2012). With so much attention given to job performance, it is imperative that the factors influencing job performance be understood and properly estimated. With this new focus, more research is now being done with different types of industry, all with the purpose of defining and measuring factors affecting job performance.

According to Boles, Pelletier, and Lynch (2004), when employees are physically and emotionally ready for work, their performance outcomes are usually increased. However, this is not the case with the hotel industry, where employee performance is at a critically low level due to inadequate training and development opportunities, low pay, excessive workloads, and long working hours (Keratepe, O. M., & Uludag, 2008). Studies have also shown that working conditions in the hotel sector are poor (Wright & Pollert, 2006), where hotels are found providing relatively low salaries compared to the financial services, oil, gas, and energy sector (Aarabi, Subramaniam, Baker, Abu, & Akeel, 2013).

Joraratnam & Tse (2006) suggested that hotels need to have entrepreneurial behavior and display visionary leadership in order to stay ahead and be sustainable. Chong, Eng, Gwee, Ooi, & Wang (2012) and Kusluvan, Medeniyet, Nev, & Nev (2010), on the other hand found that attitudes, behavior and service performance are the important factors influencing performance. Thus, further investigation of how these factors enhance employee job performance, would contribute to understanding ways in which managers can improve the job performance of workers.

Numerous studies have been done on employee job performance, however, only a few are related to hospitality (Balan & Lindsay, 2010; Jaafar, Abdul-aziz, Maideen, & Mohd, 2011; Jaafar, Maideen, & Mohd Sukarno, 2010). Most of these studies concern small and medium enterprises (SMEs) (Abdul Razak, 2011; Bleeker, 2011; Mahmood & Hanafi, 2013; Solomon, 2004), customer relations (Grissemann, Plank, & Brunner-Sperdin, 2013; Nasution, Mavondo, Matanda, & Ndubisi, 2011), agriculture (Awang, Ariffin Ahmad, Said Asghar, & Subari, 2010), technology based SMEs (Arshad, Rasli, Arshad, & Zain, 2014) and characteristics of Entrepreneurial Orientation (EO) among the small and medium hotel owners-managers (Jaafar et al., 2010).

Therefore, this study attempts to narrow the current research gap by investigating the impact of task performance, interpersonal performance, and work engagement on job performance-related matters within the context of hotels in Malaysia.

2 LITERATURE REVIEW

2.1 *Job performances*

Job performance is defined as “the level of productivity of an individual employee, about his or her peers, on several job-related behaviors and outcomes” (Babin & Boles, 1998). Employee job performance can increase organizational productivity by varying the inputs needed to attain expected outputs (Aarabi, Subramaniam, Baker, Abu, & Akeel, 2013). In the hotel industry, employee job performance is always related to customers’ feedback, service recovery and customers’ perception of quality (Ling, Hussain, & Sambasivan, 2014). However, to date no research has come up with a comprehensive conceptual framework of individual work performance (Koopmans et al., 2011).

Murphy (1989) was among the first to define the individual job performance construct according to four dimensions of behaviors—task, interpersonal, downtime and destructive or hazardous. Task performance focuses on performing role prescribed activities, downtime on lateness, tardiness, and absence or broadly the negative pole of time on task, interpersonal on helping others, teamwork ratings, and pro-social behaviors and finally, destructive behaviors on compliance with rules (or lack of it), violence on the job, theft and other behaviors counterproductive to the goals of the organization.

As contextual performance is the focus of this study, only task and interpersonal behavior instruments are therefore considered. This means only behaviors that support the organizational, social and psychological environment were tested (Koopmans, Bernaards, Hildebrandt, de Vet, & van der Beek, 2014). Nevertheless, these existing scales show several limitations (Koopmans et al., 2014), which this study hopes to remedy by adding work engagement as another tool for measuring employee job performance. Work engagement which means “a positive, fulfilling, work-related state of mind that is characterized by vigor, dedication, and absorption has been known to lead to high quality performance in the workplace as well as diminished turnover intentions (Karatepe & Ngeche, 2012). Therefore, employees that are engaged with their jobs have a low turnover intention level and a high job performance quality (Karatepe & Ngeche, 2012).

3 METHODOLOGY

A structured questionnaire survey was employed in this study to investigate how task performance, interpersonal performance and work engagement

affect employee job performance in four and five-star rating hotels in Malaysia. There are 20 close-ended questions in total with eight specifically eliciting respondents’ demographic profile. For measurement, a seven-point Likert scale was used, where a score close to “7” means strongly agree with the statement, while a score close to “1” means strongly disagree with the statement.

The units of analysis for this study are the food and beverage managers, assistant managers, and supervisors. The researcher communicated with the management of the hotels through phone calls and emails before commencing data collection. 130 copies of questionnaires were either mailed or personally distributed. The final sample recorded 43 responses, a return rate of 33%. The low response rate can be explained accordingly: (i) a number of hotels outsource their food and beverage services to outside catering companies, which lend them ineligible as respondents, and (ii) this study is limited to only the three areas of the Klang Valley, Kuala Lumpur, and Putrajaya.

To ensure validity, certain instruments used must accurately and appropriately measure the intended concept (Hair, Black, Babin, & Anderson, 2010). In this study, were done by three public university lecturers involved in teaching statistics and entrepreneurship and entrepreneurial orientation research were brought in to be responsible over the content and face validity of the variables. Besides, the items were also reviewed by one food and beverage manager from four-star rating hotel. Cronbach’s Alpha coefficient was employed in this study to measure the internal consistency of the instrument. Data were analysed through the Statistical Package for the Social Sciences software (SPSS) version 23 and the overall reliability test is 0.91. All measurements possess a high-reliability standard ranging from 0.719 to 0.929.

4 FINDINGS

4.1 *Demographic data*

Table 1 discussed on the demographic profiles of the research respondents.

There were 69.8% male and 30.2% female respondents. Most of them (37.2%) were between 37 and 40 years old. On average, employees at the managerial level were mature and experienced workers. These also mean that managerial positions in the hotels are held by mostly men. As most were diploma holders (32.6%), it can be assumed that that they possessed foundational knowledge and skills on hotel operation. The data shows that 41.9% of the respondents were food and beverage managers, 27.9% assistant food and beverage

Table 1. Summary of demographic profile.

Demographic characteristic	N = 43	Percent
Gender		
Male	30	69.8
Female	13	30.2
<i>Age of respondent</i>		
29–32 years	10	23.3
33–36 years	8	18.6
37–40 years	16	37.2
41–44 years	4	9.3
45–50 years	5	11.5
<i>Level of education</i>		
Certificate	14	32.6
Diploma	14	32.6
Degree	12	27.9
Master	2	4.7
Others	1	2.3
<i>Position</i>		
Food and Beverage Manager	18	41.9
Assistant Food and Beverage Manager	12	27.9
Supervisor	13	30.2
<i>Years of working</i>		
1–3 years	11	25.6
4–6 years	15	34.9
7–9 years	10	23.3
Ten years and above	7	16.3
<i>Type of hotel</i>		
Local independent hotel	19	44.2
International independent hotel	6	14
Local group/chain hotel	15	34.9
International group/chain hotel	3	7
Number of employees in your department/ outlet		
Less than ten employees	14	32.6
11 to 20 employees	17	39.5
21 to 30 employees	5	11.6
31 employees and more	7	16.3

^aN = 43.

managers, and 30.2% supervisors. Most had adequate working experience in the food and beverage department, where 34.9% had at least 4–6 years of experience. 44.2% of them were affiliated to a local independent hotel and worked with 11 to 20 peers in their respective departments.

4.2 Task performance

Previous research conducted in work and organizational psychology has mainly focused on individual job performance and his/her proficiency in performing tasks (Koopmans, Bernaards, Hildebrandt, de Vet, & van der Beek, 2014). Despite the substantial amount of research generally conducted on task performance, very little has been focused on the hospitality industry. A comprehensive assessment

of an individual's job performance by Viswesvaran (2011) concluded that task performance consists of three dimensions, namely, productivity, quality and job knowledge. Koopmans et al. (2011) also indicated that some of the principle factors affecting employee job performance are work quantity and quality as well as job knowledge.

The outcomes of this study's survey too confirmed the two previous study's conjectures by Viswesvaran (2011) and Koopmans et al. (2011, 2014) respectively. Respondents managed to plan work on time, were able to separate main issues from side issues at work, worked well with minimal time and effort, finished good quality work and were also capable of making good decisions. Table 2 is a descriptive analysis of the factors contributing to task performance.

4.3 Interpersonal performance

Interpersonal behaviors refer to helping others, teamwork ratings, and prosaic behavior. Few studies refer to interpersonal performance as contextual performance (Christian, Garza, & Slaughter, 2011; Koopmans et al., 2014) although contextual performance is similar as it is defined as individual behavior that supports the organizational, social, and psychological environment (Koopmans et al., 2011). Core to this is behavior that goes beyond formally prescribed work goals, such as taking on extra tasks, showing initiative, or coaching newcomers on the job. Christian, Garza and Slaughter (2011) found that when individuals invest their energy in their work, they usually display a higher interpersonal performance. These individuals have a propensity to behave in ways that facilitate the social and psychological context of an organization, such as extra role performance, organizational citizenship behavior and interpersonal relations (Koopmans et al., 2011).

As can be seen in Table 3, the majority of the respondents in this study took on extra

Table 2. Factors contributing to task performance.

Factors	Mean ^b	Standard deviation
Managed to plan work on time	5.7	0.87
Able to separate main issues from the side issues at work	5.5	0.67
Worked well with minimal time	5.7	0.84
Worked well with minimal effort	5.6	0.79
Finished good quality work	5.7	0.83
Able to make good decisions	5.5	0.96

^aN = 43.

^b1–7 scale; where 1 = Strongly Disagree, 7 = Strongly agree, and 4 = Neither agree nor disagree.

responsibilities, accepted challenging work tasks, and updated their skills and knowledge. This is in line with suppositions made in previous research by Christian, Garza, & Slaughter, (2011) and Koopmans et al. (2014).

4.4 Work Engagement

Work engagement is defined as a positive, fulfilling, work-related state of mind that is characterized by vigor, dedication, and absorption (Schaufeli, Salanova, Gonzalez-Roma, and Bekker, 2002). According to Karatepe & Ngeche (2012), work engagement leads to high-quality performance in the workplace, while a study by Koopmans et al. (2014) further shows that work engagement causes a positive individual work performance. In the hospitality industry, a few researchers (Karatepe, Beirami, Bouzari, & Safavi, 2014) suggested that work engagement is a crucial factor of job performance as they found that a heavy workload and heightened job responsibility will motivate employees to concentrate more on their job. These employees who experience more stressors at work will be more engaged in their work, be more committed to the organization, and will ensure a more quality service performance. Table 4 is a list of work engagement factors.

The respondents of this study somewhat agreed that they worked intensely, were enthusiastic about their job, engrossed in their work, energetic at work, and were proud and happy with the work they did. Such employee appraisals reflect a high work engagement that usually leads to a higher affective commitment to the organization and a

Table 3. Factors contributing to interpersonal performance.

Factors	Mean	Standard deviation
Taking on extra responsibilities	5.8	0.92
Starting a new task by him/herself when the previous task is finished	5.5	0.95
Taking on challenging work tasks, when available	5.4	0.82
Working to keep his/her job knowledge up-to-date	5.4	0.93
Working to keep his/her job skills up-to-date	5.4	0.88
Coming up with creative solutions	5.5	0.79
Looking for new challenges	5.4	0.66
Actively participating in work meetings	5.4	0.85

^aN = 43.

^b1–7 scale; where 1 = Strongly Disagree, 7 = Strongly agree, and 4 = Neither agree nor disagree.

Table 4. Factors contributing to work engagement.

Factors	Mean	Standard deviation
Enthusiastic about their job	5.6	0.79
Engrossed in the work	5.5	0.85
Energetic at work	5.6	0.81
Work intensely	5.7	0.86
Proud of the work	5.6	0.84
Happy with the work	5.5	0.88

^aN = 43.

^b1–7 scale; where 1 = Strongly Disagree, 7 = Strongly agree, and 4 = Neither agree nor disagree.

more efficient job performance (Karatepe et al., 2014).

5 CONCLUSION

The findings support the respondents' understanding that task performance, interpersonal performance, and work performance do contribute to an employee's job performance in the hotel, which ultimately determines the success of the organization. However, this study has several limitations. The small sample size is perhaps acceptable for a pilot study, but it is still far too small to draw lasting conclusions. Future research with a larger sample of food and beverage managers might provide stronger results.

Despite the limitation, this study through its identification of concepts in the relationship between entrepreneurial orientation and employee job performance, could be used to develop business enhancement techniques and methods of instruction that are more suitable in encouraging both managers and employees to pursue entrepreneurial concepts. Therefore, future research should look at whether there is a meaningful link between employee job performance and entrepreneurial orientation.

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A conceptual framework on perceived values, satisfaction and behavioral intention of medical tourism

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ABSTRACT: The paper reviews the growing dimension of medical tourism industry, whereby patients choose to travel across borders or to overseas destinations to receive medical treatment. An extensive review of the current literature reveals that limited holistic studies on medical tourism industry exist. This study, therefore, aims to fill this gap by proposing a conceptual framework for medical tourism. This study develops a conceptual framework explaining medical travelers' intention formation by considering the impact of perceived values, satisfaction, behavioral intention. This proposed study not only provides useful information for the academicians but benefit to the relevant authorities like hospitals, clinics, travel agencies, the government agencies and country as a whole.

Keywords: medical, tourism, perceived value, satisfaction, behavioral intention

1 INTRODUCTION

No doubt that medical tourism has been growing annually 20% over the past several years. According to Rollandi (2014), a writer with *Patients Beyond Borders* (a source of consumer information about international medical and health travel), the worldwide medical tourism market will be reaching approximately \$47 billion by the end of the current year. In the United States of America alone, there were more than 200,000 Americans who travelled abroad for a medical procedure in 2009 (Gatrell, 2011) while nearly 50,000 United Kingdom residents seek treatment abroad every year (Lunt, Machin, Green & Mannion, 2011) and a similar scenario are occurring in other countries around the globe. Medical tourism is a recent global economic and political phenomenon which has assumed increasing its importance for developing countries, especially in Asia. As of 2012, Thailand, Malaysia, Costa Rica, Taiwan, Turkey, Brazil, India, Singapore, Mexico and the United States are the ten best countries for medical tourism (*Patients Beyond Borders*, 2013).

According to Connell (2011), medical tourism or health tourism is a term initially coined by travel agencies and the mass media to describe the practice of travelling across international borders to obtain health care. This practice, in fact, is not a new phenomenon, but the involvement of marketing that goes into promoting hospital, clinic, travel agencies, accrediting bodies and associations make it new. *Tourism Research and Marketing* (2006)

classified medical tourism into four categories, and those are: a). Illness (medical checkups, health screening, surgery, cancer treatment and transplant, b). Wellness (acupuncture, spa treatment, beauty care, home therapy, c). Enhancement (cosmetic surgery, non-surgical cosmetic procedure and liposuction and, d). Reproduction (fertility treatments and birth tourism including surrogacy).

Glinos and Boffin (2006) identified four drivers behind the upsurge of demand for medical services overseas and contributed to medical tourism increasing its popularity. Monetary valuation or cost related, quality of service, treatments, and travelling documents are the obvious ones. Millions of patients a year travel abroad seek and consume healthcare and too expensive, too delayed, unavailable, or even proscribed in their country of residence cause the causation (*Patients Beyond Borders*, 2013; Woodman, 2007).

From the human behavior standpoint, those four types of medical tourism are indubitably creating links between motivations, perceived values, experience, satisfaction, pre-purchase, purchase and post behavior intention among the medical tourists. Therefore, being a niche market and relatively new, there are obvious issues between those parameters that need to be explored. While substantial information in the mainstream media like printed materials, electronic media, and the internet illustrating the growth of this form of tourism, little academic research has been done on this particular niche market beyond the exploratory stage (Crooks, Turner, Cohen, Bristeir, Snyder, Casey & Whitmore, 2013).

2 MEDICAL TOURISM IN MALAYSIA

Like many other countries, Malaysia perceived medical tourism providing an impetus economic and social growth for the country. It is one of the tourism sectors that have been identified as a National Key Economic Area (NKEA) within the Economic Transformation Program, which is aimed at transforming Malaysia into a high-income nation by the year 2020 and now considered as one the greatest expansion sectors of the tourism industry in the country (Malaysian Economic Report, 2012/2013). Over the past five years, medical tourism is hastily grown, proving Malaysia to be a popular destination for foreigners seeking for medical treatment. Both the government and public sector have been working hand in hand to boost Malaysia's profile as a high quality, reasonably priced destination for medical care (MOH, 2013).

In ensuring the continuous growth of medical tourism, Malaysia government through the Ministry of Health has set up the Malaysia Healthcare Travel Council (MHTC) which is dedicated towards highlighting specialized areas within the medical industry in the country (MOH, 2013). As reported, over 550,000 foreign patients sought medical treatment in Malaysia, recording a spending of over RM 500 million. This figure rose by 20% in just one year recording an approximate RM 600 million in 2012 (The Oxford Business Group, 2012). With affordable and high quality care, accessibility, language proficiency and cultural diversity has made Malaysia stand out from regional peers like Thailand and Singapore and the most sought after treatments include procedures in the area of cardiology, ear, nose, and throat, gastroenterology, health screening, obstetrics and gynecology (including fertility treatments), orthopedic, radiotherapy, oncology, and urology (MHTC, 2013).

3 LITERATURES

3.1 *Perceived values*

Perceived value has been recognized as one of the most essential measures to obtain a sustainable competitive edge and has been purported to be the most crucial sign of repurchase intentions (Parasuraman & Grewal, 2000). The perceived value is typically measured by utilizing a self-reported, unidimensional measure asking participants to rate the value they received for their purchase (Gale, 1994).

Kantamneni and Coulson (1996) focused on the development of a multi-dimensional measures of perceived value of a product. They suggested distinct factors between societal value, experiential

value, functional value and market value. Societal value was termed to be the product's benefit/value to society. Experiential value was related to the senses; if the product feels, smells and looks good, while functional value is related to whether or not the product is reliable and safe. Lastly, the market value is the product worth regarding pricing for value.

Another multi-dimensional scale of the measurement of perceived value of a product was presented by Sweeney, Soutar and Johnson (1999). They utilized exploratory factor analysis of 29 items generated from a literature review and it indicated that the factors of quality, emotional response, price and social emerged as dimensions of perceived value of a product. Quality referred to how well the product was made, and emotional response is to how a product made the consumer feel; the price was operationalized as to whether the money paid for the product was reasonable or not, and social as the impression that the purchase of the product had no other (Sweeney et al., 1999).

With regard to the construct domain of consumer values, Sheth, Newman, and Gross (1991) held that five values influence consumer behavior as individual or in mixture in terms of buying or not buying, and those are functional, social, emotional, epistemic, and conditional. Conditional value is a situation faced by an individual that strongly influences behavior and these situations are normally temporary in nature while functional value is based on economic utility theory and pertain to a product's usage or usefulness or physical purposes. The functional performance may include essential physical characteristics like price, quality, comfort, or economy. Epistemic value on the other hand denote that consumer behavior is driven by curiosity, novelty seeking, or knowledge seeking motivations and social value is a situation when individual mirrors choices based on norms, social image, or group associations and is typically tied with the purchase of very visibly consumed products. Lastly, emotional value describes a potential emotional reaction to the usage of the product. The reactions may be positive or negative, anger, guilt, frustration, or aesthetic depending upon the individual. Looking at these five, conditional and functional values are the most suitable perceived values dimension to be used in the proposed study as it relates to a usage or usefulness or physical purposes of the products and temporary situation that influences individual behavior.

3.2 *Satisfaction*

Satisfaction despite its broad area, given by consumer behaviorists as a psychological concept that involves the feeling of well-being and pleasure that

results from obtaining what one hopes for and expects from an appealing product and/ or services (Pizam & Ellis, 1999). Vavra (1997) defined customer satisfaction as the pleasure feeling of the customer obtaining from an appealing products based on an outcome or a process. Mittal and Laser (1998) denoted that customer satisfaction as the end-state resulting from the experience and Vavra (1997) puts forth a definition of customer satisfaction based on a process, emphasizing the perceptual, evaluative and psychological processes.

Current satisfaction researchers generally agree that this end state feeling is dealing with an effective and cognitive state of reward and emotional response to an experience or a comparison of rewards and costs to the anticipated consequences (Fisher, 2000; Weiss 2002). The affective component of attitudes accounts for the feelings of people associate with object as well as the valence of those feelings (Bagozzi, 1978). Positive affect reflects the extent to which a person feels enthusiastic, active, and alert (Watson, Clark, & Tellegen, 1988). Conversely, individuals high in negative affect are generally uncomfortable or otherwise orient towards life's negative aspects. Negative affect reflects the extent to which people experience a general dimension of subjective distress and unpleasant engagement that may take the form of many emotional states including anger, contempt, disgust, guilt, fear, and nervousness (Watson et al., 1988).

Cognitive is often characterized as the content of thoughts or beliefs about an attitude object or statement of fact in question, usually in comparison to a standard or expectation (Weiss, 2002; Weiss & Cropanzano, 1996). For example, if an employee expects a certain level of autonomy in the way he works and is being micromanaged, the discrepancy between expected and perceived autonomy may lead to thoughts of dissatisfaction. They may be thought of as the rational, calculating part of attitudes that rely on unemotional comparisons (Hulin & Judge, 2003).

Martin, O'Neill, Hubbard, and Palmer (2008) on the other hand viewing satisfaction also as an emotional feeling resulting from an evaluative process that may also determine future behavioral intentions. They argued that more attention should be paid to the role emotion played in a buying process in addition to the affective and cognitive components of the satisfaction construct. Investigating into the facilities and service processes at a major American league football stadium, Martin et al. (2008) confirmed that a customer's degree of emotionally-based satisfaction does have significant effect on his/her service quality perception, overall satisfaction and future behavioral intentions. With the preceding notion, the three dimensions of satisfaction construct will be used

to measure medical tourists' satisfaction toward medical tourism attributes.

3.3 Behavioral intention

According to Ajzen & Fishbein (1980) through their Theory Reasoned Action (TRA) that behavioral intention refers to people's beliefs about what they intend to do in a certain situation. These scholars are pioneering the work by conceptualizing behavioral intention as a surrogate indicator of actual behavior. They argued that if behavior is volitional, the intention to perform an action correlates highly with the action itself. From that specific indicators of favorable post purchase behavioral intentions manifest include saying positive or negative things about the something to others (Boulding, Kalra, Staelin & Zeithaml, 1993), recommending products or service to others (Reichheld & Sasser, 1990), and remaining loyal or otherwise (Rust & Zahorik, 1993). In other words, behavioral intention includes the intention to re-purchase or re-patronize intention or to recommend loyalty and reject.

To measure behavioral intentions, Zeithaml, Berry and Parasuraman (1996) developed the behavioral intentions battery. They developed a comprehensive multi-dimensional model of behavioral intentions in the service industry. The framework initially included the following three dimensions: (1) recommendation through word-of-mouth, (2) re-purchase intentions, (3) complaining behavior (Bloemer, deRuyter, & Wetzels, 1999; Zeithaml et al., 1996). In regard to this proposed study, two main behavioral intention dimensions and its consequence will be measured: 1) intentions to re-visit and 2) recommending behaviors. In this sense, favorable behavioral intentions come by way of saying positive things about the medical tourism attributes, perceived values and satisfactions and revisit and recommending those dimension to others (Boulding, Kalra, Staelin, & Zeithaml, 1993).

4 DISCUSSION

Medical tourism, without a doubt, involves the experience of the individual patients in the treatment opted the understanding of the connection between motivations, experience, satisfaction and post behavior among the medical tourists cannot be simply ignored. This in line with the suggestion given by many academic scholars that the issues related to behavioral studies of medical tourists should holistically be investigated owing to the infant stage of the sector itself (Herrick, 2007). In fact, knowledge and understanding on the nitty gritty of the medical tourism is considered vital

not only in identifying strength and weaknesses but defining marketing strategies.

Based on the literature reviews, medical tourists' behavioral intention is expected to be partly conditioned by the satisfactions of the treatment received. Perceived value related to medical tourism attributes like cost, facilities, services, treatments and other attributes are also conjectured to influence medical tourists in the process of choosing a destination subsequently evaluate the experience through their level of satisfaction and for their future behavior intentions and recommending others. Scholars contended that a positive travel experience would result in a positive evaluation of a destination (Gallarza, Gil & Calderon, 2002) and more favorable experience will lead to a higher likelihood to return to the same destination (Pakaleva-Shapira, 2007). In relation to these statements and to the contextual setting of the proposed study a few questions could be raised. What are the perceived values of the international medical tourists toward medical tourism attributes (cost, facilities, services, treatments and others) offering by Malaysian hospitals or clinics? What are the levels of satisfaction of the international medical tourists toward facilities available and services, treatments and other attributes received? Most importantly, how the hospital attributes (facilities, services, treatments and others), perceived values and medical tourists' satisfactions contribute to their post behavior intention and recommendation?

Having discussed the issue, a conceptual study framework is developed based on the above conjecture. Figure 1 diagramed the conceptual framework of medical tourism attributes, perceived values, satisfaction and behavioral intention dimensions.

The framework depicts the role of medical tourism attributes namely monetary valuation/cost, services, treatments and relevant others contribute to medical tourists post behavioral intention. In other words, medical tourism attributes with a few sub-dimensions are predicted to have influence on the medical tourists post behavioral intention. It is conjectured

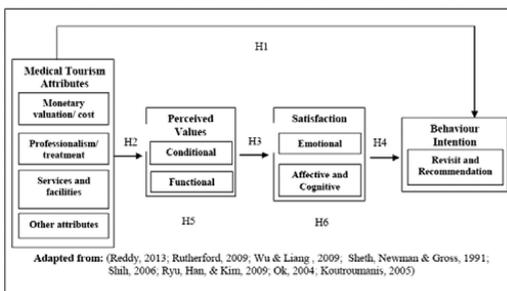


Figure 1. Conceptual framework.

that multi-dimensional perceived values which related to emotionality and functionality could lead to multi-dimensions of satisfaction such as emotional, affective and cognitive. Similarly, the multi-dimensions of satisfaction could also have an impact to medical tourist post behavior intention either on their revisit or recommendation. Lastly, assumptions are probed that perceived values through it dimensions mediate the relationship between medical tourism attributes and different types of satisfaction are also conjectured to mediate the relationship between perceived values and post behavioral intention (revisit and recommendation).

5 CONCLUSION

To date, although growing the available studies pertaining to medical tourism is mainly looking at the general perspective such as individual safety of medical tourists including a lack of risk communication and informed consent (Penney, Snyder, Crooks & Johnston, 2011), distant travelled of medical tourism (Lunt, Hardey & Mannion, 2010), health care systems in destination and departure countries including the diversion of resources (Meghani, 2011; Sen Gupta, 2008) and the prioritization of the needs of international patients care (Turner, 2007; Chen & Flood, 2013), there is still limited empirical data on potential impacts of medical tourism and medical tourist's behavior (Johnston et al., 2010; Crooks et al., 2013) particularly looking at the multi-dimensional constructs. In fact, there is still very rare an empirical studies looking at the Malaysia medical tourism perspectives. Thus, result of this study proposed is expected to create a new documentation and body of literature in Malaysia and add new and significant insights to the accruing academic literature on the medical tourism. This study will also most likely lead the other potential researchers to look more in depth or in broader scope related to the medical tourism studies.

In sum, given the result of the proposed study will benefit the academicians and relevant authorities like hospitals, clinics, travel agencies and the government agencies and with the gaps of studies from the literatures, the highlighted issue is therefore warrants an empirical investigation.

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The managerial competencies required by Indonesia's leading hotel groups: A preliminary investigation

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ABSTRACT: This study investigates contents from the websites of leading hotel groups in Indonesia which specify the competencies that are required by star hotels for potential managerial level recruits. This preliminary investigation identified a list of competencies that are expected by hotels and incorporated them into Sandwith's competency domain model with a view to determining the essential competencies. The results showed that leadership and interpersonal competencies were deemed as the most expected competencies at both junior and senior management levels. The identified competencies may be used as a basis for providing a better understanding of hotel manager competencies as a foundation for improving hospitality curricula in Indonesia.

Keywords: managerial competencies, hotels, managers, Indonesia

1 INTRODUCTION

Tourism becomes one of the pillars of Indonesia's economic growth as Indonesia welcomed about 9.4 million international travelers which showed a 7.2% growth from the year 2013 (Thadani et al., 2015). A growing number of tourists' arrival to Indonesia has inevitably driven an increase number of hotels built in Indonesia. According to Indonesia Hotel Watch 2015, Indonesia has witnessed the opening of 756 hotel properties with a cumulative room of 77,170 rooms between 2009 and 2014 (Thadani et al., 2015).

The high growth of hotel construction throughout Indonesia has led to the significant demand of human resources to fill huge positions in the hotel sector. Recruiting qualified human resources can be challenging as stated by Negara (2014) that highly educated and well-trained human resources are critical for an innovation-driven economy. The competition among workforce becomes much higher as the ten countries in Southeast Asia (Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand, Cambodia, Laos, Myanmar, and Vietnam) have agreed to establish the ASEAN Economic Community (AEC) starting December 31, 2015. The AEC has become a big milestone particularly for Indonesian workforce to prepare themselves to compete with more than 600 million people across ASEAN countries.

There has been a consensus among industry practitioners that human resources-related skills become the most essential component of the success of hospitality management in order to be competitive in the market (Kay & Moncarz, 2004; Brownell, 2008). Accessing competencies required in hotel sector therefore has become a topic that has been around for many years (Millar et al., 2010). It is important for employers to identify what competencies required for a particular position before organizations recruit their employees (Siu, 1998). Although previous studies have revealed several competency models or approaches from different perspectives of hospitality professionals, educators, and graduates, yet only few studies conducted in South-East Asia which examine the managerial competencies from different functional area such as food and beverage, room division, and sales within a classified hotel, such as three-star, four-star, and five-star hotels. Also, there is no prior study has been conducted to identify managerial competencies needed by hotel industry in Indonesia. This paper is a preliminary study to provide an initial assessment and exploration of the essential managerial competencies needed by the leading hotel groups in Indonesia. The findings of this study are expected to enhance the capacity of hospitality education in Indonesia to examine the competencies needed by hospitality graduates, particularly for entry—and middle-level managers. Understanding the

managerial competency expectations of practicing hospitality managers in different management levels could be useful for hospitality educators to develop and formulate better quality curricula.

2 LITERATURE REVIEW

2.1 *Defining competency*

Perdue et al. (2002, p. 142) defined competency as “certain motives, traits, skills and abilities are attributed to people who consistently behave in specific ways”. While, Nath & Raheja (2001, p. 26) defined it as “a combination of observable and applied knowledge, skills and behaviors that create competitive advantage for an organization”. Tas (1988) viewed competencies as the activities and skills which are believed as important to perform certain duties at a given job. This statement was expanded by Brophy & Kiely (2002) to incorporate attitudes as a competency. Referring to the definition given by educators and the industry practitioners, the competency or knowledge, skills, and abilities required by the workforce is the “need to know” (Millar et al., 2010). Parry (1998) described competencies as “a cluster of related knowledge, attitudes, and skills that affects a major part of one’s job” (p. 60). According to Dessler (2009), job competencies are measurable and observable behaviors that help organization to identify skills required by workforces to perform effectively in a particular position. Therefore, competency is now applied to portray a person’s ability to fulfill a certain job effectively (Tsai et al., 2006).

2.2 *Competency models*

Prior studies have been conducted to formulate and develop competency model as a tool to recognize and categorize competencies required to perform a certain job effectively in an organization (Chung-herrera et al., 2003). The nature of the hospitality industry with its dynamic and major market changes has urged a great need of hospitality managers who must possess proper competencies to adapt with changing environmental demands (Suh et al., 2012). A competency model was described by Lucia & Lepsinger (1999) as a descriptive tool to identify knowledge, skills, abilities, and behavior needed to perform adequately in an organization.

The model developed by Sandwith (1993) is widely adopted in assessing competency. this competency model also become one of the most popular approach adopted by many scholars in the hospitality and tourism field (Millar et al., 2010). Sandwith’s competency domain model categorizes

competencies into five distinctive domains, namely (1) conceptual/creative domain, (2) leadership domain, (3) interpersonal domain, (4) administrative domain, and (5) technical domain.

3 METHODOLOGY

An exploratory qualitative research technique was used to assess managerial competencies required by leading hotel groups in Indonesia. The main objective of this study is to portray the managerial competencies needed by star hotels in Indonesia for management level, entry—and middle-level managers.

3.1 *Data collection*

Managerial competencies required for this study were collected from the internet through the career path in the hotel chains’ website. This approach was employed because the Internet nowadays has been a popular approach for companies to “recruit potential employees, with competition for qualified talent being online” (Borstorff et al., 2005, p. 2).

This study collected data from the websites of the top 10 leading hotel groups in Indonesia as cited by Sudrajat (2012) from HVS Global Hospitality Services. It encompassed six international and four domestic hotel chains based on the size of the room inventory (see Table 1). The authors collected all of the information from the 10 hotel group website about the job position requirements for entry-level as well as middle-level management under three-star, four-star, and five-star hotels. All the data was collected and sorted from each hotel chains’ website for all the vacancies posted as per November 2, 2015.

3.2 *Sample and data analysis*

Among the 10 leading hotel groups in Indonesia, only five hotel groups provided job vacancies with specific requirements for each position, namely: Accor, Starwood, Hyatt, IHG, and Aryaduta. Aston International and Sahid hotel network did not provide job vacancies required in their hotel website. Aston International’s job position must be accessed through Facebook or Google, while job seekers for Sahid hotel must send their applications directly to the Human Resources Department. Santika Indonesia Hotels, Swiss Bel-hotel, and Tauzia Hotel Management groups only provided very general requirements for all positions such as a minimum of two years experience in a similar position, proficiency in English both oral and written, dynamic, self-motivated, friendly, team spirit, and strong leadership qualities.

Table 1. Leading hotel groups in Indonesia as of 30 June 2012.

Rank	Hotel groups	Chain	Number of rooms
1	Accor	International	10,837
2	Aston International	International	6,087
3	Santika Indonesia Hotels & Resorts	Domestic	5,653
4	Swiss Bel-hotel	International	4,196
5	Starwood	International	2,702
6	Tauzia Hotel Management	Domestic	2,319
7	Sahid Hotel Network	Domestic	2,042
8	IHG	International	1,995
9	Hyatt	International	1,971
10	Aryaduta Hotel Group	Domestic	1,725

Source: HVS Global Hospitality Services (2012)

A total of 16 hotels (nine hotels of five-star hotel, five hotels of four-star hotels, and two hotels of three-star hotels) has been selected and sorted across five hotel chain websites. Because of limited number of hotels and position offered by three-star hotels, the authors decided to merge the job vacancy offered by three—and four-star hotels together for further analysis. A total of 108 positions offered were collected and extracted among two hotel classifications (three-/four-star, and five-star hotels), two managerial levels (entry-level management and middle-level management), and four functional areas (food and beverage, room division, sales, and others).

Content analysis was employed in this study. Research using content analysis analyzes texts by calculating a specific theme (Lu & Zhu, 2006) and focuses on language as communication with the highlight on content and contextual meaning of the text (Tesch, 1990). Once the competencies had been collected and summarized, the competencies discovered in each position and type of hotel within the main functional area in hotel, such as food and beverage, room division, and sales/marketing were incorporated into several categories. The categories of managerial competency were adopted from Sandwith's competencies domain model (1993).

4 FINDINGS

After sorting the jobs offered by five hotel groups from each website for entry and middle level management in different functions, the detailed summary of the sample used can be seen in [Table 2](#). This study utilized 63 positions from five-star

Table 2. The number of job vacancies posted in the hotel websites.

	5-star hotel		4-& 3-star hotel	
	Entry-level	Middle-level	Entry-level	Middle-level
F&B	4	19	2	6
Room Division	1	7	9	5
Sales/marketing	2	20	10	7
Others	–	10	–	6
Total	7	56	21	24

hotels for entry and middle-level management, 45 positions from four and three-star hotels. Middle-level manager position in five-star hotels dominated the jobs posted with 56 job vacancies offered, and in four and three-star hotels were 21 and 24 positions for entry-level and middle-level manager respectively. The number of job vacancies posted by the hotel website can be seen in [Table 2](#).

4.1 Food and beverage

Among five competencies domains, hotels of all-star-ratings shared the same finding in which the leadership domain was the most dominant competency required for the managerial level in the food and beverage area, followed by the interpersonal domain. The administrative domain seems to be the least required by this department. However, in middle-level management in five-star hotels, technical competencies were viewed as important as interpersonal skills. This showed that technical skills were still heavily required in a food and beverage area, particularly for basic computer skills, such as Microsoft office and other major hotel computer programs, such as Delphi and Opera. In the leadership domain, excellent management skills were required, followed by strong leadership skills. While, in interpersonal domain, food and beverage managers need to possess good communication skills to be able to facilitate communication process to their customers, subordinates as well as top manager. All managerial level from all hotels had the same requirement in technical domain which was the ability to possess basic computer skills, such as excel, powerpoint, and words. The competencies required in middle-level managers was higher than in entry-level managers since middle-level managers are expected to bear more responsibilities to operate and manage their department. As stated by Sandwith (1993), the higher the level of the management position, the higher the demand required for competencies.

For food and beverage areas, recruits were expected to have knowledge in the food and

beverage area and be able to develop and implement food and beverage promotions and strategies. They should also be familiar with sanitation, health, and hygiene issues. These requirements particularly are more likely for the five-star hotels. This can be understood as five-star hotels usually have more food and beverage outlets and bigger operational focus which require more skillful and competent managers in the food and beverage operational.

4.2 Room division

In this study, rooms division refers to the front office and housekeeping departments. For middle-level managers in five-star hotels, leadership was highly required compared to other domains as these senior managers were required to have passion in improving quality awareness towards their jobs. While in three-star hotels, both entry and middle-level managers were expected to possess more interpersonal than leadership skills. Leadership and interpersonal competencies were required equally for four-star hotels. Technical domain particularly proficient use of Microsoft words (excel, powerpoint, and words) and Opera were highlighted for room division areas. Overall, it can be said that leadership and interpersonal competency are more dominant needed by junior and senior managers in room division department.

4.3 Sales/marketing

In sales/marketing department, leadership and interpersonal domain were also noted as the two most required competencies among all the classified hotels. Interpersonal skills were required mostly because in sales/marketing department, both entry-level and middle-level managers are expected to meet and attract customers to the hotels and they must have an ability to communicate well. The employers also required middle-level managers to have strong interpersonal skills with both internal and external stakeholders. While, leadership competency was expected to be possessed by middle-level managers than interpersonal competency with the dominant role-model such as highly driven and self-motivated, take initiatives, professional in appearance and manner, and attention to details.

4.4 Others

Other departments refer to department or positions which were not specifically under food and beverage, room division, and also sales/marketing areas, such as assistant human resource manager, human resource manager, learning and development manager, resident manager, and hotel

manager. Leadership competencies were highly valued by the management of five-star hotels as well as four-star hotels when recruiting middle-level managers, such as hotel manager, revenue manager and human resource manager, followed by interpersonal competencies for five-star hotels and conceptual domain for four-star hotels. As this department covers more than a specific area (human resource managers, hotel managers, and so on), the conceptual domain becomes essential, particularly for middle-level managers. The conceptual competencies are very important as managers are expected to possess the ability to adapt with dynamic market changes and unforeseen environmental demand (Suh et al., 2012).

5 DISCUSSION AND CONCLUSION

The significant growth of the hotel industry in Indonesia has led to increased demand for qualified and competent managers. This preliminary research has investigated the managerial competencies that are required by three hotel classifications (three-, four-, and five-star hotels) and two levels of management (entry—and middle-level). The findings may provide useful insights about competencies needed by the hotel industry for certain managerial positions as prior studies have not done yet in Indonesia. In this study, knowledge, skills, and attitudes/abilities required for employees were incorporated into Sandwith's domain model to identify what competencies need to be performed in certain departments and/or positions.

From the findings, it can be concluded that leadership and interpersonal were the most dominant competencies at both management levels (junior and senior level managers) within all departments (food and beverage, room division, sales, and others). This supports Kay & Russette's study (2000) that identified "interpersonal and leadership competencies are essential for managerial success" (p. 53). It means that the hotel industry seems to expect their managers to have strong leadership skills to manage their subordinates and to be a role-model for particular attitudes or traits, such as outgoing personality, passionate, confident, honest, energetic/dynamic, and have integrity. Interpersonal skills, particularly strong communication skills to deal with guests and subordinates were also considered to be crucial as the nature of hospitality industry is people oriented and intensive (Millar et al., 2010). Compared to others, sales and marketing department demands interpersonal skills, especially when dealing with internal and external stakeholders. This is unsurprising because the responsibilities of sales or marketing people are to sell their products and services to people

which ability to facilitate communication process is very important.

The managers of five-star hotels were most likely to recruit managers with strong leadership competencies rather than interpersonal competencies, particularly for middle-level manager. This is unsurprising because five-star hotels have more products and services to offer with a wider range of rooms and facilities to manage, therefore requiring managers with an excellent leadership competency. In the case of four-star and three-star hotels, the requirements for leadership competencies were roughly equal to interpersonal competencies. In smaller properties with fewer people, it is deemed crucial that managers have more ability to communicate and manage efficiently.

The results of this study also concluded that food and beverage as well as other departments, such as human resources need candidates to possess relatively stronger leadership rather than interpersonal skills. In the case of the rooms division and sales/marketing departments, interpersonal competencies were more expected than leadership competencies.

6 LIMITATION AND FUTURE RESEARCH

All of the data collected for this study were extracted from hotel websites with a view to providing information that relates to competencies required by hotel management. This might create bias in the sense that what is stated on websites may differ from what is truly required. Also, not all hotels posted comprehensive competencies on their respective websites. Efforts need to be made by the authors to triangulate the data collection and analysis from the perspectives of other stakeholders such as hotel professionals, educators, and students or alumni in order to reliably formulate what managerial competencies actually required by each management level and department.

Future studies need to be more in-depth and focused on investigating managerial competencies from the perspective of hotel practitioners, educators, and students in order to determine the gaps that might occurred among those stakeholders. Educators must continually identify and explore the essential competencies required to fill the growing demands of the hospitality industry (Sisson & Adams, 2013). There is a pressing need for better collaboration between hotel education institutions and the hospitality industry in order to improve human resource development in Indonesia. Through a better curriculum which meets industry expectations, it is expected that hospitality education, especially in Indonesia will be better placed to produce qualified and competence

managers in the hotel field. As was stated by Martin (1998) "a successful future for hospitality students means a successful future for the hospitality industry" (p. 25).

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Employee retention of outsourcing catering services in Malaysian government hospital

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ABSTRACT: High turnover in services sector occurs in outsourcing company that provides catering service to government hospital. There are various factors that contribute to the high turnover rate including low pay rate, working long hours, inadequate training provided and poor working environment. This paper examines the factors that contribute to high turnover rates. The samples for this study are the outsourcing catering workers in government hospital. The information required was gathered through self-administered and face to face questionnaire. Through frequencies, descriptive (mean score) and linear regression analysis, some useful insights on the issues investigated were obtained. Based on research findings, working environment is the strongest influence on retaining the workers, followed by compensation system.

Keywords: outsourcing, service sector, retention, catering services

1 INTRODUCTION

For the past few decades, one of the topics that have been the interest of the researchers and employees from various fields for research is employee retention. Employee retention is one of the most importance components in business and academic communities because it may help the company to remain competitive, in nowadays rapidly expanding global economy. At the same time, it also enable the company to keep pace with the advances of technologies which requires a workforce with robust institutional knowledge and skills (Becker, 2007; Benko and Weisberg, 2007; Davies, Fidler and Gorbis, 2011).

Johari, Yahya and Ahmad (2012), Taylor (2002) said one of the biggest and most costly business problems that maybe faced by the companies are unwanted employee turnover. When the turnover rate increase, employers did not just lost the employees, but also their customers, production knowledge, current project and many more (Irshad, n.d; Employee Turnover and Retention, n.d.). In addition, Okioga (2012), Abbasi and Hollman (2000) found this problem can costs the company. From the previous studies, they found that turnover rates might have a negative effect on the organization's profitability. Based on the researches, it was shown that turnover was very expensive for the company.

According to Mohamed (2011), there are many factors of staff retention like benefits and reward, remuneration, training and job flexibility. Parpal

(2012) has stated in her articles, where there are many studies that have been done on compensation system which can help to retain the workers in the organization. One third of the employees who choose to leave the job looking for better salary elsewhere. The researcher has suggested that the company should not only offer competitive wages, but when they notice any employee who has a high consistent performance, they should take this opportunity to reward them with raise which, will make the worker feel that they are important to the company and their talent and efforts are being appreciated.

There are sufficient investigation regarding the causes, why those who work in the hospitality industry intend to leave but, the investigation into why people decide to stay with their organization has been minimal (Cho, Johansson and Guchait, 2008). Besides, many studies on outsourcing have been done on other industries in Malaysia excepts foodservice industry which make the limitation to this study. Hence, this research aims to identify the factors that influence to the retention of outsources workers in catering service in government hospital. Focus will be placed on government hospital which practiced outsourcing in catering services.

2 LITERATURE REVIEW

A key of reducing employee turnover is employee retention (Employee Turnover and Retention, n.d). The researcher defined an effective employee

retention program is a systematic program which is an effort of the organization to create and foster working environment which encourages their employees to remain employed by having policies and practices in place that address and meet their diverse needs. According to Business Dictionary (2014), retention of workers can be defined as an effort of the organization to maintain the environment of working which support the current employees to remain with the organization. Many employee retention policies are aimed at addressing the various employees' needs to enhance their satisfaction in job and also to reduce the substantial costs which will be involved in hiring and training the employee.

Bersin (2013) said that retention is something that the organizations should really look after. They will be contending for talent regardless of their company in today's heating economy. Batt and Colvin (2011) suggested using Human Resource Management Practices as a central to the organizational strategy because it is a significant strategic levers and it is also the sources to sustained the competitive advantage for the company.

Johari, Yahya and Ahmad (2012), Noe (2008) found that HRM practices play a key role in rewarding, attracting, retaining employee and motivate them. Furthermore, the researcher also stated that, HRM practices concerns on activities in management which relate to investment in staffing, performance management, compensation and benefits, safety and healthy, employee relation and training and development. Irshad (n.d.) had narrowed it to recommendations for the working environment, training, salary, benefits and reward given to the employees that help employee retention while Flexible Working Practices (n.d.) has recommended shifting work system of the employees.

Minbaeva (2008) studies also exposed that one of the most important sources to encourage motivation in the company is compensation. Other than that, it also helps in generate competence and high performing employees who can expressively contribute towards the competitive advantage of the company. Based on research in Hong Kong, among the respondents who tried to retain leaving staff, increasing salary is the common measure used with 82%, followed by providing training or career development opportunities with 44% and providing a better work arrangement with 40% and as a result, 67% had reported that increasing salary is the most effective measure to retain the leaving employee (JobsDB Q1 Hiring Index, 2013).

Irshad (n.d.) has summarized that the company should reward the staff based on merit and promotion should be based on both seniority and merit, which can help company production and at the same time, help to retain the employee. He also

suggested that staff's salary need to be increase, which will not only help to retain the staffs, but it will also attract staffs from other company as well. In addition, the researcher stated that the organizations should identify the benefits which really influence the retention of workers. Furthermore, the organization needs to resume their present benefits package and identify those benefits which are not useful thus replace them with other better benefits.

Meanwhile, one of the major reasons why some organizations have experienced the employee turnover is, because of work environment which is about the basic working condition like relationship with furniture, colleagues, office equipment, and proper lighting (Kazi and Zadeh, 2011). Workers intent to leave their job because they have bad working environment in their current job (AlBattat, Mat Som and Helalat, 2013).

Kazi and Zadeh (2011) said that every people has their own different level of satisfaction and it will takes time for them to cope with the mentor or change in the working environment. People hop from one job to another job because they are not satisfied with the working environment. If the organization gives more attention towards working environment, the possibility of workers to maintain in the company will be high and at the same time, turnover rate will decrease. Irshad (n.d.) suggested that, organization needs to offer a fair policy and communicate it to their employees because the employees want a fair treatment and proposal regarding to human resource practices.

It can be summarized that by giving the employees a sufficient working hours without burdening them, provide the opportunities for advancement and regular pay increase can go a long way toward keeping their valuable workers. The researcher has suggested to the company to provide as many benefits as possible and recognise the workers outstanding work are other avenues which can help to decrease the turnover rate. The company also needs to train their workers to improve communication skills and devise the practical plan for resolving the conflicts among them, and at the same time, keep them productive and happy (Ray, 2015).

3 METHODOLOGY

The aim of the study is to identify the factors that influence employee retention in outsourcing catering services in government hospital. This study was conducted on catering services' staffs from three outsourcing companies which are BESTA, Regal Way and Segi Seri Group in selected government hospital in Selangor which are Hospital Sungai Buloh, Hospital Serdang, Hospital Putrajaya and

National Cancer Institute because they had been identified as hospital that are using outsource catering services, have high number of turnover rate and high density of institutional foodservice workers which lead to the ease of the collection of data for this study.

The questionnaire was designed to gather important data to connect the relation of the objective of this research. The questions asked are close ended questions and Likert scale form. The questionnaire was divided into three sections. The first section is on retention of worker, adapting instruments from Smith (2013). The second section consists of working environment items adapted from Kazi and Zadeh (2011) while the last section is the demographic information of the respondents. This study used 5-points Likert scale, open-ended scale and also semantic different scale to measure the strength between multisenses and consumers' purchasing behaviours. 133 acceptable questionnaires with a response rate of 95% after going through a preliminary screening are used for the next step of the analysis. The results of the research study were analysed using SPSS version 20.0, to show the relationship between the two independent variables towards the dependent variable.

4 ANALYSIS AND FINDINGS

To measure the reliability of the questionnaire used, the Cronbach's alpha was applied to analyze the data collected. The results indicated that the Cronbach's alpha coefficient was $\alpha = 0.853$ for compensation system and, $\alpha = 0.721$ for working environment. Given that all of the measured values are above 0.60, it can be concluded that there is a high consistency and reliability among the statements in questionnaire (DeVellis, 1991).

The analysis of the respondents' profile recorded in section 4.6 of chapter four reveal that majority of the respondents who participated in this study were among the age of 21–25 years old and majority are female and Malay. Most of the respondents are single and living with friends. In addition, majority of the employees are from Patient Service Department (PSD). Besides that, majority of the respondents have range of 0–2 years of working experience in catering services. The result also exposed that most of the respondents spend 8 hours for average working duration/hour and majority of them have the income RM 500—RM 999. Lastly, most of the respondents were SPM holder.

Regression analysis was applied to determine the relationship between compensation system and workers retention. Table 1 shows the result of the regression analysis.

Table 1. Regression analysis for compensation system.

Model 1	
Dependent variable	Retention of workers
Independent variable	Compensation system
β	0.668***
R ²	0.446
Adjusted R ²	0.442

Note: *p < 0.05, **p < 0.01, ***p < 0.001.

Table 2. Regression analysis for working environment.

Model 2	
Dependent variable	Retention of workers
Independent variable	Working environment
B	0.695***
R ²	0.483
Adjusted R ²	0.479

Note: *p < 0.05, **p < 0.01, ***p < 0.001.

A regression analysis was conducted to examine whether there is a relationship between retention of workers and compensation system. In order to decide the contribution of independent variable, it is essential to use beta values with ignoring any negative signs and if significant value is less than .05, then the variable is creating a significant unique contribution to the prediction of the dependent variable (Pallant, 2007). Based on Table 4.33, the results revealed the beta value under standardized coefficient is .668. From the value, it means that the variable makes a slightly moderate influence on retention of workers as compare to other variables. Based on the R Square value, .446 converted into percentage, this meant that the model of study explains 44.6 percent which is more than 15%. It has a slightly moderate relationship between compensation system and retention of outsourcing workers. Thus, this result addresses the research objectives 1, and satisfies hypothesis 1.

A regression analysis was conducted to examine whether there is a relationship between retention of workers and working environment. Based on Table 4.36, the results revealed that the beta value under standardized coefficient is .695. From the value, it means that the variables make a highest influence on retention of workers as compare to other variables. Based on the R Square value, .483 converted into percentage, this meant that the model of study explains 48.3 percent which is more than 15%. It has a strong relationship between compensation system and retention of outsourcing workers. Thus, this result addresses the research objectives 4, and satisfies hypothesis

4. Based on the result, the variables that influence the most on the retention of outsourcing workers in government hospital in Selangor is working environment (R Square = .483), followed by compensation system (R Square = .446).

This result was supported by the previous study by Parpal (2012) which she stated in her article where compensation system can help to retain the workers in the organizations. When the organization pay with the right amount and reward them based on their performance, it might make them feel appreciated by their employer and at the same time, they will feel that they are important to the company and intend to stay. Based on the result, it shows that majority of the workers get RM500—RM900 for their income which is not enough for them to spend. Thus, compensation is very important for them to consider staying at the organization.

The empirical result showed that working environment has high contribution towards retention of outsourcing catering services in government hospital in Selangor which strongly supported the hypothesis (H4) of the study. Ray (2015) stated that lack of advancement, poor working condition and transient nature of work force may contribute to the turnover rate and based on the result, it is supported. Good working environment helps them to work comfortably. If the environment was bad, it will make them uncomfortable, thus they will have lack of concentration when working which can affect their job performance. Besides that, it will make them feel unhappy to come to work.

5 CONCLUSION

It is first to recommend to the government hospital and outsource company in government hospital to have a good and conducive working environment because it is the strongest factor that can help to retain the employee. They need to make sure that the working area is ergonomic and comfortable to the employees. In addition, besides the place, the relationship between employee and employer are also important in order to retain the employee. Based on the result, majority of the employees are either agree or disagree that the company does an excellent job of keeping employees informed about matters affecting them. Thus, the employer needs to make sure that the employees are being inform on any matter that might affect them so they will be more prepared to face the matters. It is encouraged that future research to include all the sample size and also other government hospital that outsource their catering services outside Selangor and Wilayah Persekutuan Kuala Lumpur area.

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Visitors' impulse shopping behavior at Kuala Lumpur International Airport 2 (KLIA2): A conceptual paper

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ABSTRACT: The visitors' impulse shopping behavior is widely happens throughout the daily routine without anyone realizing it. The objective of the paper is to review the relationship between store environmental characteristics, namely, ambient, design, and social and the visitors' impulsive shopping behavior. Not to mention, visitors' positive emotional responses mediate the relationship between store environmental characteristics and the visitors' impulse shopping behavior. While, situational characteristics, namely, time availability, money availability, and task definition moderate the relationship between visitors' positive emotional responses and the visitors' impulse shopping behavior. It should be interesting to see the scope of impulse shopping behavior in Malaysia. Impulse shopping behavior on shoppers has become a powerful influence in the current era and it is a crucial area of study.

Keywords: impulse shopping behavior, store environmental characteristics, positive emotional responses, situational characteristics

1 INTRODUCTION

1.1 *Background of study*

The improvement of shopping tourism can be seen as a phenomenon, policy makers, academics and business pioneers all over the world are attracted to have a thought on it (World Tourism Organization, 2014). Impulse shopping behavior is defined as "an enigma in the marketing world, for here is a behavior which the literature and consumers both state is normatively wrong, yet which accounts for a substantial volume of the goods sold every year across a broad range of product categories" (Cobb & Hoyer, 1986; Rook & Fisher, 1995).

Impulse shopping behavior studies have pulled in academic researcher consideration because there appears to be a disagreement between what individuals say and what individuals do. Visitors' commercial activities at airports leads to the findings that time pressure and impulse-shopping tendencies play moderating roles on the connections between passengers' shopping inspirations and commercial activities including luxuries and travel products (Lin & Chen, 2013).

Most visitors infrequently take part in impulse shopping. More than half of shopping mall visitors were found to shop on impulse (Nichols, Li, Roslow, Kranendonk & Mandakovic, 2001), indicating that impulse shopping are really crucial for the retailer's

revenue. Impulse shopping may thus be activated by unconscious memories of advertising reaching visitors through a few of promotional channels (Shapiro & Krishnan, 2001). Impulse shopping is normal behavior among shoppers across the globe. Research to the extent indicates that almost anything may be shopped on impulse (Kacen & Lee, 2002; Rook & Fisher, 1995). Thus, this paper will discuss on the relationship between store environmental characteristics and the visitors' impulsive shopping behavior.

2 CONCEPTUAL FRAMEWORK

Based on the aforesaid background of study, this section provides conceptual framework along with brief discussion on the related hypotheses. The conceptual framework has been adapted from Chang, Yan & Eckman (2014). Also, the literature review of the significant relationship between the relevant variables and impulsive buying behavior is being discussed.

2.1 *The relationship between store environmental characteristics and the visitor's impulse shopping behavior*

There is an exaggerating flow of research on store environmental, which explores the usefulness of

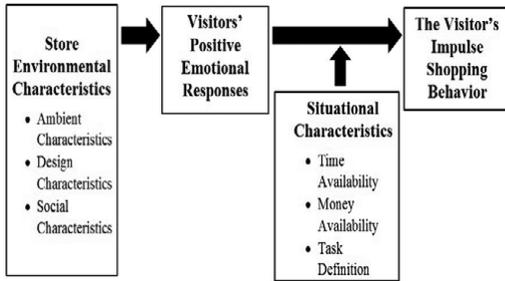


Figure 1. Conceptual framework of current paper.

its numerous characteristics on shopper's behavior such as the awareness about store employees may have significant effects on shopper's behavior towards service quality and merchandises have been shown (Hu & Jasper, 2006). Correspondingly, quality, value convenience, and variety heads to good impressions towards store brands (Semeijn, van Reil & Ambrosini, 2004). Mohan, Sivakumaran & Sharma (2013) expected that effects of impulse shopping are related to store environmental characteristics such as music and light. Hence, shoppers' positive affect are definitely influenced.

Store environment characteristics also may affect the store likeliness, quantity of goods shopped, money and time spent, perceived quality of patronage and merchandise, sales, product interpretation, satisfaction, and the choice of the store (Darden, Erdem & Darden, 1983). Nonetheless, there is insufficient amount of consideration given to the impacts of store environment characteristics towards impulse shopping despite of the rising of importance in making the store "experience" a key of uniqueness (Hu & Jasper, 2006). Thus, the following hypothesis is proposed:

H₁: There is a positive relationship between store environmental characteristics and the visitor's impulse shopping behavior.

2.2 *The relationship between ambient characteristics and the visitors' impulse shopping behavior*

Non-visual conditions in the shopping area environment, such as lighting and cleanliness are the definition for ambient characteristics (Baker, Grewal & Parasuraman, 1994). For instance, examination of merchandise and store image both can be influenced by lighting (Areni & Kim, 1994). Yet, consumers' shopping behavior did not influenced by lighting levels. Clean stores and painted ceilings ought to have affect shoppers response positively.

Shoppers' emotional responses are found to be influenced by ambient characteristics (Tai & Fung, 1997). Ambient characteristic of a retail store should have certain effects towards consumers' cognitive

(beliefs or symbolic meaning), emotional (mood or attitude), and physiological (pain or comfort) responses. For example, shoppers' inferences about merchandise quality could be influenced by the store's physical attractiveness (Baker et al., 1994). Also, the levels of pleasure experienced in the store are positively related to inside store environmental motivation such as unique displays. Mohan, Sivakumaran & Sharma (2013) assumes that influences of impulse shopping are related to store environmental characteristics as such light and music. Thus, shoppers' positive affect are definitely affected.

2.3 *The relationship between design characteristics and the visitors' impulse shopping behavior*

Visual and physical elements of retail environments that include architecture, color, materials, and style and may differentiate one retailer from another are basically all about design characteristics (Baker et al., 1994). According to Tai and Fung (1997), shoppers' emotional states and shopping decisions was influenced by design characteristics, may be especially significant when product and price contrasts are in little scale or when the product mixture is targeted for particular social classes or lifestyle shopper crowds.

Implicit or explicit signals that link messages to shoppers' served as one of the characteristics of the store environment. The example of explicit communicators is signs. Meanwhile, implicit signs like wall paintings of the shopping store are less obvious. The affection of the merchandise and shoppers' assessments of stores carried are especially the store's explicit signals that derived from design characteristics (Bellizzi & Hite, 1992).

2.4 *The relationship between social characteristics and the visitors' impulse shopping behavior*

Density, privacy, types of shoppers, and appearance of retail employees all are included in social characteristics (Turley & Milliman, 2000). One of the most influential factors in the shopping environment is reported to be the social interaction between a salesperson and a shopper.

Furthermore, the likable salesperson makes the shopper feel reassured as a person whose tastes are about the same and who is perceived as convincing. Fairly warm personal relationships between shoppers and salespeople are similar to other friendships, which involve intimacy, affection, social support, loyalty, and reciprocal gift giving have been found in other research. The marketing aims like loyalty, satisfaction, and good word of mouth among shoppers' have also been supported by the relationships (Hu & Jasper, 2006).

2.5 *The relationship between store environmental characteristics and visitors' positive emotional responses*

Shoppers react to music behaviorally and psychologically (Yalch & Spangenberg, 1990). Music is a crucial, most often and usually researched variable that have impacts on the states of affective (Bruner, 1990). It is a main ingredient variable leading to shoppers behavior in store environments (Yalch & Spangenberg, 1990). The help from good music generates positive response (Garlin & Owen, 2006). Lighting systems that are well-designed could create an extra element towards the interior, control the shopper's eyes to the key sales points, establish an environment of motivation and generate positive influence (Smith, 1989). Both music and lighting arouse positive response (Yoo, Park & MacInnis, 1998).

Positive emotions evoke if the retail store makes it simple for the shoppers to search the goods they are searching for, by granting a fantastic layout of the store and ample signage (Spies, Hesse & Loesch, 1997). A great layout may enhance and produce positive response by helping the shoppers search what they need quickly (Spies et al., 1997). A great layout also may lead the shopping experience more pleasurable, by decreasing the stress that perceived in shopping (Baker, Parasuraman, Grewal & Voss, 2002) and by arousing positive response. Store employees provide service leading to enjoyable store experiences (Jones, 1999). Frequently, exquisite elements in the shopper's behavior contribute to positive emotional responses, such as being easily available or a smile for shoppers. Even in concise and simplest encounters the employee evokes positive response (Mattila & Enz, 2002). Store stimuli biases influence assessment in an affect-congruent course way. Hence, the following hypothesis is suggested:

H₂: There is a positive relationship between store environmental characteristics and visitors' positive emotional responses.

2.6 *The relationship between visitors' positive emotional responses and the visitor's impulse shopping behavior*

Post academicians have demonstrated a positive impact between positive emotion and impulse shopping. A delightful environment eventually leads to unplanned and extra time shopping (Donovan, Marcoolyn & Nesdale, 1994). Beatty & Ferrell (1998) also found a positive relationship between positive emotional responses and impulse shopping behavior. Shoppers acquire pleasure and joy from shopping (Babin, Darden & Griffin, 1994). Individuals shop for both utilitarian and hedonic reasons (Jones, 1999), Shoppers who love shopping believed to involve more

in unplanned shopping, and obtain psychological compensation from the shopping process again and again. Thus, the following hypothesis is suggested:

H₃: There is a positive relationship between visitors' positive emotional responses and the visitor's impulse shopping behavior.

2.7 *The relationship between visitors' positive emotional responses, store environmental characteristics and the visitor's impulse shopping behavior*

Positive emotional responses from shoppers are elicited through shopping environments designs. Shopper conducts like impulse shoppers, shopping rates, and time used at the store appears to be influenced by amusing feelings, color, store and merchandise image, arousal, and ability to draw attention of shoppers toward a store environment (Bellizzi & Hite, 1992). Hence, shoppers' positive emotional responses could be influenced by tempting pattern characteristics of store retail environment.

Shopping behavior affected by a shopper's emotional state. Specifically, impulse shopping behavior may be positively influenced by positive emotion, such as delightful. Positively emotions shoppers will employ more impulse shopping because of the wish to reward themselves, high energy levels, and the feeling of less restrained (Rook & Gardner, 1993). Hence, the following hypothesis is proposed:

H₄: Visitors' positive emotional responses mediate the relationship between store environmental characteristics and the visitors' impulse shopping behavior.

2.8 *The relationship between situational characteristics, visitors' positive emotional responses and the visitor's impulse shopping behavior*

Most shoppers' behavior is an outcome of both situational and emotional influences (Russell & Mehrabian, 1976). Shoppers' confront situational characteristics during shopping such as impulse shopping situations more likely during limited money shopping and lunch time shopping (Sharma, Sivakumaran & Marshall, 2010). Hence, the following hypothesis is suggested:

H₅: Situational characteristics moderate the relationship between visitors' positive emotional responses and the visitors' impulse shopping behavior.

2.9 *The relationship between time availability, visitors' positive emotional responses and the visitor's impulse shopping behavior*

It has been proposed that a shopper who has high enjoyment of shopping will lead to do an in-store strolling longer and is then assumed to be motivated in performing an impulsive shopping (Chavosh, Halimi & Namdar, 2011). Meanwhile, a shopper who does not like the shopping experience will shorten their in-store strolling time, and will most likely to perform less impulsive shopping (Beatty & Ferrell, 1998). Iyner (1989) found that the time pressure restricts the intention to shop related with the characteristics of the environment. The more time shopper lingers around in the store, the more chances for the shopper to perform impulse shopping. Limited time leads to negative impact on impulse shopping because the shopper may feel disappointed because of the limited time to shop or search at the same time. Au, Tse & Yip (1993) suggested that the impulsive shopping frequently happens in the first five minutes of shopping and the probability of its accuracy decreases when the time goes by.

2.10 *The relationship between money availability, visitors' positive emotional responses and the visitor's impulse shopping behavior*

Richins (2011) argued that materialistic shoppers were obsessed by the eagerness to secure social status through possession of material, and hence, there was a probability that such shoppers would be impulsively spending money by succumbing to the calls of lust. In addition, as shoppers that bound to be materialistic are not only found to have more favorable actions toward impulse shopping but also have been related to do money wasting on subsequently less important property, probability remains that people with high money availability could be pleased to go for the goods they want in impulsive way. Troisi, Christopher & Marek, (2006) indicates that shoppers with money available had more propensities to impulse shopping. Several other studies too (Hourigan & Bougoure, 2012; Park, Kim & Forney, 2006) demonstrated a clear positive relationship between money availability and impulse shopping. Hence, there were strong evidence on the previous researches on the relationship between money availability and impulse shopping behavior.

2.11 *The relationship between task definition, visitors' positive emotional responses and the visitor's impulse shopping behavior*

The desire to shop impulsively is a state of desire that is experienced when came across an object in

the environment of shopping such as a specific good, brand or model (Dholakia, 2000). It is clear, sudden, and spontaneous precedes the substantial impulse action as shoppers search around in a store, they experience lots of addition in desire, and their possibility of keep on doing impulse shopping growth (Beatty & Ferrell, 1998).

3 CONCLUSION

In conclusion, the present work shows that it is important to further the study towards the next level. Considering the relationship between store environmental characteristics and the visitors' impulse shopping behavior, this study provides useful information for tourism players and retailers in more than one way. The study can highlight advantages to airport retailers as they can improve their marketing strategies in order to tackle down the market. The management of store design characteristics can significantly improve shopper's positive emotions and impulse shopping behavior. Most of the previous studies only focusing on the utilization of the experimental approach on the effects of store environments, nonetheless, this study will try to utilize the data will be collected in the real store area and a field study approach as suggested by Holbrook (1983). It will be a good additional reference to the existing knowledge by produce information related to the significant shopping tourism industry.

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Differences in perception between local community and destination management: A challenge in Community-based Tourism (CBT)

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ABSTRACT: The conflict between management and community at tourist destination often occur because of different vision and perception of Community Based Tourism (CBT). This study was conducted to determine perception differences between management and community on CBT. An independent-samples t-test was conducted to compare the perception differences between 70 community respondents and 31 managers/staffs. The study was carried out in Ciwidey, West Java, Indonesia. The results showed that there were perception differences in 7 out of 10 variables. For the community, the CBT program should provide an immediate impact to the economy and welfare rise. While for the managers, they often consider CBT program merely as a management requirement, without further evaluate whether the positive impacts are in conformity with the initial purpose. The role of local government is very important in terms of bridging the gap between the two in achieving the mutual goal of sustainable tourism development.

Keywords: community based tourism, perception differences, local community

1 INTRODUCTION

The main core of responsible tourism development is the establishment of a sustainable tourism. It can be realized through the concept of Community-based Tourism (CBT). CBT has been developed in some tourist destinations in Indonesia, with the goals of economic, socio-culture enhancement for local people (Sebele, 2010; Kiss, 2004; Scheyvens, 1999).

However, it is undeniable that several obstacles unexpectedly come up in the process of developing CBT. As a case, one of the common obstacles in implementing CBT is the conflict between the local community and the tourist manager. Due to the different perceptions of community empowering, the conflict has been repeatedly taking place. Some studies showed that perception and knowledge factors were considered as determining factors in order to succeed in the CBT program (Timothy, 1999; Manyara and Jones, 2007; Cole, 2006).

As previously stated, the conflict takes place owing to the results of different perceptions between these two parties. Under this circumstance, the local community assumes that the community empowering program should be able to enhance the community economy and prosperity. Meanwhile, the tourist managers carrying out the CBT program claim that it is an obligation set by the regional policy, without evaluating the effectiveness and accomplishment of the program through a clear indication (Briedenhann, and Wickens, 2004; Goodwin, 1996; Hough, 1988). However, there were few studies which had been carried out in order to highlight the conflict between

local communities and tourism managers in the case of a relative homogeny area. Unlike those aforementioned studies, in this study, the land area had various characteristics, such as protected, conservative, agricultural, and residential areas. In addition, the conditions of community socio-economy in the observed areas were dominated by the lower class society, particularly, in terms of economy and education. As a result, it has indirectly deteriorated the existing conflicts. Accordingly, generally speaking, the results of this study can be used as a model for some areas whose geographical and socio-cultural conditions are identical.

In principle, this study aims at observing the gap appeared between the perceptions of the local community and the tourism area managers regarding the concept of CBT. The geographical conditions of the tourism area in the observed area directly adjacent to the residential community and arable lands can promote a conflict in maintaining and managing the land. Therefore, the effectiveness of implementing this CBT program needs to be examined in advance.

2 LITERATURE REVIEW

Community Based Tourism (CBT) is regarded as an initiative to involve or engage the local community in the management of tourism areas. As a result, it could strengthen the interaction, understanding, solidarity, and productivity among stakeholders in order to achieve the visions of tourism. (Kontogeorgopoulos, 2005; Wearing and Neil, 1999).

In managing tourism areas, the involvement of the local community had to be positioned not only as a stakeholder but also as a subject or shareholder. Under this circumstance, the local community, as native community living in the tourism area, should take part in the process of planning, implementation, and evaluation. In this regard, the local community was regarded as an appropriate party to receive the positive and direct benefit of the tourism activities. It was undeniable that the presence of the tourism sectors in Indonesia could not be separated with the roles of the local community living around the tourist sites and it was also obvious that the local community was an essential part in the development of tourism (Garrod and Fyall, 1999; McMinn, 1997).

However, this CBT concept is not a walk in the park. Theoretically, the sustainable tourism had an ideal expected target, benefited all parties involved and took place continuously. In fact, involving the local community in planning and management processes required a considerable cost, a long time and a complicated awareness process (Zakus and Lysack, 1998; Ladkin and Betramini, 2002). Consequently, this situation promoted a conflict between the tourist managers and the local community in tourist sites. In principle, the implementation of the CBT program required the awareness of all stakeholders in order to jointly achieve the same visions, namely sustainable tourism development. Some studies showed that there was a large gap found between the concept and the implementation of CBT (Garrod and Fyall, 1999; Sharpley, 2000; Tosun and Jenkins, 1998).

The successful implementation of the concept of sustainable tourism was determined by looking at the significance of the local community involvement as well as the vision understanding in developing the tourist sites. It could not be denied that the role of community participation was believed as a determining factor in order to achieve the successful and sustainable development. In the same time, the implementation of CBT was expected to reduce the negative impacts of tourism activities through collaborations and mutual agreements (Jamal and Getz, 1995; Murphy, 1985).

3 RESEARCH METHOD

This research was conducted by distributing questionnaires on the perception of the CBT program principles. In this study, the respondents were classified into two groups. In the first group, involving 31 respondents, the questionnaires were circulated to the managers of natural tourism area who had an authority to develop the CBT program. Then, in the second group, involving 70 respondents, the questionnaires were distributed to the local community whose professions were

linked with the tourist destinations in the observed area. The research was carried out in Ciwidey District, South Bandung, in which around 22 various attractive tourist destinations were offered. In this study, the obtained data were analyzed using Independent Sample T-Test to compare the level of differences between these two independent groups.

Initially, this study hypothesized that there was no an obvious difference to the perception of the tourism managers and the local communities towards the CBT program in several tourist destinations in Ciwidey District, West Java, Indonesia.

Supplementing to this study, the variables utilized were based on the ten basic principles of CBT issued by The United Nations Environment Program (UNEP) and World Tourism Organization (WTO) in 2005.

4 RESULTS AND DISCUSSION

The survey results showed that people in the District Ciwidey generally accessed lower education (50.3% of primary school graduates), worked as farmers (43.7%), and as farm workers (32.8%). In addition, they also worked as craftsmen, entrepreneurs and other kinds of profession which were closely related to the tourism sector (8.6%). As a matter of fact, this statistic showed that the development of tourism in Ciwidey District has not had positive impacts on the quality of local community's livelihood. Meanwhile, in the other side, the tourism area managers strove to involve the local community through this set of programs, such as management counseling, socialization and inclusion.

4.1 *Management and community perception toward CBT program*

Table 1 describes the recapitulation of the management and community perception on CBT program. The analysis has pointed out that the management claimed to be fully understand and committed in implementing CBT program for local community. Table 1 describes the average recapitulation score of local perceptions on the implemented CBT program. The analysis of the public perception suggests that the District of Ciwidey, West Java, understand and support the implemented CBT program in their region.

While Table 2 describes the comparison between the managers' perception average score and the local community by using T-test. It can be seen that the difference lies in the perception of the roles of CBT in improving the community aspect. In the managers point of view, CBT can develop community capacity through their inclusion in the management of a tourist destination. However, in the local community side, the implemented CBT program has yet live up with their expectation in

Table 1. Recapitulation of management and community score on community engagement variable in Ciwidey District, West Java, Indonesia.

No	Dimension	Masyarakat (n = 70)		Pengelola (n = 31)	
		Score (%)	Category	Score (%)	Category
1	2	5	6	3	4
1	Acknowledging, supporting and developing community ownership in the tourism industry	61	Moderate	80	High
2	Engaging community members in initiating every aspect	55	Moderate	74	High
3	Developing community pride	52	Moderate	77	High
4	Developing community welfare;	58	Moderate	74	High
5	Guaranteeing environmental sustainability	78	High	75	High
6	Maintaining the unique character and culture in the local area	76	High	72	High
7	Developing cultural exchange learning in the community;	80	High	68	High
8	Honoring cultural differences and human dignity	85	Very High	75	High
9	Distributing equal benefits to community members	71	High	74	High
10	Sharing roles in determining income distributions	90	Very High	80	High

Source: researchers data, 2015.

Table 2. Average comparison score on managers and community perception in 10 variables by using independent sample T-Test.

Dimension	Management	Community	Category				p	Interpretation	
			x	sb	X	Sb			
X1	Acknowledging, supporting and developing community ownership in the tourism industry	High	Moderate	8.03	1.33	6.07	2.33	0,000	Diverge
X2	Engaging community members in initiating every aspect	High	Moderate	7.45	1.46	5.49	2.41	0,000	Diverge
X3	Developing community pride	High	Moderate	15.45	3.35	10.43	4.57	0,000	Diverge
X4	Developing community welfare;	High	Moderate	22.10	3.80	17.69	5.07	0,000	Diverge
X5	Guaranteeing environmental sustainability	High	High	18.61	2.51	19.54	2.64	0,100	Converge
X6	Maintaining the unique character and culture in the local area	High	High	7.26	0.93	7.64	1.34	0,100	Converge
X7	Developing cultural exchange learning in the community;	High	High	6.81	1.17	8.01	1.17	0,000	Diverge
X8	Honoring cultural differences and human dignity	High	Very high	3.74	0.68	4.27	0.59	0,000	Diverge
X9	Distributing equal benefits to community members	High	High	7.45	1.06	7.07	1.55	0,218	Converge
X10	Sharing roles in determining income distributions	High	Very high	4.00	0.63	4.49	0.65	0,001	Diverge

Source: Researchers data, 2015.

improving the quality of the community. They felt that the CBT program were not optimized for increasing the community pride and welfare.

According to Table 2, 70% of the components show differences of perception between the man-

agers and the community. The difference lies in the perception of the CBT program direct impact on the welfare aspects, both related to the increase of economic value as well as the public services management. The community considered that the

implemented CBT programs does not reach out the needs of the community, because the program did not involve the community in the initial planning. The surrounding neighborhood also perceived that the economic impact of tourism activities in their region was not spread evenly. The impact only reach to a certain group of people who move in the same circles with the management. However, there is a concurrence of perception between both parties in terms of cultural and environmental sustainability. Thus, the data indicates that community engagement program in maintaining environment and culture has been considered as effective by the community.

In the future, it needs more intensive effort in establishing a good communication between the management and the community (Briedenhann, and Wickens, 2004; Ladkin and Betramini, 2002). Further training in vocational skills and medium-sized businesses workshops for the community can reduce the gap. A skillful community will be able to earn a living, or to participate in economic development by engaging in the tourism sector. The wider the gap the larger potential of conflict (Sharpley, 2000; Tosun and Jenkins, 1998). Communication can also be developed by organizing cultural events that involve the community as the organizers. Natural and cultural preservation related events can be enhanced to strengthen public understanding and appreciation of the environment. By facilitating regular meetings and designing a mutual benefit policies, the local authorities have a significant role in bridging the gap between the management and the public.

5 CONCLUSION

A distinct difference between the management and community perception on community engagement program lies on the quality of community development aspect. The management needs to be more intense in communicating with the community. It can be initiated from the planning phase, cooperating at the implementation phase, and also involved in program evaluation. What can be implemented for kawah putih eco-tourism is applying the 10 principles of community based tourism. In addition, both parties should mutually understand each other handicaps. In this sense, the most prominent thing is to maintain a good and respectful communication to avoid any misunderstandings.

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A study of potential operating efficiency towards service quality of Country Network Hotel

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ABSTRACT: The hotel industry offers a range of luxury to budget hotels to cater for different clientele. This study is focusing on a mid-range hotel, operating a coffee house in its premise. The mid-range hotel offers limited services to its guests; reasonable room rates and a wide choice of meals at a reasonable price. This study determined the utilization of Potential Operating Efficiency (POE) in a hotel coffee house, in terms of quality of service that guests are expecting within a mid-range hotel, especially in managing waiting time. In addition, other factors such as service environment that might influence guests to stay and dine in the hotel were examined. Likewise, POE will assist staff to become more efficient in discharging their duties. Qualitative techniques were employed in the data collection process, analysis and discussion of findings. The researchers conducted focus group and personal interviews with the staff and guests to get first-hand information. A thematic analysis was used in getting a more comprehensive understanding among the various themes found after intense transcribing and coding were established. The results of the study generally indicate that, the management of the hotel needs to provide practical and conducive working environment and providing regular training for the staffs to increase their product knowledge and overcome communication problems.

Keywords: mid-range hotel, POE, thematic analysis, service quality

1 INTRODUCTION

1.1 *Study background*

There are many articles written about successful implementation of service quality in the hospitality industry. According to Upadhaya et al. (2014), the organizational effectiveness is about using Performance Measurement System (PMS) to gauge the service quality in an organization. Likewise, quality customer service is also important in the workplace because customers are brand ambassadors and brand loyal. Once customer's requirement are clearly identified and understood, staff is more likely to anticipate and fulfilled guest's needs and wants (Loving, n.d.). Chase (1978) proposed Potential Operating Efficiency (POE) that focuses on time efficiency in delivering service to customer so it can minimize the customer's waiting time.

Similarly, Silvestro and Lustrato (2015) emphasized the importance of managing service operations due to the prominent importance given in the service sector. In a similar vein, Jayaram and Xu (2016) proposed to look into the structural design

issue, where employees capabilities learnt from training can help organization to remain competitive through delivering quality service to the customers.

1.2 *Statement of the problem*

Mahapatra (2013) noted that travel and tourism industry has grown more than three times as fast as the rest of the world's economy. The importance of the travel and tourism industry has led to many studies been conducted in regards to tourism related fields but very limited in hotel service quality, especially in managing waiting time. According to Hung (2003) excellent customer service and high customer satisfaction have become the major concerns for operators in service industries such as in the hotel industry. Similarly, Farzaneh (2001) stated that in the hospitality industry, different people have different perception of what is known as service. In this aspect, the hotel staff must be able to comprehend customer expectation and perception in regards to quality services; which

is more pertinent that is managing waiting time. In a similar vein, Jayaram and Xu (2016) argued that “employee capability is expected to facilitate delivery of quality services, at low cost and with high productivity levels.”

In the same way, Callan and Kyndt (2001) asserted that the importance of service quality in the hotel has been recognized. However, there are lacks of empirical evidence in many literatures emphasizing in a mid-size hotel. Hence, the aim of this research is to identify the significance of Potential Operating Efficiency (POE) towards service quality of mid-size hotel. According to Fiorentino (1995), some of the service quality problems identified were complaints related to staff attitude, slow service, lack of communication between management and guests. All these are also identified as issues of POE in relation to service quality.

In general, when guests stay in a hotel they are expecting good services. The problem arises when services were not up to their expectations. As a matter of fact, Berry and Lampo (2000), and Silvestro and Lustrato (2015) argued that for an organization to remain relevant, it's important that it embraces the change in customer preferences; as such quality and efficiency are the most important elements in the delivering service system (Jaaskelainen et al., 2014). Therefore, additionally this study examined POE in relation to customer contact time and service creating time.

2 METHODOLOGY

2.1 *Research design*

A qualitative case study approach was used. According to Yin (2008) this approach is appropriate in addressing what, how and why issues. Consequently, Creswell (2013) stated that qualitative study does not generalize data but to form an interpretation of events. Similarly, specific themes were developed using thematic analysis to see any new significance of customer contact time and service creating time improvement before and after the POE implementation.

2.2 *Sample*

This study was carried out in the Country Network Hotel, a mid-range hotel located in Klang, Selangor. The study populations were staff working in the coffee house. Coffee house was chosen due to its high guest contact.

In determining the sample size, Creswell (2003) opined for case study research, it is recommended that three to five participants is to be interviewed along with other relevant data. This study has

collected relevant data from three coffee houses staff at the Country Network Hotel. In addition, Simon and Goes (2012) stated the completion of data and the resulting sample size may be the result of data saturation, whereby, after enough data have been collected to determine categories or themes, the researchers may decide to stop and no further data collections are necessary.

2.3 *Data collection method*

The primary data used in this study collected via semi-structured questions during the in-depth interview session. Secondary data were used to support the primary data collected where previous literatures were used to support the statements throughout the paper.

The semi-structured interview was used because it allows the researchers the flexibility to clarify questions posed to the interviewees if the need arises. In meeting the objective of the study a sequence of questions were asked to the interviewees. These questions were developed based on previous literatures with regard to service quality and efficiency performance in service operations.

2.4 *Data analysis*

The audio taped data were transcribed accordingly into rich text format for further analysis. The researchers write exactly the original versions as the interviewees are saying and necessary punctuation was used to indicate the tone of the interviewees.

Next, the rich text form was coded to find suitable themes by using thematic analysis method. Thematic analysis is a method for identifying, analyzing, reporting patterns (themes) within data and minimally organizes and describes the data set in detail.

According to Braun and Clarke (2006), the thematic analysis basically involves the searching across a set of data that a number of interviews or focus group or a range of text-to find repeated patterns of meaning.

3 RESULT AND FINDINGS

3.1 *Sample characteristics*

The important trends from [Table 1](#) are summarized as follows. The informants were predominantly Chinese (1 male and 1 female) and a female foreigner of Myanmar nationality. With respect to the findings, the researchers have identified several themes impacting POE towards service quality in the coffee house.

Table 1. Background information of informants (Coffee house staffs).

Informant	Gender	Age	Marital status	Education background	Race
Staff 1	Female	35+	Married	Diploma	Chinese
Staff 2	Female	18–25	Single	Completed schooling at aged of 16	Myanmar
Staff 3	Male	18–25	Single	SPM	Chinese

Source: Primary data

3.2 Themes and responses

Table 2. Selected factors impacting POE towards service quality.

No	Theme	Responses
1	Quality of work (a) Lack of experience (b) Not well trained	<i>“I don’t have any experience in food and beverage department. This is my first time working in the hospitality industry.” (Informant 3)</i> <i>I am working without go to training [sigh]... My supervisor guided me on how and what to do during my work time period.” (Informant 2)</i>
2	Working environment (a) physical environment (b) perishable environment	<i>“The table is too close with the other table. It’s difficult for me to walk fast especially when in peak hour and I’m carrying the meals on the tray...” (Informant 3)</i> <i>“I’m stress when deal with fussy customers. I have to cater their needs and wants...” (Informant 2)</i>

Source: Primary data

4 CONCLUSION AND RECOMMENDATION

4.1 Conclusion

In conclusion, coffee house is the place where guests come to dine and have quality time with their loved ones. In order to deliver quality service up to guests satisfaction, staff must have the capabilities to ‘listen’, ‘interact’ and take ‘immediate remedies’ as when is necessary (Jayaram & Xu, 2016). Yoo and Park (2007) suggested that job-related training will benefit both employees and managers in terms of ‘responsibilities’, ‘work performance’ and ‘work routines’.

To further argue on data collected from the interviewees in regards to working conditions, the statement by Kull et al., (2010) were taken into consideration. The researchers stated that the quality of the physical environment and food were significant predictors of customer perceived value. It also reinforced that it is a determinant of customer satisfaction. The result of inefficient table layout indicated that the environment reduces POE of the coffee house server in fulfilling customer satisfaction.

Having a feasible physical working environment however may not enhance the POE level

as required if the issue of working stress is not overcome, Akgunduz (2015) supported that role overload and self-esteem are positively associated with job performance.

4.2 Recommendation

Given the increasing hotel business competition, hotel managers, especially the coffee house manager need to be aware of the constraints faced by their staff working as servers. A pleasant and efficient working environment, with a proper training given to the coffee house staff will help in optimization of POE towards service quality. Working stress issue that has been pointed out, indicated a high recommendation to be overcome with a practical methodology that should be introduced to increase POE and diminish role stress by for example prioritizing the reduction of role overload (Akgunduz, 2015).

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Motivation factors, satisfaction and return intention towards dark tourism sites in Malaysia

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ABSTRACT: Dark tourism identified as phenomenon of tourism that drawn people to the places that have a gloomy historical past such as bloody tragedy, death, suffering, and disaster places. In tourism industry, dark tourism can be considered as new in Malaysia and it is not being vigorously promoted among other main tourism products. This paper aims to evaluate whether travel motivations, satisfaction, and return intention have any effect towards dark tourism in Malaysia. There are several places considered as dark tourism that attracts people especially paranormal hunters in Malaysia. For sampling purposes, this research will be conducted on visitors who have experienced of dark tourism from visiting Kellie's Castle in Batu Gajah, Perak at night, which is an abandoned and incomplete old building in the middle of rubber estate. A quantitative research method will used in this research to collect information from respondents. Questionnaire survey consists of questions and statements on motivation factors (push and pull factors), satisfaction (visitor's expectations, experiences and benefits), intention to return (visitor's response behavior and destination loyalty).

Keywords: dark tourism, travel motivations, satisfaction, return intention

1 INTRODUCTION

Dark tourism is part of the niche tourism. In supporting the statement, Musai, Mehrara and Nemati (2012) explained niche tourism as an opposite of conventional tourism, which involves large numbers of tourists and used to call "mass tourism". Niche tourism includes special interests, culture or activity based tourism, which involves a small number of tourists and placed in authentic settings (Robinson, 2005). In addition, he contended that dark tourism is subset of many kinds of tourism such as cultural, historical and heritage tourism. Dark tourism is difficult to define and to explain it fundamentally. Therefore, dark tourism is a complex branch of tourism that related to human behavior and thoughts, which make the statement contested. In particular, this research is to investigate whether visitor's satisfaction towards destination influence the return intention of visitor to revisit the site. A visitor has been long attracting to dark site or another with death, suffering, disaster and event associated in one way (Sharpley & Stone, 2009). Despite increasing attention to the dark sites, literature of the dark tourism area is slightly being studied (Stone, 2008). This explains that the understanding of social phenomenon remains limited (Tarlow, 2005). Stone (2010) argued that dark

tourism has become both diverse and widespread over the last half century and commensurate with the remarkable growth in tourism. In terms of supply, there has been a rapidly increase in the provision of such experiences or attractions of dark tourism sites. Niemela (2010) stated that dark tourism sites present other authorities and governments with ethical dilemmas and moral.

Therefore, with the issues that have been highlighted, this study seeks to provide a better understanding of the nature of dark tourism that draw visitors to death related sites or dark tourism places. This study will discuss on visitors' motivation factors, satisfaction, and return intention including expectations and benefits gained by visitors after visiting dark tourism sites.

2 LITERATURE REVIEW

2.1 *Travel motivational factors*

The theory of motivational factors comprises of two elements that motivates visitor to visit the destination, which is "push" and "pull" factors theory (Dann, 1977, 1981; Crompton 1979; Iso-Ahola, 1982). Pull means the visitor go to a destination because of the attractions and interests of that place, which also can defined as external factors.

Some visitors visit the places because of friends and trend; this can be the impact of push element in motivational factors. Visitors choose the destination of travel to experience the pull elements (Ritchie, 2003). Push elements is about the destination or places that push the visitor to visit. Push is an internal desire of visitor to visit the destination such as the need for escape, self-esteem, and novelty.

2.2 *Visitors' satisfaction*

Visitors' satisfaction is the extent of overall pleasure or satisfies felt by the visitor, resulting from the ability of the visit experiences to fulfill the visitor's desires, expectations and need in relations to the visit (Chen & Tsai, 2007). It is the mental comparison and evaluation between what visitors expect to experience and what actually they experienced. In specific, visitor's dark tourism destination satisfaction based on the comparison of their pre travel expectations and images about the sites and visitors post travel experiences at the places. Dark tourism places expectations are formed by visitor's recommendation of friends and family, past experiences, visitor's information and promises of dark sites marketers (Kotler, Bowen & Makens, 2006).

2.3 *Return intention*

The concept or return intention comes from behavioral intention that defined as a planned or anticipated behavior in the future (Fishbein and Ajzen, 1975). It is the proximate measurement, powerful tool to understand and to predict social behavior (Ajzen, 1991). It has been associated with observed behavior, and once intention is settled, the behavior will follow (Kuhl & Beckmann 1985). In the dark tourism and leisure, return intention is the visitor's judgment about the likeliness to revisit the dark tourism destination or attraction places. In fact, since the travel destination of dark tourism is considered as cultural or artificial attractions, the visitor intention to revisit back to a foreign land again is much lower rather than other kinds of common product of dark tourism, even if these destination or sites meets their needs and expectations. Visitors tend to choose other sites that they have not yet visited before in order to seek new experiences at new destination of dark tourism sites.

2.4 *The relationship between motivational factors and visitors satisfaction*

The relationship between motivation and visitors' satisfaction, and focus on the context of dark tourism destination, additionally entire types of visitors satisfaction which involved in dark tourism sites (in combination with leisure or either solely) are people with special interest or curiosity in dark sites (a push

factor) or pull appeal of the sites. This can focus on the need to understand the change of the places attributes subsequent new market in tourism and image following the dark sites. Thus, the dark tourism sites which are being developed for visitors destination is motivated by different travel motivations. It is different with the view of common binding relationship between interests in death and visiting dark tourism sites (Slade, 2003, Stone and Sharpley, 2008). These visitors intend to visit dark sites to seek for experiences (satisfaction) and also motivated by a desire of relaxation or escape than a visitor motivates.

2.4 *The relationship between visitors satisfaction and return intention*

In tourism destination management, increasing visitor's satisfaction levels and return intention are mostly important and needed (Khuong & Thu Ha 2014). Many previous studies provide empirical proof that the significant relationship between visitors satisfaction and their intention to revisit and suggested the destination to other potential visitors (Koyak and Rimmington, 2000). Therefore, push and pull factors are not only touch on return intention but also has indirectly effect on re-turn intention through destination satisfaction. These means that when the visitors have strong influence on intrinsic to go the dark tourism sites and the perception towards attractions features or attributes of a specific destination of the dark tourism site, they may be get higher satisfaction about the sites as well higher intention to revisit in the future.

2.5 *Visitors satisfaction as mediating the relationship between travel motivational and return intention*

Visitor's satisfaction and destination attributes are coming from visitor's perspective on the understanding of their attitudes after the visit to cultural or heritage destination (Uysal, 2002). Moreover, motivational factors are also related to visitor's satisfaction because different destination may have different factors that attract visitors to the place. Uysal (2002) categorized motivational factors into three: entertainment, leisure, and amusement. However, the section for this entire category cannot be count as routine behaviour for visitors to return. The push factors are forces that cause tourists to seek activities to reduce their needs, while pull factors are destination generated forces and the knowledge that tourists hold about a destination (Gnoth, 1997). Satisfaction influences visitors to revisit because they will choose to visit the same destination that give positive experience to them. This also shown that they are satisfied with the place regardless of service, cleanliness, and accessible.

2.6 Theoretical framework

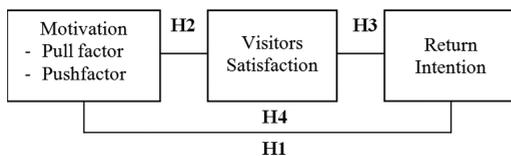


Figure 1. A study framework on the hypothesized relationship between motivation and the mediating effect of satisfaction on visitors return intention towards dark tourism sites.

Source: Khuong & Thu Ha (2014).

2.7 Hypotheses

- H₁: There is a significant relationship between motivational factors attributes and visitors return intention towards dark tourism sites.
- H_{1_a}: There is a significant relationship between Pull factors attributes and visitors return intention towards dark tourism sites.
- H_{1_b}: There is a significant relationship between Push factors attributes and visitors return intention towards dark tourism sites.
- H₂: There is a significant relationship between motivational factors attributes and visitors satisfactions towards dark tourism sites.
- H₃: There is a significant relationship between visitor's satisfaction and return intention.
- H₄: Visitor satisfaction mediates the relationship between motivational factors and visitors return intention.

3 METHODOLOGY

3.1 Research design

Dark Tourism is relatively a new trend in the Malaysian tourism market. Due to that particular reason, there are limited researches in finding the number of visitors to the dark site around Malaysia. The study will use a descriptive research design which is using quantitative approach through cross sectional study. Data will be collected using self-administered questionnaires and causal study used on the motivational factors, satisfaction and response behaviors of visitors. Therefore, individual unit analysis will be used to collect information from each respondent.

3.2 Population and sampling design

The population used in this study will be the tourists visiting Kellie's Castle during the year 2016. To select a sample, sampling technique is being used

in this study. According to Kellie's Castle manager, total number of visitors in 2015 is more than 15 000 visitors. Based on Krejcie and Morgan (1970), from the population of 15 000 visitors minimum sample size required should be 375. Non-probability sampling method of convenience sampling will be used in this research to collect information from respondents in Kellie's Castle. This type of sampling is used due to the time constraints in data collection.

3.3 Instrumentation

The instrumentation of the questionnaire is divided into four sections. Section A is dividing into two parts: (1) pull factors of visitors, and (2) push factors that influence visitors to visit Kellie's Castle. Section B will evaluate the satisfaction of visitors towards Kellie's Castle and Section C will evaluate visitors' response behavior towards Kellie's Castle. Section A, B, and C will be using five-point Likert Scale to measure visitors' level of agreement from (1) "Strongly Disagree" to (5) "Strongly Agree". Lastly, Section D will collect data on visitors' demographic profile including gender, age, income level, educational level and occupation. In order to help visitors to fill up this questionnaire easily, the questions is being written in bilingual using both Malay and English languages. Pilot survey will be conducted on those who has visited to any dark destinations in Malaysia such as Pudu Prison or any haunted places using convenience sampling prior of the real questionnaire distribution.

3.4 Plans for data collection

Data will be collected at Kellie's Castle in Batu Gajah, Perak during the castle tour using self-administered questionnaire and it will be distributed over the registration counter by the staff. Therefore, visitors of age above 18 years old and able to understand Malay or English language will be randomly chosen before or after their tour. The plan for data collection is between August and September 2016 with around 50 respondents per day and researcher estimated to collect about 375 to 400 samples. After that, all collected data will be saved in Statistical Package for Social Sciences (SPSS) version 23 using multiple linear regression software for future analysis.

4 DISCUSSION AND CONCLUSION

Dark tourism which is extremely novel to tourism product in Malaysia deserves closer attention in its later developing direction. Promotion of dark tourism sites in this country to popularize special type of tourism industry may concern many political

issues and ethical. For example, it is questioned whether the families relatives of the victims are sensitive to the commercialization of some dark places as the visitors destination. Hence, a cautious optimism should be held in taking action. In addition, this research can be used as valuable information for the dark tourism sites to marketers and managers. They can implement the plan and strategic, not only to increase the number of visitors but also to provide the destination satisfaction for visitors and to encourage them to revisit the dark tourism sites in the future.

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Structural relationship of service innovation, dining experience and behavioural intention of restaurant customers

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ABSTRACT: This study investigates the structural relationships of service innovation, dining experience and behavioural intention of customers in restaurants. Questionnaires that consist of service innovation, dining experience and behavioural intention of customers in restaurants were distributed to 300 respondents that have been to any restaurants that have service innovation in their operations. Findings showed that the significant relationships between service innovation, dining experience and behavioural intention of customers in restaurants are confirmed in Structural Equation Modelling (SEM). Implications and suggestions for future research are also provided.

Keywords: service innovation, dining experience, behavioural intention of customers in restaurants, structural equation modelling

1 INTRODUCTION

Firms or organization within the hospitality industry must be different all the time (Olsen & Connolly, 2000). This is due to the dynamic changes in the preferences and demand from the consumer. In order to be more competitive, managers must take practical and proactive transformation or modification that will focus more on to customer preferences as well as quality and technological interferences (Karmarkar, 2004). Here, the service innovation plays a vital role towards the firm's development so that it meets with the changing in technology and customer expectations. Service innovation is frequently referred to the primary action taken by the firms to transform their self into the new one so that it can influence the environment surrounding them (Sundbo, 1997).

On the other hand, Lu and Tseng (2010) defined service innovation as a process that composed of new concepts, production, developments as well as implementation of behaviors within the service firms. Almost for all business, service innovation is extremely important because it can be used as a benchmark towards the improvements in the existing services. Innovation and customer experience related to each other. Innovative experience design becomes the crucial factor within the tourism and hospitality firm's core capabilities which involved delivering better service to the customer and give them a good experience. That is why it is very valuable for the firm to invest more on the

service innovation so that it can create a good experience for the customer. Burton, Sheather and Roberts (2003) have proved that customer's experience associated with the behavioral intention. They claimed that, the possibility of customer to revisit is higher if they have the positive experience during the service process. For this research, researcher focuses more on the ethnic restaurant. The decision whether to return or not to the particular ethnic restaurant depends on the first visit. Specifically, if the customer feels and experience good and positive impressions, they tend to revisit (Sukalakamala & Boyce, 2007). Thus, it is very important to know how to best apply the innovative elements in this type of restaurant and attract them to become regular customers. The numbers of service firms within the hospitality industry are growing fast.

This is in line with the increasing number of demand and preferences from the customer (Su, 2011). The customer demanded a lot on the restaurant they want to dine such as the availability of type of food they prefer, the ambience and many more. Moreover hospitality market nowadays is filled with similar products and services. Therefore, it is easily substituted (Su, 2011). Due to that reason, it brings difficulties for the manager of the firm or organization to be as innovative as possible and differentiate their business from their competitors (Reid & Sandler, 1992). Hence, they must apply the element of service innovation in their firm or organization so that they will stay

competitive in the market. When this happened, it will affect the experiences gained by the customer. Indirectly, it will affect their impression and their behavioral intention to revisit. By having innovation in the services, it will differentiate one firm from the others thus gain competitive advantages. Eventually, it will lead to the sustain growth of the business and longevity within the industry (Su, 2011). Due to the intangible nature of the service industry the customer can only evaluate whether the services provided by the firm are good enough only through experience and here is where innovation takes place.

2 LITERATURE REVIEW AND HYPOTHESES

Gallouj and Weinstein (1997) said that the innovation theory is developed a long time ago on the basis of the analysis of technological innovation in the manufacturing activities. Now the innovation theory in the manufacturing industries has been extended and new research approach has been developed so that it can also embrace the innovations in the services. Lu and Tseng (2010) define service innovation as a process that composed of new concepts, production, developments as well as implementation of behaviors within the service firms. Within the context of the restaurant, innovation can be defined as an idea, process, product or even the practices that will transform or change a new problem-solving idea into an application and it commonly regard as new by an individual (Ottenbacher & Gnoth, 2005).

In addition, Johannessen, Olsen and Lumpkin (2001) and Linton (2009) said that innovation in the restaurant is referring to the anything new to the restaurant, regardless whether it brand new to the industry, replicated from the competitors or even adapt from present product or the services. Almost for all business, service innovation is extremely important because it can be used as a benchmark towards the improvements in the existing services. According to Aa and Elfring (2002), innovation has provided and contributed to the faster growth within the service organization and eventually increase their scale of operation. In the large extent, it has also increased and improves their economic impact. Same researcher also claims that from the innovation, firms or organization has the chances to increase their efficiency and effectiveness in their service delivery process.

In another context, increase in innovation, means that such firm or organization is able to meet with the new demand from the customer, improve the performance of various products or even the services as well as reduce the cost

(Tomala and Senechal, 2004). From that, it seems worthwhile for the firm to include the element of innovation in their services or their product because it can attract consumer to their services instead of the competitors. Eventually, it can increase their profit and revenues. The implementation of service innovation does give a lot of benefit to the whole industry including hospitality industry for the continual improvement of their performance (Victorino, Verma, Plaschka and Dev, 2005).

Nowadays, consumers are eager and willing to pay higher or a premium just to get unforgettable transformative experience (Manhas and Ramjit, 2013). It is not only about creating the experience but is also one method for the service firm to survive and sustain in the competitive industry. Thus, it can be assumed that in order to get ahead of the competition, service providers have to surely concentrate on the customer's needs, desires and wishes to make their service a noteworthy experience thus able to obtain the recurrence business in the modern hospitality industry (Manhas and Ramjit, 2013). According to Gelter (2006), the word 'experience' originated from the Latin word 'experientia'. It gives two different meanings which are 'knowledge gained by frequent trails' and also 'to try, test'. On the other hand, Smith (2006) defined the word 'experience' itself as events that can happen due to the particular incidents of response to some parts of the stimulus. Schmitt also added that experience enclose the whole quality of life. It is mostly based on the direct observation or even involved in the occurrence or incident.

As stated by Holbrook and Hirschman (1982), the concept of customer experience was first known in the mid-1980s, when these researchers discussed about the idea of hedonic consumption and consumption experience. By using this approach, it offered a new viewpoint that clarifies consumption as a main subjective state of consciousness, plus with the assorted symbolic meanings, aesthetic criteria and hedonic response. The marketing process performs by the service provider plays an important role in providing good, unforgettable and enjoyable experience for the consumer. The approach use by the service firm in the marketing process can become the determining factor whether it is innovative enough in creating and delivering the memorable experience to the consumer. There are two types of approach mostly use by the service firm, which are traditional and experiential marketing (Schmitt, 1999).

According to Kim, Ng and Kim (2009), return intentions can be defined as the customer's desire to be involved in the frequent visitations to any establishments. Luo and Homburg (2007) discuss that the behavioral intention's concept can be explain by

using four items. These include customer's commitment, customer's loyalty, recommendation as well as repurchase or revisit intention. Other researcher such as Zeithaml, Berry and Parasuraman (1996); Brown, Broderick and Lee (2007) previously also use this four items as the measurement in their research study. Specifically, both return intention and return behavior have different meaning and it should be separated respectively. Particularly, return intention which commonly characterizes by what customers 'wants' which had more impact on the return behavior as compared to when return intention represented by customer's expectation (Soderlund & Ohman, 2005). To sum up, there are relationship between return intention and return behavior. Generally, customer behavioral intention can be measured by different approach or method.

As discuss by Zeithaml, Berry and Parasuraman (1996), it can be deliberate by the intention of repurchase, loyalty, word-of-mouth, price susceptibility as well as complaining behavior. It also includes customer retention or loss (Su, 2011). She also added, service quality can be used as a determinant to show that it can enhance customer satisfaction and indirectly contribute to positive behavioral intentions. This is also supported by the findings from Cole and Chancellor (2008), Li and Petrick (2010) and Maxham and Netemeyer (2002) whereby, the higher the level of customers satisfaction, the higher the level of behavioral intentions. The integrated model proposed by Sajeev and Mark (2001) shows that customers value can be used as a precursor in influencing customers satisfaction which then will influence behavioral intention. From the literature review, two hypotheses have been developed.

H₁: There is a significant relationship between service innovation and behavioural intention of customers in restaurants.

H₂: There is a significant relationship between dining experience and behavioural intention of customers in restaurants.

3 METHODOLOGY

3.1 *Participants and procedures*

The sample populations of this study were among the customer of Chinese and Japanese restaurant that have experience dining at such restaurants. The chosen restaurants were located around Selangor which include Shah Alam, Subang, Petaling Jaya and Klang. Data was collected by self-administered questionnaires to 300 respondents and all questionnaires were found useful and were retained for further analysis.

3.2 *Measures*

A 28-item instrument used to measure Service Innovation (SI), 35-item instrument used to measure Dining Experience (DE) and 10-item instrument used to measure behavioural intention of customers in restaurants (BI) were adapted from the work of Schmitt (1999), Kuo and Nagasawa (2015) and Olorunniwo and Hsu (2006). All of the items were measured by using the 7-point Likert Scale.

3.3 *Data analyses*

The demographic information was used to provide an overview of respondents' profile. Principal factor analysis was performed to reduce the number of factors or items from each variable. The final results from this factor analysis were then used for further investigation using Structural Equation Modelling (SEM) with AMOS 22.0 program. It aims to find the most optimal model or combination of the variables that fits well with the data on which it is built and serves as a purposeful representation of the reality from which the data has been extracted, and provides a parsimonious explanation of the data (Kline, 1998). In this study, the SEM technique was used to identify the influence service innovation and dining experience to behavioural intention of customers in restaurants.

4 RESULTS

4.1 *Profile of sample*

Out of 300 respondents surveyed, 63% of respondents are female and 37% respondents are male customers. The respondent in the range of less than 20 and 20 years old were 13.9% and 64.3% of the respondent were between 21–30 years old. Respondent with the age of range 31–40 were 13.6% and 6.1% of the respondent were between 41–50 years old and above 50 years old are 2.1%. The highest frequency of the respondent's marital status were single (70.7%) and followed by married respondents which were 27.2%. Respondent choose 'others' were the least in number which were 1.8%.

4.2 *Structural equation of hypothesized final model*

Based on the modification index of CFA, the measurement model of exogenous and endogenous and the final model as the examination of the hypothesized model confirmed the constructs of SI, DE and BI of the hypothesized paths. In SEM, factor analysis and hypotheses are tested in the same analysis. SEM techniques also provide fuller information about the extent to which the research

Table 1. Summary of the goodness fit of FEN, FEX, ECS and final model.

Model fit indicator	SI	DE	BI	Final Model
(x ²)	141.486	250.987	33.021	1429.805
DF	54	104	14	524
CMIN/DF	2.620	2.413	2.359	2.729
P	0.000	0.000	0.003	0.000
GFI	0.920	0.902	0.966	0.901
RMSEA	0.076	0.071	0.071	0.079

model is supported by the data. Goodness of fit indices for the 34 observed variables of SI, DE and BI shows that the reading is good if it ranges from 0.511 to 0.863 for the significance standardized regressions weight. Standard Error (SE) for each observation shows the goodness of fit and low level reading from 0.067 to 0.318. The final model shows the model explained in a substantial portion of the variance in all the endogenous variables (square multiple correlations) that indicates the two exogenous variables (SI and DE) jointly explained 76.80% variance in BI. Finally, from the Structural Model the reading for GFI is at 0.90 (acceptable fit criteria) and RMSEA is less than 0.08. The measurement model has a good fit with the data based on assessment criteria such as GFI and RMSEA (Bagozzi & Yi, 1988). Table 1 summarizes the goodness of model fit of SI, DE and BI, and the structural model. The structural models testing of endogenous variables (SI and DE) fulfil the GFI (GFI > 0.90) and RMSEA criteria (less than 0.08).

5 DISCUSSION

Based on the findings presented, it was observed that service innovation significantly influences behavioural intention of customers with a fairly correlation and standardized regression weight of 0.198 ($p < 0.01$), indicating that service innovation significantly predicted behavioural intention of customers, thus supporting H1. Consequently, it was observed that dining experience significantly influences behavioural intention of customers with a fairly correlation and standardized regression weight of 0.686 ($p < 0.01$), indicating that dining experience significantly predicted behavioural intention of customers, therefore supporting H2.

It could prove that there were significant relationship between service innovation and dining experience, and behavioral intention, whereby customers of ethnic restaurant regard the dimension within the service innovation as one of the determinant that influence their behavioral intention. However, if restaurateur able to change or innovate

the element of servicescape, service delivery and service product combination at their restaurant into an outstanding level, it can make customer to stick and loyal to them. This was due to the fact that customer feel really satisfied as they can create their own experience from the service innovation. At the end, it influences them in a positive ways where they are not hesitate to revisit the restaurant in the future and also will not hesitate to recommend to the relative and friend.

6 IMPLICATIONS

This study demonstrates that the service innovation has strong and significant relationship with behavioral intention in ethnic restaurant, which then mediate by customer's experience as the mediating variable. As for this study, researcher has focus on the Chinese and Japanese restaurant around Selangor. The focus of this study was on the service innovation, customer's experience as well as behavioral intention. Under service innovation, there were three dimensions being discussed which were servicescape, service delivery and service product combination.

As for the customer's experience, the element of sense, feel, think, act and relate being discussed and the last one was behavioral intention. For this one, there were two dimension being selected and discussed which were revisit and recommend to relative and friend. The result of this research provides an opportunity for the service provider, specifically restaurateur in order to use the information to enhance their service innovation. By enhancing the element of service, it will help customer to build their own memorable and holistic experience which eventually influence customer's behavioral intention. In order for the customer to create their own experience, they not only regard the element of food, especially quality of food to be at the excellent level but it also involves the whole process within the restaurant itself. If the customers are really satisfied with each of the element provided in the restaurant, then there will be high probability that they will revisit or recommend to their relative and friend.

7 LIMITATIONS AND RECOMMENDATIONS

First of all, this study focused only on ethnic restaurant as the research subjects in order to examine the relation between service innovation, customer's experience and behavioral intention. This was different from previous study that mostly focuses on the hotel, quick service restaurant and others. Apart from that, this research only focuses on two types of ethnic restaurant which were Chinese and Japanese restaurant. The result may be different if other ethnic restaurants are also included in the study. For instance, the element of background music under the dimension of servicescape was not widely implemented in these two restaurants. It could be said that almost all restaurant does not use suitable background music that portray their restaurant's concept. Hence, the outcome shows that this dimension does not shows strong significant relationship with customer's experience.

For future research, it is highly recommended that the research subjects for the study should not only focus on the restaurant industry. Perhaps, other researcher can highlight on other styles of hospitality industry, for instance fine dining restaurant that involve foreigner, hot spring hotel, organic restaurant and many more. All of these setting are worthy for more continuous efforts. By that, other researchers can suggest more practical recommendation to the industry. If the focus is still on the ethnic restaurant, maybe the attention should not on two types of ethnic restaurant. The result will be more conclusive if it involves many types of ethnic restaurant in the future. For instance, at Arabic restaurants they usually used suitable background music to reflect their concepts.

8 CONCLUSION

Service innovation is one of the important aspect need to be done by the service provider so that they can cope with the changing needs and demand from the customer at all times. This is where service innovation plays important roles. Variety of aspect within the service innovation could help service provider to understand what customer wants and hope from them. Throughout this research, researcher has focus on three aspect of service innovation that composed of servicescape, service delivery as well as service product combination. Service innovation has the relationship with the behavioral intention that was denoted by revisit intention and recommend to relative and friend. At the same time, mediating variable that was represented by customer experience mediated

the relationship between service innovation and behavioral intention.

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Modelling the predictors influencing customer satisfaction in event foods

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ABSTRACT: This study investigates the structural relationships of event food environment and event food experience towards customer satisfaction in event. Questionnaires that consist of event food environment, event food experience and event customer satisfaction were 300 respondents that have been to any event that foods were sold. Findings showed that the significant relationships between event food environment, event food experience and event customer satisfaction are confirmed in Structural Equation Modelling (SEM). Implications and suggestions for future research are also provided.

Keywords: event food environment, event food experience, event customer satisfaction, Structural Equation Modelling (SEM)

1 INTRODUCTION

Due to the growth in food trends and the increased number of the events that have been conducted in Malaysia nowadays, the food demands in the events have also been increased. The concept of food has changed from its general origin in traditional hospitality into the new concept of 'food tourism' (Kivela & Crofts, 2009), and food has become more and more important in promoting tourist destinations (Kim & Moon, 2009). In particular, local food can also be considered as a key factor that contributes to the economy of tourist destinations (Kivela & Crofts, 2009).

Few researches have examined food events and festivals. Food events and festivals, as a form of food tourism, can play an important role in introducing a tourist to new styles and different traditions on their holidays (Getz, 2000; Hjalager & Corigliano, 2000; Yuan, Liping, Morisson & Linton, 2005). Hjalager & Corigliano (2000) find that the availability of special kinds of foods, fruits, vegetables, and fish has been increased in the festivals and other events that attracted tourists and local residents.

In this respect, the focus of this research is to generate a list of experience that based on product and event, and identify the factors affecting event customer satisfaction towards the food sold at events (fun, food, comfort).

2 LITERATURE REVIEW AND HYPOTHESES

Environment is one of the vital concerns for organizing an event. Events also serve as tourist attractions, promoter for development, and renewal of destinations (Getz, 2008). "Festivalscape" is the physical surroundings, putting together tangible elements and the event atmosphere (Mason & Paggiaro, 2012). Food is believed as one of the most basic requirements for human being, it is no surprise that it also forms a basic cultural component and it is opposed that human interaction with food is the element of what can be considered as culture (Avieli, 2007). Food and beverage festivals incorporate these above qualities with a specific focus on food and (regional) beverage and as such, have a unique synergy between food and beverage, special events, and travel activities (Axelsen & Swan, 2010). Food and its consumption relate to the development of nationhood which is the making of a sense of identity for the society and the thread that gathers people together (Powell, 2007).

A food carnival usually brings together consumers and producers in a multi-stimuli environment by providing samples, understandings into methods of production and reassurance of authenticity amongst a general atmosphere of curiosity, exploration, and entertainment (Kim, Suh, & Eves, 2010). Furthermore, event in outdoor public spaces contributes to improving the quality of

life in urban areas available for outdoor activities, leisure and social interactions. The vitality and the functionality of outdoor urban spaces depend significantly on comfort conditions of people in these places (Rossi, Anderini, Castellani, Nicolini & Morini, 2015).

During the last decade, the assessment of human comfort has attracted growing interest, especially related to climate changes and increased heat stress in cities. Outdoor comfort concept is related to destination use and activities that can take place in the outdoor spaces. For example, spaces used for temporary outdoor urban events require a higher attention for acoustic and lighting comfort conditions (Rossi, Anderini, Castellani, Nicolini & Morini, 2015). Consequently, according to Getz (2000), food festivals present visitors with an authentic lifestyle experience in a enjoyable environment. Hjalager and Corigliano (2000) found that the accessibility of special kinds of food, including fruits, vegetables, and fish had given rise to festivals and other events that appealed to tourists and local residents. Yuan et al. (2005) also studied the motivations of individual that attend at food festivals. The earlier research on food and beverage-related events and festivals, however, is at an early stage and as such is still establishing its basic view. More particularly, research from the perspective of food-related personality traits is latest and up to date, and the integration of the two bodies of hospitality and tourism events and food choice research is almost never seen. Only some studies on food-related personality (e.g., Avieli, 2007; Getz & Brown, 2006; Gross & Brown, 2006, 2008; Kim et al., 2009; Sparks, 2007) have examined attitudes and behaviours towards food-related holidays.

Meanwhile, emotions and mood are interrelated through separate constructs which are often confused. Therefore, these concepts are seems to be clarified in order. Bagozzi, Baumgartner & Pieters (1998) has state that the effect might be considered a general category for mental feeling processes, rather than a particular psychological process. More detailed mental processes, such as emotions, moods, and attitudes, are regarded as various facets of affect (Bagozzi et al., 1998). Correspondingly, Bagozzi et al. (1998) has define emotion as a mental state of readiness that arises from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes; is often expressed physically; and may result in specific actions to affirm or cope with the emotion, depending on its nature and the person having it. Emotions are viewed as intended and based on specific objects or situation (Clore, Wyer, Dienes, Gasper, Gohm, & Isbell 2001; Frijda, 1993). Accordingly, emotions are not only reactions to appraisals, but also include

tendencies to action (Frijda, 1993; Izard, 1977). Evaluative criteria are the provision or standards that consumers use when comparing and assessing alternatives. They reflect causal consumer values, lifestyle, attitudes, knowledge, and experiences, and play a well-known role in the decision process (Blackwell, Miniard & Engel, 2001). Evaluative criteria are key factors in understanding consumer choices. Identifying the evaluative criteria that a consumer uses in the decision-making process provides nearby into wants and needs relative to a specific product. Since consumer needs contrast not only by product but also in terms of information, evaluative criteria can endow with manufacturers with the basis for product design and advertising tactics and retailers with merchandising and promotion strategies. The qualified importance of evaluative criteria may vary by purchase situation (Donovan & Rossiter, 1982), the nature of alternatives evaluated (Corfman, 1991), involvement level (Gouaux, 1971), social class, gender, and purchase experience (Bettman & Sujan, 1987). Several evaluative criteria could possibly be applied in different purchase situations, but some general factors may apply crossways a wide range of products, consumers, and retail stores. Evaluative criteria are likely to be important forces influencing consumer response to market stimuli. From the literature review, two hypotheses have been developed.

H₁: There is a significant relationship between food event environment and event customer satisfaction.

H₂: There is a significant relationship between food event experience and event customer satisfaction.

3 METHODOLOGY

3.1 *Participants and procedures*

The respondents of this study consisted of individual that resides in Shah Alam who has been to food events. Data was collected by self-administered questionnaires to 200 respondents and all questionnaires were found useful and were retained for further analysis.

3.2 *Measures*

A 20-item instrument used to food event environment (FEN), 12-item instrument used to measure food event experience (FEX) and 12-item instrument used to measure Event Customer Satisfaction (ECS) were adapted from the work of Mason and Paggiaro, (2012). All of the items were measured by using the 5-point Likert Scale.

3.3 Data analyses

The demographic information was used to provide an overview of respondents' profile. Principal factor analysis was performed to reduce the number of factors or items from each variable. The final results from this factor analysis were then used for further investigation using Structural Equation Modelling (SEM) with AMOS 22.0 program. It aims to find the most optimal model or combination of the variables that fits well with the data on which it is built and serves as a purposeful representation of the reality from which the data has been extracted, and provides a parsimonious explanation of the data (Kline, 1998). In this study, the SEM technique was used to identify the influence of food event environment and food event experience to event customer satisfaction.

4 RESULTS

4.1 Profile of sample

Out of 300 respondents surveyed, 154 of respondents are female and 146 of respondent are male. 2.0% of the respondents are in the range of 18–25 years old, 83.0% are in the range of 26–33 years old, 13.0% are in the range of 34–46 years old and 2.0% are in the range of above 47 years old.

4.2 Structural equation of hypothesized final model

Based on the modification index of CFA, the measurement model of exogenous and endogenous and the final model as the examination of the hypothesized model confirmed the constructs of FEN, FEX and ECS of the hypothesized paths. In SEM, factor analysis and hypotheses are tested in the same analysis. SEM techniques also provide fuller information about the extent to which the research model is supported by the data. Goodness of fit indices for the 18 observed variables of FEN, FEX, and ECS shows that the reading is good if it ranges from 0.183 to 0.832 for the significance standardized regressions weight. Standard Error (SE) for each observation shows the goodness of fit and low level reading from 0.072 to 1.374, and estimate (Square Multiple Correlation) of observation shows the contribution level to the latent variable (0.033 to 0.692). The standardized regression weight between FEN and ECS is 0.223, and between FEX and ECS is 0.766. The final model shows the model explained in a substantial portion of the variance in all the endogenous variables (square multiple correlations) that indicates the two exogenous variables (FEN and FEX) jointly explained 53.0% variance in ECS. Finally, from

the Structural Model the reading for GFI is at 0.90 (acceptable fit criteria) and RMSEA is less than 0.08. The measurement model has a good fit with the data based on assessment criteria such as GFI and RMSEA (Bagozzi & Yi, 1988). Table 1 summarizes the goodness of model fit of CDL, WIL, GE and the structural model. The structural models testing of endogenous variables (CDL and WE) fulfill the GFI (GFI > 0.90) and RMSEA criteria (less than 0.08).

5 DISCUSSION

Based on the findings presented, it was observed that food event environment significantly influences event customer satisfaction with a fairly correlation and standardized regression weight of 0.223 ($p < 0.01$), indicating that food event environment significantly predicted event customer satisfaction, thus supporting H1. This is consistent with the researches done by Babin and Darden (1998), Chebat and Pierre (1993), Dube, Chebat and Morin (1995), Swinyard (1993), and Yalch and Spangenberg (1990) where store atmospherics possess the ability to affect consumers not only cognitively, but also emotionally. Research has shown that consumers experiencing positive moods exhibit consistently higher approach responses to retail environments (e.g. desire to stay) (Babin & Darden, 1998; Donovan & Rossiter, 1982; Hui, Dube & Bateson, 1991). Consumers experiencing positive moods have also been shown to be more likely to reach decision resolution (Izard, 1977), have reduced decision time (Izard, 1977), have a greater willingness to buy (Baker, 1987), make a greater number of purchases (Izard, 1977), spend greater amounts of money (Babin & Darden, 1998; Donovan and Rossiter, 1982), purchase more products (Sherman, Heather, & Geoffrey, 1997), have improved perceptions of merchandise and service quality (Baker, 1987), and experience higher satisfaction with the retailer (Babin and Darden, 1998). Moreover, Bless (2001) observed that emotions have a stronger effect on satisfaction when the feelings are attributed to the store rather than attributed internally. Furthermore, Sherman et al. (1997) suggest that cognition affects store choice and planned purchases whereas emotion affects unplanned purchases and time spent in the store. Consequently, it was observed that food event experience significantly influences event customer satisfaction with a fairly correlation and standardized regression weight of 0.766 ($p < 0.01$), indicating that food event experience significantly predicted event customer satisfaction, therefore supporting H2. The result highlights that by increasing customers' satisfaction, firms achieve

Table 1. Summary of the goodness fit of FEN, FEX, ECS and final model.

Model fit indicator	FEN	FEX	ECS	Final model
(x ²)	210.322	17.203	158.489	208.236
DF	3	2	3.4	134
CMIN/DF	1.441	1.601	1.779	1.554
P	0.016	0.027	0.000	0.000
GFI	0.990	0.992	0.945	0.901
RMSEA	0.076	0.078	0.080	0.053

higher retention rate, positive word of mouth and increased profits (Zeithaml, 1988). Hsu, Yen, Chiu and Chang (2006) speculate that satisfaction has a positive influence on customers' intention to repeat their online purchases. Additionally, experience affects positively the users' attitude and consequently their satisfaction. Experienced customers, in contrast to inexperienced ones, enjoy online shopping and have a favourable attitude towards it (Yang, 2012). Prior studies have provided empirical support for the effects of experience on the relationship among customers' satisfaction and intention to repurchase (Khalifa & Liu, 2007). Additionally, Dholakia and Zhao (2010) suggest that high-experienced customers are more difficult to be satisfied. Nevertheless, how these effects vary for low- and high-experienced customers has not been examined.

6 IMPLICATIONS AND RECOMMENDATIONS

Based on the findings, it is recommended that firstly, in order to develop a good and positive feedback from the customers that joining to buy the food in event, the vendor or seller may need to consider the quality and appearance of foods that they sold that would create favourable and desirable feeling to the customers to buy the foods. Secondly, it is recommended that the entertainment such as live band or music that played at the event is related to the event itself, so that the customers that coming to the event feel welcomed and pleased to join the event to buy the foods and all other stuffs sold there. Besides that, the organizer of the event should make lots of promotions and marketing to promote about the event at least a week before the event is conducted to ensure there are more customers attracted to come and joining the event. Finally, it is recommended that the comfort and security of the event to be the most important thing to take part during the event, such as access to the public toilet and awareness of snatch thief or children abduction to ensure the event is going smoothly and make the visitors that come to

the event is willing to join again and again without any doubt.

7 LIMITATIONS

This study supports the argument that food in the event is an important predictor of emotional experience and satisfaction. However, more studies are needed in order to cross-validate the findings from different directions. Thus, our results should be interpreted with caution because of the limitations of the study, some of which may be overcome by future research. The time constraint becomes a limitation to further the number of the respondent to be analyzed. Next is a lack of cooperation from respondent itself. Some of them refuse to answer the questionnaire as they are busy with their schedule. However, based on the pilot study that we have done, it shows that the sampling process worked very well and resulted in a high response rate, so, we are confident that the sample was strong. Furthermore, this study only focuses on a food in the event in a limited geographic area. Therefore, in order to generalize the results to a wider population, it is recommended that future research can be done to a bigger population that have been to the events. Future research could also concentrate on other aspects not explored here to make a further contribution to culinary tourism managers. As an example, larger samples could allow to examine whether visitors perceptions vary according to demographic characteristics. Further, the research may be extended by studying the potential impact of negative emotions on satisfaction and behavioural intention. Finally, in this study a quantitative research approach was adopted. Additional work should be done by implementing qualitative research methods to stress on issues that are not highlighted here, though crucial to the understanding of culinary tourism. For example, this might include investigating the role of other (non-culinary) important activities for visitors' experience of a food in the event, or clarifying the relations between tourists' behaviour and emotions and meanings assigned to the culinary exhibits.

8 CONCLUSION

Based on the findings, it can be concluded that food event environment and food event experience could assist event organizers to plan programs in order to enhance their event customer satisfaction. An effective strategy on selling food in event is essential for gaining competitive advantages. A good quality of food and beverages that sold at the events has the capacity to attract and retain more customers to support and buy their products that they sold and also represent committed to its customers, with the goal of gaining customers satisfaction in a sustainable manner. The right category of food sold at the event also has plenty of advantages as it may leads to the customer satisfaction, customer purchase intention and also the vendors may gain a lot of profits from there. Most importantly, it ensures that the best quality of food sold stay on longer, thus allowing the sellers or vendors to gain more profit in future. Ultimately, the key to a customer satisfaction is to ensure that the customers' expectations are fully aligned with the realities of what they demanding on.

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Human Resource Management (HRM) practices and employees' retention in travel agencies

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ABSTRACT: Employees are an asset to an organization where they could be the determinant behind organizational's success or failure in an industry. Employees' retention is a important aspect for every company because human resource is the most critical asset of today's modern world. The main purpose of this study was to examine the relationship of human resource practices and employees' retention in the Selangor travel agencies industry. Seven human resource practices namely recruitment and selection, training, compensation system, performance appraisal, job security, employee empowerment, and communication were used as variables to predict such intention. A total of 320 questionnaires were distributed to employees who were currently working in the travel agencies. Data were analyzed by using SPSS and results indicated that all practices have significant positive relationships with employees' retention. Results indicate that practices that are important for travel agencies were communication. It is hoped that the findings of this study will help managers to implement these practices so that their employees loyal and remain working with them and maximize the employees' retention.

Keywords: HRM practices, employee retention, travel agencies

1 INTRODUCTION

The travel agency and services industry comprises of businesses that are primarily engaged in acting as agents in selling travel, tour and accommodation services to the general public and commercial clients. The number of travel agencies in Malaysia is increasing due to the increase of tourism during recent years. According to the Malaysia Association of Tour and Travel Agents (MATTA), there are 3054 travel agencies registered under this association and reported to continue to grow. Job opportunities can be seen through this industry which helps the local communities and the society to generate further income. Tourism development helps to boost up the individual's income and revenues for host countries (Ahn, Lee, & Shafer, 2002). However, the services will be affected if the company were not able to serve well to the customers. Distinctively, (Ghazali, Nasuyuki, Yi, & Ishak, 2011), in a study of hospitality industry of the employees' intention to stay, stated the lack of study related to service industry in Malaysia.

Human Resource Management (HRM) practices policies for retaining the current or expected high-performing employees within organizations for long periods of time, enabling them to exercise or develop their capabilities (Yamamoto, 2009). HRM practices is the main department which helps the organization to meet the goal because it works with line manager, have a good communication with all department in organization, knows well on the organization's objectives and goals (Therith, 2009). Therefore, HRM practices are very important to help the human resource to be successfully implemented in the organization. According to Chiu and Francesco (2003), intentions offer a good explanation of turnover because they consists one's perception and judgment. Hence, identifying the employee of turnover intention can help draw a picture and explaining some light in understanding employee turnover in organizations.

Organizations and their leaders are increasingly including a broader group of stakeholders in their planning and decision-making. Whilst arguments for best fit supported a close fit between competitive strategies and HRM, those in favour

of best practice approaches to HRM suggest that there is a universal one best way to manage people (Dennis, 2007). As Ghazali et al. (2011) pointed out, seven HRM practices namely recruitment and selection, training, compensation system, performance appraisal, job security, employee empowerment and communication were used as variables to predict such intention.

A job that generates high pay, high security, greater promotional opportunities, interesting work and fair and friendly supervision, all of which is judged as a way to achieve work and non-work goals, should lead to positive feelings of well-being (Mahdi, Zin, Nor, Sakat, & Naim, 2012). On that account, the organization needs to ensure the employees are being treated well, fair and lead in an effective manner. As noted earlier, HRM practices are considered important in predicting employee intention to stay in an organization and the manager is recognized as a holder of organization by his/her knowledge and art (Therith, 2009). The HRM would function as a bridge between workforces and an organization. Therefore, the main objective of this study is to examine the relationships between HRM practices and employee intention to stay in travel agencies. It is also to identify the utmost HRM practices of relationship with intention to stay for employees' intention to stay in the organization.

2 LITERATURE REVIEW

2.1 Theoretical framework

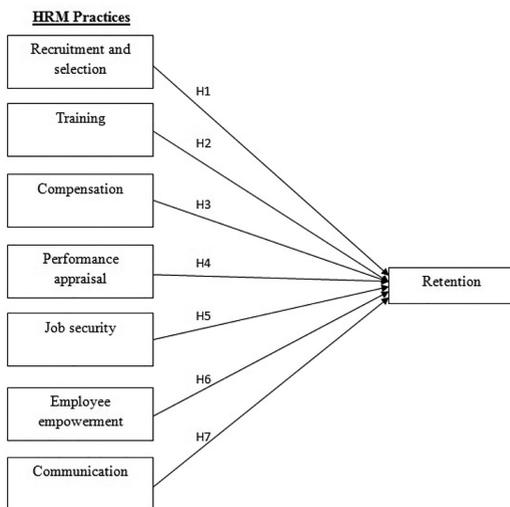


Figure 1. Conceptual framework.

2.2 Human Resource Management (HRM) practices

Researchers have given various definitions of HRM practices. HRM practices is a set of planned strategies and policies implemented by an organization to ensure organization's human capital efficiently and effectively contributes to the achievement of the organization objectives (Mondy & Noe, 2005). A successful organization needs to have the right HRM practices to be implemented in their organization to overcome the high turnover. Unwanted employee turnover is one of the biggest issues in the industry and most costly business problems companies may face (Frank, Finnegan, & Taylor, 2004). According to Pynes (2008), HRM practices concerns the recruitment and selection, training, development, compensation, retention, evaluation, and promotion of employees, and labour-management relations within an organization.

2.3 Recruitment and selection

Recruitment is a process used to attract a pool of job candidates and the most suitable person for the job requirements will be selected and shortlisted before they become an employee and the process usually starts with the production of the job description and end with the appointment of the successful applicant (Boella & Goss-Turner, 2013). The objective of selective hiring is to get the most suitable applicant to fill the vacant position (Mess, 2004). Since the selection process narrows down the application and choosing the best candidates that meet all the requirements, several stages will take place to eliminate unsuitable candidates (Hughes, D'Annunzio-Green, Maxwell, & Watson, 2002).

2.4 Training

Trained employees help to ensure that company's profits are maximized. At the same time, the training of employees is significant at the macro level of the economy. Benefits obtained through training which includes increasing employee retention and satisfaction, improvement of organisational productivity and greater organization commitment among others (Lashley, 2002). The main objective of training is to improve performances of the employee in the organization. Three elements that an individual must have in order to effectively carry out their duties are knowledge, skills, and attitudes (Boella & Goss-Turner, 2013) which can be improve through effective training.

2.5 Performance appraisal

The primary objective of a formal performance appraisal is to provide feedback to the employees and

the organisation (Jawahar, 2006). The performance appraisal can be the most influential and powerful control system if it is used effectively without any fraud or bias issues. According to Jawahar (2006), the performance appraisal is an important attribute that has a positive relationship to job satisfaction and organisational commitment and this reduces the intention of employees to leave the organisation.

2.6 *Job security*

Boella and Goss-Turner (2013) discovered that job security plays an important role in the employment relationship because employees leave an insecure organisation. Job security in this study is the idea of employee perceived he or she could expect to stay in his or her job over an extended period of time (Delery & Doty, 1996). It was found that when job security is higher, the employee's intention to stay in the organisation is higher (Boella & Goss-Turner, 2013).

2.7 *Employee empowerment*

Empowerment gave employees a sense of autonomy, authority, and control that produced an emotional state with positive attitudes towards the organisation and commitment (Lashley, 2002). Through the implementation of employment, employees may feel the ownership of the job, find the job meaningful, and become responsible in their duties (Bowen & Lawler, 2006). Nedd (2006) stated that empowerment also increased the intention of employees to stay in the organisation.

2.8 *Communication*

Communication is very important in an organisation which better communication helps to reduce problems occur especially between managers and employees as well as among employees themselves. Ineffective communications lead to misunderstanding among them. Hence, ineffective communication will lose its primary function of communication. Good communication may enhance working relationship (Chew, Cheng, & Petrovic-Lazarevic, 2006). Substantially, a good communication system also helps in knowing the reason on well-trained and quality employees leaving the organisation.

2.9 *Retention*

Retention in this study measures intention to stay in the travel agencies. Employee retention is defined as the tendency to keep daily wagger employees in service at a temporary housing facility beyond a one year period by (Rehman, 2012). In

the retention concept, organizations are the key players and retention is a specific organizational management issue, namely retention management, which can be defined as the entire Employee retention was also defined as the tendency to keep daily wagger employees in service at a temporary housing facility beyond a one year period by (Rehman, 2012). Several studies by Boles, Ross, and Johnson (1995) and MacHatton, Van Dyke, and Steiner (1997) found that turnover rate was found related with employees' personal characteristics and demographic, by and large job satisfaction, work environment, motivation, external environment, absenteeism and job performance.

3 METHODOLOGY

This study attempts to review the existing literature on the relationship between HRM practices in employees' retention in travel agencies. According to the framework, HRM practices is the research independent variable. The multi-dimension of the independent variable consists of recruitment and selection, training, compensation, performance appraisal, job security, employee empowerment and communication. Retention represents the dependent variable as the main objective for this study. There are seven directional hypotheses for this research. The first one is 'recruitment and selection has positive impact on retention'. The second is 'training has positive impact on retention'. The third is 'compensation has positive impact on retention'. The fourth is 'performance appraisal has positive impact on retention'. The fifth is 'job security has positive impact on retention'. The sixth is 'employee empowerment has positive impact on retention'. The seventh is 'communication has positive impact on retention'.

This study used quantitative study conducted as a descriptive study to track the phenomena related to the issue as mention by Hair, Money, Samouel, and Page (2007), which aimed to determine the relationship between the independent variables namely recruitment and selection, training, compensation system, performance appraisal, job security, employee empowerment and communication and the dependent variable (retention) in a population. Kealey and Protheroe (1996) stated in their study that by using quantitative method, reliability of the collected data was highly successfully achieved and able to eliminate or minimizing subjectivity of judgment. Moreover, according to Sekaran and Bougie (2010), quantitative method is competent in analyzing mass and large group of data and provides significant information.

The questionnaire was designed to capture data for exploring components of HRM practices towards employee intention to stay in organizations specifically travel agencies. This is a correlational study where the study conducted has identified the importance factors associated with the variables of interest. This study is also a cross-sectional study where the data were gathered just once to answer the research question. In order to accomplish this study, a self-administered structured questionnaire was distributed to collect data from respondents. The data were analysed using descriptive analysis and multiple regression analysis. Statistical Package for Social Science (SPSS) was used to run and test the data analysis.

For the scope of this research, the sampling frames were employees of non-managerial executive level who are working in various travel agencies located in Selangor. There are a total of 544 travel agencies registered under MATTA in Selangor area, (MATTA, 2014). Approximately 1,927 employees are being employed in Selangor under travel agencies. The questionnaires were dropped and collected upon completion by the employees. Data collection was conducted in February and April 2015 through questionnaire distribution and collection involving eighty nine (89) travel agencies. The questionnaires were distributed to the respondents by permission from the respective authority or department of the travel agencies to do a survey.

4 DISCUSSION

This study was conducted to fill the gap of HRM practices to reduce the high rate of job hopping in Malaysia. From the findings, the result showed that the HRM practices have significant influence towards the retention of employees in the travel agencies. HRM practices are important because organizations need a well-managed workforce to achieve their goals (Aminuddin, 2009). The research objectives are illustrated to identify the HRM practices in retaining employees in the travel agency and to determine the relationship between HRM practices and employees' retention in the travel agency. In order to secure competent human resources, competition is ever increasing.

Based on findings, it was found that communication was the highest among all on the descriptive analysis towards retention and implying its importance and essentially. From all eighty nine agencies approached, most of the travel agencies consist of less than ten numbers of employees. In small businesses, it was found that upper level must have good communication with the employees to retain them. According to Ghazali et al. (2011),

communication was found the highest rank as the most frequently implemented HRM practice in the hotel industry and said that it is important to be implemented. On the other hand, the result in this study suggested that training showed the second highest importance to the travel agency to retain their employees. Training was in agreed acceptance in this study. Other practices that shows strongly agreed by the respondents on HRM practices that have been implemented in the travel agencies in the study including compensation, performance appraisal, job security, recruitment and selection, as well as employee empowerment. Performance appraisal are carried out to encourage the employees to perform and to appreciate the employees of works. The researcher also stated that employees that were satisfied with the appraisal feedback such as with their job performance tend to have higher job satisfaction and organizational commitment.

Employees should be empowered as they would tend to stay in the company as they know their skills and abilities on their jobs. It is important for an organization to observe their employees exposure in the company. Recruitment and selection are carried out to ensure that competent candidates and candidates that fulfill specified requirements are been selected and hired (Vencatachellum & Mathurivin, 2010). Notably, job security was found the lowest in ranking in this study. Based on the results, all the HRM practices variables were positively correlated in retention and significant where the p value was <0.05 . Therefore, it indicated that all of seven practices tested had significant relationships with retention. This implies that HRM practices are able to influence the employees' retention and work in their current travel agency.

Compensation were proven to have a significant influence of the turnover of employees. From the result of a simple regression analysis, compensation has the highest among the β results at 0.687, which showed more predictive power in explaining the retention of employees compared to other practices. (Tooksoon, 2011) noted that pay rates and benefits that were comparable with the competitors were able to retain high quality employees, thereby reducing the turnover intention of employees. Good communication systems provide a path for employees to express their thoughts, culture, opinions, and others which could reduce the intention to leave for an employee (Chang & Chang, 2008). Other practices in this study that showed significant influence on the retention of employees include compensation and performance appraisal. Performance appraisal was found to have a significant association with retention among travel agency employees in the present study. This finding is similar with previous studies.

Previous study by Chang and Chang (2008) also evidenced positive significant relationships between employee empowerment and retention which was also proved in this study. Employees should be empowered to cope with the unexpected service conditions and the customer requirements, while the manager and the supervisor plays the role authorization and provides training for the employees. Other practices in this study that showed significant influence on the retention of employees include recruitment and selection and training.

Training was shown to have a significant relationship with retention of employees. Job security is important in an organization because employees would leave the travel agency if they felt insecure in their job.

5 CONCLUSION

As the HRM department plays a major role in managing staff, it has become the department's responsibility to control employee turnover. From the perspective of HRM practices, high turnover rate is a serious issue due to two reasons. First, high turnover rate has financial consequences. When employees leave, the actions of recruiting, selecting, and training of new employees are necessary. Second, employee turnover may interrupt the company's productivity and consequently the company's performance, especially when it involves important positions in the organization. Companies that are not able to reduce their employee turnover figure will likely lose their competitiveness in the long run (Ismail & Lim, 2007). Due to these undesirable consequences, it is therefore very important for organizations to better understand the factors contributing to employee turnover in organizations.

As a result, there is a positive relationship between HRM practices towards retention in the travel agency. Due to that, travel agencies were encouraged to implement all the HRM practices

in their company to retain the employees. The finding of the study has achieved its stated objectives and all the posited research questions have been answered. To sum it up, it is hopeful that the study findings may provide insightful information to managers of the travel agencies in Malaysia.

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Profiting toward the Silence Day event from the tourist perspective: An exploratory study on the identification of destination image in Bali

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ABSTRACT: The purpose of this paper is to explore the tourist perception about culture event and festival development in Bali with a qualitative approach analysis. The survey was participated by 500 samples randomly taken from the tourists (domestic and international) who have enjoyed their leisure time in Bali: pre, during, and post-Silence Day festival celebration. The result shows that culture event is included as part of the motivation to come to Bali. It has been known and attended during their visit. The Silence Day event series is considered as the recommended icon for Bali in term of culture festival celebration which can be further combined with foregoing discussion as an implication of tourist perception in the identification process of the destination's image.

Keywords: culture event, tourist perception, destination image

1 INTRODUCTION

Bali has been well-known as one of world tourist destinations. It has a number of tangible and also intangible along with a lot of cultural events, either the inherited (old) events ones or also constructed contemporary events. Bali has a good opportunity to be positioned as a world culture heritage destination which is still continuing the inherited activities in the present time by present generation.

In the Book 'Negara', Clifford Geertz examined that "*the Balinese state was always pointed, toward spectacle, toward ceremony, toward the public dramalization of the ruling obsessions of Balinese Culture: social inequity and status pride. It was a theater state in which the kings and princes were the impresarios, the priests the directors, and the peasant the supporting cast, stage crew, and audience*" (Geertz, 1980). In the Balinese history, everything express toward spectacle, ceremony, and the king is an important part of it in the process of attaining the excellence of the artist.

In the present time, with the collapse of the ancient kingdoms generation after the Indonesian Independence, public institution separated from the pattern of the past royal patrons. Like the kings who employed the artist to enhance their own prestige in the past time, the government use traditional dance, drama, wayang (shadow puppet) and arja (a kind of opera) as the work of artist to disseminate information about policies and social programs in the present times.

The Silence Day (*Hari Raya Nyepi in Bahasa*) is a ceremony that came from the word "*Sepi*",

which means silent is a celebration of the new year *Caka* which is celebrated each year on the day after dark moon of the 9th of Balinese month (*tilem sasih Kesanga*), the first day of 10th Balinese month (*Sasih kedasa*). It is celebrated with the aim to balance the natural macrocosm (called *Bhuana Agung*) with the microcosm (*Bhuana Alit*/human body) to obtain welfare and happiness in life. This ceremony has already celebrated since the 8th century. It is confirmed by Prof. Dr. I Made Titib, the director of The Institute of Hindu Dharma Denpasar Bali that it was started to be celebrated in the same time with *Hari Raya Galungan* (one of the ceremony based on Balinese Calendar). Titib (2012) also stated that in India the official use of *Caka* was since 78 AD.

The ceremony of *Nyepi*/Silence Day is commonly celebrated by Hindu in a series of rituals, those are: 1) *Melasti* (*melismekiyis*) is the procession to clean all of the gross (*leteh*) by purifying all the means of the temples (shrines) to the beach or lake as the source of holy water held three or two days before *Nyepi*/Silence Day. 2) *Tawur Kesanga* is the ceremony done one day before *Nyepi*. The word *tawur* means "*pay*" in a sense of payment to the demons (*bhuta kala*) the personification of negative force in Bali, in order to restore the balance of life. 3) *Pengrupukan/Ogoh-ogoh parade* (a giant doll made by the Balinese as the embodiment of the *butha kala*/demons) held when the sun set (*sandi kala*) time. The rituals done by *ogoh-ogoh parade* around the neighbourhood/village and then being burned. It has the same purpose to drive away the negative force and the bad spirit to succeed the

procession of fasting called the *Tapa Brata Penyepian* on the next day. 4). *Nyepi/The silence day* where Hindus doing the four mandatory religious prohibition called “*Catur Brata Penyepian*”: “*amati geni*” means no fire, “*amati lelungaan*” means stay or no travelling, “*amati karya*” means no work, and “*amati lelanguan*” means no entertainment. Bali island is off for 24 hours on this Silence Days. The airport is closed, the road is silence (no vehicles perate on the street) and all the people stay in the house to do the “*Catur Brata Penyepian*”. 5). *Ngembak Geni Ngembak* is the day when *Catur Berata Penyepian* is over. *Geni* means fire, as in this day Balinese can start to use fire and start the normal activities. Hindus societies usually visit to forgive each other and doing the *Dharma Canthi*, an activity of reading ancient scripts containing songs and lyrics called *Sloka, Kekidung, Kekawin*, etc.

The government of Bali through the completion of their local regulation called *Perda Provinsi Bali 2 Tahun 2012* defined that tourism in Bali should be developed based on culture tourism. Therefore it is very important to see how important is cultural event in this regard especially in term of positioning the destination and creating its image.

2 LITERATURE REVIEW

2.1 *Special events and festivals: An image maker*

Getz (1991) defined a special event as a one-time or infrequently occurring event outside the normal range of choices or beyond everyday experiences. He developed a typology of event tourism, which includes touring attractions and community festivals as well as business, sports, education, religious, and political events. Local events that chiefly draw residents and local people are at the bottom of the hierarchy, whereas regional events with drawing power to entice both local residents and overseas visitors are on the middle of the scale. Given its great attractiveness, a special event has a “powerful image make and [is a] development catalyst” (Getz, 1991).

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness. Yet it was only a few decades ago that ‘event tourism’ became established in both the tourism industry and in the research community, so that subsequent growth of this sector can only be described as spectacular (Getz, 2007).

In recent years, the development of a wide variety of “special events” has become a principal feature of the promotional strategy of numerous

tourist destinations to retain tourist appeal (Chan, 2015). The fact that the image of the event can significantly influence the image of the destination (Kaplanidou & Vogt, 2007) leads to the proposition that there may be a convergence of the event image with the destination image and thus a correlation between the two concepts. In other words, hosting culture events may contribute to the destination image profile formation and has the potential to create marketing benefits.

2.2 *Destination image and tourist perception*

Destination and event images have the potential to influence behavioral intentions to revisit the destination for vacation or to participate in the event again (Getz & Andersson, 2010; Kaplanidou & Vogt, 2007), and also engage in word-of-mouth recommendations (de Matos & Vargas Rossi, 2008; Pike & Ryan, 2004). A second important outcome is place attachment resulting from engagement with a recreational activity (Kyle, Graefe, Manning & Bacon, 2004c). Thus, engagement in the activity through event participation and the formation of positive event perceptions may lead to higher attachment levels. Place attachment can also be enhanced from the perceptions about the destination where the preferred event takes place (Kyle, Bricker, Graefe & Wickham, 2004a; Kyle, Graefe, Manning & Bacon, 2003). Given the literature above, it is expected that if convergence of destination and event images exist, then it can influence place attachment levels for a destination (Kyle, Mowen & Tarrant, 2004d).

In marketing and tourism context, perception is considered as a major influential predictor in directing decision making and consumer behaviour (Richardson & Crompton, 1988; Woodside & Lysonski, 1989). Each individual selects, organizes and interprets received information in a unique way. This image depends on both a specific stimuli which are related to the environment and the individual’s own characteristics and situations (Beerli & Martin, 2004). Destination perception accumulates from destination attributes, both physical and mythical (Correia, do Valle, & Moco, 2007).

Some scholars argued that destination is not simply a series of individual products, but one that combines those with experience that derive from both the physical setting and various travel services (Cohen, 1979; Hu & Ritchie, 1993; Mannell & Iso-Ahola, 1987; Mayo & Jarvis, 1981; Ross, 1998). Tourism is a dynamic force, premised on and sustained by difference over space. It takes myths and dreams and inscribes them on to physical places. Tourism destinations are thus transformed from ordinary geographic spaces through the perspective of visitors and continuous invention of landscapes

of symbolic consumption (Young, 1999) Tourists' images of the place are built more on their perceptions than reality because tourists are not able to pre-test the tourism product prior to actual experience (Gartner, 1993).

The destination image is a result of the process of these perceptions. Models of image perception process help us understand the preceding factors that influence image formation process.

3 METHODOLOGY

This study was done by quantitative method. It was conducted by the participation of 500 tourists (domestic and international) taken randomly pre-during, and post-'Silence Day' celebration in Bali. The survey conducted by delivering the questionnaires with closed-ended question to explore tourist perception. First it explored whether the culture event in Bali has been known by the tourist; second it explored the name of culture event known by them; third it explored whether they want to know more about those culture events, what media they prefer to choose for searching the information and their willingness to experience it on the next visit; and finally it explored what the event icon they recommend for Bali in term of culture event.

4 RESULTS AND DISCUSSION

4.1 *The culture events: Part of the motivation of domestic and international tourists?*

The collected data were examined to identify tourist perception showed in frequency and/or percentage to reveal how tourists perceived culture event with their various knowledge and background, as presented in [Table 1](#).

From the analysis of tourists' answers, the above table displays that majority participants possessed the knowledge about culture event (86.6%) and 13.4% of respondents admitted their unfamiliarity with the term.

To give the illustration about the tourists understanding about the culture event, they were requested to answer the name of the known culture event (see [Table 2](#)).

Table 1. Culture event are well-known by the tourist.

	n	%
Agreed (pax)	433	86.6
Disagreed (pax)	67	13.4

Table 2. The culture event known by the tourist.

Event name	n	%
Bali art festival	80	16
Kuta carnival	106	21.2
Nusa dua fiesta	71	14.2
Denpasar festival	35	7
Sanur village festival	45	9
Silence day event series	411	82.2
Bali kite festival	59	11.8
Religious ceremonial (at the temple, at the village: Pandan War, Ngusabha)	72	14.4

Table 3. Tourist's awareness about culture event in Bali.

	n	%
Eagerness to know more about culture event		
Yes	485	97
No	53	10.6
(If Yes), Source(s) of media TV	129	25.8
Internet	426	85.2
Travel agent/bureau	46	9.2
Written literature / books	47	9.4
Willingness to experience it the next visit		
Yes	462	92.4
No	38	7.6

The tourist mentioned culture event they have known with various answer base on their knowledge background, and experience. It found that Silence Day event series is known mostly by the tourist (82.2%). This situation indicates that culture events are very familiar among the tourists and the Silence Day event series is positioned on the highest rank of their knowledge about culture event in Bali.

In order to find out the tourist awareness of the existence of culture event in Bali, they were asked to give their perspective on their awareness to know more about culture event and the source of information preferred to assess its information (see [Table 3](#)).

Among the respondents, the majority of the awareness about the culture event are highly perceived (97%); most of them preferred the internet as the media for searching the information about the culture event (85.5%) and mostly they have a great willingness to experience it on the next visit (92.4%).

4.2 *Identification of the image of Bali through a special event: 'Silence Day event series' becoming an icon of the island?*

Finally the tourists recommended the possibilities of the icon of Bali in term of culture event to show their image of Bali (see [Table 4](#)).

Table 4. The 'icon' for Bali in theme of culture event.

Event name	n	%
Bali art festival	33	6.6
Kuta carnival	13	2.6
Nusa dua fiesta	11	2.2
Denpasar festival	5	1
Sanur village festival	9	1.8
Silence Day event series (Melasti, Ogoh-ogoh, Omed-Omedan)	388	77.6
Bali kite festival	3	0.6
Religious ceremonial (at the temple, at the village: Pandan War, Ngusabha)	38	7.6

The image of Bali from the tourist perspective can be seen toward Silence Day event series. It is positioned on the top popularity (77.60%) among other events in Bali. This situation shows that most of the tourist pointed Silence Day Event Series as the icon of Bali in term of cultural event and festival celebration.

5 CONCLUSION AND IMPLICATION

International and domestic tourist who have visited Bali have sufficient knowledge about culture event. They are able to mention the name of the culture event as well as eager to know more about it, and prefer the internet for seeking more information related to them. They have a high willingness to participate and experience the event for their next visit. The finding also indicated the image formulated by the tourist in term of cultural event in Bali by pinpointing the Silence Day event series as an icon.

6 LIMITATION AND FUTURE STUDY

This study is an exploratory study and needs further examination to obtain more accurate answer of the destination image. It should be focused on image formation process to confirm whether culture event become the part of the image of the destination using other quantitative approaches to provide.

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Patrons' satisfaction towards Kopitiam's physical environment quality in Malacca

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ABSTRACT: This study examines the physical environment quality towards Kopitiam patrons' satisfaction. One of the types of coffee shop in Malaysia is Kopitiam, therefore, in order to show good image and reputation among other coffee shops the Kopitiam's owner should concern about the physical environment quality. An extensive literature review first identified seven dimensions of the physical environment quality which is ambience, facility aesthetics, design and layout, cleanliness of the restaurant, authentic, exterior design, and interior design. The sub-dimensions of physical environments quality that influence patron satisfaction will help to increase the knowledge of the marketer and other future researchers.

Keywords: kopitiam, physical environment quality, ambience and facility aesthetic, design and layout, restaurant cleanliness, authentic, exterior design and interior design

1 INTRODUCTION

Kopitiam is one of the earliest coffee shops in Malaysia (Abdul Rahman, 2010). The name "Kopitiam" came from the words of kopi which is the translation of coffee in Malaysian word meanwhile "tiam" is the Hokkien Chinese word for shop (Dewan Bahasa & Pustaka, 2016). Prior to the modern Kopitiam setting, most of the traditional Kopitiam were owned by Malaysian Chinese independent operators. However, majority of the modern Kopitiam such as Pak Li Kopitiam, Hailam Kopitiam, and Old Town White Coffee are chains operated (Mohmad Yazam, Ishak, & Abdul Hamid, 2012).

Therefore, Abdul Rahman (2010) stated that, Malaysian coffee culture is ethnic diversion and cultural mixture of Malaysian and Western lifestyle. In context of the physical environment quality of Kopitiam, it includes the ambience, facility aesthetic, design and layout, restaurant cleanliness, authentic, exterior, and interior design. Furthermore, Zainudin and Mukhtar (2013) stated that the main customer in the Kopitiam (hereafter is referring as Kopitiam patron) who seek good service quality in the Kopitiam. The customer satisfaction (hereafter is referring as patrons' satisfaction) can assist the industry managers to determine what the patron need, want and how successful their business is in terms of making their patron happy (Weiss, 2003).

Moreover, physical environment quality is important to the management of the Kopitiam

because it is not only an attraction of the Kopitiam but the uniqueness of Kopitiam will lead to the Kopitiam patrons' recommendation to other people and spread positive word-of-mouth (Zainudin & Mukhtar, 2013). Additionally, physical environment quality dimensions are important to the Kopitiam since it is the way for patrons to recognise whether it is a Kopitiam or not. Though, the Kopitiam is one of the type of coffee shop in Malaysia, the physical environment quality should become a concern in portraying good image and reputation among other coffee shops. Thus, this study will explore on Kopitiam patrons' satisfaction towards physical environment quality for example patron's complaining about the restroom's cleanliness, it can be a distraction to the patron service quality experience. This situation gives bad service experience to patron since physical environment quality also affecting the patron mood and satisfaction. As responses after the visit to the restroom, the patrons had both chosen not to eat at, as well as not to return to the restaurant (Barber & Scarcelli, 2009).

Based on the above conjectures, Kopitiam clearly has become part of Malaysian identity. Abdul Rahman (2010) suggested that due to lack of published empirical paper in the scope of area, the history of Malaysian local Kopitiam need to be explored. Based on the literature review, published literature focusing on physical environment quality in ethnic restaurant or in this context setting is Kopitiam to understanding the customers'

perception in dining experiences is still lacking (Ryu, Lee, & Kim, 2012). Furthermore, it can be seen that, there is a need to empirically investigate physical environment quality factors that influence Kopitiam patrons' that lead to positive satisfaction.

Besides that, Akbay, Tiryaki, and Gul (2005); Mohi (2012); Wu (2013) suggested that other future studies to investigate the demographic study and to address the socio-economic, patrons' attitudes, knowledge, and lifestyle variations. Therefore, this study will address the demographic profiles of kopitiam in Malaysia. Based on the issue raised, the study aims:

RO1: To identify physical environment quality dimensions for Kopitiam patrons'

RO2: To determine the demographic profile in Kopitiam

2 PHYSICAL ENVIRONMENT QUALITY DIMENSIONS

2.1 *Physical environment quality*

The physical environment quality or atmospheric is one of main part that lead to customer satisfaction or dissatisfaction and loyalty after the patrons dining in the restaurant. Parsa, Self, Njite, and King (2005) suggested that even though the food quality was critical to restaurant success, it will not guarantee the success of a restaurant. Hence, restaurant owner should always consider physical elements that increase the entire dining experience to attract/retain more customers (Ryu & Han, 2010). In addition, customers may seek a dining experience totally different from that they may obtain at home, and the atmosphere may do more to attract them than the food itself (Ryu & Han, 2010). Therefore, to capture how Kopitiam patrons' satisfaction being influenced by physical environments quality, seven sub-dimensions were being proposed which are ambience, facility aesthetics, design and layout, cleanliness of the restaurant, authentic, exterior design, and interior design.

2.1.1 *Restaurant ambience and facility aesthetics*

The restaurant ambience factors are including temperature, air quality, light, noise, music, and odor (Baker, 1987; Bitner, 1990; Raajpoot, 2002; Wakefield & Blodgett, 1999).

The result from the research by Ryu and Jang (2007) shows that among the environmental constructs, the most significant factor was ambience. Actually, the less expensive ways to enhance customer perceptions of physical environment quality in upscale restaurants is by managing the ambience (Ryu & Jang, 2007). For example,

Wilson (2003) investigated the effect of music on perceived atmosphere and purchase intentions in a restaurant. From the Wilson (2003) findings, the researcher suggest that music can be used by restaurant to create a specific atmosphere which will differentiate the environment from competitors.

The important role of facility aesthetics in creating a unique interior, decoration, and innovative fine dining atmosphere is to differentiate an upscale restaurant from the competition (Ryu & Han, 2010; Wakefield & Blodgett, 1994). Furthermore, Ryu and Han (2011) stated that the elegance of facility aesthetics in the upscale restaurant can enhance customer satisfaction and loyalty if it surpassing the customers' expectations.

2.1.2 *Design and layout*

Layout refers to the way in which objects (e.g., machinery, equipment and furnishings) organized within the environment (Ryu & Jang, 2007). Design elements contain both aesthetic features (beauty and decoration) and functional features (layout, waiting area design, and ease of transaction) that facilitate high quality service and can have a positive power to make restaurant patrons' happier (Ryu & Jang, 2007; Wakefield & Blodgett, 1994). In the same way, the creative use of physical design in a restaurant set-up would be an essential in enhancing precise marketing objectives such as positive attitudes, positive evaluation of experience, and positive customer perception of quality (Han & Ryu, 2009). Mohi (2012) also supported that the design and layout of a dining room can boost the pleasure and satisfaction of the dining experience.

2.1.3 *Restaurant cleanliness*

Cleanliness of the facility is another component that is related to the perceived quality of SERVICEESCAPE especially when customers spend their time in the service setting (Wakefield & Blodgett, 1996). Wakefield and Blodgett (1996) found that cleanliness of service facilities had a significant, positive effect on customers' perceived quality of SERVICEESCAPE in relaxing settings. Dirty conditions in leisurely settings may cause customers to have negative reactions towards the facilities (Wakefield & Blodgett, 1999). The findings of several studies suggest that restaurant cleanliness, whether it is dining room, washroom, the entrance, building exterior, or table setting, may influence the restaurant patrons' perceptions of service quality (Barber, Goodman, & Goh, 2011; Barber & Scarcelli, 2010; Ryu & Jang, 2008; Stevens, Knutson, & Patton, 1995).

2.1.4 *Authentic*

An important attribute within the ethnic restaurant sector is authenticity as its competitive advantages

(Gilmore & Pine, 2007; Wood & Munoz, 2007). Another essential point, Sharpley (1994) suggests that authenticity means a sense of genuineness, reality, or uniqueness. If the food being prepared by natives according to tradition and was not adjusted to meet local tastes, then it will be considered as authentic (Ebster & Guist, 2004). Additionally, to build an authentic dining experience for customers, ethnic restaurants usually make use of ethnic art, decoration, and music (Liu & Jang, 2009). As a result, positive and negative emotions of consumers are significantly influenced by authentic atmospherics (Jang, Liu, & Namkung, 2011).

2.1.5 *Exterior design*

Interiors and exteriors is an important dimension of physical environment quality for food-service operator because it deliver a relaxed and comfortable dining atmosphere which can attract new customers and to retain the return customers (Kim, Ng, & Kim, 2009). Example of exterior design are the building shape, characteristic, architectural style and exterior landscaping (Turley & Milliman, 2000). More importantly, Marinkovic, Senic, Ivkov, Dimitrovski, and Bjelic (2014) stated that, the customer will make the early contact with exterior design of the restaurant before the interior design.

2.1.6 *Interior design*

Studies have suggested that exterior and interior decorations bring valuable impact of marketing and organizational objectives to restaurant in order to attract patrons' to come to the restaurant (Bitner, 1992; Raajpoot, 2002; Ryu & Jang, 2007). (Heung & Gu, 2012); Kim and Moon (2009) suggest that, for theme restaurant the owners should decorate interior to meet customers' expectations concerning the hedonic desires stimulated by the theme itself and it could bring benefit to the restaurant. For example, if restaurant patrons' find the exterior and interior design of a restaurant eye-catching or a visualized brand symbol convincing, these stimuli may positively affect the perception of experienced intangible service quality such as an overall perception of the quality of the different aspects (e.g., food quality and price) of the service delivery (Kim & Moon, 2009).

2.1.7 *The relationship of physical environment quality and patrons' satisfaction*

According to Booms and Bitner (1982), for service industry such as the restaurant industry, the physical environment is the role in influencing customer behaviors and in making a provider's image. Besides, the restaurant is being judged by the patron from the minute that the customer go into the property (Seidman, 2001).

Consequently, Yildirim, Akalin-Baskaya, and Hidayetoglu (2007) stated that, different demographic characteristics show different reaction towards the physical environments quality and different level of satisfaction. This also supported by Markovic, Raspor, and Šegaric (2010), where the result from a study shows that a clean and nice-looking restaurant facilities influencing the customers level of satisfaction based on the physical environment.

Furthermore, physical environment quality is also one of the importance factors in attainment the profits in an organization is the customer satisfaction (Ederis & Mohd Aripin, 2012). Moreover, from the research of Ederis and Mohd Aripin (2012), it shows that the physical environment quality is the most regular dimensions that influenced the restaurant patrons' satisfaction.

Additionally, Marinkovic et al. (2014) has outlined the significant impact of two quality dimensions which is physical quality on patron satisfaction where it are an important foundations of the restaurant business. Marinkovic et al. (2014) also stated that, patron will be satisfied with the overall experience if the restaurant provides a pleasant atmosphere.

3 RESEARCH METHODOLOGY

3.1 *Research design*

According to Kumar, Abdul Talib, and Ramayah (2013) a research design provides framework to be used as a guide in collecting and analysing data. Therefore, the aim of this study is to identify the physical environment quality that that influences the Kopitiam patrons' satisfaction. Consequently, the most appropriate method to be practiced in the study is descriptive study to describe the characteristic of the population by using a quantitative approach through cross-sectional study. The statistics data will be using to analyse the raw data that obtain in the study (Awang, 2015). The type of investigation of the study is causal study which to describe one or more factors that affect the satisfaction of the Kopitiam patrons.

3.2 *Sampling frame*

In this study, the sample of population is among the Kopitiam patrons in Malacca. The Malacca been selected as the area of the study that will conducted because Malacca is the state where the first group of Chinese's people that came to Malaysia (Anonymous, 2016). Besides, Malacca has being selected as the top five tourism generating area in the UNESCO Heritage Site in 2008 (Centre, 2015).

The sample size is an important aspect in order to make generalizations about the construct under investigation. Hence, it is recommended that the minimum sample size should be at least five times as many observation as there are items to be analysed (Hair, Black, Babin, & Anderson, 2010). The minimum of the respondents are count based on Exploratory Factor Analysis (EFA) that suggested by Hair et al. (2010) which is 1 item X 5 respondents. As a result there is 43 items X 5 respondents = 215 respondents. However, this study is intended to distribute 300 questionnaires in order to ensure the higher return feedback from the respondents.

3.3 *Development of questionnaires*

In this study, it will use the non-probability sampling (Sekaran, 2003). The type of questionnaire that will be provided to the respondents is the close-ended questions. The respondents only tick or circle one response most related to them. The questions type are multiple choice to answer “yes” or “no” and questions that the respondents need to ranks their response based on their preference on a given item (Awang, 2015)

3.4 *Plan for data collection*

The researcher is planning to start gathering the data from September until October 2016. Before any questionnaires can be distributed, the researcher will get permission from the Kopitiam owners by providing a permission letter to them. Then, the questionnaires will be distributed to the patrons who dining in the Kopitiam. The study will be using convenience sampling because it enables the researcher to picking up any available set of respondents suitable for the researcher to use. Convenience sampling also can complete large number of questionnaires fast and cost effectively (Awang, 2015).

3.5 *Plan for data analysis*

The data analysis will be used SPSS 22.0 to calculate the statistical of the quantitative data that obtain from the researcher instrument. There will be two types of data analysis which are preliminary test and data analysis Exploratory Factor Analysis (EFA). The preliminary test being used to ensure the result is satisfactory, the test will screening the raw data then eliminating any missing value that affect the end result such as skewness (normality), z-score and respondent sample profile.

4 CONCLUSION

The importance of this study is to identify the physical environment quality toward the kopitiam

patrons' satisfaction. Furthermore, this study will help to increase the knowledge of the marketer and other future researchers on the sub-dimensions of physical environments quality that influence patron satisfaction. In addition, the demographic profile of Kopitiam patron can help the marketer to focus on their niche market group. However, the highlighting discussion is still under investigation.

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Guest satisfaction towards physical environment quality in theme hotel

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ABSTRACT: Trends in accommodation are a part of the traveler's lifestyles which more seeking for valuable experience during their stay. Physical Environment Quality is one of the important attributes to influence guest satisfaction as it encounters their need and expectation. Unique physical architecture design made a unique accommodation in themed hotel. Hence, this study is to identify the dimensions of physical environment quality towards guest satisfaction in themed hotel. Overall, this study can be used to help the management in improving the service and as well as the effectiveness of physical environment which will lead to increased positive satisfaction.

Keywords: physical environment quality, themed hotel, guest satisfaction, unique

1 INTRODUCTION

1.1 Background of study

Hospitality sector contributes to the economy due to high demand and its diversity (Bharwani & Jauhari, 2003). The sector experiences rapid growth and hence, more attractive destinations are being produced and current product and services are enhanced (Pena, Núñez-Serrano, Turrion, & Velazquez, 2016). Tourist will invest in hotels that are near to local food and entertainments, nightlife and provides good service quality (Chang & Teo, 2009).

Major indicator of service sector in tourism show that Malaysia continued to become the world's leading tourist destinations with increased tourist receipts from MYR24.6 billion (approx. USD604 billion) in 2010 to MYR27.4 billion (approx. USD672 billion) in 2014 (*Rancangan Malaysia Ke-11 (RMK-11)*). According to Gross Domestic Product (GDP) in 2014, tourism sectors such as lodging industry, airlines and the restaurant industry contributed MYR61.0 billion (approx. USD150 billion) and it is expected that in 2015 it will rise by MYR64.4 billion (approx. USD160 billion) (Turner, 2015).

According to Brochado, Rita, and Gameiro (2015), trends of hotels are a part of travelers' travelling lifestyles. In order to meet the required trends, one of the marketing strategies of hotels to become dominant in the sector is to focus on its physical setting (John, Adiele, & Nkoro, 2013). Also, John et al. (2013) claimed that the use of physical instruments can be used to attract guests to the hotels.

In modern society, "theming" is a trend as it provides diversity and this can obviously be seen in theme parks (Sha & Tang, 2015). Theme is unique and different and these features are provided by boutique hotels as usually these hotels will have their own design, aesthetic value and appeal (Chan, 2012). King and Wan (2012) provided an example of casino hotel concept as themed hotel whereby it has its own style and uniqueness. Themed hotels have met the niche market as well as providing employment opportunities and contributing to the economy (Sha & Tang, 2015). This is because guests are looking for unique and diversity of hotels experience unique. Holjevac (2003) explained that guests are attracted to themed hotels because these hotels usually highlight the uniqueness of a country, region or place. Mark Bonn, Mathews, Dai, Hayes, and Cave (2007) stated that uniqueness of surrounding of themed hotels and their exotic environment also influence guests to stay. Hence, theming has the potential to attract guests to stay in a hotel.

Countryman and Jang (2006) suggested that further study about physical environment of hotels and its unique atmospheres need to be conducted. Similarly, (Clemes, Wu, Hu, & Gan, 2009) who compared services across different types of hotel and (Brochado et al., 2015) suggested that further study in other class of hotels including resorts, backpacker's hotels, and unique hotels is vital.

According to Ariffin & Maghzi (2012), physical environment of a hotel is one the features that can be used to impress guests and to meet their satisfaction. Based on travel website, Trip Advisor, there

are several complaints in relation to the physical environment of themed hotels.

This room is nice, because local issues indeed very difficult to find parking, first: Linen, very thick, let us sleep. I'm not comfortable, second: Heavy Decoration affects the eyes (Xiiaoy wong, February 10.)

The space is too small, a bit poor ventilation. The hole design to see stars is not in good condition. No private hanger for capsules resident to hang towel and clothes. Owner is not in the homestay, but maid is politely serve customer. (Teow Y, December 2015)

The shared bathrooms also pretty dingy and not very clean. 3 out of 5 showers in our block were not working correctly. (Anonymous, March 2016)

Therefore, it is essential to conduct a study in relation to physical environment of themed hotels. This study aims to identify the dimensions of physical environment towards guest satisfaction in themed hotel.

2 LITERATURE REVIEW

2.1 *Physical environment quality*

Physical environment is an important feature of consumers' satisfaction (Ryu & Han, 2011). Bitner (1992) listed that there are several dimensions of physical environment including ambient, space sign, symbols and artifacts. Ryu and Han (2011) added that physical environment includes physical setting such as innovative interior design and décor, lighting, colour, ambient, odors and layout. Ikiz and Masoudi (2008) agreed that interior design as one of the physical settings of a hotel including equipment and architecture. While, according to Hua, Chan, and Mao (2009) the highest ranking of physical environment concerned by the guests is the colour of the room followed by the size of the room. Clemes et al. (2009) emphasized that physical environment is the primary dimension of service quality required by the guests. Sim, Mak, and Jones (2006) added that physical surrounding is also one of the primary attributes of physical environment for guests' satisfaction.

2.1.1 *Ambient and aesthetic*

Bitner (1992) discuss the important of ambience. Heide and Grønhaug (2006) listed several dimensions of ambience which include sound, lighting, scent and temperature. It has been revealed in a study conducted by Kandampully and Suhartanto (2000) that ambience and physical appearance are the important to guests satisfaction in hotels. This is supported by Kim and Lynn (2007) who claimed that ambience including clean environment,

comfortable temperature and employees neat appearance as ambience concerned by the guests. Chang (2016) defined aesthetic as consumption of a physical setting. While McIntosh and Siggs (2005) explained that aesthetic approach is the relationship between people and built environment. Indoor and outdoor aesthetics of physical environment are created to attract guests to stay longer in a hotel (Kozinetsa et al., 2002). Furthermore, Boley and Nickerson (2012) claimed that aesthetic enhances the sense of experience and view. Holjevac (2003) claimed that in the future, hotels will be categorized by a trend that mix aesthetics', quality and functionality. Other than attracting guests, aesthetic also influences people to spend more (Chang, 2016).

2.1.2 *Interior design*

Wakefield and Blodgett (1994) defined design as architectural design, décor and interior design which can be viewed and evaluated by guests. In a study conducted by Ryu (2005), he listed that there are many dimensions of interior design that influence guests satisfaction including colour, pictures, paintings, plants, flowers, ceiling decoration and wall decoration. Orth, Heinrich, and Keven Malkewitz (2012) categorized furniture, painting wall and ceiling as complex-shell design as they determine the natural, harmonious and overall archetypical and representative.

2.1.3 *Exterior design*

Exterior design relates to external variables which include signs, building size and colour, location and parking (Ryu, 2005). A study on heritage hotel by Henderson (2011) stated that, the building is marketed as an urban sculpture of unique architecture that reflects on the theme and as picture of exterior design. Studies by Wakefield and Blodgett (1996) showed that in recreational center, exterior influences the response of tangible and intangible aspects. Hence, (Hwang, 2011) highlighted that exterior design has the potential to influence guests satisfaction that reflects on the theme as picture of exterior design.

2.1.4 *Hotel building design*

Building design for the hotel is an important feature that indirectly represent the interior design of the hotel and it gives an impression of the hotel and personality (Lim & Endean, 2009). While, Henderson (2011) stated that building acts as an art and concept of a design. He added that guests will be positively attracted towards the building due to its design. Modern architecture concepts display the uniqueness and the setting of the building (Chang & Teo, 2009). Kozinetsa et al. (2002) stated that interaction between displays and other monument of the building excite emotions and other sensational

influence towards guests experience. This statement relates to the studies from Horng, Chou, Liu, and Hsieh (2011) that indicated the buildings are one of the factors that influence guests when selecting a hotel. Chang (2016) added that individual control in their selection into exterior fixtures, décor of restaurants, hotels, shops and building culture and not but least the environment.

2.1.5 Cleanliness

Despite of the mentioned dimensions, cleanliness is also important for a hotel (Mohi, 2012) as guests will always demand for hygiene and cleanliness. Cleanliness is one of the dimensions that influence guests to make decision on selecting, staying or returning to the hotel. Guests' satisfaction towards cleanliness can be measured in service organization. Barber and Scarcelli (2010) and Dolnicar and Otter (2003) emphasized that cleanliness is one the main physical environment dimensions concerned by the guests.

2.1.6 Layout and design

Bitner (1992) claimed that guests are demanding for furnishing and equipment, passageways arrangements and service area. This is supported by Wakefield and Blodgett (1996) who mentioned that providing ease of access and exit make the layout of a hotel effective and accessible for the guests. Despite of layout, design in term of room layout and waiting room can also influence the efficiency and quality of service delivery (Raajpoot, 2002). Ryu (2005) added that overall satisfaction of guests can be perceived by pleasing surrounding such as lighting, layout and décor. A study from Heung and Gu (2012) revealed that guests willingness to pay is influence by the layout, employee factors, ambience, facility aesthetics and the view from the window. Hence, layout factors and interior design factors can be equally important in quality satisfaction (Raajpoot, 2002).

2.1.7 Facilities

Price, facilities, amenities and experience are the components that influence guest to make purchase decision (Shanka & Taylor, 2004). Greenwell, Fink, and Pastore (2002) claimed that facilities are designed to improve guests comfort and enhance their amenities. Also, Greenwell et al., (2002) revealed that guests evaluate the quality of the product and service that they received from a hotel or a personnel. Ren (2008) added that physical facilities including security, parking and room technology also influence guests satisfaction.

2.1.8 Amenities

In lodging industry, amenities are one of the guest needs (Almanza, Ghiselli, & Jaffe, 2000). While, Bindu, Chandrasekharan, and Sai (2008) revealed

that guests are concerned about hygiene, amenities, security and value for money. Additionally, Bindu et al. (2008) emphasized that amenities such as internet connectivity and money exchange facilities influenced the guests in selecting their hotels.

2.2 Guest satisfaction

According to Ramanathan (2012), guest satisfaction can be measured not only towards star rating and physical facilities but it can also be measured in context of service quality perceived. Meanwhile, a study conducted by Sha and Tang (2015) indicated that compared to ordinary practices, uniqueness of services offered provides more satisfaction to the guests. Hence, customer emotional experience is related to satisfaction, attitudes and repurchase (Han, 2007).

3 PLAN FOR RESEARCH METHODOLOGY

3.1 Research design

This study is a descriptive study that describes the characteristics of a population (Awang, 2012). Thus, cross-sectional study will be the most appropriate process for this study. Additionally, this study will be conducted in a non-contrived setting, which is in natural environment where the guests will participate and the study will produce cause and effect relation-ship. The strategy for this study is survey research by collecting information about people.

The respondents targeted for this study will be travelers who stay in the themed hotel in Malaysia. Hair, Black, Babin, and Anderson (2010) suggested Exploratory Factor Analysis (EFA) which is based on the minimum sample size. Therefore, the minimum sample size if this study would be (approx. 41items x 5 respondents) 205 respondents.

3.2 Developing of questionnaire

This study will utilize questionnaires as method of data collection. Questionnaire must be motivating, encouraging and uplifting to the respondents so that they will be interested to participate and to complete it (Awang, 2012). Singh (2006) added that questionnaires permits wide coverage of data collection at minimal cost. Close-ended questions will be utilized in the questionnaires for this study as it allows for effective coding of information for analysis.

3.3 Planning for data collection

The researcher plans to collect data from themed hotels in Malaysia within three (3) months' time (from August to October 2016). According to a blog

about unique accommodation for travelers, most of the themed hotels in Malaysia are located in Klang Valley, Melaka, Ipoh, Penang and Pahang. Hence, the researcher will focus on these locations for the data collection. Permission from each of the hotels will be acquired before questionnaires are distributed to their guests during check-out. Convenience sampling will be used for this purpose as it helps to obtain data within a short period of time. Awang (2012) revealed that convenience sampling is easy to measure and accommodating.

3.4 Planning for data analysis

Collected data will be analysed by using SPSS software version 22. This software allows for timely and effective computation of statistical analysis. There are two types of analysis that will be conducted in this study; (1) preliminary analysis; (2) Exploratory Factor Analysis (EFA). The former will ensure that data is clean and suitable for the subsequent analysis while the latter will address the research objectives and classify variable items measured so as to confirm that none of the items are overlapping.

4 CONCLUSION

This study is essential in order to identify guest satisfaction towards physical environment quality in themed hotel in Malaysia. Also, this study provides the potential for managerial level to understand the needs of the guests as well as to increase the effectiveness of their services especially in context of physical environment. However, this study is still under empirical exploration.

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The relationship between knowledge on economic risks and homestay operators preparedness

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ABSTRACT: Scholars and organizations strongly urged that understanding and managing the resilience of vulnerable risks of socioeconomic is becoming increasingly important in today's era. In tourism industry resilience covers the whole realm of tourism sector including homestay as part of the Community Based Tourism (CBT). This paper examines the relationship between knowledge of economic risks and homestay operators' preparedness. Result revealed that the homestay operators positively believed that the knowledge on the economy risks and vulnerability makes them be well prepared in managing their homestay business.

Keywords: knowledge, economic risk, homestay, preparedness

1 INTRODUCTION

Within the tourism industry, the concept of resilience and risks is closely associated with economic, socio-politic, cultural, and institutional or infrastructures as this industry too fragmented and fragile and well depend of tourist arrival and receipts (Biggs 2011, Hall 2010). Falkner (2000) stated that the common resilience perspective in tourism is based on the recovery that include number of the tourists' arrival follow with the fast variable changes that is dealing with disaster and crisis preparation. A clear examples of the recovery processes besides others that affected the world tourism industry which sharply declined the outbound and inbound international even domestic tourists can be seen during the Asian economic crisis in the late of 1990s (Pearce 2001), the attacks on the World Trade Centre and the Pentagon in September 2001 (Hall et al. 2003) that lead international security concerns of United States government, the SARS epidemic in China during 2002–2003 (Zeng et al. 2005), the Indian Ocean tsunami in 2004 (Biggs, et al. 2012; Smith & Henderson 2008; Calgaro & Lloyd 2008), earthquake threats in New Zealand's Southern Alps (Orchiston 2013), and combinations of environmental, political and economic crises in Southeast Asia (Lew 1999; Prideaux et al. 2003; Ritchie (2004; 2009 and Hall, et al. 2013).

Based on the above notion, the tourism industry seems to be vulnerable to the impacts on the large

disasters as well as risky from economic and natural hazards (Faulkner, 2001). With this, assessing and planning the resilience and preparedness which relate to state of readiness or set of actions that are taken as precautionary measures is of growing importance for tourism management since change processes and their interrelations have become more complex in a globalized, accelerated world, placing tourism under pressure to respond and adapt to various factors (Luthe, 2014). In other words, resilient, preparedness and knowledge on vulnerability risks either internal or external of the unpredicted hazardous or unprecedented events such as social, economy and culture risks is integral for tourism management (Espiner & Becken, 2014). Therefore, the adaptation and transformation processes to changing environmental, social and economic conditions require initiatives by various tourism actors with different functions in the tourism supply chain, and on different scales of governance to be able to assess, plan and manage resilience over time (Luthe, et al. 2012).

In short, scholars and organizations strongly urged that understanding and managing the resilience of vulnerable risks of socioeconomic including tourism sector is becoming increasingly important in today's era (Millennium Ecosystem Assessment 2005, IPCC 2007, Balmford et al. 2009). In fact, the higher level of bonds and support from the organization, groups or individuals are required to cope with these uncertainties (Adger 2003, Folke,

et al. 2005). According to Peterson (2004) resilience not only relevant to one or two types of tourism products but it covers the whole realm of tourism sector ranging from urban tourism, culture tourism, agro-tourism, medical tourism, eco-tourism to the new type of tourism products namely space tourism, geo-tourism including homestay as part of the Community Based Tourism (CBT) (Roberts and Hall (2001). This paper is therefore aims to examine the effect of knowledge on economic risks on the homestay operators' preparedness and hypothesised that:

H₁: There is a significant relationship between knowledge on economic risks and preparedness of the homestay operators'

2 LITERATURE REVIEW

2.1 Economic risks

Although there is no universally accepted definition for economic risk, according to Chapman (2006) it is the influence of national macroeconomics on the performance of an individual business. Within the macroeconomic model, economic risk is the influence government has in the manipulation of aggregate demand and consumer spending through government policy. Some of the sources of economic risk are: a fall in demand, government policies, exchange rates and inflation.

Economic' risk and vulnerability on the other hand is viewed as the susceptibility to, or potential for, loss of economic assets and productivity. This includes the loss of assets support as well as the wealth and economic independence that created together with financial deprivation including with debt dependence and ability to recover from the losses (Gurenko, 2004). According to Cummins and Mahul (2009) economic risk and vulnerabilities should be considered as financial shortage as well as financial deficiency and considered as a component of economic which underpins and fundamentally contributes to the causes of fiscal vulnerability.

The economic dimensions of risk and vulnerability not only related to a potential loss or damage but dealing with anything concrete that affects production and distribution (Sanderson & Stressing, 2009). Advanced industrial societies, especially large urban centers as an example are tend to be more risk and vulnerable because of extensive systems of communications and infrastructures that is costly and can have huge consequences on the economic stability (Comfort et al. 1999). Similarly, the levels of economic risk and vulnerability are highly dependent upon the status of individuals, communities and nations (Linnerooth-Bayer,

Mechler & Pflug, 2005). Nier, Yang, Yorulmazer and Alentorn (2007) postulate that instability or inconsistent of daily produce, services, manufacturing and many others are directly influence the community and it can be difficult to untangle without a good strategies thus can transform it into the economic risk and vulnerability. They added that lack of wealth directly makes an individual or community socially risky and vulnerable as provision and access to resources play a role. The community economic risk and vulnerability vitality has been shown to influence quality of life that depends to the conditions prior to a uncertain events like economic recession (Cutter & Emrich, 2006). Lowe (2004) noted that community economic risk and vulnerability typically arises from the unwinding of financial imbalances especially during inflation.

Copper (2012) suggested that strategic risk and vulnerabilities management should be an essential part of community and public sector planning as well as strategy development. He added that without effective recognition, communication and reporting, any planning for risks and vulnerability may be misplaced and communities may face a lack of understanding as to the strategic risks and vulnerabilities they face and how to manage them in the face of continual change. Therefore, building in processes around the identification, control and reporting of strategic risks should help communities manage their strategic risks to the betterment of their members and other stakeholders. Sitkin and Pablo (1992) initially revealed that individual and community enterprises risk behaviour is also influenced by the leadership, organization strategy, resources, performance /reference points, macro/micro environment, knowledge and communications.

2.2 Community business preparedness toward risk

Owing to lack of available studies on community business preparedness toward risk and vulnerability, a few preparedness literatures form the environmental perspective therefore warrant to be highlighted. In the context of disaster, Godschalk (1991) refer preparedness as actions taken in advance during crisis or emergency in order to develop operational abilities, to facilitate, assist and provide effective response during the emergency occurs. An effective preparedness is crucial and vital as it can help to saves lives, reduce injuries, limit property loss and minimize all sorts of disruptions (Mileti, 1999). National Research Council of the National Academies on the other hand defined preparedness as emergency preparation practices that involve the development of plans and procedures, the recruitment and training of staff, and the acquisition of facilities, equipment,

and materials needed to provide active protection during emergency response (NRC, 2006). Simpson (2008) noted that, preparedness are the preventives and anticipatory activities that involve with planning, resource identification, warning system, training, risk communication, public awareness and education including with exercising which are undertaken to improve the safety and effectiveness of a community's response during a disaster.

In regard to community, Simpson (2008) came out with the approach of Community Based Disaster Preparedness (CBDP) that being adopted worldwide. CBDP approach is more focus on enhancing community resiliency and preparedness toward disasters by educating them with knowledge of risk and vulnerability so that they can be more prepared. This system has successfully responded to any emergencies events and provides assistance to the affected populations with participation of the local community. This approach is different with the traditional approach which more focuses on top to bottom approach where the local community tend to place the sole responsibility of disaster preparedness towards the government.

In business context, despite little literature information shows that there is a need for businesses to increase their preparedness and planning for business continuity and to combat with risks and vulnerability. This particularly applies for small business or enterprises including the community based businesses which are often shown to be less prepared than larger businesses. Preparedness within the field of general business emergency management can best be defined as a state of readiness to respond to a crisis, risk and vulnerability or any other type of emergency situation. It includes activities, programs, and systems that exist before an emergency that are used to support and enhance response to an emergency (Bullock & Haddow 2005).

Kovoor-Misra (1995) came out with one multi-dimensional model that provide in depth understanding on effective crisis preparation. The author assumes that crises are caused by factors from a range of multiple dimensions and that these dimensions trigger different types of crises. The dimensions include the technical, human and social, political, legal, ethical and economic. The model recommends that business organizations need to have the capabilities to address the causes (prevent) and consequences (contain, recover, and learn) in order to be prepared with all different crises. The author advocates that business organization should provide crisis plans and teams to address common issues and interactions as an organizations mechanism across these dimensions. The Onion Model developed by Pauchant (1992) also provides a means of effective crisis preparation. Pauchant's used the metaphor of an onion to describe the levels or layers of the

business organization that need to be mentioned in crisis preparation. The different layers of the organization described by this model, starting from the deepest layer, include defense mechanisms of individuals working in the organization, organizational beliefs, structures, and plans and procedures.

3 METHODOLOGY

A causal research design using a quantitative approach through a cross sectional study was applied with a self-reported and self-administered questionnaire. As this study specifically looking at effect of knowledge on economic risks on the homestay operators' preparedness, the population and the unit of analysis was an among the homestay operators throughout each state in Malaysia which registered with Ministry of Tourism and Culture.

The survey instrument comprises three major sections with section A solicited the demographic information of the respondents, section B used in measuring the knowledge on risk and vulnerability in economy perspective and Section C is created to measure the community preparedness among homestay operator. Most items all dimensions were replicated from the previous related studies with a few minor modifications of wording to address specific needs of the current research or fit the tourism context. Respondents were required to translate their view on a five type Likert scale ranging from 1 with "strongly disagree" to 5 "strongly agree."

Prior to the actual survey around seven hundred homestay operators throughout the country were initially contacted to obtain permission for undertaking the survey. The introduction and the consent letters to conduct a research were mailed to the respective homestay operators. Subsequent to this, through the assistance of each state Tourism Malaysia officers a total of 550 questionnaires were successfully collected.

4 ANALYSIS AND RESULTS

4.1 Respondent profile

Based on frequency test, 61.1 percent (n = 336) of respondents were males compared to 38.9 percent (n = 214) of females. 39.6 percent (n = 218) were above 60 years old while 46.7 percent (n = 257) was in the range of 40–59 years old and 13.6 percent (n = 75) were between 18–39 years old. 52.2 percent (n = 287) were fulltime homestay operator and 23.5 percent (n = 129) were operate small business besides homestay operator. 14.7 percent (n = 81) homestay operators has operated their homestay since 2006 and 0.9 percent (n = 5) since 2015.

4.2 *Descriptive statistic*

4.2.1 *Destination image*

The descriptive statistics for economy risks is summarized in Table 1. The magnitude of the mean scores range from 4.03 to 4.51 indicates majority of the homestay operators agreed with most of the items in this section analysis. The item with the highest mean is BE5 which agreed that good services important for homestay business prosperity. The item with the lowest means is item BE8 which also agreed that continuous information on economic risks and vulnerability is vital for homestay operation. This result indicates that knowledge on economy risks is important for homestay business.

4.2.2 *Community preparedness*

The results of the descriptive analysis for the community preparedness construct are as shown in Table 2. It is evident that the means of the items are

between 3.99 to 4.03 which implies that majority of the respondents agrees with most of the items. What could be said from the overall result is that the homestay operators positively believed that the knowledge on the economy risks and vulnerability makes them be well prepared in managing the homestay business.

4.3 *The relationship between economy risks and homestay community preparedness*

For the hypothesis, a single-step multiple regressions were conducted with the economy risks as the predictor while criterion variable refers to community preparedness. In other words, this test is to evaluate how well the knowledge of economic risks and vulnerability influence homestay community preparedness. Result shows that the economy risks were able to explain 13 percent ($R^2 = 0.13$, F -change = 86.36, $p < 0.001$) of the variance in

Table 1. Descriptive statistic for economy risks.

Code	Items	M	S.D
BE1	I believe I have sufficient knowledge on homestay economic risks and vulnerability	4.03	0.65
BE3	I am aware that mismanage the operation will affect my homestay business	4.29	0.64
BE4	I am aware lack of promotion reduce my homestay business revenue	4.32	0.71
BE5	I am aware that good services is important for my homestay business prosperity	4.51	0.57
BE6	I am aware that diversity of products is important for my homestay business performance	4.33	0.64
BE7	I am aware that recognition from my customers/clients determine my financial homestay business performance	4.30	0.62
BE8	I am aware that continuous information on economic risks and vulnerability is vital for my homestay operation	4.18	0.61
BE9	I am aware that instability of my homestay business operation will affect my business expansion	4.24	0.65
BE10	I am aware that insufficient resources inhabit my homestay business performance	4.26	0.64

Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Agree, 4 = Agree, 5 = Strongly Agree (n = 550).

Table 2. Descriptive statistic for community preparedness.

Code	Items	M	S.D
DP1	Knowledge on economic risk and vulnerability makes me prepared in managing my homestay business operation	3.99	0.56
DP2	I am prepared to face the overall economic possibility that affecting my homestay business operation	4.00	0.46
DP3	Continuous information on economic risks and vulnerability makes me prepared in managing my homestay business operation	4.00	0.46
DP4	I am always prepared with regional and global economic instability that could affecting my homestay business operation	4.03	0.50

Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Agree, 4 = Agree, 5 = Strongly Agree (n = 550).

Table 3. Results of multiple regressions.

Predictors	Model 1 Std. B
Step 1: Model variable	
Economy risks	0.369***
R ²	0.14
Adj. R ²	0.14
F-Change	86.36***

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

homestay community preparedness. The outcomes demonstrated that the knowledge of economic risks and vulnerability significantly contributed to the prediction of the homestay community preparedness. The value of ($B = 0.369$, $p < 0.000$) demonstrated that knowledge on economy risks and vulnerability has given a significant impact on community preparedness thus, the hypothesis is strongly supported.

5 IMPLICATION AND CONCLUSION

This research finding is clearly indicates no doubt that knowledge in economic risks is important in any businesses regardless how big or small the business is. This is evident when majority of the homestay operators in this study as small business entity believed that understanding on the economic risks is vital and providing good services is important for their homestay business prosperity. In contrast they believed that mismanage the operation, lack of promotion and insufficient resources inhabit and reduce their homestay business performance. Importantly and most remarkable finding is that knowledge on economic risks among the homestay operators contribute to preparedness for them in any situation that might affect their business.

The result not only provide information to relevant parties and in the context of this study government authority on the shortcomings relating to homestay operation but understand of how knowledge on the vulnerability risks, and preparedness influences the resilient of the homestay operation.

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Training and development program as a source of improving employee job performance

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ABSTRACT: In the field of Strategic Human Resources Management it was acknowledged that recruitment and selection, training and development, performance appraisals and compensation are the main element that exists to assist organizations in managing employee. The importance of strategic human resources management is inevitable as a pool of human is selected, recruited and trained through the process to execute duties and responsibilities. Training and development is part of the program that exists, and this study is conducted to examine the impact of training and development towards hotel employee job performance in Penang, Malaysia. A total of 382 questionnaires were deployed, as a results, 194 responses (51%) were successfully collected. The data were analyzed and several important findings were established, thus, supporting the literature that exists in the human resources management field. From this study it was discovered that training and development program was among the most important antecedent to produce high job performance.

Keywords: training and development, employee job performance, hospitality industry

1 INTRODUCTION

The hospitality industry has played a significant role in the global economy, where the world travel and tourism business provide 266 million jobs and contributes 9.5% of Gross Domestic Product (GDP) globally. In addition, the sector was predicted as a key driver of economic growth at local, regional and international scene, as it was estimated that the expansion of market will increase by 3.9% in the year 2015 (World Travel & Tourism Council, 2014). The Malaysian hotel industry has shown healthy growth in revenue with the increase of tourist arrivals. In 2014, Malaysia received MYR 72 billion from 27.44 million tourist that visits Malaysia, this figure demonstrates an increase of 9.1% of revenue and 6.27% of tourist arrival compared to 2013. In this, it was also revealed that there are 4,072 hotels with 262,021 rooms available in year 2014, furthermore adding to the statistics, the total number of rooms available in Penang ranges from 1 to 5 star hotels is 18,111. This figure represents 6.9% of the total rooms available in the Malaysian Hotel Industry (Tourism Malaysia, 2014).

Penang is one of the states in Malaysia that shows a tremendous increase in hotel and tourist numbers. In 2014, it was recorded that Penang has 206 hotels with 18,011 rooms as compared to the year 2013, which only has 162 hotels with 16,137 rooms. Penang also recorded the highest Average

Occupancy Rate (AOR) as compared to other state in northern region of Malaysia (Tourism Malaysia, 2014). Human resources are the most important assets to the service industry as Lahap, O'Mahony and Dalrymple (2015) postulated that human resource quality determines service quality service delivery, service efficiency and customer satisfaction (Chapman & Lovell, 2006). High quality job performance is the manifestation of successful training and development program on how a job is perform as Hayes and Ninemeier (2006) refers to the behaviors that are anticipated in the line of the organization's objectives and the persistence under control of individual employees.

2 LITERATURE REVIEW

2.1 *Employee training*

'Training' is a process of enriching employee current knowledge, attitudes and skills that necessary to perform a job efficaciously. There are numerous benefits of training such as improving performance, reducing operating costs, managing work stress, lowering turnover rates, increasing job advancement opportunities and uplifting the morale of employee (Hayes & Ninemeier, 2009). Basically, there are two types of training, namely on—the—job training and off the job training. As the name implied, on—the—job training is the

training that being conducted in the workplace. It is a planned and organized training (Hayes & Ninemeier, 2009; Lahap, Ramli, Radzi, Said & Zain, 2015).

On—the—job training has an impact to the employee's job performance, where it enhances the job satisfaction, employee enthusiasm and commitment (Jagero, Komba, & Mlingi, 2012; Lahap, Ramli, Radzi, Said & Zain, 2015). On the other hand, off—the—job training is series of training that involves group discussions, classroom tutorials, lectures and courses (Hayes & Ninemeier, 2009). Off—the—job training is suitable to be applied to a large group or trainees. In addition, it gives them deep understanding about the job they perform, for example by using case study. Smith (2006) added that the method improves employee job performance. Skill, knowledge and competency to deliver the job efficiently are improved as the result of well-planned and systematic activities called training (Gordon, 1992). Training is important to every employee, regardless of their position they hold or their responsibility, because employee competencies tend to be outdated over a time of period, therefore, it needs to be reinvigorated regularly in order to make them relevant to the job environment (Langer & Mehra, 2010). Armstrong (2006) defines 'development' as the result of the provision of learning and education experience towards the employee, where it increases their capability and potential.

'Employee Development' means to develop the potential of an employee and the system as a whole. Employee development consists of person or employee and the overall development of an organization (Elena P. & Antonacopoulou, 2000). Hameed and Waheed (2011) concluded that employee is the most valuable asset of an organization and they need a support to develop. Therefore, organizations are investing huge amount of money on employee development. As a result, employee will contribute back to the organization in terms of high quality of works and high job performance. Strategic positioning of development will help organization to promote organization objectives, furthermore, improving individual and group performance (Niazi, 2011).

2.2 Job performance

Job performance is operationally defined as the extent to which an individual completes the duties that are required in order to occupy a given position, which the employees have to complete within an organization (Conway, 2011). Job performances also outline as additional worth value to an organization, where the employee able to contribute and help the organization to achieve organization

goals. Performance is different in every individual and change overtime as Rich, Lepine, and Crawford (2010) termed it as 'the dynamic paradigm'. It is an indicator of success in competition league based on effectiveness of the task performs by the employees (Motowidlo, Borman & Schmit, 1997). Performance management is a goal oriented process which focused headed for ensuring that organization route is in right direction to maximize efficiency (Wayne, 2008).

3 RESEARCH METHODOLOGIES

In this research a total number of 382 questionnaires were distributed. As a result, 194 responses were successfully gathered which represents 51% response rate (Bluman, 2012). In this study the respondents were withdrawn mostly in Penang, and stratified sampling technique was employed.

3.1 Calculation of sample size

Formula than being used to determine the sample size is $(Z\text{-score})^2 \times \text{standard deviation} \times (1\text{-standard deviation}) / (\text{margin of error})^2$

Sample size = $(Z\text{-score})^2 \times \text{StdDev} \times (1\text{-StdDev}) / (\text{margin of error})$

Sample size = $(1.96^2) \times 0.5 \times (1-0.5)/0.05^2$

Sample size = $(1.96^2) \times 0.5 \times 0.5/0.05^2$

Sample size = $3.8416 \times 0.25/0.0025$

Sample size = $0.9604/0.0025$

Sample size = 384.16

Sample size adjusted with the population of 56 865

Sample size adjusted = $(\text{Sample Size}) / 1 + [(\text{Sample Size} - 1) / \text{population}]$
 $= 384.16 / 1 + [(384.16 - 1) / 56\ 865]$
 $= 384.16 / 1 + [383.16 / 56\ 865]$
 $= 384.16 / 1 + [0.006738]$
 $= 384.16 / 1.006738$
 $= 381.56 \text{ rounded to } 382$

The questionnaire consists of three sections that include questions relating to demographic, training and development, and employee job performance. Those questions were adopted from Tsauro and Lin (2009) for training and development as for job performance Tahir, Yousafzai, Jan & Hashim (2014) works were found to be fit in this study. The questionnaires were sent to respondents (hotel employees in Penang) via email. In this study, one hypothesis was put forward to assist this study;

H₁: Training and Development has a positive relationship towards hotel employee job performance.

3.2 Gender

In this analysis, a total of 194 responses were successfully gathered with 123 respondents are female, representing 63.4% of total respondent. Meanwhile, male respondent represent 36.6%. The distribution of respondents by gender is presented in the Table 1.

3.3 Age

In this analysis, it was found that the highest respondent's age range is 31 years old to 35 years old that representing 50.0% of the total sample. The remaining respondents in the range of 21 years old to 25 years old, 41 years old to 45 years old and 46 years old to 50 years old that represent 6.2%, 2.6% and 1.5% respectively. Table 2 below shows the age range of the respondents.

3.4 Length of employment

Based on the data collected, 61.3% work for more than 6 years. Employees that work for more than 5 years, represents 23.2% of the total sample. The lowest percentage is between 0 to 5 months, which only 1 person (0.5%).

Table 1. Respondents' Gender.

	Gender		Total
	Female	Male	
Count	123	71	194
Percentage (%)	63.4%	36.6%	100%

Table 2. The distribution of the respondents' age range.

Age range	Frequency	Percentage (%)
20 yrs and below	1	0.5%
21 yrs – 25 years old	12	6.2%
26 yrs – 30 years old	46	23.7%
31 yrs – 35 years old	97	50.0%
36 yrs – 40 years old	30	15.5%
41 yrs – 45 years old	5	2.6%
46 yrs – 50 years old	3	1.5%
50 yrs old and above	0	0.0%
Total	194	100%

3.5 Department

In this study, front office department, housekeeping department, food and beverage department were selected. Administration, financial, maintenance and sales department were also withdrawn. Based on the analysis, it was found that the majority of the respondents' is withdrawn from the food and beverage department, representing 32.5% of the total sample. The lowest department is others category that only has 28 respondents with 14.4% of the total sample. Table 4 shows the overall distributions of respondents.

3.6 Reliability and validity test

The total reliability scale for the study is 0.865. The Cronbach's Alpha in this study is above 0.6 and all variables in this study valued above 0.8, it shows that all items are reliable and the overall variables item is accepted. Table 5 below shows the result of the reliability test.

Table 3. The distribution of respondents' length of employment.

Length of employment	Frequency	Percentage (%)
0–5 months	1	0.5%
6–12 months	3	1.5%
More than 1 year	2	1.0%
More than 2 years	2	1.0%
More than 3 years	9	4.6%
More than 4 years	13	6.7%
More than 5 years	45	23.2%
6 years and above	119	61.3%
Total	194	100%

Table 4. The distribution of respondents 'department.

Department	Frequency	Percentage (%)
Front Office	59	30.4%
Housekeeping	44	22.7%
Food and Beverage	63	32.5%
Others	28	14.4%
Total	194	100%

Table 5. Reliability of measure of the variability.

Variable	No. of item	Cronbach's alpha
Training and development	5	0.899
Job performance	11	0.828
Total	16	0.865

3.7 Principle component analysis

The analysis is focused on 16 questions that representing two dimensions which are training and development (5 questions) and job performance (11 questions).

3.8 Training and development

Based on the data analysis, the Kaiser-Meyer-Olkin Measure of the sampling Adequacy value of 0.828 exceeded the recommended values of 0.6 by (Jr, Black, Rabin & Anderson, 2010; Hair, Anderson, Tatham & Black, 2004). Therefore, it is statistically significant. It shows that there is a high degree of interrelationship between the questions within the scope of job performance. The un-rotated factor solution extracted shows the Eigenvalues is equal to 1. Referring to table 7, these 5 components account for 100% of the explained variance with the first factor explained 71.520% of the variance.

Table 6. The result of the un-rotated factor extraction from the 5 questions representing the training and development.

Component	Eigenvalues	% of Variance	Cumulative %
1	3.576	71.520	71.520
2	0.737	14.732	86.253
3	0.390	7.796	94.048
4	0.200	4.005	98.053
5	0.097	1.947	100.000

Note: Kaiser-Meyer-Olkin measure of the sampling Adequacy = 0.828

Table 7. The result of varimax rotated factor matrix for the training and development.

Training and development	Factor loading
My hotel evaluates the training programs to determine whether the training objectives are met.	0.919
My hotel conducts systematic analysis to determine the needs for training programs.	0.907
My hotel assess the effectiveness of the training programs by the degree of service behavior have been improved.	0.896
There are formal training courses to teach new employees the skills they need to perform their jobs (e.g. service methods, bomb and fire emergency procedures, etc.).	0.751
I normally go through training programs every few years.	0.736

3.9 Job performance

Based on the data analysis, the Kaiser—Meyer—Olkin values of 0.754 exceeded the recommended value of 0.6 (Jr *et al.*, 2010; Hair *et al.*, 2004). Therefore, it is statistically significant. It shows that there is a high degree of interrelationship between the questions within the scope of the job performance. The un-rotated factor solution extracted shows that, the Eigenvalue is equal to 1. According to table 8, the eleven factors account for 100% of the explained cumulative percentage, which the first factor explaining 49.577% of the variance.

Table 8. The result of un-rotated factor extraction from the 11 questions representing job performance.

Component	Eigenvalues	% of Variance	Cumulative %
1	5.454	49.577	49.577
2	1.772	16.111	65.688
3	1.244	11.313	77.001
4	0.777	7.059	84.061
5	0.469	4.267	88.328
6	0.401	3.648	91.976
7	0.337	3.062	95.039
8	0.243	2.205	97.244
9	0.166	1.507	98.751
10	0.089	.806	99.557
11	0.049	.443	100.000

Note: Kaiser-Meyer-Olkin measure of the sampling Adequacy = 0.754

Table 9. The result of Varimax rotated factor matrix for job performance.

Job performance	Factor loading
Training and development teach the technique of performing a job to employees	0.897
Training and development enhance my performance	0.875
I feel training and development brings positive attitude in employees	0.863
I consider training and development waste of time and waste of money	0.822
Training and development enhance the skills of job of employees	0.793
Training and development boost up my morale	0.765
Training and development is essential for hotel employees	0.730
I consider training and development vital for my job	0.715
With training and development, job knowledge increase in employees	0.679
My level of competence increase due to training and development	0.667
My hotel give training to me	0.663

Table 10. Correlation between tangible and customer satisfaction.

		Job performance	Training and development
Pearson Correlation	Job performance	1.000	0.387
	Training and development	0.387	1.000
Sig.(1-tailed)	Job performance	.	0.000
	Training and development	0.000	.
N	Job performance	194	194
	Training and development	194	194

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

Table 11. Regression analysis.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.387 ^a	0.150	0.145	0.31942	0.150	33.839	1	192	0.000

Notes: ^aPredictors: (Constant), Training and Development; ^bDependent Variable: Job Performance; ^cp < 0.005.

3.10 Correlation between training and development and job performance

Based on the result in table 10, it is shown that the Pearson correlation between tangible and customer satisfaction show the value of $r = 0.387$ with the significant value of $p = <0.005$. Therefore, it is revealed that those two variables have a positive linear relationship. It is clearly shown that training and development does influence employee job performance.

3.11 Simple linear regression

H_1 : There is a positive relationship between training and development and hotel employee job performance.

Table 11 shows the result of the regression between training and development and employee job performance in the hotel industry in Malaysia. The R square is 0.150 or 15% toward the customer satisfaction. Therefore the hypothesis is accepted where there is a positive relationship between training and development and hotel employee job performance.

4 OVERALL CONCLUSION

In this study, several limitations is discovered. Firstly, the study sample is small that consists of 194 respondents. Thus, the generalization of the findings was not strong enough to represent the

whole population of hotel employees. Time and monetary was one of the immediate constraints faced by the researcher. Due to limited budget and resources, this research was conducted in a short period of time and with a small sample. To concur, there are other ways for the hotel industry to increase job performance of their employees. For example, by focusing on how to manage employee job stress, motivating staff and improving vertical and horizontal communication, because this variable do simultaneously affect employee's performance (Muda, Rafiki & Harahap, 2014). To sum up, it is hoped that this research will contribute to the body of knowledge in improving employee job performance.

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Components of job satisfaction among offshore catering crew: A preliminary investigation

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ABSTRACT: This paper attempts to investigate the components of job satisfaction among offshore catering crews in which could be in similar or different context with those working onshore. The study found that pay is the most significant factor of job satisfaction, since the work is paying more in comparison with similar work onshore. Other factors identified are the nature of work, workplace facilities and co-worker need further investigation and elaboration. However, one thing could be certain in this study, the acknowledgment of offshore catering industry and its uniqueness could be really helpful in disseminating information and investigating crucial issues which helps in refining the industry and placing it as one of the main components and future career paths in hospitality industry in Malaysia.

Keywords: job satisfaction, isolated environment, offshore catering crew

1 INTRODUCTION

Hiring competent employees is an elementary phase in ensuring productive workforce and effective organizational performance (Tews, Michel & Bartlett, 2012; Tracey & Hinkin, 2000). Napiah, Zulkifly, Jamaluddin and Hanafiah (2014) believe that people involved in hospitality industry are the backbone for the business operations because of the need of human factor to deliver the service. Rapid development of this industry demanded competent worker for employment because this industry is usually characterized by working in long and unsocial hours, challenging nature of job, shift work and low pay rate (Kim, Murrmann & Lee, 2009; Wildes, 2007; Bothma & Thomas, 2001; Kuslivan & Kuslivan, 2000) where the work environment is reasonably different from other industries (Penny & Joanne, 2013).

Similar to hotel and restaurant industry, catering sector involves a high degree of customer contact (Pine, 1987). Contrasting to onshore catering crews, offshore catering crews are restrained from their normal activities even after their working hours. In fact, Ross (2009) noted that offshore working group presents unique situation that need

to be addressed specifically as compared to onshore working environment. According to Krohne & Magnusen (2011), these workers normally perform repetitive task in which they prepare and serve food and provide laundry service. Also, the workers are transported and stay on the vessel for a minimum of 45 days. The vessel refers to the working ship or oilrig. As a result of this phenomenon, attention should be paid on the underlying components of job satisfaction among crews working under this isolated and challenging environment. According to Ahmad (personal communication, May 15, 2016), an operation manager of UTSSB, job insecurity is one of the common problems that contribute towards employee turnover. He further elaborated that seemingly, the issue of turnover has been a contentious and much disputed subject within this sector.

Hence, determining what satisfy offshore catering crews is deemed vital whom he referred to as the 'unsung heroes'. Therefore, to sustain the industry's continuous performance, narration of job satisfaction requires an investigation for existing offshore catering crews who work and live in isolated environment for a prolonged period of time.

2 REVIEW OF LITERATURE

2.1 *Job satisfaction*

Truly, capable and satisfied employees are necessary to solve operational problems (Nekooui, Othman, Jarud & Ahmad, 2014). Job satisfaction is seen as a significant aspect in attracting and retaining competent employees (Bazaz, 2007) as job satisfaction of employees will determine the success of the organization (Jegan & Gnanadhas, 2011). Unlike machine, human equipped with different behavior and emotions that are subject to mood fluctuations (Barrington & Olsen, 1987) and it affects several critical individual behaviors (McShane & Glinow, 2003). In fact, the findings from previous studies have affirmed that reduced job satisfaction levels were unfavorable to both employer and employee, resulting in many negative consequences. In addition, Greenhaus, Bedian & Mossholder (1987) confirmed that happy employees are likely to be loyal, dedicated and productive employees. Practically, more organizations are aware of the impact of employee satisfaction on their organizations, thus, employee welfare is taken care of to create win-win situation for both parties (Riketta, 2008).

An early theory of job satisfaction derived from person-environment (P-E) fit theory as suggested by Brief (1998) where the job satisfaction is resulting from working environment or one's job that fits the worker's needs, values and expectations. Cable & Parsons (2001) further describe P-E fit theory as a compatibility between individual and work environment when the worker's needs are complemented. Among existing job satisfaction's measures, an established measure by Spector (1985) recognized nine facets of job satisfaction namely pay, promotion, supervision, benefits, contingent rewards, operating procedures, co-workers, nature of work and communication. Although this study states the existence of differences in earlier section, nonetheless, narration of this study should include at least one of the major components as stated above.

2.2 *Isolated, Confined and Extreme (ICE) environments*

Research in unusual and challenging environment has become central concern to a substantial number of psychological scholars (Sandal, Leon & Palinkas, 2006). However, this study has identified knowledge gaps where relatively, little attention has been paid to offshore catering crews in relation to job satisfaction. Particularly, current research on job satisfaction of offshore catering crews is weak at its best, despite their significance roles to the success of the offshore business. Kanas (1997)

asserted that to cope to such environments known as isolated and confined extreme (ICE) environments are of major interest in order to understand the concept of adaptation. Sandal et al. (2006) mentioned that these environments have significant influence on behavioral functioning. Aforementioned environments share similar characteristics that are expose to dangerous conditions, social isolation, narrow working space, high workload and constraint of communication with outside world (Tafforin, 2002; Lugg & Shapanek, 1999).

It is noteworthy to mention that, offshore catering also shares the similar characteristics as other ICE environments. Elliot (1985) further mentioned that offshore working environment is labeled as difficult, dangerous and socially isolated. It illustrates that the industry is described as high risk where offshore workers faced a challenging working environment. Research to date in offshore industry has tended to focus on health and well being (Krohne & Magnussen, 2011; Eide, Hellesoy & Gogstada, 1985), absenteeism (Ulleberg & Rundmo, 1997), risk perception (Rundmo, Mearns, Flin, Flemming & Gordon, 1996), job stress (Rundmo, 1995), and alertness (Parkes, 1993) which are subject to expansion during the publication of this article. Hence, a dearth of empirical evidence, specifically on job satisfaction of offshore catering crews requires a further investigation.

3 RESEARCH METHODOLOGY

This study instigated with review of literature to understand the components of job satisfaction across disciplines. A qualitative interview was employed where researchers conducted face-to-face interviews with participants consisting of six offshore catering crews ($n = 6$) engaged in a focus group interview. It is suggested that the number of interviewees participated in a group interview ranges from six to eight (Creswell, 2013). Moreover, Kumar (2005) highlighted the number of subjects is not a main concern if the focus of the study is to explore and describing issues phenomenon in determining new evidence. The interview involved few unstructured and open-ended questions to elicit thoughts and views from the participants relating to job satisfaction.

Before conducting the focus group interview, permission was granted by the hotel and the management of the offshore catering company. The interview session took about 50 minutes. Due to constraints to access the site, the interview was conducted at a hotel where the participants assembled before they reported for offshore duty. The session was audiotaped with the consent of the informants and the recorded interview was transcribed

by looking for patterns and regularities in the data (Merriam & Tisdell, 2015). It is worth to note that, the outcomes from the focus group interview were used to provide a significant platform and inducement for the present study.

4 DISCUSSIONS

The objective of this preliminary study was to identify the components of job satisfaction among offshore catering crews. The following discussions demonstrate components obtained from the focus group interviews namely pay, nature of work, workplace facilities, and co-worker.

4.1 Pay

Most of the informants responded that pay plays a significant role in determining their satisfaction. The salary is much higher from other onshore jobs in comparison to their positions. The following comments of two informants serve as illustration:

I have a lot of commitments, while leaving my family for more than a month and thus, it is important for the company to pay the salary as promised. The pay is as everyone expects, is much higher as compared to onshore sectors.

(Informant A, cook, 29 years old)

My highest educational background was secondary school, obtaining this amount of salary is difficult if I work in other sectors.

(Informant B, chief steward, 24 years old)

Despite the importance of pay on their satisfaction, the informants further stated that the amount of pay should not be revealed to other crews. Three informants addressed the issue:

The amount of salary among catering crews might be different although we held same positions. For example, I am steward and another crew is also a steward, there could be a difference between our salaries.

(Informant A, cook, 29 years old)

We could not reveal the amount and need to hide it from other crews. The crew would be calculative and work below his actual performance if he finds out his salary were lower than other crews.

(Informant C, steward, 26 years old)

We are close to each other, yet, we do not even know how much each crew is paid. Although the difference of our salaries is relatively small, it could cause unpleasant working situation and quarrel among the crews.

(Informant D, chief cook, 32 years old)

Apparently, they refused to share the range of amount they obtain, as it is not a suitable subject to discuss which could ruin the relationship between crews. The coincidental appearance of this discussion brings an evident of Equity Theory by Adams (1963), where it explains that employees are concerned pertaining to the level of their rewards as compared to others. If this notion holds true, it implicitly emphasize that pay is of important factor in determining their job satisfaction.

4.2 Nature of work

From the interviews, this study also found that the nature of work contributes to offshore catering crew's job satisfaction. Three informants stated that the nature of the job is different from other jobs and made the following comments:

The high workload really made me happy. It is like a challenge in which I need to prepare food for huge number of person on board and clients. I made for 400 persons on board and I did not see it as a burden as I am used to it although I need to work for 12 hours everyday.

(Informant D, chief cook, 32 years old)

It is like travelling while working where we are able to go to other states and countries depending on location of the contracting vessels. The nature of job is different as compared to other jobs.

(Informant E, steward, 21 years old)

The uniqueness of this job is that it has longer off day so, we could plan for holiday with our family after a long separation from our family. After we sign off, we have at least one month to stay at home.

(Informant B, chief steward, 24 years old)

The aforementioned comments explicate that the uniqueness of the work is somewhat worth. Although the nature of job requires the crews to work everyday for as long as they stay on the vessel, it is interesting to note that higher workload covertly contributes to their job satisfaction. Person on board refers to customers as in restaurants. Unambiguously, in normal working condition, higher workload leads to job stress and deviant workplace behavior according to many previous studies (Radzali, Ahmad & Omar, 2013; Jonge & Peters, 2009; Bayram, Gursakal & Bilgel, 2009; Penney & Spector, 2005). However, contrary to many previous research findings, informants' responses to the question were interesting and noteworthy to this study. Indeed, the exciting nature of work poses great work motivation. Moreover, they have more time with their families when off duty in which the separation conflict during their offshore duty could be reduced.

4.3 Workplace facilities

This component has interestingly made significant contribution in job satisfaction research. They mentioned that the dining area is restful and their bedrooms are well furnished and air-conditioned. In addition, wireless fidelity is also provided. Furthermore, depending on the vessel, it equipped with recreational facilities such as karaoke room, gymnasium, and small cinema room. One informant made the following comment:

The facilities provided made me comfortable and happy to work. I could rejuvenate myself with other crews after working long hours. And different vessel has different working facilities.

(Informant F, steward, 20 years old)

The abovementioned statement shows that the crews could rejuvenate themselves after working long hours. Zink (2011) asserted that favorable environment of workplace is important to promote employee satisfaction. Therefore, although they are socially isolated, social recreation at site could assist to a greater quality of work life. This significant finding shows an identification of latent component of job satisfaction that is relatively different from other jobs.

4.4 Co-worker

Two informants highlighted that the teamwork among the offshore catering crews motivate them to work. One informant mentioned that every crew is aware of their job scope and made the following statements:

We have known each other for quite some time, so we know how each of us work and can get advice from them. My friends here are one of the reasons I enjoy working here.

(Informant D, chief cook, 32 years old)

Supported by Babin and Boles (1996), co-worker plays an important role in reducing stress and improving employee job satisfaction. Although their schedule is tight, each of them supports the others in order to make sure the work is accomplished. In addition, they are able to meet new people since they work in different vessels for every project.

5 CONCLUSION

This preliminary investigation reveals the unique environment of offshore catering and the possibility of many more different variables that could shape up the components of job satisfaction

among offshore catering crews. Ultimately, it can be seen that pay plays vital and central component of job satisfaction among offshore catering crews. From the discussions, this study learns that pay is a sensitive theme to be discussed in a group discussion therefore, for a future study, it is recommended to conduct an individual interview to establish detailed information. In addition to that, the methodology of interviewing respondents before they get on board to start working could be shifted towards the time they get off from the vessels, by the end of their monthly work, in order to see the differences of information that they could cater in two different mood swings.

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The effect of physical environment on behavioral intention through customer satisfaction: A case of five-star beach resorts in Langkawi Island, Malaysia

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ABSTRACT: This study attempts to explore the domain of the physical environment in a beach resort context and to examine how physical environment factors influence customers' behavioral intention through their satisfaction. Three hundred and seventy (370) sets of questionnaire were distributed to the guests who stayed at five star beach resorts in Langkawi, Malaysia. The descriptive and regression analysis were conducted using SPSS, version 21.0. It is found that Interior Design, Ambience, Location and Layout are important factors influencing customer satisfaction, which subsequently influence the intended behaviors of the customers at five star beach resorts in Langkawi, Malaysia. Resort operators are suggested to maintain quality physical environment at their properties for maximum customer satisfaction to bring about revisit, recommendation and positive word-of-mouth, and ultimately improve financial performances.

Keywords: physical environment, customer's satisfaction, behavioral intention, resort

1 INTRODUCTION

Recent years have seen the continuous and rapid growth of the tourism industry that could be equally compared to the growth of globalization. Most countries are actively trying to promote their natural resources to the world. Malaysia as a center of megabiodiversity is no exception in the development of ecotourism industry to attract the attention of both local and foreign tourists. According to the statistics of Tourism Malaysia (2015), there have been a substantial number of tourist arrivals (Table 1).

Langkawi, Kedah, one of the famous destinations in Malaysia has been gaining popularity and reached a status similar to that of Bali Island and Phuket Island. According to Tourism Malaysia and National Property Information Centre (NAPIC) (2014) there are approximately 85 hotels and resorts of all stars rating in Langkawi and this creates an intense competition. In such a competitive hospitality business, hotel operators have to be vigilant and alert of customers' needs and demands. Providing services in a unique and exclusive physical environment could help hotel operators to attract and promote to their guests in ensuring high return on business. Many service organizations such as hotel and resort use physical environment components as part of their marketing strategy (Adiele, John & Nkoro, 2013). However, most managers plan, build and modify the

Table 1. Tourist arrivals and growths to Malaysia.

Year	Arrival	Growth
2014	27.44 Million	6.7%
2013	25.72 Million	2.7%
2012	25.03 Million	1.3%

Source: Tourism Malaysia Corporate Website (2015).

organization's physical surroundings without really knowing the impact of a specific design or atmospheric change on its users. A study by Lin (2002) revealed that hotel's failure to create pleasant atmosphere was connected more with imperfect design in the sense that they failed to satisfy customers rather than they failed to meet the budget.

Thus, this study aims to investigate the effect of physical environment on customer's behavioral intentions through their satisfaction as the mediating variable.

2 LITERATURE REVIEW

2.1 Physical environment

A study done by Namasivayam and Lin (2008) on physical environment identified its elements as

layout, interior architecture and decoration, cleanliness, temperature, lighting, color, music and scent. It was found that customer's cognition, satisfaction and physiological states as well as their behavior can be affected by those elements.

2.2 *Ambience conditions*

Adiele et al. (2013) proposed that customers' behaviors are influenced by the ambient conditions of a service organization. It could also affect customers' emotional state, thus will lead to their behavioral responses and patronage. This statement is supported by Nguyen and Leblanc (2002) who found that ambient conditions may encourage customers to consume the service and subsequently affect their attitudes and behaviors toward the service provider.

2.3 *Layout*

Spatial layout can be defined as the arrangement of the machinery, equipment and furnishings, the size and shape of those items and the spatial relations among them (Adiele et al., 2013). Spatial layout may also influence the sense of belonging of customers within the environment and makes people feel constricted which leads to a direct effect on customer quality perceptions, excitement levels, and in some way on their desire to return.

2.4 *Signage*

Signs, symbols and artifacts refer to visual communication tools in the service business which includes graphics and theatrical effects used in assisting the discharge of service, providing service product/information and product recommendations or special purchases (Adiele et al., 2013).

2.5 *Interior design*

Heung & Gu (2012) suggested that managers should make a reasonable investment in interior design and decorations, as well as in employee grooming and training, which could bring benefits to the service organizations as well as customers. Decoration and furnishing need to fit with traditional and resort style, and are durable (resistant to damage and discoloring) and low maintenance services (easy cleaning and replacement of the parts) (Emalgalfa et al., 2009).

2.6 *Exterior design*

Studies have suggested that exterior and interior decorations bring the beneficial impact of marketing and organizational objectives, to attract customers to come to their premise. Many resort hotel sites offer amazing exterior view of the natural surroundings and man-made landscape settings from

the verandahs, and provide superior views to the waterfront activities (Emalgalfa et al., 2009).

2.7 *Facilities design*

Resort sites normally offer exceptional facilities to the natural surroundings and man-made landscape settings. These sorts of resorts are always provided with restaurant services, an extensive lobby and comfortable sitting areas (Emalgalfa et al., 2009). The local personality should be fitted by the appropriate design of furniture, fittings and finishes.

2.8 *Location*

Research findings suggested that location is one of the most critical determinants of a tourist's decision to purchase accommodation services (Adam & Amuquandoh; 2013 Rogerson, 2012). A well-located hotel will significantly cut down on the amount of time wasted in traffic or attempting to explore a new place.

2.9 *Customer satisfaction*

Customer satisfaction is an important aspect in service quality measurement. Service providers' ultimate goal is to maximize customer satisfaction. This comes from the strong belief that high customer satisfaction level leads to high turnover business as well as high financial performance. It was found by Sanchez-Gutierrez, Gonzalez-Uribe and Coton (2011) that customers' past experience of satisfaction and dissatisfaction is critical because it could give an impact on the expectations of one's next purchase decision.

2.10 *Behavioural intentions*

Behavioral intentions can be divided into two, either favorable or unfavorable. The favorable includes positive word of mouth and recommendation, etc. While, the unfavorable consists of leaving the service provider and negative word of mouth, etc. Customers' previous experiences with a product or service will result in the formation of an attitude toward the provider that is significantly related with consumer intentions to repurchase and recommend.

2.11 *The relationship between physical environment dimensions, customers satisfaction and behavioral intentions*

2.11.1 *The relationship between physical environment and customers satisfaction*

Customer satisfaction in the lodging business is firmly identified with the service quality involving physical environment. Customers are likely to use physical environments as tangible cues for making judgments

(Jang & Namkung, 2009). Cleanliness, location, security, service, ambiance, appropriate design and decor, opportunities for relaxation and reputation are all elements which guests consider when evaluating a hotel's quality. These elements could enhance guests' satisfaction of the hotel premises.

2.11.2 *The relationship between customers satisfaction and behavioral intentions*

It is basic to understand customers' expressive responses to a product or service provided by service organizations as these responses affect customers' purchase decisions. Satisfaction is an excellent indicator of repurchase intention (Choi & Chu, 2011). The higher level of customer satisfaction, the greater the return intention rate which ultimately leads to increased profits, positive word-of-mouth, and lower marketing expenses (Kim & Moon, 2009).

2.11.3 *The mediating role of customers satisfaction in the relationship between physical environment and behavioral intentions*

Behavior toward and within an environment can be classified as either approach or avoidance behavior (Robert & John, 1982). Such behaviors are a result of the emotional states and individual experiences within the environment (Jang & Namkung, 2008). Zineldin (2006) found there is positive relationship between service satisfaction and service quality including physical environment and service quality is absolutely linked with behavior intentions.

Though seven dimensions of physical environment are identified from the review of literature the following hypotheses are established based on the results of Exploratory Factor Analysis from which the seven dimensions are collapsed to four, which are interior design, ambience, location and layout.

H₁: Physical Environment has a positive effect on customer's satisfaction

H_{1a}: Interior Design has a positive effect on Customer's Satisfaction

H_{1b}: Ambience has a positive effect on Customer's Satisfaction

H_{1c}: Location has a positive effect on Customer's Satisfaction

H_{1d}: Layout has a positive effect on Customer's Satisfaction

H₂: Customer's Satisfaction has a positive effect on behavioural Intentions

H₃: Customer's Satisfaction has a positive mediating effect on the relationship between physical environment and behavioural intentions.

3 METHOD

The research focuses on examining the effect of physical environment on behavioral intentions

through customer's satisfaction in five star beach resorts. A seven-point Likert scale questionnaire was developed based on several studies from the hospitality and service marketing disciplines. It consists of four sections: physical environment, customers' satisfaction, customers' behavioral intentions and the demographic profile. A pilot test of 30 respondents was carried out prior to the final survey. The instrument was adjusted and tested to ensure validity and reliability.

The population for this study is the guests who stayed at five star beach resorts in Langkawi, Malaysia. Over a period of three weeks a total of 370 questionnaires were conveniently distributed to guests upon checking out from the participating resort hotels. Three hundred and sixty five usable questionnaires were collected with a response rate of 98%. Data was analyzed using SPSS version 21.0. The statistical analysis used in the study is descriptive and multiple regressions analysis.

4 FINDINGS AND DISCUSSIONS

4.1 *Descriptive analysis*

Female represents 52.1% of the respondents with male 47.9%. (Table 2). Almost 36% of the respondents are aged between 30 and 40 and 45.8% of them are single. Sixty five percent of the respondents are undergraduates and 49.3% of them work with private sector. Ninety five percent of the respondents are international tourists, only 4.9% of the respondents are from Malaysia. Almost 40% of the respondents have an annual income of between RM30,000 and RM50,000. Nearly 82% of the respondents are travelling for leisure and 33.4% of them travel twice a year. Fifty seven percent of the respondents stay at the resort for more than two nights. (Table 3)

The mean for all items in physical environment dimension are ranged from 5.46 to 5.65. (Table 4) This suggests that the majority of the respondents slightly agree with the statements for physical environment dimensions. The mean of customer's satisfaction ranged from 5.44 to 5.65. This result suggests that the majority of the respondents are satisfied with the physical environment of the resort. As for the mean for all items in behavioral intentions they are ranged from 5.40 to 5.59. Based on the results obtained we can say that the majority of the respondents are agreeable with the statement used in measuring behavioral intentions.

4.2 *Multiple regression analysis*

4.2.1 *Multiple regression analysis to test hypothesis 1*

Based on the results presented in Table 5 the *r* value is 0.696 and the *p*-value equal to 0.000. This shows

Table 2. Demographic profile 1.

Demographic characteristics		Frequency (n)	Percent (%)
Gender	Male	175	47.9
	Female	190	52.1
Age	20–30 years	110	30.1
	30–40 years	131	35.9
	40–50 years	73	20.0
	50–60 years	40	11.0
	Above 60 years	11	3.0
Marital status	Single	167	45.8
	Married	164	44.9
	Divorced/Widowed	34	9.3
Education	Undergraduate	238	65.2
	Postgraduate	119	32.6
	Others	8	2.2
Occupation	Student	39	10.7
	Employed with government sector	86	23.6
	Employed with private sector	180	49.3
	Unemployed	31	8.5
	Retired	29	7.9

Table 3. Demographic profile 2.

Demographic characteristics		Frequency (n)	Percent (%)
Country of Origin	Malaysia	18	4.9
	China	65	17.8
	Saudi Arabia	51	14.0
	Australia	62	17.0
	United Kingdom	59	16.2
	Others	110	30.1
Annual Income	Below 10,000	105	28.8
	10,000–30,000	82	22.5
	30,000–50,000	131	35.9
	Above 50,000	47	12.9
Purpose of Travelling	Business	59	16.2
	Leisure	298	81.6
	Others	8	2.2
	Others	8	2.2
Travelling Frequency	Once a year	51	14.0
	Twice a year	122	33.4
	3 to 5 times a year	116	31.8
	More than 5 times a year	76	20.8
Length of Stay	One night	27	7.4
	Two night	130	35.6
	More than 2 nights	208	57.0

that significant association exists between physical environment and customer’s satisfaction. The regression model explains 48.5% of the variation (R square) in total customer’s satisfaction. However only three variables (interior design, ambience and location) are significant with the *p* values of 0.001. The layout variable is not significant as it has a value

of 0.509 which is more than 0.05. Hence, only three variables are significant predictors of customer’s satisfaction. This result supports hypothesis 1.

4.2.2 Multiple regression analysis to test hypothesis 2

Based on the results presented in Table 6 the *r* value is 0.650 and the *p*-value equal to 0.000. It shows that significant association exists between customer’s satisfaction and behavioral intentions. The regression model explains 42.3% of the variation (R square) in total behavioral intentions. This shows that the variable for customer’s satisfaction is significant with the values of 0.001 which is less than 0.05. Hence, customer’s satisfaction is a significant predictor of behavioral intentions. Hence, it supports hypothesis 2.

4.2.3 Multiple regression analysis to test hypothesis 3

Customer’s satisfaction mediates the relationship between physical environment and behavioural intention, with indirect effect $\beta=0.420$, [0.29, 0.56], $r^2 = 0.396$ [0.29, 0.50]. The direct effect of physical environment on behavioural intentions is $\beta=0.363$, [0.24, 0.49] after controlling for the mediation effect (see Table 7). Hence, based on the result it is found that customer’s satisfaction significantly influences and partially mediates the relationship between physical environment and behavioural intentions. Thus, hypothesis 3 is supported.

Table 4. Agreement level for each factor.

Performance Aspects/ Factor	Mean response	Agreement response
Interior Design	5.61	Slightly agree
Ambience	5.58	Slightly agree
Location	5.54	Slightly agree
Layout	5.48	Slightly agree
Overall average	5.55	Slightly agree
Customer’s Satisfaction	5.02	Slightly agree
Behavioural Intentions	5.51	Slightly agree

Table 5. Model summary for physical environment.

Predictors (Physical environment)	Std. β	Sig.
Interior Design	0.254	0
Ambience	0.222	0
Location	0.29	0
Layout	0.037	0.509
R ²	0.485	
Adj. R ²	0.479	
R ² Change	0.485	
F-Change	84.611	

Table 6. Model summary for customer's satisfaction.

Predictors (Customer satisfaction)	Std. β	Sig.
Customer Satisfaction	0.65	0
R ²	0.423	
Adj. R ²	0.421	
R ² Change	0.423	
F-Change	266.119	

Table 7. Mediating effect of customer's satisfaction.

Predictors (Customer satisfaction)	Std. β	R-square
Total Effect	0.783	
Direct Effect	0.363	
Indirect effect (mediation)	0.42	0.396

5 CONCLUSIONS

This study examined the relationship between physical environment, customer's satisfaction and their intended behaviours. It also investigated the mediating effect of customer's satisfaction on the relationship between physical environments and behavioural intentions.

Location is found to have the greatest influence on customers' satisfaction, followed by interior design and ambience. The results imply that it's important for management to choose a good location, use impressive interior and create a comfortable atmosphere to satisfy customers. Special attention should be given to the physical environment quality of the resort in term of maintaining comfortable environment, using attractive interior decoration as well as providing convenient location. Though layout is found to be a non-significant dimension in this study, the resort manager should not take it for granted as it still contributes to and affects one's service experiences while staying at the resort.

Since resort management were found in this study to have done a fair job in controlling several physical environments aspects such as attractive interior design, décor, colour and ambience, resort management is advised to seriously consider improving resort layout which was not rated high by resort guests. A well-arranged layout not only allows customers to move around easily, but also creates a sense of belonging within the environment which has a direct effect on customer quality perception, excitement level, and on their desire to return.

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Hotel restaurant brand attributes, dining experience, satisfaction and behavioral intention: Developing a study framework

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ABSTRACT: Brand in hotel restaurant operation could not only be seen from their general reputable name but as its dealing with many facets thus the influence of hotel restaurant brand attributes on customers dining experience, satisfaction and their post behaviour intention should holistically be investigated. This paper is reviewing the hotel restaurant brand attributes, customer dining experience, satisfactions and behavioral intention and proposed the conceptual framework.

Keywords: hotel restaurant, brand attributes, dining experience, satisfaction, behavioral intention

1 INTRODUCTION

No doubt that management of the hotel is continuously investing resources and strategizes not only to create brand but build the brand awareness, brand loyalty, perceived quality and brand images (Kayaman & Arasli, 2007). Branding act as a quick way for customers to identify and differentiate hotel brand in their minds and hotel operators agree that providing information about the product and service and serving customers with quality services act as “shorthand” of a strong brand (Brucks, 2000).

There are potential economic and customer benefits in hotel branding. From economic perspective, strong hotel brand aids to offset competition particularly on the pricing strategy (Aaker, 1991). Having a strong brand allowing the hotel management not only to charge the premium price but create the ability to gain the market share against their rival and fostering customer loyalty which in turn reduces the marketing costs (Suhartanto, 2011). Research also revealed that branded hotel achieved higher net operating income during the economic recessions (O’Neill & Carlback, 2011).

On the customer side, the benefits of perceiving the strong brand manifestly reducing the perceived risks, search cost and simplifying the decision making process (Yoshida & James, 2010). Thus customers willing to pay a premium price as they view strong brands associated with quality (O’Neill & Mattila, 2006). Another important aspect is that brand is a part of the process of giving tangibility to what is essentially intangible and reducing the degree of intangibility (O’Neill & Carlback, 2011). In this context, it could be argued that brand in the hotel operation is not only dealing with something

that is tangible such as room amenities, decoration, furniture’s and many others but closely linked with the intangible aspect like satisfaction on those tangible products.

Kim, Ritchie, and McCormick (2010) contended that service brand experience from both tangible and intangible aspects together with satisfaction is a juncture for brand loyalty and repeat behavior. In the context of brand loyalty, it is important that the cost of retaining existing customers is cheaper than recruiting (Hallberg, 1995). Klaus and Maklan (2007) viewed customer experience with service brand and their reasoning as an affective assessment of all direct and indirect service encounters with the firm and closely related repeat behavior. In sum, customer experience is a significant factor for the service brands (Knutson et al., 2009).

As hotel industry besides other industries is considered as experienced-based service industry, past experienced of services is evidenced to be an important indicator for customer in making the re-selection and buying decision of the hotel brand (Ren et al., 2016). It is proven that the post behavior intention is largely influenced by the customer satisfaction on the experience of overall service brand (Clemes, Gan, and Ren, 2011).

Grace and O’Cass (2004) supported the notion that the brand for service is mainly influenced by the customer’s experience with the company thus experience is an important evaluation for customer to judge their purchase of service brand. Customer experience in fact plays a dominant role in building a strong hotel brand and a consistent customer experience with service brand will add value to the service brand attributes (So, Sparks, & Wang, 2013).

No doubt, a path towards an understanding of the service brand aid of reducing the uncertain feeling of customer buying decision. However, brand in the context hotel operation with other service operations could not be seen only from their general reputable name and overall services provided but as its dealing with many facets of services therefore details of its services and attributes like front office service encounter, housekeeping services including restaurant dining service experience should holistically be investigated. Many commentators in fact accentuated that do not look service brand only from marketing perspective but the incorporated elements of customer experience in relation to service brand attributes and dimensions offers by the hotel operators also need significant attention. With this, this paper is reviewing the hotel restaurant brand attributes, customer dining experience, satisfactions and behavioral intention and proposed the conceptual framework.

2 LITERATURES

2.1 *Hotel restaurants brand attributes*

In the past, the inclination of customers to dine at any restaurant is well depend on the functional value of food and services that operators provided. Taste, variety of food, freshly prepared food, and quick service are the attributes that clearly affected customers' inclination toward patronization. In consensus, if the restaurateur's able to provide and maintain those elements they would stay longer and be more resilience in the operation (Seba et al., 2011). However, with the waves of modernization and as customer has hastily adapted with the changing of the life styles, inadequate time to prepare home cook food, the growth interest in cuisine, media exposure (celebrity chef, food innovation) and the increasing growth of restaurants in many business areas (shopping center, high streets), higher educational level and with the increase of disposal income (Madichie, 2007), they are no longer focus on functional value alone when making decision of choosing the restaurant and their purchasing decision about products/services (Malik et al., 2011). In line with these contributory factors and the changing pace, many consumers including the restaurant, besides others attributes are also now interested and turn into a brands when dining at the restaurant (Baek, Kim, & Yu, 2010). In other words, restaurant brand is becoming one of the criterion in selecting the restaurant and the increased of such customers or popularly known brand seekers are obvious in this present days (Vigneron & Johnson, 1999).

The above statement is evident when building a brand apart from others as a primary focus among the restaurateur's and the restaurant managers (Muller & Woods, 1998). Restaurant managers are seen of applying the brand management theories and practices, and many restaurateurs are reshaping their corporate missions to reflect branding orientation rather than product orientation. Muller's further contended that as restaurant industry displays characteristics of the decline stage on the product life cycle thus the need to adopt the skills of the brand manager as one of their core competencies to remain the business and continuously competitive in the marketplace. Adopting a branding orientation in line with proposition that a brand is in the memory of consumer and is the future of the product is obviously apparent (Kapferer, 1997). In this sense, if a brand is in the memory of the consumer and is the future of the product, then developing and maintaining high quality brands with positive associations should be of utmost importance to restaurateurs and restaurant managers (Aaker, 1996). In line with this, recent scholars in addition to food and services proposed that physical environment and restaurant image are the components of the restaurant brand attributes.

2.2 *Dining experience*

Based on the literature, there are many terms used by scholars in relation to dining experience in the restaurants perspective. Meal experience, eating out experience, restaurants experience, quality food and service experiences are the obvious terms used interchangeably and some of them divided these experiences into two that is tangible and intangible experience (Andersson & Mossberg, 2004; Gustafsson et al., 2006). The tangible experience is mainly associated with service elements can be touched and feels by the customers like food and beverages, ambience, layout and all these attributes affect the experience quality of the customer and influence their purchase behavior (Zeithaml & Bitner, 2003).

Unlike tangible, meal, high quality food and outstanding service are generally thought to be the important of intangible elements that influence the customer pleasurable dining experience (Baker, 1986; MacLaurin, 2000). A dining at the restaurants not only create the experience to the customer but yields the feeling of personal growth or accomplishment which involves emotional passion and unique memorable (McAlexander, 1998). Taste of food, efficient of services and staff attentiveness according to Pizam and Ellis (1999) are important in consumers eating out experience while Lockyer (2005) argued that the dining

experience is not just dealing with taste of food, feeling of the services, the appearance or other components but a combination and the blending of all these attributes determine the level of their dining experience. Pine and Gilmore (1999) and Hanefors and Mossberg (2003) posited that meal or dining experience is a sensational matters as it dealing with various stages before reaching the loyalty and re—patronization among the customers.

2.3 *Satisfaction*

The current researchers generally agreed that satisfaction as the end state feeling is an affective and cognitive state of reward and an emotional response to an experience, or a comparison of rewards and costs with the anticipated consequences (Fisher, 2000; O’Cass & Grace, 2004). The affective component of attitudes accounts for the feelings of people associated with objects as well as the valence of those feelings (Clemes et al., 2011). Positive affect reflects the extent to which a person feels enthusiastic, active and alert (Watson et al., 1988). Conversely, individuals high in negative affect are generally uncomfortable or otherwise oriented towards life’s negative aspects (Watson & Clark, 1984). Negative affect reflects the extent to which people experience a general dimension of subjective distress and unpleasant engagement that may take the form of many emotional states including anger, contempt, disgust, guilt, fear and nervousness (Watson et al., 1988).

The cognitive is often characterized as the content of thoughts or beliefs about an attitude, object or statement of fact in question, usually in comparison to a standard or expectation (Weiss, Feinstein, & Dalbor, 2004). For example, if an employee expects a certain level of autonomy in the way he works and is being micromanaged, the discrepancy between expected and perceived autonomy may lead to thoughts of dissatisfaction. They may be thought of as the rational, calculating part of attitudes that rely on unemotional comparisons (Hulin & Judge, 2003). David et al. (2008) on the other hand, view satisfaction as an emotional feeling resulting from an evaluative process that may also determine future behavioral intentions. They argued that more attention should be paid to the role emotion plays in a buying process in addition to the affective and cognitive components of the satisfaction construct. Investigating into the facilities and service processes at a luxury restaurant, (Meng & Elliott, 2008) confirmed that a customer’s degree of emotionally-based satisfaction does have significant effect on his/her service quality perception, overall satisfaction and future behavioral intentions.

2.4 *Behavioral intention*

It is appreciated that the behavioral intention approach is a feasible approach based on relationship development with consumers and hotel brand can be used as a basis of a relationship. Consumers may form relationships with brands on the basis of several characteristics of the brands and their perceptions and behavior towards them. Several literature are available on post-purchase evaluations to find out the relationship between hotel brands and customer behavior intention in relation to re-purchase and recommendation intentions. Review of the literatures have found that Olsen (2002), Domingo (2002), Maklan and Klaus (2011) researches have to some extent considered the effects of post-consumptions expectations on repeat purchase and recommendation behavior.

Coviello et al. (2002) pointed out that the early academic relationship marketing literature did not clearly recognize the role of brands as relationship builders, as it was argued that brands are primarily transaction facilitators. His view was supported by Gronroos (2000) and De Chernatony and Segal-Horn (2003). Aggarwal (2004) added by pointing out that brand relationship is some sort of bond that brings the brand seller and buyer together. That bond can be financial, physical or emotional and that brands having their own personality, which the customer can relate to (Pawle & Cooper, 2006). It is now acknowledged that customers develop relationship with the product and services and their knowledge and feeling about the brand, influences their evaluation and behavioral intention.

Several studies have addressed the links between customer satisfaction and behavior intentions (for instance, see Söderlund and Öhman (2005); and Chen (2006). He had pointed out that the importance of a particular attribute varies according to the type of restaurant and the type of customer. According to Chen and Quester (2006), food quality is the critical attribute influencing behavior intentions in full-service restaurants while waiting time is the most important attribute in fast-food restaurants.

However, these researches still cannot satisfactorily explain the complex relationship between hotel brand and customer behavior intentions. It is still unclear what dimensions should be included when conceptualizing and measuring hotel brand loyalty and customer behavior dined at hotel restaurants. Without such an understanding hotel industry may not be measuring the best variables in their attempts to increase levels of revisiting, positive words of mouth and recommending the hotel restaurants to others. For this reason as suggested by Baker and Crompton (2000) and Olsen (2002)

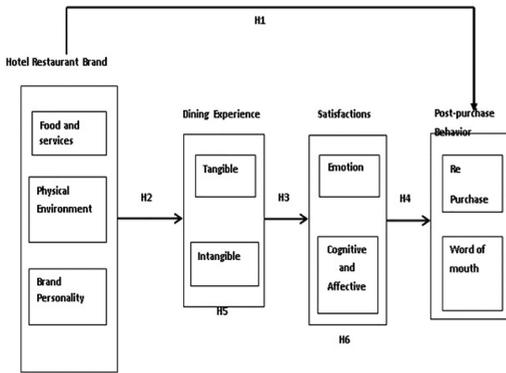


Figure 1. Conceptual framework.

an investigation into the fundamental dimensions underlying the relationship of brands and behavior intentions is warranted.

3 STUDY FRAMEWORK

Having reviewed all the variables, Figure 1 diagrammed the conceptual framework of hotel restaurant brand attributes, dining experience, satisfaction and behavioral intention dimensions.

The framework depicts the role of hotel restaurant brand attributes namely food and services, physical environment and brand personality, contribute to walk in customer post behavioral intention. In other words, hotel restaurant brand attributes with a few sub—dimensions are predicted to have an influence on walk in customer post behavioral intention. It is conjectured that multi—dimensional dining experience which related to tangible and intangible could lead to multi—dimensions of satisfaction such as emotional, affective and cognitive.

Similarly, the multi—dimensions of satisfaction could also have an impact walk-in customer post behavior intention either on their revisit or recommendation. Lastly, assumptions are probed that dining experience through it dimensions mediate the relationship between hotel restaurant brand attributes and different types of satisfaction are also conjectured to mediate the relationship between dining experience and post behavioral intention (revisit and recommendation).

4 CONCLUSION

As the study is still under investigation, the significant of the study will definitely contribute into two perspectives, From an academic perspective,

despite the increasing interest in the concept of brand loyalty, brand awareness, brand image, brand competitiveness in general hotel setting as well as the operational aspects such as service quality, customer attitudes, physical environment, design and layout, trend and theme and many others in different types of restaurant setting, there has been still very little research looking at the association of the brand with the hotel restaurant setting in particular. Examining the influence of hotel restaurant branding attributes on the walked in customer dining experience, satisfactions and their repeat purchase behavior thus will create new evidence and add to the existing hotel restaurant literature.

From practical perspective, no doubt attracting and retaining customers in any restaurant operation including the hotel restaurant is essential for it performance and operational survival. It is also instructive to note that good service delivery system manifestly influence customers' satisfaction and their behavioural intention in re-patronizing the restaurants. However, despite of providing a good service delivery system, having a strong restaurant branding might also give a significant impact in attracting new and retaining the existing customers. With that, an in-depth understanding of how restaurant brand attributes moderate the customers dining experience, satisfactions and their post dining expectations in addition to a good service delivery system provided are considered pivotal as one of the new marketing tools and strategies for a restaurant's operational survival or resiliency reveal from this present study.

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The roles of entrepreneurial competencies and organizational innovation on business performance in service sectors SMEs

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ABSTRACT: Business performance is important indicator for business sectors SMEs to explain about their successful contributions and achievement. Positive outcome of business is vital to promote entrepreneurship for sustaining a healthy economy and creating new jobs for the local community. Entrepreneurial competencies have been used widely to examine business performance. Competency theory evaluated entrepreneurs' behaviors, attitudes and skill in order to create individuals who demonstrate superior performance. On the other hand, organizational innovation is used to recognize entrepreneurs' capacity to introduce of some new process, product, or idea in the organization. Organizational innovation related to changes in individual's social behavior, changes in organizational structures or culture. Innovative, creative, flexible, risk taking, and tolerant of uncertainty and ambiguity people are needed to ensure successful business. Therefore, comprehensive understanding the effects of organizational innovation as a mediating factor between entrepreneurial competencies and business performance are needed.

Keywords: business performance, entrepreneurial competencies, organizational innovation, service sectors, SMEs

1 INTRODUCTION

It is necessary to recognize the important to promote entrepreneurship for sustaining a healthy economy and creating new jobs for the local community in Malaysia. The Economic Report (2015) testified that small and Medium Enterprises (SMEs) in Malaysia account for 97.3% of the total business establishments and contribute 33.1% to Gross Domestic Product (GDP). According to Small and Medium Enterprise Master-plan 2012–2020, the contribution of SMEs will increase to 62% to employment, 25% to exports and 41% to GDP by 2020 (Economic Transformation Program Report, 2014). According to the Department of Statistics Malaysia (2015), wholesale and retail trade, real estate & business services and food and beverage and accommodation sub-sectors were the prime movers of SMEs of services sector. In order to encourage entrepreneurial growth in Malaysia, the government has planned numerous activities to support the entrepreneurs which include the allocation of RM100 million loans, an additional RM10 million was allocated for the Lean Transformation Program, practical approach programs to reduce cost and increase productivity, as well as

training funds for specialized industries including service sector (Tenth Malaysia Plan, 2010; Economic Transformation Program Report, 2014).

Malaysia's Economic Transformation Programme (2010) aims to narrow the economic disparity between the country's different communities. The main focus of the initiated plan is to address the gap between the achievements of the Bumiputera and non-Bumiputera business communities. Furthermore, the Eleventh Malaysia Plan, 2016–2020 (2016) recognized that participation of Bumiputera entrepreneurs is still low. In 2014, 27.6% of 283,200 of the total 1,026,100 registered companies were Bumiputera. Additionally, according to Census of Establishment and Enterprises 2005, only 37.4% of 241,281 of the total 645,136 SMEs were owned by Bumiputera and 90.7% or 218,930 of Bumiputera SMEs are micro enterprises. Among the issues and challenges facing by the Bumiputera entrepreneurs are limitation of capital and accessibility to financial facilities, low accessibility to domestic and global markets, low capacity to conduct research and development and supply chain and distribution networks limitation (Eleventh Malaysia Plan, 2016). If the issues are remaining persistent, it may lead to

unfavorable impact on business performance among Bumiputera entrepreneurs in Malaysia as well as inability to remain competitive with non-Bumiputera business operators.

Business performance has become a central theme in the entrepreneurial research in the last decade. Previous studies have established understanding about the nature, antecedents and consequences of business performance (Sanchez, 2012; Laukkanen, Nagy, Reijonen, Pasanen, 2013; Lerner and Haber, 2000). Studies on business performance plays a vital role in market knowledge, constant relationships with clients and the ability to handle demand variability as well as ensuring long-run business success. Dobbs and Hamilton (2007) have reviewed 34 recent studies featuring over 30 determinants of business performance in SMEs. These factors include entrepreneur characteristics, management strategies, environmental factors, and the characteristics of the firm. However, much studies on entrepreneur characteristics namely entrepreneurial competencies have been conducted among managers or employees in large firms in manufacturing sector. Research scholars have confirmed that limited attention has been given to the development of entrepreneurial competencies in SMEs perspective (Sandler-Smith, Hampson, Chaston and Badger, 2003). Hjalager (2010) also suggested that more studies on business performance should be conducted in the service sector entrepreneurship environment.

Looking at the large amount of ringgits spent by the government to improve entrepreneurship success among Bumiputera, it is necessary to investigate the level of competencies among business operator and how it helps them in term of the business performance. Investigation on entrepreneurial competencies and its relationship with business performance is essential because policy makers have been concerned about both avoiding small business failure, and promoting business growth (Mitchelmore and Rowley, 2013). Macpherson and Holt (2007) suggested that studying the nature and conditions of entrepreneurial process in small firms is essential to understand how the business innovate, survive and grow in dynamic environment. Additionally, previous research in entrepreneur field has shown that entrepreneurial competencies have a positive impact on small business (Sanchez, 2012). Finding new opportunities and consolidate their competitive positions among manager of the enterprise are the key determinant for the high levels of entrepreneurial competencies (Covin and Miles, 1999). However, Getz and Carlsen (2005) found that failure in small business is an under-research problem. Some of the common issues related to

the small business venture are newer firms fail at a higher rate (Shaw and Williams, 1987), the owner or operators have no formal business or marketing background and no prior experience in the tourism industry (McKercher and Robbins, 1998) and many small business started with little capital and weak management that was resistant to change or taking advice.

In addition, organizational innovation is also known as an important factor of influence on business performance. Continuous transformation and innovation is often seen as a form for survival in tourism industry and other service sectors. More importantly, carrying out new changes in innovation is needed to create dynamic business leaders or entrepreneurs (OECD, 2004). Organizational innovation includes new leadership styles, organizational culture and commitments that can direct impact on entrepreneurs' willingness to contribute to the successful performance of the company (Hooff and Weenen, 2004). Hence, investigating organizational innovation as a mediating factor may provide better understanding about the relationship between entrepreneurial competencies and business performance. If there are no further authors place the cursor one space behind the word ABSTRACT: and type your abstract of not more than 150 words. The top of the first line of the abstract will be 73 mm (2.87") from the top of the type area. The complete abstract will fall in the abstract frame, the settings of which should also not be changed (Width: Exactly 187 mm (7.36"); Height: Automatic; Vertical 73 mm (2.87") from margin; Lock anchor).

2 LITERATURE REVIEW

2.1 *Business performance*

Walker and Brown (2004) viewed business performance from two factors which include financial performance and non-financial performance. In financial performance, the success of the business is referred to factors such as growth profit, turnover or return of investment, or number of employees. The former asserted on traditional financial measures of performance such as turnover of sales, profitability, return on investment to predict the success and failure of a firm (Bruderl and Preisendorfer, 1998). On the other hand, non-financial measures include autonomy, job satisfaction, the ability to balance work and family. Alternatively, Mitra and Matlay (2000) suggested that business performance are related to owner-manager motivations, goals and capabilities, international organizational factors, region

specific resources and infrastructure, and external relationships.

Tehseen and Ramayah (2015) suggested that future studies to indicate the actual performance of business in both aspects of performances which include financial and non-financial. Buttner and Moore (1997) added that it is not sufficient to focus only on financial performance while neglecting the other measures that indicate the business success as well.

2.2 *Entrepreneurial competencies*

Bird (1995) defined entrepreneurial competences as underlying characteristics which include specific knowledge, motives, traits, self-images, social roles and skills which will result in venture birth, survival and/or growth. Mitchelmore and Rowley (2010) suggested that competency theory is based on several characteristics such as studying successful leaders, breaking down their behaviors, attitudes and skill into measurable aspects, and looking for ways of bringing them together in order to create individuals who demonstrate superior performance. According to Man, Lau and Snape (2008), total ability of the entrepreneur to perform a job role successfully is determined as entrepreneurial competencies. There are six entrepreneurial competency areas summarized by Man et al., (2002) to investigate the impact of entrepreneurial competencies towards business performance in SMEs. These include:

- a. Opportunity competencies—Competencies related to recognizing and developing market opportunities through various means
- b. Relationship competencies—Competencies related to person-to-person or individual-to-group-based interactions, e.g., building a context of cooperation and trust, using contacts and connections, persuasive ability, communication and interpersonal skills.
- c. Conceptual competencies—Competencies related to different conceptual abilities, which are reflected in the behaviors of the entrepreneur, e.g., information, and risk-taking, and innovativeness.
- d. Organizing competencies—Competencies related to the organization of different internal and external human, physical, financial and technological resources, including team-building, leading employees, training, and controlling.
- e. Strategic competencies—Competencies related to setting, evaluating, and implementing the strategies of the firm.
- f. Commitment competencies—Competencies that drive the entrepreneur to move ahead with the business factors, region specific resources and infrastructure, and external relationships.

2.3 *Entrepreneurial competencies and business performance*

Macpherson and Holt (2007) suggested that studying the nature and conditions of entrepreneurial processes in SMEs is essential to understanding how the business innovate, survive and grow in the dynamic environments. Sanchez (2012) has confirmed the need to address the relationship between entrepreneurial competencies and business performance. The author suggested that competencies would not only allow entrepreneurs to formulate superior strategies, but also enable them to identify new business opportunities.

There are evidence that have confirmed entrepreneurial skills result into venture performance, profitability and its growth (Lerner and Almor, 2002; Bird, 1995). According to Mitchelmore and Rowley (2010), the literature emphasizes different approaches to reveal the impact of competencies on performance. For instance, the entrepreneurs seek for better opportunities for their ventures. Management competencies of entrepreneurs are related to formulate venture strategy that better fit with their businesses. Man et al., (2008) indicated that entrepreneurial competencies show both direct and indirect influence on performance of SMEs.

Identifying the components of entrepreneurial competencies and its effects on business performance is vital to ensure policies and initiatives planned by the government are relevant. This is consistent with the effort of the government in implementing the Eleventh Malaysia Plan, 2016–2020 to empower Bumiputera human capital and empowering Bumiputera economic community. The finding of the study will be beneficial to determine the factors of entrepreneurship success relating to individual competencies among entrepreneurs. It will be able to explain long run business success referring to entrepreneurial competencies among Bumiputera to compete positively with non-Bumiputera businesses.

2.4 *Organizational innovation as a mediating factor*

Najda-Janoszka and Kopera (2014) confirmed that the key of innovation barriers belong to human resources issues, particularly, insufficient skills, competencies and low formal qualification and low motivation to engage in innovation processes. It is important to educate business managers and owners on the importance of innovation for competitiveness as well as on the role of high quality human resources in this process.

Organizational innovation is defined as the capacity to introduce of some new process, product, or idea in the organization (Damanpour, 1991).

According to Sundbo et al., (2007) organizational innovation related to changes in individual's social behaviour, changes in organizational structures or culture. Tan and Nasurdin (2011) divided organizational innovation into three prevalent dimensions that have been discussed in previous literatures. These dimensions include product innovation, process innovation and administrative innovation. The authors have confirmed that established dimensions that being used to explain organizational innovation are the important predecessors to improve business performance or effectiveness, solve problems, add value, and create competitive advantage.

Product innovation is defined as the development and commercialization of new product to create value and meet the needs of the external user or the needs of the market (Damanpour and Gopalakrishnan, 2001). Next, process innovation is viewed as a creation of new process or improvement to existing process (Leonard and Waldman, 2007). Lastly, Administrative innovation is viewed as performance derived from the changes to organizational structure and administrative process, reward and information system, and it encompasses basic work activities within the organization which is directly related to management (Chew, 2000).

In order to achieve a competitive performance, SMEs require innovative and creative people who are flexible, risk taking, and tolerant of uncertainty and ambiguity (Chen and Huang, 2007). Therefore, comprehensive understanding the effects of organizational innovation as a mediating factor between entrepreneurial competencies and business performance are needed.

3 CONCLUSION

Study findings will contribute to a better understanding of entrepreneurial competencies and their impact on the business performance. It will also extent the validity of the model of Man et al., (2002) in addressing the relationship between entrepreneurial competencies and small business performance. It also targeted that the results of the study will improve the life-cycle and performance of the small entrepreneurship among Bumiputera using the entrepreneurial competencies approach. The study will also establish useful guideline for the policy makers and small business operators on the important innovation policy implications. It will also help to form evidence of the importance of planning in entrepreneurial businesses. Finally, the most important, the result will help to inaugurate policy implication of the entrepreneurial culture in the service sector.

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Workplace stress, organizational commitment and turnover intention: A case of Japanese restaurant in Malaysia

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ABSTRACT: This study examined the relationship of workplace stress, organizational commitment and turnover intention among employees in Japanese restaurants in Kuala Lumpur and Selangor. Questionnaires were used to obtain the aforementioned objective from Japanese restaurants' employees who are working in the operation departments. The result shows that there is a relationship between workplace stress and turnover intention. The results also revealed that there is a relationship exist between workplace stress and organizational commitment. Lastly, it is also found that there is a relationship between organizational commitment and turnover intention. From this study, it provides further understanding on the workplace stress, organizational commitment and turnover intention within the spectrum of cross-cultural workplace.

Keywords: workplace stress, organizational commitment, turnover intention, foodservice, cross-cultural workplace

1 INTRODUCTION

Foodservice organizations are constantly struggling to maintain stable workforce (Deery, 2008) and turnover is literally the most challenging issue in foodservice organizations as well as other businesses within the spectrum of hospitality realm (Rahman, Karan and Arif, 2010; Moncarz, Zhao and Kay, 2009). Employee working environment and their daily job routine are found to be the major portion in creating stress to foodservice employees. If this problem is not properly monitored, it may lead to low level of employee commitment and consequently will increase employee turnover (Rageb, Salam, Samadicy and Farid, 2013; Kafashpoor, Sadeghian, Shakori and Kavooosi, 2014).

The restaurant employee turnover rate in Malaysia in the year 2011 was recoded as the second highest among other Asian countries. Additionally, according to Ghazali (2010), 70% of restaurant employees intended to leave their job within two years after employment. Similarly, Malaysian Insider (2014) also found that 70% of Malaysian who work in food and beverage industry are considering to leave their job and 56% of them reveal their intention to leave their current organization due to high level of stress. Therefore, it shows that food and beverage industry is experiencing high turnover rate and it keeps increasing from time to times.

Numerous researches on workplace stress in foodservice organization have been conducted in Malaysia. However, most of the studies were focusing on fast food industry (Choong, Leong, Leong, Loh and Teo, 2013; Ghazali, 2010 and Ryan, Ghazali and Mohsin, 2011). Additionally, only few studies were found with regards to stress, organizational commitment and turnover intention in cross-cultural workplace especially the Japanese restaurant operating in Malaysia.

Japanese working orientation may be different from other ethnic restaurant that can be found in Malaysia. A survey conducted by Asia Plus Ins (2014) found that 81% of Asian belief that Japanese people are hardworking and workaholic compare to other nations. The survey also found out that Japanese working culture is not only considered to be "hard-working" but the employees who work with Japanese restaurant also are intelligent, polite, clever and effective. Yet, since they are doing business in Malaysia the problem of turnover caused by workplace stress and the commitment of employee also are expected to be happen to their organization (Japanese organization in Malaysia).

Thus, the aims of this research are to assess the relationship of workplace stress, organizational commitment and turnover intention as well as to explore how each variables influent one and another.

Consequently, this study is hoped to enhance past researches done in this area by contributing ideas, knowledge, understanding as well as information to the body of knowledge on the effects of workplace stress, organizational commitments and turnover among the employees in restaurant industry in Malaysia and at the same time provide brief ideas on how the nature of Japanese working orientation influence the working culture of Malaysian employees. Similarly, it also will help the Japanese restaurant employers to understand the factors that influence employee stress at workplace, organizational commitments of employee and employee turnover intention.

2 LITERATURE REVIEW

2.1 *Relationship between workplace stress and turnover intention*

Generally, stress is rooted in different accumulating factors. Factors such as high work pressures and tight workload potentially create stress in working (Kafashpoor et al, 2014). Moreover, changes and innovations faced by employees that increase mental demands, can lead to stress in working (Cowan, Sanditov and Weehuizen, 2011). Stress may also happen because of employee work roles that need them to interact with many people during their working (Soran et al., 2014; Riggio, 2003). Several researchers show that noise, bureaucratic frustration, high workload, work anxiety, poor incentives, role ambiguity, inadequate human resource, role conflicts and poor working conditions are the common contributors of workplace stress. (Liyanage, Madhumini and Galhena., 2014; Joshi, 2002).

Kawada and Otsuka (2011) postulated that there is a relationship between workplace stress and employee turnover intention. They also found that intrinsic factors in employee working environment such as working conditions (for example noise, temperature, lighting or ventilation), shift of working, long or unsociable hours of working and amount of workload determine their intention to turnover. Hiseh and Wang (2012) mentioned that, fast and hard requirement to complete task given also captured as potential stressors to employee that lead employee to turnover.

Moreover, the relationship of workplace stress and turnover intention also was found in the studies of (Applebaum, Fowler, Fiedler, Osinubi, and Robson, 2010). It is best to know that employee who experience stress at their workplace is not only likely to turnover but at the same time reduce employee motivation, promote unhealthy working life and makes employee to be less productive (Arshadi and Damiri, 2013). Besides, the organizations also will

found difficulty in a nowadays competitive market. (Chen, Lin and Lien, 2010).

2.2 *Relationship between workplace stress and organizational commitment*

Workplace stress has an impact to employee and their organization in term of performance because stresses lower down the employee commitment not only to their job duties but also to their job values (Kafashpoor et al, 2014). Several studies revealed that workplace stress can be associated with psychological disease that normally affects the employee performance and cause employee to lose focus on their tasks (Kafashpoor et al, 2014; Zhao, Sun, Cao, Li, Duan, Fan and Liu. Y, 2013; Khatibi, Asadi and Hamidi, 2009).

Psychological disease may starts with symptoms such as low job satisfaction, anxiety, depression, feeling of frustration and isolation which eventually can influence the employee level of commitment to their organization (Khatibi et al., 2009). Additionally, according to Dhār (2014); Kafashpoor et al. (2014) and Khuong and Nhu, (2015), low organizational commitment of employees will results in unproductive outcomes as well impact their employer reputation.

Besides, workplace stress is a well-known factor for low morale and motivation, decrease in performance, high sick leave and turnover, accidents, job dissatisfaction, poor job performance, poor internal communication and conflicts (Liyanage et al., 2014; Vakola and Nikolaou, 2005). Organizational commitment has been found by Rahman et al. (2010) to mediate the relationship between the workplace stress and employee turnover intention. Referring to the studies of Rageb et al. (2013), they also found that organizational commitment mediate the relationship of job stress and employee turnover. Moreover, Velnampy and Aravinthan (2013) also identified organizational commitment as a significant mediator between job stress and employee turnover in their study of workplace stress and organizational commitment in private banks at Sri Lanka.

2.3 *Relationship of organizational commitment and turnover intention*

As aforementioned, organizational commitment is the degree of participation and involvement of employee with their establishment mission, values and goals (Velnampy and Aravinthan, 2013). Organizational commitment translates the need of employer to create their employee with belief in organization objectives and values in order to ensure the employee do not have an intention to leave from their job (Westhuizen, 2014).

Ensuring employee committed with their work and organization becoming a biggest challenges to employer to ensure that their employee do not have an intention to make a move from their current position (Iqbal et al., 2014; Velnampy and Aravinthan, 2013; Mosadeghrad, 2013; Yucel, 2012).

Khan (2014) stated that organizational commitment becomes important due to its link with the propensity to employee turnover. Moreover, several studies reported a significant negative association between both organizational commitment and turnover intentions (Hashemi, Jamil, Kiumarsi and Shno, 2015; Rahman et al, 2014; Nair and Kamalanabhan, 2010). Mosadeghrad, (2013) in the studies of turnover among hospital nurses in Isfahan, Iran found that highly committed employees feel obliged to their organization and have less intention to move away from their job. While Iqbal, Sadia, Rizwan, Noreen (2014) found that feeling of burden among education employee in accordance to various factors such as salary and other compensation plans reduce employee commitment to their job and makes employee prefer to leave the organization.

Most findings proved that low organizational commitment is negatively affected the workforce of the organization (Hashemi, Jamil, Kiumarsi and Shno, 2015; Rahman et al, 2014; Mosadeghrad, 2013; Nair and Kamalanabhan, 2010). Normally when employees seriously consider to leave the organization, the level of their commitment to their organizational also is expected to be low (Omar, Anuar, Majid, & Johari, 2012). Therefore, employees with high turnover intention tend to become less committed, productive and efficient (Balogun et al., 2013). Thus, it can be confirmed that low commitment of employee create high turnover intention (Rahman et al, 2014).

3 METHODOLOGY

3.1 *Sample and data collection method*

This study employed self-administered questionnaire to describe the characteristics of the variables of interest. Three hundred (300) questionnaires have been distributed among operational employees at one of the popular Japanese restaurants in Kuala Lumpur and Selangor. These states were selected because majority of its outlets are located in these areas and the sample is believed able to represent the population. A simple random sampling was chosen as the study is heavily depending on the sampling frame provided by the Human Resource Manager of this restaurant. Questionnaires were distributed via the Training Officer during their training session. 93% response rate were obtained.

3.2 *Questionnaire design*

The questionnaire was designed based on the study of Kim (2012); Chun, Chen and Schneider (2012); and Jehanzeb, Hamid and Rasheed. (2015). The questionnaire consists of four sections. The first section was focusing on the factors that can influence the workplace stress experienced by the employee in their organization. While, the second section investigated factors of organizational commitment that can influence job performance as well as turnover intention among employees. The third section was focusing on the elements that can identify the level of turnover intention. Last section of the questionnaire examined the demographic profiles of the respondents. These sections used five points Likert Scale on the level of agreement (1) "strongly disagree" to (5) "strongly agree".

A pilot study has been conducted prior to the real study to examine the clarity and understandability of the questionnaire. Data seem to be reliable with the Cronbach Alpha value of 0.614 for workplace stress, 0.744 for organizational commitment.

3.3 *Questionnaire analysis*

Descriptive statistics were used to observe the data distribution through mean, standard deviation, frequencies and percentage. Cronbach Alpha was run to retest the reliability of items. Lastly, Pearson correlation multiple linear regression were used to investigate the relationship between variables.

4 RESULTS AND DISCUSSIONS

Data appeared to be normally distributed as the skewness and kurtosis of all the variables were within ± 3 . The data also were found reliable with the Cronbach Alpha value of 0.623 for workplace stress, 0.806 for organizational commitment and 0.646 for employee turnover intention.

Based on the respondents' data, slight majority of them were males (51.4%) in the age group between 20 to 29 years old (52.5%) and most of them have 1-year working experience (55.4%). Additionally, more than half of the respondents (56.8%) are Diploma holder.

Each variable was tested by using correlation analysis (Pearson Correlation) to find the relationship of workplace stress, organizational commitment and turnover intention.

4.1 *Determining the relationship between Workplace Stress (WS) and Turnover Intention (TI)*

Based on Table 1, the Pearson correlation, r is (0.144) and it indicates that there is a relationship between

Table 1. Correlation Workplace Stress and Turnover Intention.

		Mean WS	Mean TI
Mean WS	Pearson Correlation	1	0.144*
	Sig. (2-tailed)		0.016
	N	280	280
Mean TI	Pearson Correlation	0.144*	1
	Sig. (2-tailed)	0.016	
	N	280	280

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

Table 2. Correlation workplace stress and organizational commitment.

		Mean WS	Mean OC
Mean WS	Pearson Correlation	1	0.612**
	Sig. (2-tailed)		0.000
	N	280	280
Mean OC	Pearson Correlation	0.612**	1
	Sig. (2-tailed)	0.000	
	N	280	280

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

workplace stress and turnover intention (sig. value = 0.016 < 0.005). By referring to the r value, it shows that the relationship between workplace stress and turnover intention exist in weak condition. Therefore, it is assumed that the employees of Japanese Restaurant also experience stress at their workplace but their intention to leave is still low.

4.2 Determining the relationship between Workplace Stress (WS) and Organizational Commitment (OC)

Based on Table 2, The Pearson correlation, r is (0.612) and it indicates that there is a relationship between workplace stress and organizational commitment (sig. value = 0.000 < 0.005). The data also explain that the relationship between workplace stress and organizational commitment exist in high level. Thus, it shows that the employees of Japanese Restaurant are committed to their organization and they also only receive controllable stress at the workplace. The findings were in support to Kafashpoor et al (2014); Zhao, Sun, Cao, Li, Duan, Fan and Liu (2013); Khatibi, Asadi and Hamidi (2009) which revealed that high workplace stress results in low employee commitment, while a controllable workplace stress may lead to favorable employee commitment to the organization.

4.3 Determining the relationship between Organizational Commitment (OC) and Turnover Intention (TI)

Based on the Table 3, the Pearson correlation, r is (0.397) and it indicates that there is a relationship

between organizational commitment and turnover intention (sig. value = 0.000 < 0.005). The data revealed that, the commitment of the Japanese restaurant's employees are in good level and their turnover intention is still consider low. As referring to the mean score of organization commitment and turnover intention, researchers belief "supervisors and business philosophy of the organization" (*items in organizational commitment*) contribute a major portion in attracting employee to "develop their career in the organization" (*item in turnover intention*).

By looking at the data of this study, researchers believe that the employees of Japanese restaurants experienced controllable stress at their workplace. Additionally, this controllable workplace stress is considered healthy and it leads to a very low turnover intention. Moreover, it is also found that the Japanese restaurant employees in Malaysia have a high organizational commitment which leads to a low desire to leave the company.

This findings could be associated with Japanese organization and management practices which have longed recognized as different from Western nations. According to Colignon, Usui, Kerbo and Slagter (2007), many early researchers found that Japanese workers were more attached and committed due to Japanese organizational form, management, and human resource practices. The authors further stated that the Japanese organization are designed to elicit commitment from employees through "welfare corporatism" which heavily focussing on the employees' welfare. This principle provide a positive sign which employees will

Table 3. Correlation Organizational Commitment and Turnover Intention.

		Mean WS	Mean OC
Mean WS	Pearson Correlation	1	0.397**
	Sig. (2-tailed)		0.000
	N	280	280
Mean OC	Pearson Correlation	0.397**	1
	Sig. (2-tailed)	0.000	
	N	280	280

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

be highly valued and appreciated. Consequently, this can help make them feel welcome and happy working in the company, reducing stress, motivating them to work harder and increase their organizational commitment.

5 CONCLUSION

The purpose of this research was to assess the relationship of workplace stress, organizational commitment and turnover intention. The proposed framework for this research was substantially accepted and meets all stated objectives. Researcher hopes that the findings of these studies may offer some valuable knowledge and understanding regarding workplace stress, organizational commitment and turnover intention.

Since majority of the respondents stated that they are experiencing high level of workplace stress, it is the organization duty and responsibility to find good solution on how to reduce the workplace stress in order to retain their workforce in the current competitive businesses. For the employee, moving out or turnover will not be the best solution for the problems related to the stress at workplace since the economic situation moves very slow lately.

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The relationship between servicescape towards consumers' perceptions on food truck concept

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ABSTRACT: This study highlighted the latest trend of food and beverage industry which is food truck concept. This is a quantitative and exploratory study which was conducted to have a better understanding of the customer's perception towards food truck concept by clarifying the factors of servicescape. The setting for the study was in Food Festival 2015 in Petaling Jaya, and 290 questionnaires have been collected. The result showed that there is a relationship between servicescape towards the consumers' perceptions of food truck concept. This has proven that tangible items such as ambiance of food truck, layout, and visible signage do have significant influence on the perceptions of consumers. This study is hoped to contribute positive expansion of food truck and acceptance of the concept widely by the locals.

Keywords: food truck, servicescape, consumer perception, food industry

1 INTRODUCTION

1.1 *Background of the study*

The mobile food hawking industry was dating back to 1961 when New Amsterdam, now known as New York City began regulating food handcarts. Over the periods, the chuck wagon slowly emerged into other forms of mobile units, including horse-drawn wagons which catered to the lunch crowds in cities (Ibrahim, 2011). Professionals recently noted the social, economic, and cultural benefits that food truck activity can provide within a community (Wessel, 2012). Food trucks have the potential to activate underutilized spaces and streets through the attraction of food as an urban cultural phenomenon. Moreover, the food trucks are easily accessible and provide affordable food price.

1.2 *Food truck industry in Malaysia*

Food truck has become a new trend of food and beverage in Malaysia. It has been identified the first and most famous food truck in Malaysia is named Flaming Wheels. Flaming Wheels was on 17th October 2013, with a goal to create kitchen on-wheels that sells freshly cooked food around the Klang Valley. The owner of the truck is Dina Blazevic whom started the business as she saw the idea on the television and projecting the future trend of food service in Malaysia.

However, food truck faces challenges in getting acceptance by Malaysian consumers because this concept still not widely known in Malaysia and

due to the growing of middle class population, changing in customer tastes and preferences and changing lifestyle.

1.3 *Problem statement*

Stensson (2011) noted a report by the National Restaurant Association shows that consumer interest in visiting a food truck has "increased significantly," with the percentage of people surveyed who said they would visit a food truck run by their favorite restaurant rising 12% from the prior year to a total of 59% percent. Nevertheless, the food truck concept is less well known among the public. From an interview with food truck owner, D & D Corner, Zainuddin bin Abu Bakar said there are some legal issue that food truck owners commonly faces such as about licenses and permits. Other than that, according to Dreyfuss, Elmalan, Nicod, Sponton & Azoouf, (2007), stated that human behaviors are ambitious by the sense of smell, and that pleasant odor can recover mood. Thus, with the changing lifestyle and consumption of consumers, physical appearances of a food establishment do play an important role.

Therefore, the objective of this study is to identify the relationship between servicescape and customer's perception towards food truck concept. This study will be significant for the food service industry, especially food truck operators, as it observed the relationship between customer perceptions towards food truck concept on service that they provide to their customers.

By way of a few studies completed in the strategic area, the findings of this study are hoped to provide new evidence relating to surveying that was done from customer perception towards food truck concepts that can be used by the food truck operators in order to perform in their business because this business is still new in Malaysia. In addition, by understanding the needs of consumers, food truck operators can improve their business and attract new customers in the future.

2 LITERATURE REVIEW

2.1 Overview of food truck concept

According to Pronovost (2007), meal is often a combination of food made from scratch, supplemented with semi-or fully-prepared food brought home from a grocery store or restaurant. However, customers are now following simplified meal-prepared, with minimal ingredients that require little preparation and cleanup. Kotler (2012) mentioned the constant change of marketplace contributed by the evolution of marketing techniques, tools, and the evolution of the technological environment. Furthermore, consumer's expectations, ways of food consume, and the relationships they expect with brands are changing too.

Hence now, food truck comes out as mobile food vendors that have an interesting role in cities.

2.2 Servicescape

Servicescape is described as the environment in which the service is delivered and in which the firm and the customer interaction and any tangible commodities that facilitate performance or communication of the service. (Zeithaml, Bitner & Gremler, 2006).

Zeithaml et al. (2006) noted as the service is not tangible, the physical evidence is used to assess the service prior to purchase, and evaluate the outcome of the service during and after consumption. General elements of the physical evidence involve all aspects of the organization's physical facility and other tangible communication as shown in Table 1.

In 2011, Rosenbaum & Massiah, and whole Bitner's & Zeithaml's clarifications, illustrated that servicescape includes several dimensions: a physical, a social, a socially-symbolic and a natural dimension. As it is shown, servicescape is a complete concept which includes a wide range of variability. Rosenbaum & Massiah (2011) argued that the social dimension is the easiest to understand because it is more perceivable. Furthermore, some environmental incentives of the physical

Table 1. Elements of physical evidence.

Servicescape	Other tangibles
Exterior and interior design	Business cards
Equipment	Products
Layout	Uniform
Landscape	Web pages
Surrounding environment	Brochures
Signage	

dimension may be linked for different reasons (Ferrera, 2015).

According to Zeithaml et al. (2009), Rosenbaum & Massiah (2011) also stated that the physical dimension is the easiest dimension to understand because it is observable and measurable. It includes the conditions of the atmosphere such as temperature, air quality, noise, music, perfume, but also the space and the function of the equipment, the layout, the furniture as well as other symbols or artifacts like signage or design. Thus, the research is focused on the physical dimension.

2.3 Effects of servicescape towards customer's behavior

The significance of a comfortable atmosphere is growing with time (Dulen, 1998). Bee Lia, Othman, Huey Chern, Karim & Ramachandran (2010) further clarified that servicescape can affect customer actions of the food service industry and should not be overlooked. In addition, based on the study by Chua, Othman, Boo, Karim, & Ramachandran (2010) had demonstrated an effective and helpful signage added to a good spatial organization induce a good customer's behavior and a positive image of the service. Absolutely, the company seems more customer-oriented: it seems to be conscious of its customer needs and satisfaction. 'Signage' is a part of the communication tools used by the manager, employee to customers, to facilitate the customer progression through the servicescape.

Other than that, according to Dreyfuss, Elmalan, Nicod, Sponton & Azoef, (2007), note that human behaviors are ambitious by the sense of smell, and that pleasant odor can recover mood. Besides that, due to the changing of eating habits, most of the people love to go out to eat because they are enchanted by the presence of food (Johnson, 2011). Therefore, according to Shaharudin, Mansor, & Elias (2011), by successfully presenting a good-looking and well-decorated food can stimulate the customer perception of quality and it will create a good impression in terms of the feeling and mood of consumers toward consuming the food.

3 METHODOLOGY

3.1 Population and sampling

In this study, the type of research used is quantitative research and exploratory study. This study used the non-probability sampling method which is convenient sampling approach refers to the collection of information from members of the population. This method was convenience and the cost of using this method is cheap and it is feasible. It involves picking up any available set of respondents convenient for the researcher to use.

Based on sample size sample by Krejcie & Morgan (1970), if the target population is 20,000, the appropriate sample size for this research is 377. The target population of this study is respondents at Klang Valley, Selangor. There are 400 sets of survey questionnaires are distributed and 290 of them are being collected and used in this project successfully.

3.2 Instrument development and measurement scale

This survey questionnaire included three sections (A, B & C) using English and *Bahasa Malaysia* language. The respondents were asked to read and designate their agreement or disagreement with each of the statement designed at the 5 point scale. Number one means strongly disagree, number two is disagree, number three is neither agree or disagree, number four is disagree, number five is strongly disagree. The type of measurement of the 5 point scale used in independent variable and dependent variable is the Likert scale.

The respondents are requested to respond to each question based on their senses toward food truck. Part A consisted about servicescape subscale of seven items. Part B consisted of consumer's perception of five items. Demographic variables become the last part which was Part C using nominal scale.

3.3 Data gathering techniques

The data for this research were collected using survey questionnaire which were created using suitable questions modified from related research and individual questions formed by a researcher. The questionnaires were related to the participant's perception on servicescape and convenience towards food truck concepts. In the questionnaire, Likert scale was used to identify if the respondent agreed or disagreed with this statement. After pre-tested the questionnaire, 400 questionnaires were distributed to the respondents at Klang Valley, Selangor in range age 18–30 years. Respondents were given time to respond and then the questionnaire was collected on that day and 290 questionnaire successfully being collected.

3.4 Data analysis

The relevant data collected throughout the questionnaire from the respondents are summarized into descriptive, and correlation analysis.

4 DATA ANALYSIS AND DISCUSSION

4.1 Reliability test

A reliability test was used to assess the degree of internal consistency between variables. In this study, the Cronbach's alpha for the dimensions were acceptable (Cronbach's alpha $>.5$). According to Nunnally (1967), the minimum acceptable level of reliability test is .50 and above.

Based on 290 samples, the consumer's perception towards food truck concept subscale consisted of five items was found to be highly reliable ($\alpha = .80$). The food truck servicescape subscale consisted of seven items resulted in lower alpha coefficient ($\alpha = .67$).

4.2 Descriptive analysis

The distributed questionnaires were able to capture 290 respondents from total of 400 questionnaires which is 72.5% of respondent's rate. It is been analyzed by using frequency which resulted 38.6% participants were male, and 61.4% was female. From the analysis on the income, a large part of respondents (32.8%) answered with below RM 1,000. It is followed by 13.8% respondents with RM 1,000—RM 2,000. While the second highest is followed by 23.8% with RM 2,000—RM 3,000 and 47% of respondents answered from RM 2,000—RM 3,000 per month. Moreover 13.4% of system is missing and probably the data from students that not have income.

4.3 Correlation analysis

The objectives of this study is examining whether there is a significant relationship between customer's perceptions towards food truck concept on servicescape.

Using the Pearson correlation method analysis of 290 respondents revealed that there was a significant and positive relationship between customer's perceptions towards a food truck concept of servicescape which was significant at the 0.01 level.

4.4 Discussion

The result and finding obtained are used to validate the research objectives and to prove the hypothesis. The relationship between customer's perceptions towards food truck concept on service is discussed.

Table 2. Cronbach's alpha coefficient for study variable.

Variables	Number of scale items	Cronbach's alpha coefficient, α
Servicescape	7	0.670
Consumer's perception	5	0.806

Table 3. Consumer's perception on servicescape.

		Consumer's perception	Service-scape
Consumer's perception	Pearson correlation	1	0.500**
	Sig. (2-tailed)	290	0.000
	N	290	290
Servicescape	Pearson correlation	0.500**	1
	Sig. (2-tailed)	0.000	290
	N	290	290

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

Table 4. Summary Research Objectives, Hypothesis and Result Obtained.

Research objective	Hypothesis	Results	Achieved
To identify the relationship between service scape and customer perception towards food truck concept.	There is a significant relationship between service scape and customer perception towards food truck concept.	$r = 0.500$ ($p < 0.05$) $p = 0.000$	Yes

Based on the Pearson Correlation analysis, it demonstrated that service scape has the significant correlation with the customer's perception ($r = 0.500$). By referring to the results from multiple regression analysis, it shows that servicescape has positively affected by customer's perception ($p = 0.000$), that's means customers are satisfied with the service scape that provided by food truck. Temporarily, in the internal reliability test, the Cronbach's Alpha value for service scape is 0.670. In consequence, the hypothesis is supported.

Based on Zeithaml (2006), as a service is intangible, the physical evidence is used to evaluate the service prior to purchase, and evaluate the outcome of the service during and after consumption. Ambient scenting is important because it will connect to the emotional responses of customers. Thus, the atmosphere has significant impact on a customer's perception toward the overall quality, which will directly affect customer satisfaction

(Ryu & Jang, 2008). Therefore, it is important for them to have a better knowledge and understanding of what customer's wants and needs in order to offer customers with a better environment when they are enjoying their dishes.

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Blue Ocean Strategy (BOS) and performance of four and five star hotels in Kuala Lumpur, Selangor and Putrajaya

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ABSTRACT: In the face of intense competition, the merit of Blue Ocean Strategy (BOS) towards the creation of value innovation and the ability to exploit the untapped market for firm's survival is indubitable. The hotel industry is operating in a highly competitive environment in which customers give great emphasis on reliability and timely service delivery. Thus, managers need to adopt strategic drivers of performance in order to improve hotel services due to intense competition in hotel industry. Hotel managers can formulate and execute various business strategies in their hotels. These strategies aim to expand the performance levels of hotels by creating competitive advantage. The purpose of this study is to examine the relationship between BOS and performance of four and five star hotels in Kuala Lumpur, Selangor and Putrajaya, Malaysia. Findings revealed that there is a significance relationship between BOS and performance of the hotels. This study has contributed to the body of knowledge in terms of BOS studies in the hotel industry. Since the study of BOS was lacking in the hotel industry, this study provides an empirical investigation as the foundation for new studies of BOS.

Keywords: blue ocean strategy, hotel industry, performance, malaysia

1 INTRODUCTION

Hoteliers today face a variability of challenges from internal and external factors which increase the level of competition in the industry (Kaliappen & Hilman, 2013). With the rapid advancement towards globalization and the current trend of traveling abroad, the hotel industry encounters several challenges in accommodating different cultural influences (Ongori et al., 2013). It is contended that hotel industry in Malaysia is believed to be highly competitive (Ismail, Radzi, Ahmad, & Nordin, 2015). The number of hotels that operate in Kuala Lumpur for the year 2013 and 2014 are 226 and 255 respectively (Tourism Malaysia, 2015). It increased by 12.8% and shows that the hotel industry in Kuala Lumpur is growing. Meanwhile, the Average Occupancy Rate (AOR) of Hotels in Kuala Lumpur for 2013 and 2014 were 69.5% and 69.7% respectively (Tourism Malaysia, 2015). Average Daily Rates (ADR) however decreased by 5% (STR Global, 2015). Despite increasing number of hotels, AOR just increased by 0.2% while Average Daily Rates (ADR) decreased by 5% (STR Global, 2015). In this situation, it shows that hotels are operating in a competitive environment.

Strategic management nowadays is getting more complex for organizations due to the intensity of competition and the wide range of services for the customer to choose from (Bardis, 2012). Besides that, strategic planning for all type of industries has become definitely crucial in today's situation. A big company with many departments cannot succeed without long-range planning in a volatile environment (Ongori et al. 2013).

Moreover, rapid changing of technology, frequent changes in customer needs and expectations, external environmental complexity and unpredictability are strong factors for competition that exists in the hospitality industry which includes accommodation, restaurant, entertainment and transportation (Awang, Ishak, Radzi, & Taha, 2008; Hilman & Kaliappen, 2014a). This situation has pushed the hoteliers into very demanding situations. In response to these demands, hoteliers can adapt to the changing environment by remodeling their overall organizational strategy (Kaliappen & Hilman, 2014).

When Porter proposed the model in the edge of 20th century, there was no doubt that this model has contributed a lot in the period. Nonetheless, companies are striving to survive against the

odds due to changing time period, globalization, economic downturns and increasingly demanding customers (Mekic, & Mekic, 2014). Furthermore, the rapid increase of innovation in recent years has led to the search for a strategy that is more dynamic than Porter's five forces (Arline, 2015).

According to Zhao and Jinwei (2011), Blue Ocean Strategy (BOS) has been treated by many scholars as a good strategy for companies. Globally, some researchers have done several attempts to apply BOS. Based on extensive literature, there are not many fields that have implemented BOS such as in the low-cost carrier, circus entertainment, home entertainment, fitness centre, retailing, leisure and tourism, hotel and leisure industry. Thus, an empirical study is important to examine the blue ocean strategy tools and framework from the hotel industry perspective (Ahmat, Abas, Ahmad-Ridzuan, Radzi & Zahari, 2014). The authors also mentioned that it is crucial to search for the impact of implementing BOS in the hotel industry towards hotel performance particularly relating to its objectives or financial performance. Therefore, this study will examine the impact of BOS on hotel performance. For the purpose of this study, researcher used Eliminate, Reduce, Raise and Create Grid as the analytical tools of BOS

2 LITERATURE REVIEW

2.1 *Blue Ocean Strategy (BOS)*

Recent industry wide studies on major American brands reveal that for major product and service categories, brands are generally becoming more similar. As they become more similar, people increasingly make selections based on price (Kim and Mauborgne, 2005). The best strategy is to create a little competition (Henriksen, 2014). Company can achieve growth and long term stability by creating new market and avoiding competition (Mudd, 2013). Kim and Mauborgne (2005) argue that firms can explore new markets where they can increase their profits without competition (Burke, Stel, & Thurik, 2009). According to Kim and Mauborgne (2005), Cirques du Soleil circus succeeded because it realized that to win in the future, organization must stop competing with others. Value innovation is opening a new market space rather than competing with competitors (Stverková, Cervinka & Humlová, 2011).

Red oceans are crowded and one of the solutions for companies to exit from this bloody water is by accepting the BOS challenge (Kim & Mauborgne, 2005). Companies will have to create a new market, where the competition will be non-existent in the beginning and then irrelevant for a while and go

beyond competing in order to seize new profit and growth opportunities by implementing blue oceans. Organizations can boost profit by creating a unique market rather than competing with rivals in existing market (Sheehan & Vaidyanathan, 2009). The BOS is a unique way of evaluating the organization that allows the organization to gain new markets and differentiate themselves from competitors by not competing with competitors. According to Kim and Mauborgne (2005), in blue oceans, competition is irrelevant because it is a new market space with no boundaries or rules. BOS and competitive strategy highlight the importance of firms escaping stiff competition (Burke, Stel, & Thurik, 2009).

BOS has literally changed the way companies do business. It has changed the way we think of competition and the process is continuous (Anonymous, 2014). The approach to strategy in creating blue oceans is consistent across time regardless of industry (Kim & Mauborgne, 2005).

2.2 *Performance*

Performance is an essential concept in management (Gibcus, 2003). The author also mentioned that organizational theory and strategic management are influenced by performance measurement. Achieving outstanding performance in increasing global competition in the global hotel industry is one of the primary objectives of any hotel organization (Zeglat & Zigan, 2013). Performance can be defined as a state of competitiveness of the organization, reached through a level of proficiency and productivity which ensures a sustainable market presence (Ana-Maria, Florica, & Catalina, 2002). The organizational effectiveness can be evaluated by measuring performance (Tavitiyaman, Zhang, & Qu, 2012). Tavitiyaman et al. (2012) mentioned that a common objective for operating any business is to succeed in reaching high profitability and increasing performance.

Financial management is very important for any business, including firms in hospitality hotels, restaurants, and casinos (Tsai, Pan & Lee, 2011). A good financial performance measure should know how well the firm has generated operating profits, given the amount of assets invested to generate those profits (Bacidore, Boquist, Milbourn, & Thakor, 1997). A financial performance measure is important in order to get a full view on the firm performance (Molly, Laveren & Deloof, 2010). Financial performance indicators such as return on investment, total sales, profit before tax, net profit, and total assets have been commonly used to gauge business performance and compare organization with others in the industry (Tavitiyaman et al. 2012).

2.3 The relationship of strategy and performance

Management researchers had given extensive attention the influence of planning on firm performance. Past research indicates a positive relationship between planning and organizational performance. In general, strategy is claimed to be positively related with the performance of a company (Gibcus, 2003). The success of strategic planning can be measured in terms of extent to which it effects on organizational performance, which affects its survival rate (Taiwo & Idunnu, 2007). Furthermore, empirical studies on large companies show mixed results on this claim. It is often argued that organizations with a clear and consistent strategy will produce better performance (Gibcus, 2003). More recent studies provide conclusive evidence that the strategy improved financial performance (Taiwo & Idunnu, 2007).

Many of the studies that have examined the relationship of strategic planning and performance have concluded that firms having a formal strategies planning process beat those that do not (Taiwo & Idunnu, 2007). Furthermore, planning is important organization success, growth, and improved performance. Therefore, it is practical for non-operating hotel owners, both individual and organizational, to apply related strategies to maximize the financial performance of hotel properties (Xiao, 2007).

3 METHODOLOGY

The methodological approach used in this study was framed within quantitative approach. This study was causal and descriptive in nature and applied cross-sectional study method in which data was gathered just once only. The research was taken place at the 4 and 5 stars hotels around Kuala Lumpur and Selangor due to the highest number of hotels compared to other states in Malaysia. The reason for selecting these two states is that the hotel business within these areas has been in operation for more than 10 years (Ishak, Abdullah, & Ramli, 2011). Due to that it can be considered the hotels are matured in their business. From the recent record, there are 50 of 4 and 5 star hotels in Kuala Lumpur where 26 hotels are 5 star rating and 24 hotels are 4 star rating. As for Selangor, 18 hotels are 5 star ratings and 12 hotels are 4 star ratings (Ministry of Tourism and Culture of Malaysia, 2015). Hence, the total sample was selected from the whole population.

This study used a quantitative research method using close-ended questionnaire. Numerical 5 point Likert scales were utilized, ranging from strongly disagree to strongly agree. To examine the BOS, Yang (2012) questionnaire was adapted with

30 items that need to be responded with the scales of five point likert-scale from (1) “strongly disagree” to (5) “strongly agree”. To assess performance, Radzi (2004) questionnaire was adapted. The questionnaire consist of 4 items on staples scales.

4 RESULTS AND DISCUSSION

H₁: Eliminated attributes has positive effect on performance

A multiple regression was conducted to test the assumption of this study. Specifically, the researcher wanted to evaluate whether there was a relationship between eliminated attributes and performance.

As a result from the above table, Eliminated attributes ($\beta = 0.271$, SE = 0.034, CI = 0.204, 0.338, $p < 0.001$) shows a significance positive effect on performance. The r values = 0.702 demonstrated that elements of Eliminated attributes had strong positive correlation effect on performance. As the Eliminated attributes were found significantly influence the performance, it can be said that the hypothesis is strongly supported.

H₂: Reduce attributes has positive effect on performance.

Table 2 shows that Reduce attributes ($\beta = 0.396$, SE = 0.043, CI = 0.311, 0.481, $p < 0.001$) indicated significance positive effect on performance. The r values = 0.735 demonstrated that elements of Reduce attributes had strong positive correlation effect on performance. As reduce attributes factors were found significantly influence the organization performance measure, it can be said that the hypothesis is strongly supported.

H₃: Raise attributes has positive effect on performance

Table 3 represents statistical results for Raise attributes ($\beta = 0.213$, SE = 0.037, CI = 0.270, 0.416, $p < 0.001$) that shows a significance positive effect on performance. The r values = 0.701 demonstrated

Table 1. Results of regression analysis of eliminated attributes (ELMNATED) and performance (PERFORM).

Dimension	Regression coefficient β	Std Error, SE	p-value
H ₁ : Eliminated attributes has effect on performance	0.271	0.034	0.000

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table 2. Results of regression analysis of reduce attributes (REDUCE) and performance.

Dimension	Regression coefficient β	Std Error, SE	p-value
H2: Reduce attributes has effect on performance	0.396	0.043	0.000

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table 3. Results of regression analysis of raise Attributes (RAISE) and organization performance measure (PERFORM).

Dimension	Regression coefficient, β	Std Error, SE	p-value
H ₃ : Raise attributes has effect on performance	0.213	0.037	0.000

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table 4. Results of regression analysis of created Attributes (CREATE) and organization performance measure (PERFORM).

Dimension	Regression Coefficient, β	Std Error, SE	p-value
H ₄ : Created attributes has effect on performance	0.210	0.049	0.000

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

that elements of Raise attributes had positive correlation effect on performance. As the raise attributes were found significantly influences the organization performance measure, it can be said that the hypothesis is supported.

H₄: Created attributes has positive effect on performance

Table 4 represents statistical results for created attributes ($\beta = 0.210$, $SE = 0.049$, $CI = 0.277, 0.685$, $p < 0.001$) shows a significance positive effect on performance. The r values = 0.613 demonstrated that elements of Created attributes had strong positive correlation effect on performance, and therefore the hypothesis is supported.

5 CONCLUSION

The research for the present study sought to test empirically the effects of BOS on performance.

The results found that BOS significantly influence performance. While operating a business in a turbulent environment, organizations that implement the right strategy will remain competitive and it will definitely affect the performance. In this sense, organization must try to compete implementing new sources of strategy.

Manager should analyze environment and implement BOS in hotel industry since the results showed that BOS had strong impact on hotel performance. Organizations can create uncontested market space, make the competition irrelevant, create and capture new demand, break the value cost off and align the whole system of a firm's activities in pursuit of differentiation and low cost. With the knowledge of environmental and BOS can lead the organization to attain superior performance.

Several limitations are worth nothing in the present study as well as the areas that require further attention in future research. The first limitation relates to the small sample size of only 40 hotel firms. The results obtained may not be applicable and able to be generalized to other samples across different regions or industries. Accordingly, the external validity of the findings may be somewhat limited. The use of larger and more diverse samples from different regions within the same industry would improve the generalizability of the findings.

Secondly, this study utilized the self-reporting approach; therefore perception based responses from humans are subject to error. Nevertheless, the validity and reliability tests conducted should establish sufficient confidence in the measure. The third limitation is the performance variables choses whereby they may not have captured the construct as well as others. Performance measures used in this study (ROA, ROS and ROI) were self-reported by the respondents. Further research for performance indicators which should be included in further investigations are the impact of the growth in the occupancy rate and the effect of the average length of stay on industry growth rates. Indeed, further research should use non-financial factors such as customer satisfaction, efficiency and productivity, product quality and employee satisfaction.

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Historical and heritage walk as an alternative tourism activity to enhance heritage promotion and public awareness: A case study of Bandung

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ABSTRACT: Historical and heritage walks or heritage trails has become a common tools used by local groups of community (NGOs) to promote local history and heritage. It is also used to enhance public awareness toward heritage object and heritage conservation. Using observation method through internet media used by local NGOs in Bandung, this paper discuss the role of local NGOs in the city in popularizing heritage walk as a tool for heritage promotion. Taking example of three NGOs active in organizing the event, the paper also reviews activities of the three NGOs and the impact of the activity upon public. Data are elaborated from documentations and postings on heritage walks published by NGOs on their websites and social media, and interview with personals of NGOs. It concludes that regular thematic walks, bundled in attractive and sometimes mysterious title, tend to attract public to join the activity voluntarily.

Keywords: heritage walk, local communities (NGO), heritage awareness

1 INTRODUCTION

According to English dictionary, community refers to a group of people living in the same area, sharing common history and custom. In this paper, community refers to a group of people sharing the same interest and goal toward heritage and history awareness in a form of informal or formal non-profit organization (NGO).

Heritage awareness in Indonesia has started since the discovery of Borobudur Temple in Jogjakarta. Lately, it is taking its place in numbers of cities in Indonesia brought by local communities formed by younger generation. They were born from Sumatra to Ternate, actively promoting heritage and enhancing citizen's heritage awareness through various activities such as gathering, seminars, discussion, workshop, and tourism activity in a tagline "Heritage Walk" and kind. In Bandung itself, heritage awareness and conservation effort started in mid-1980's (Martokusumo, 2000).

These communities have given an important work to conservation of various sites and monuments in Indonesia. Through interactive and attractive various methods, they have enhance local resident's awareness, younger generation in particular, on the important of historical sites and monuments as well as the importance of the conservation. Some of communities have even assisted local government in conserving local cultural heritage significances. Their actions were captured and

mentioned by regional daily newspapers such as *Pikiran Rakyat*, in the case of Bandung municipal-ity and West Java Province.

Table 1 is examples of cultural heritage promotion activities initiated by a local community. Focus of this paper is study case in Bandung.

From the table above, we can see that common method or tool used by local communities (NGO) is heritage and historical walks. The table shows that heritage and historical walk are important elements done by local communities to promote heritage and to raise heritage awareness. However, this method has not been used regularly as tool for heritage promotion nor by intention. It is incidental, based on hobby and by-request, although thematic has been developed quite well.

This paper aims to review heritage walk activities, brought by three NGOs in Bandung, from heritage management point of view to understand the trend and to see the social effect it might bring upon public.

2 METHOD

Research was done through observation of internet media used by local NGOs in Bandung for activity support. Data collection was based on activity observation posted in the internet and documentations on related events. Some interview was also done to confirm the validity of data being published online.

The method was chosen since internet media is being used by NGOs to promote coming activities

Table 1. Community activity.

City	Community	Activity	Years of activity
Bandung	Bandung Heritage	City (heritage-historical) walk, monthly discussion, heritage award, public hearing, accompaniment to heritage owner, municipality and other city, workshop	1987—now
	Komunitas Aleut	Thematic City (heritage-historical) walk, book review	2006—now
	Mooi Bandoeng	Thematic City (heritage-historical) walk	Linked with Komunitas Aleut
	Bandung Trails	Thematic City (heritage-historical) walk	2003—now (last activity in 2015)
	Sahabat Bosscha	Bosscha visit	2013—now
Cimahi	Tjimahi Heritage	City (heritage-historical) walk	2012
Jakarta	Komunitas Sahabat Museum	City (heritage-historical) walk, museum visit	2002—now
	Komunitas Jelajah Budaya	City (heritage-historical) walk	2003—now
	Komunitas Historia Indonesia	City (heritage-historical) walk, discussion, book review, seminar, social work	2003—now
Lasem	Lasem Heritage	Workshop, seminar, heritage walk	2012—now
Surabaya	Jejak Petjinan	China town walk	2009—now
Ternate	Ternate Heritage Society	Workshop, seminar, heritage walk	2007 or 2011

and publish documentation of passed activities. Media being used by NGOs varies from websites, blogs, and social media such as Twitter, Instagram, and Facebook.

The research was taking example of three (3) NGOs in Bandung who are active in organizing heritage walks event. The NGOs are Bandung Heritage Society (BHS), Komunitas Aleut (Aleut), and Bandung Trails (BT). All three NGOs are active in social media, with Facebook as the common and most used instrument.

Posters of coming events and documentations (photographs of the events itself) were collected from social media and websites of NGOs to record thematic of the walk activity, areas covered by the thematic walk, numbers of participants, and type of public joining the event. The data was listed and elaborated in table to see public effect of the walk.

3 HERITAGE WALK AND IMPORTANCE OF PUBLIC PARTICIPATION IN CONSERVATION

Heritage walk or heritage trails defined by NSW Heritage Office (1995), in Patria (2013) as "... established routes linking significant items of an area's heritage." According to Timothy and Boyd (2003), heritage trails (or walk) could be of small scale to large and mega scale. Most small-scale heritage walk are theme driven and usually takes place in urban context, as is found in Bandung, which is the case and focus of this paper.

Patria (2013) explained that the embryo of heritage trails (walk) in Bandung was started in 1990 from

a tourist guidebook titled "Bandung and Beyond" written by Gottfried Roelcke. This argument is still arguable since poster of earlier guidebook of Bandung can be found in the web even though it might not be in form of heritage walk. However, the book that was published by Paguyuban Pelestarian Budaya Bandung (Bandung Heritage Society), proposed two walking tour routes featuring the city historical development and the city parks, which are generally used by Bandung NGOs as tour route.

Tweed and Sutherland (2007), quoted from Yung and Chan (2011) said that heritage significance has now new importance from national scale to familiar; that it has now support from grassroots majority instead of elite minority only, with shifts of people interests from architectural and historic (object) to societal and cultural. This applied in Bandung where NGOs as grassroots community are active in promoting history of a more specific site, monument, place, or event.

The third Forum of NGOs Official Partners of UNESCO in 2014 focusing on The Role of Youth for the Safeguarding of Tangible and Intangible Cultural Heritage mentioned that youth has a central role as conveyor of sustainable development and tool for reconciliation. It also stated the importance of young people as a factor in their community that recreates and revitalizes cultural heritage. Meanwhile in Indonesia younger people has limited access to action and generally considered incapable and lack of knowledge to have any significant role in the society, their energy, interest, and spirit in the case of heritage awareness are needed. Therefore, NGOs have important role in giving significance of local youth involvement in their activities.

The ICOMOS seventeenth general assembly in 2011 has produced The Paris Declaration on heritage as a driver of development. One point of the declaration is “Encouraging Local Communities to take Ownership of Heritage and Tourism Development”. Contents of the point are:

- a. To educate young people, especially at school, and the wider population about their heritages, and the inherent historical, cultural and social values that give meaning and a sense of the past.
- b. To make use of modern media in order to disseminate knowledge about heritage, which will create a sense of pride and a desire to become involved in its protection and enhancement.
- c. To encourage communities’ engagement, as stakeholders, in the cultural heritage and tourism sectors and to foster creativity, personal development and an entrepreneurial spirit.
- d. To encourage a dialogue between local and indigenous communities and visitors so as to contribute to cultural exchange, to spread the social, cultural and human values of and to interpret them in a way that is scientifically, historically and socially accurate.

This content encourages younger generation to take part in conservation action in many forms. The simplest forms of participations are learning about heritage values at school. Second is sharing knowledge about heritage using new media such as the internet with its social media network, blog, websites to enhance awareness and involvement in heritage protection. Third is encouraging local community’s engagement to promote their heritage in order to be beneficial for the community itself and to improve economic development of the local, and last by mediating dialogue between inhabitant and visitors of heritage places.

Those activities proposed by ICOMOS have been the case in Bandung where local NGOs are using net media to share issues and experience in heritage conservation, taking action to promote heritage and heritage protection and organizing regular discussion on heritage. Aygen (2013) acknowledges the importance of participation from local NGOs and universities in conservation projects taking examples from several cases in different countries, in which Bandung NGOs or communities could be an equal example.

4 RESULT AND DISCUSSION

4.1 *Heritage walk and heritage awareness in Bandung*

Heritage and historical walk in Bandung has been initiated by NGO or group of community since the last three decades. It was first initiated by Bandung

Heritage Society, formed in 1987, followed by younger communities in the first decade of 2000. Types of activities carried are diverse according to each community’s vision and mission agenda.

4.1.1 *Bandung Heritage Society*

Bandung heritage awareness in Bandung was initiated by an organization named Bandung Heritage Society for Conservation (BHS) in 1987. The focus of the organization was awareness toward colonial built heritage (shared built heritage). As seen in table one, BHS activities in promoting city cultural heritage and history, as well as creating awareness to local residents and local authorities, are varied.

Heritage walk activity has been used by BHS since their early action because heritage walk is the simplest informal education for public with fewer expenses. BHS has done various types of heritage walk. Thematic depends on public joining the walk, and are as follows:

- a. Old town (classic route through the city center).
- b. Chinatown.
- c. Archeological: Gunung Padang.
- d. Bandung Lautan Api (Bandung city of fire), a historical walk to commemorate a historical event where Bandung was fired down by its own citizen to free it from the Dutch during independence war.
- e. Heritage walks for children and school students.
- f. Heritage walk on demand for foreigner, for example a guided walk for students of architecture department of NUS, Singapore; guided heritage tour for member of ICOMOS International, a walk for group of researcher from the Netherland, etc.
- g. Walk and photography—having a tour while exercising professional photography with heritage objects.
- h. Heritage rail, in cooperation with The State Railways Company: Cianjur-Bogor.

Numbers of participants of the walk activity varied according to type of walk: requested or initiated. An initiated walk usually gathers about 20 to 30 participants in average, while requested walk varied depends on numbers of participants within the group between 4 to 50 people. Most of heritage walk activity was done based on demand and occasion. It is detected that less than 10 walks were done each year meaning walk activity average is less than 1/month and average of participants less than 15/month.

To promote the activity, BHS uses following media: Facebook (2747 likes, 533 group members), Twitter (2215 followers), mailing list, WhatsApp (limited member). BHS received training on Smartphone application for heritage trails in 2012 but no mobile apps have been used neither for the walk activity nor for promotion of the walk.

4.1.2 *Komunitas Aleut*

Komunitas Aleut (Aleut) was created in 2006 by a group of youth who has interest in history and the history of Bandung in particular. The organization is nonprofit. They do heritage walk at first simply to share historical knowledge of different spots in the city. This make the walk initiated by this organization practically thematic based on the area they choose for a walk track and type of story or history they would tell.

The theme of heritage walk done by Aleut varies widely. Thematic developed are as follows:

- a. City districts: Cihapit, Cikapundung, Dewi Sartika, Chinatown, etc.
- b. Linking to transport: airport, train and railways, public transport.
- c. Public figure, leading figure: Soekarno, Inggit, National hero figure.
- d. Plantation.
- e. Site: Taman Makam Pahlawan cemetery, Pandu cemetery.
- f. Object and monument: colonial churches, banking, Bookstore and printing/publishing house.
- g. Jelajah Wisata Jabar with Smartfren in April 2016.

Numbers of participants of the walk varies depends on the thematic. Constant number of regular participants is about 20 to 30. If the thematic is particular, for example walk to Chinatown during the Chinese New Year, participant could reach 50 to 60.

Focus target group of this organization are young generation such as university students. It has also received external requests for a guided walk. Some of the request came from elementary school.

Aleut has been most active in the past two years. They have been developing new theme and tracks to attract youth interest to history. Table 2 shows thematic walks presented by Aleut. Data are elaborated from Aleut's photographic documentation of each event posted in their social media either Facebook or Instagram.

It is clear from the table that Aleut's activity is becoming more intense every year. The monthly average of walk activity held is increasing since 2014 and so is average number of participants. Increase number of participants is parallel to number of activity being held. The more regular an activity is the more familiar public are with the event. Thus supports the increasing number of participants.

The increasing average numbers of activities and participants suggest that there is also an increase in public awareness toward history and heritage of Bandung. According to an interview with a member of Aleut, in each walk, approximately half of participants are former members while other half are new.

Tools used by Aleut to promote information on their walks and to write the result of walk, usually written by participants or internal member, are Facebook—5000 friends, 917 likes, 28 closed group member; Twitter—6060 followers; Website; Tumblr; Instagram—1490 followers.

4.1.3 *Bandung Trails*

Bandung Trails (BT) was started in 2003 as a nonprofit organization focused on heritage walk program. Further, this organization became more commercial with paying programs and specific target towards foreign visitors and expatriates.

The most innovative and attractive program initiated by BT was night-heritage walk under a title

Table 2. Numbers of activity and participants of Aleut's event.

Year	Event	Numbers
2014	Pewayangan—15 ITB—26 Militer—10 Boscha—26 Ramadhan di Priangan—11	Total participants: 88 Average of participants: 7, 3/month Activity average: 0, 42/month
	2015 Gereja—24 Tokoh—18 Dewi Sartika—25 Jejak Sukarno—40 Sapedahan bersama Earth Hour—28 CFD Asia Afrika—21 Fokkerhuis—18 Andir—13 Cihapit—12 Pasar Baru—16 Bank—16 Cikadut—21 Farmasi—13 Halo-Halo Bandung—16	Total participants: 281 Average: 23, 42/month Activity average: 1, 167/month
2016	Basa bandung halimunan—12 Kareta—25 Jejak BLA—9 Teras Cikapundung—10 Buku—15 Roemah Komedi/ Bioskop—19 TKMDII congress—40 Itenas—Braga—20 Pandū—17 Pedagang Telur—14 Rasia Bandoeng—26 Kendan—14 Kedokteran—13 Preanger Planters—26	Total participants: 260 Average: 65/month Activity average: 3, 5/month

“Urbandung Legend”. This night walk was inspired by urban legend of Bandung broadcasted by a youth radio in Bandung. It tells stories of Bandung urban legend in numbers of heritage buildings around Bandung. Surprisingly, this night-heritage walk was enthusiastically followed by many young participants that BT had to reorganize the walk for a couple of times with participants reaching 100 to 150 at one walk.

BT with its commercial and professional tourism program receives demand for guide from various groups but no activity for children so far. Their walk program concentrates on the classic city center of Bandung and the urban legend walk.

Patria (2013), who is the founder of the organization, wrote in his paper that BT had developed the following theme for their Heritage Walk in Bandung:

- a. Bandung Historical Walk—History of the city’s development.
- b. Back to the 20s—City parks history.
- c. Track Balap—Bandung Lautan Api (independence war history).
- d. Kisah Sang Naga Muda—Chinatown.
- e. Urban-dung Legend—urban legend.
- f. Java Jive—Coffee story.
- g. Localicious—train history in West Java.
- h. Farma-o-Rama—‘health’ area: hospital and health research center district.

BT uses the following web media for promotion: Facebook—2786 friends and Twitter—253 followers. No other media being used by BT detected so far. However, it does several commercial promotion via other websites particularly websites for expatriates or foreigner who are happen to be in Indonesia. According to web observation, this organization has been seen less active since 2014.

4.2 *Grassroots and familiar scale heritage*

As Tweed and Sutherland (2007) mentioned about new importance of heritage that shifted to a more familiar scale, study proved that local NGOs method in making specific themed historical walks is effective in attracting younger generation in knowing their local history. It is proven by numbers of participants in each thematic walks. More specific and mysterious the title is the more public get interested to join the activity.

Tweed and Sutherland (2007) also said that heritage has now support from grassroots majority, with shifts of interests from architectural and historic (object) to societal and cultural. From table of activity and activity review above, it can be concluded that the phenomena is also happening in Bandung with NGOs as grassroots organizing heritage walks activity and specific thematic walks linked more to social and cultural issues. In some

of walks, participants came from around or near area of specific theme. It is caused by participants’ preference on distance and ease of access of public transportation.

5 RESULT AND DISCUSSION

According to experiences of three local NGOs in Bandung who actively promote heritage, history and heritage conservation through thematic small scale guided walks, heritage and historical walk activity is one effective tool to enhance public sensitivity towards the city legacy. Title of theme brought on a specific walk is one determine factor in gaining public’s interest on the walk. The more attractive and mysterious the title is the more interested public are. Other determining factor of public interest is object or area of the walk whether it is located in the city or outskirt, near or far from their living area, and ease of access of public transport.

From this point, heritage walk is an effective method to gain public awareness on heritage. Public received various information regarding the city history and history of particular objects that formed the city as well by an informal education whilst doing recreation. It has also gives citizen an alternative to tourism with specific character of low cost, entertaining, and educating.

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The opportunity of tourism communication marketing through social media networks

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ABSTRACT: There is an opportunity to reach consumers via social media network. One way to do it is with interactive promotion. The purpose of this study was to investigate the opportunity of tourism communication marketing through social media networks. Interactive advertisements will give more information and solve the problem of communication between the sellers and the customers effectively. This study was conducted by literature review. The results showed that the message conveyed is interactive, in the way similar to dialogue between persons. There is no Delay Feedback in Social Media communication. The producer (the owners of tourism business) and the client (the tourists) can communicate with each other at anywhere and anytime. Therefore, the question is rising on how tourism communication marketing through social media network. It covers the characteristics, which are interactive and hyperlinked, the relative cost, and the online community.

Keywords: tourism communication, social media marketing, marketing opportunity

1 INTRODUCTION

The development of communication technology brings social changes in society (Bertot et al., 2010). A hundred years ago, information was spread through printed media. People paid for a heading or a column for information and business (Calhoun, 1988). The next development is circular communication. Information was no longer printed but started to be combined with audio and visual, such as television and radio (Kozma, 1991). The last development is interactive media. Some people call it new media, digital communication, converged media, etc (Dahlgren, 1996).

In the previous era, the study of communication in tourism is mostly about mass or near-mass communication (Guillou, 2012). Some media for promotion that were still considered effective were television, radio, pamphlet, and brochure. The message reached even heterogenic communities (Bandy, 1983). Today, there are more ways of promotion than the previous era. One of the factors is the development of communication technology (Bruce et al., 1995). Internet connection is in many fields such as government, education, business, health and many others (Porter & Kramer, 2002). It is used for promotion, dissemination, and transaction. One of the developments of technology is social media (Bertot et al., 2010). The advantage of social media is that it makes us easier to interact, share experience, and find information. The examples of social

media are Facebook, Twitter, Instagram, blog, etc (Saravanakumar & Sugantha Lakshmi, 2012).

According to Waters et al., internet is the favorite media for marketing and promotion in tourism industry (Waters et al., 2009). Those who work in public relation favor the use of social media to communicate personally with the target market (Bloom & Novelli, 1981).

There is a rise in China's tourism industry after they promoted using website, placing them at the third place after USA and French, which is phenomenal. Many of the travel industry use online marketing to sell their product (Buhalis & Law, 2008). In addition, the message sent through social media brings a new virtual experience for the consumers.

The data from international journal shows that social media network give great effects to the users in their activities, whether it is personal or business-related (Ip & Wagner, 2008). Promotion using social media can solve the geographical problem and time problem. In social media, users can upload many things like photo, video, or written ideas. Netizens can also form a community in which they can communicate intensively (Schautzer, 2011).

There are habits of social media such as sharing enjoyment, satisfaction, and beauty of tourism sites that have been visited by the users in certain areas (Herbert, 2001). For young generations, social media is one of the most favorite media

(Livingstone, 2008). The majority of the young generations have a belief that advertisements or information, which are offered through social network, are private and exclusive, and cannot be accessed by others. Therefore, advertising media through mass media is amazingly effective to be used for young generations' segmentation. Beside for young generations, the promotion of tourism in social media is effective for back packer tourists.

According to research, 30% of foreign tourists who visit a tourist site of Yogyakarta knowing tourist location in Indonesia through social media network (Zahrotul, 2011). Furthermore, the existence of the social media network is expected to be able to bring a big chance to get closer to the customers through the social network. The way is by using interactive promotions. This interactive advertisement can expand understanding and can solve communication problems between seller and customer effectively.

The message which is transmitted from the communicator and the receiver is interactive which means message that is transmitted as dialogic to the cross wonder communication. There is no delay message on communication with social media at all. Producer that is the owner of the tourism and client that is tourist can communicate anytime and anywhere.

Although their papers are good for informing communication for tourism, there is no research on the opportunity of tourism communication marketing through social media networks. Therefore, the purpose of this study was to investigate the opportunity of tourism communication marketing through social media networks. Interactive advertisements will provide more information. Thus, this information can solve the problem of communication between the sellers and the customers effectively. This study was conducted by literature review. The results showed that the message conveyed is interactive, in the way similar to dialogue between persons. There is no delay feedback in social media communication. The producer (the owners of tourism business) and the client (the tourists) can communicate with each other at anywhere and anytime. Therefore, the question is rising on how tourism communication marketing through social media network. It covers the characteristics, which are interactive and hyperlinked, the relative cost, and the online community.

2 RESEARCH METHOD

To investigate the opportunity of tourism communication marketing through social media networks, we conducted a literature review gained from articles from international journal. Then, the journal was evaluated.

This scientific article is based on literature reviews sourced from textbooks and international journals. The references used in the article are inter alia; a study that reviews the enactment of website for the efficiency of tourist destination (Sorlabel, 2015), a study that reviews the impact of digital media on case studies on tourism in NTB East Java (Louis, 2012), a study that covers the utilization of tourism communities as a benchmark for tourism marketing in Australia (Giana & Murphy, 2016), a study that also reviews *Smart Space* as a recommended service for historical tourism (Varfolomeyev, 2015); a study that reviews digital economy of tourism (Samira & Alireza, 2011), a study that reviews the optimization of IT structure using Cloud App (Stancivlescu, 2014), a study that reviews the relation between information technology and the performance of a scientific study on hotel industry (Olten, 2014), a study that reviews entrepreneurship and cultural heritage in the face of opportunities and challenges (Suruqin, 2015), a study that reviews the policy of digital agenda utilization in the community perspective (Robert, 2016), a study that reviews the establishment of historical heritage digital by rural communities (Beel, 2015), and a study that reviews English pronunciation of speakers tourism in cooperate (Folquese, 2015).

The aim of this article writing is to know the opportunity of social media network use and communication marketing in tourism. Therefore, the result of the article is expected to give new ideas on the important of digital media to increase tourism visits and the becoming of tourism destination's positive image of an area, for tourism.

3 RESULTS & DECISION

According to a literature review from books, journals and research thus summarized some factors, which become an opportunity of marketing communication (promotion) through mass media. The factors are:

3.1 *Interactivity*

The bachelors of communication tend to think that interactivity is a communication between two people. For example, some people define interactive as "a level where a process of communication, the participants have control of a role and can exchange message on their mutual dialogue" (Kiouisis, 2002). The interactivity in the era of 2.0 has five important dimensions (Chadwick, 2008), those are (1) a power of entertaining that can be followed; (2) a choice of providing alternative to users, including ending up the communication anytime; (3) a power of connecting that provides

a complete site, which involving the users, and (4) feedback communication that is a two ways communication, provided on many websites by email, mail to where the visitors of the site can insert data and many more on it.

On the social media network, communicator or producer, which transmits promotion message, gets the response from the receiver directly. From the response, communicator analyzes which promotion message, which is responded well and unwell responded promotion message. The best thing of interaction through social media network is its interactive feature. This phenomenon can be described as a cross wonder communication that happens in virtual media.

The study which is entitled digital media induced tourism the case of nature (NBT) in East Java Indonesia (Louis, 2012), is a study utilizing the use of digital media for the structure of tourism promotion. In his study, digital media or website is pictured as media, which are able to offer us experiences virtually concerning tourism destination and influence consumers to choose representative tourism destinations. Unwittingly, within one decade of digital media development as information sources, have increased significantly. Information on tourism can be accessed through website, email, website advertising, blog and social networking site (Olten, 2014). The communities, which are interested in tourism, can exchange information easier by smartphones and gadgets (Stancivlescu, 2014). The booking and cancelation of the location of tourism can be done through social media. An unlimited interaction for virtual world does not.

3.2 *Hyperlink*

One of the great features on a world wide web is hyperlink facility. The term hyperlink can be defined as spots that have a connection to a website, which can be clicked by the users to move to another spot, whether in the same document on the same web or another internet site. In other words, tourists are given many kind of information regarding the tourist destinations only from a website. On the same time, the users will receive much information in detail.

If the user clicks on one link with certain tourism themes, the web display with similar articles will appear to be offered towards the clients. This kind of search gives information on tourism thoroughly. Thus, this facility is an excellence, facilitated on social media only that cannot be found in other media, such as television, radio, magazine etc.

Marketing jargon in tourism, which is quite famous, is an ability to exchange information between different areas. In virtual marketing world, the administrators of tourism agenda update

information concerning tourism information fast. Therefore, the information is transparent and dynamic. The real situation in the field, tourism agency is able to improve the facilities of tourism activities in an area (Giana & Murphy, 2016). In a study, entitled Obtaining Data Envelopment Analysis (DEA) internet helps tourists in seeking information on tourism as much as they want (Sorlabel, 2015). A device named URL helps the searching planning of difficult information when using traditional media. URL for administrators of tourism agency can detect tourists' tendency in choosing tourism objects that become transistors among travelers (Varfolomeyev, 2015).

3.3 *Virtual community*

Virtual communities are more active in the internet than in real life (Papacharissi, 2002). Chatting rooms, e-mail, mailing lists, and other electronic discussion groups are the new examples of spaces where people can use to communicate with each other. People living in different places of the world, that have the same interest can gather and discuss their topic in the internet.

People having interest in tourism usually have their own community where they can share information, experiences, and interests. Virtual community is the right and easy media to use in order to reach their goal. Virtual community can be classified into various kinds of tourism, such as cultural tourism, health tourism, sports tourism, commercial tourism, industrial tourism, agricultural tourism, nature conservation tourism communities, and so on. With the presence of virtual community, tourism agents can promote the excellence of their area of tourism in the right place.

3.4 *The relative cost*

Relative cost factor is one of some factors causing media social based-marketing activity is enthused (Myles, 2005). Opposed to adverting in national media such as television, radio, and printed media with promotion costs counted per second or per inch of the news column, promoting on social media can be less or free cost, just by endorsing a public figure on Instagram. Another way used is by offering promotion message to media social users with loads of fantastic numbers of followers.

In the study entitled *Digital Economy and Tourism Impact Influence and Challenge* (Samira & Alirezza, 2011). In the sector of tourism business, the internet offers facilities of information and some products reservation served by minimizing budget. Digital media has some advantages by providing interactive space and media for sellers and buyers without being limited by any row, column, or duration, which occurs in public traditional media.

4 CONCLUSION

We have investigated the opportunity of tourism communication marketing through social media networks. Interactive advertisements will give more information and solve the problem of communication between the sellers and the customers effectively. This study was conducted by literature review. The results showed that the message conveyed is interactive, in the way similar to dialogue between persons. There is no Delay Feedback in Social Media communication. The producer (the owners of tourism business) and the client (the tourists) can communicate with each other at anywhere and anytime. Therefore, the question is rising on how tourism communication marketing through social media network. It covers the characteristics, which are interactive and hyperlinked, the relative cost, and the online community.

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Experiential marketing implication on museum: A case study on House of Sampoerna Museum

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ABSTRACT: Tourism in many aspects is involving many experiential activities. Museum is one of tourist attractions that arise visitors' emotional experience. The visitor experience is important in terms of developing and managing museum to maintain visitors' visit. This study tries to analyze visitors' different types of experience and expectations when they visit museum through perceived value. The data is collected and analyzed using Schmitt's experiential marketing approach and a questionnaire of visitor experience and expectations. Some related discussions were proposed at the end of this paper.

Keywords: experiential marketing, museum, interpretation

1 INTRODUCTION

Museums, national parks and historic places have been recognized as a catalyst in increasing tourist visits all around the world. Heritage tourism, in all its forms (including museums) can be identified as a city identity or landmark (Katam & Abadi, 2005). Museum is categorized as indoor and outdoor heritage attractions including historic buildings (palaces and homes), art galleries and theatres (Yale, 1991).

One of the historical buildings is the House Of Sampoerna (HOS) Museum. This building was founded in 1862 and remains in use as a place of cigarettes production as well as the tourist destinations in Surabaya. The building has been partially converted into a museum that shows the journey of Sampoerna as the largest cigarette company in Indonesia, the 154-year old building now is declared as a national historical site (Tarekat, 2010).

Nowadays many heritage tourist attractions competes each other to attract tourists. Operators of tourists' attractions are competing in offering experience and interpretation for the visitor. Having both experience and interpretation are the triggers that make people wants to taking a trip in the first place (Swarbrooke, 1995). The interpretation itself is an educational activity that aims to uncover the meaning through direct experience and media illustrations (Seabroke & Miles, 1993). Interpretations have to be provided, because some

artifacts (or collections) in particular do not speak for themselves and their meaning could often be hidden (Noakes, 1997). That is why interpretation plays a key role in attracting visitors to museums. Effective interpretation can enhance the quality of the experience for visitors and encourage continued visitor interest in tourist attraction in this case the museum.

It should be underlined that the interpretation is one of the key elements in delivering education for visitors. This statement is consistent with the museum's purpose in communicating and exhibiting collections to several of visitors. Thereby interpretation has a role in the provision of more enjoyable facilities and lead to conservation and sustainability (Timothy & Boyd, 2002). One method to bring visitors to museum is through experience marketing. Experiential marketing is the process of identifying and satisfying customer needs and aspirations profitably, engaging them through two-way communications that bring brand personalities (museum) to life and add value to the target audience (Smilansky, 2009). This experiential marketing provides benefit for bringing a brand personality to life (Smilansky, 2009). For example, if a museum targets young students and the brand personality is inquisitive then the interactive experience will be focused on a similarly inquisitive activity, such as a game that involves problem solving similar to an amusement center offers in Montreal Canada (A/Maze Escape Game Montreal). This approach can strengthen

the relationship between visitors and the museum through interactive experiential activity while visiting and experiencing the museum. This is in line with what Trauer suggested that tourism involves experiential and emotional nature (Trauer, 2006).

2 LITERATURE REVIEW

2.1 Interpretation

“Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource” (NAI). Drummond argued interpretation and presentation are central to the discussion on authenticity and heritage interpretation provides the key to successful management (Drummond, 2001).

According to Seabroke and Miles (1993) interpretation not only identifies an information, but to collect, process and present a rapid, precise and interesting information to be presented, so that the visitors feel interested in and then have a strong desire to dig up information that has not been revealed on a website, buildings and artifacts that would lead to a form of appreciation.

Interpretation should aim to increase visitor awareness of conservation, respect the cultural values and appropriate behavior on a historical building. It supported with statements from Uzzel and Ballantyne (1998) which says that interpretation is a tool to preserve a historic building.

The principle of interpretation in its implementation should have a specific purpose, such as Seabroke and Miles (1993) proposed that the purpose of interpretation are: a) To provide an enjoyable and rewarding educational experience for visitors, b) To enhance visitor appreciation and understanding of the site, c) To maximize the carrying capacity of the site and minimize the impact of visitors, d) To promote an understanding of the agency providing or operating the site. Thus in advance, the purpose of interpretation at the museum is to add value, good positioning for the museum product, attract markets, and reflect personal and organizational ethics.

However, too many heritage presentations are information led. Interpretation twists the approach to make it audience-led. The challenge is to arouse the visitors' curiosity, to involve and engage them with the site. Through this engagement, visitors are encouraged to think for themselves and to want to discover more: 'revealing, something of the beauty and wonder, the inspiration and spiritual meaning that lie behind what the visitor can with his senses perceive' (Tilden, 1997). Based on the principles of learning by doing, Lewis recognized that people retain about: 10 per cent of what they hear,

30 per cent of what they read, 50 per cent of what they see, 90 per cent of what they do (Lewis, 1994). Lewis argues that the real aim of active participation is to engage the visitor's mind, to generate a sense of discovery. There are two basic interpretation approaches to increase visitor experience in museums.

First, the personal interpretation; Veverka (1994) stated that the fundamental element of verbal communication is to consider the words we use or how we say to them; they may convey hidden messages as well. It means that the tourist site operators must know the characteristics of the visitors, so that they can sort out the information that will be presented to the various types of visitors. Personal interpretation or better known as tour guiding can make people feel more comfortable and enabling two-way communication that will initiate an interesting discussion. In short, it all depends on the abilities and talents of each individual to communicate and attract interactively (Sharpe, 1982).

Secondly, non-personal interpretation; it is the way of communicating information to visitors using a device or media. The objective of this method is to facilitate the interpreter beyond his ability to complement and enhance the information that will be presented to visitors (Sharpe, 1982). Some of media used can be audio-visual devices, printing material (brochures and leaflets) and exhibits.

Museums have to take into account the visitors behaviors and needs in various aspects, such as service, equipment and psychology to meet their needs and desire for knowledge and experiences. One method that can be used to attract visitors while providing an exciting experience for visitors is through experiential marketing.

2.2 Experiential marketing

Schmitt (1999) presented five types of experience marketing approaches or also known as strategic experiential modules including *sense, feel, think, act, and relate*. According to Schmitt (1999), “sense” appeals in creating sensory experiences through sight, sound, touch, taste and smell to consumers' senses. “Feel” appeals to customers' inner feelings and emotions, its objective is to create affective experiences ranging from mildly positive moods to strong emotions of joy and pride. “Think marketing” refers to the intellect in order to deliver cognitive, problem-solving experiences that engage customers creatively. “Act” targets physical behaviors, lifestyles, and interactions and enriches customers' insights by targeting their physical experiences, showing them alternative ways of doing things. Finally, “relate marketing” creates experiences by taking into account individuals' desires to be part of a social context. Museums

should provide a stimulus to engage customer experiences in order to make the museum more attractive. Schmitt (1999) suggested experiences occur as a result of encountering, undergoing or living through things. According to Schmitt, the sense module intended to motivate customer (visitor) and to add value to product (museum). Feel module is intended to trigger certain emotion of the customer (visitor) to engage in empathy. Think module is intended to engage customer creatively, while the act module is intended to show customer alternatives of doing things. The final module (relate) to portrait individuals want to relate to outside their private state.

This concept of experience marketing is applied in conducting visitors' experience at House of Sampoerna Museum. The experiential modules (sense, feel, think, act and relate) were used to measure the visitors' interpretation when they visited House of Sampoerna Museum.

3 METHODOLOGY

This study is conducted using a single case study and the House of Sampoerna Museum is selected as the study site. The Schmitt's experiential marketing is used as a method to measure visitor perceived experiential value and satisfaction. This method emphasize on Schmitt's experiential framework of customer experiences: sense, feel, think, act, and relate. This framework is used to construct questionnaire to obtain experiential value among the current visitors of House of Sampoerna Museum. This study used participant-observation; visitors at the museum are given a series of questionnaire asking about their perception on the museum's facilities and their interpretation toward the museum based on what they experienced during their visit. Accidental sampling technique was adopted by having a total of 100 respondents set as the sample size. The respondent consists of 63% women and 28% are men. 21% of the total sample are students. Then, descriptive analysis and scale measurement carried out in the data analysis.

4 RESULT AND DISCUSSION

Respondents were given questionnaire with Likert scale measurement. Questionnaire was constructed into Schmitt's five types of experience marketing (sense, feel, think, act, and relate). Visitors are questioned about what they sense through a series of museum facilities and collection. For the first indicator of sense visitors are questioned about their sense on signage, audio visuals, tour guide, uniform, diorama, collection display, information

board, and the building itself. Each part of the indicator has a certain score. Feedback or answer given by the respondent for each indicator is shown [Table 1](#).

Based on the table above, respondents' "sense" about the museum is average (scale 1-5). It is considered as sufficient. It means what visitors see, touch and hear in museum somehow appeal to be satisfying for the visitors. From the result findings it indicated that the museum was lack on signage that supposed to directing visitors while experience the museum sequentially. The module "feel" achieved average score as shown on [Table 2](#).

From the table above it can be seen that the score 2.67 means less than adequate. It shows that the museum unable to evoke visitors' emotions either from the museum atmosphere or from a guided tour. Indeed the tour guide should have a big potential to influence the emotions of visitors, but seemingly the tour guide was not able to nurture the emotions of all tour participants. The problem lays on how the tour guides explain or interpret the displayed museum collection. It is understandable that most of the tour guides are volunteers with various backgrounds and many of them were lack of experience. It is a must for the museum management to give more attention in recruiting and training future tour guide volunteers.

Table 1. Respondent feedback on "sense".

"Sense" indicators	Score
Signage	1.97
Audio visual	3.57
Tour guide	3.67
Uniform	3.46
Diorama	2.58
Collection are well-displayed	2.52
Information boards layout	3.36
Do you think the museum building is beautiful?	2.43
Average score	2.98

Table 2. Respondent feedback on "feel".

"Feel" indicators	Score
Do you feel excited while watching movie aired by museum?	2.18
When you listening to tour guide, do you feel strong emotion about the museum?	2.25
Do you feel excited to see well-displayed museum collection?	2.11
Do you feel the ambience of Surabaya in the past when you are in the museum?	2.06
Average score	2.67

The average score on table 3 pointed out that the museum seemed to lack in delivering cognitive and problem-solving experiences. The results showed that visitors were less satisfied with their personal choice when they were asked to think about their experience while in the museum. According to Schmitt (1999), think experience creates customers' creative thinking to form their own evaluation towards the company and its brand, or in this case is the museum. It seems that the museum stimuli were unable to trigger the curiosity of visitors to explore more of the museum.

The fourth indicator in experiential marketing is "act". This indicator used to measure the visitors physical behaviors, lifestyles, and interactions while experience the museum. The visitors result on "act" is shown on Table 4. The score showed that visitors have a less interactive experience at the museum. Although the museum offers a tour package, it seemed that package were not too amusing, the museum seemed "fail to improve" the visitor passive interactions. The facilities and the programs offered by the museum were not able to attract visitor to become more actively experienced the atmosphere of the museum.

The last indicator is the "relate" factor. The indicator measures the visitors' desires to be part of a social context (see Table 5).

This module represents visitor's attachment to future social actions as a result of visiting the museum. The result from relate module is shown on Table 5. The feedback from "relate" represents the most typical museum visitors. Visiting museum to most visitors seemed like an ordinary visit. However it is understandable, that people's value change from time to time. For example, students who visit museum value the interpretation differently than adults.

Table 3. Respondent feedback on "think".

"Think" indicators	Score
Your experience while in the museum helps improving your knowledge	2.48
Your audio visual experience in the museum helps improving your knowledge	2.26
Tour guide helps improving your insight	2.06
The museum website is very informative	2.66
Explanation on information boards helps improving your knowledge	2.55
You can imagine the environment of the factory by seeing the diorama	2.32
You can travel back in time to Asian African Conference when observing the building of House of Sampoerna	2.58
Average score	2.42

Table 4. Respondent feedback on "act".

"Act" indicators	Score
You can use available computer for searching certain information	2.46
You watched the movie aired by the museum enthusiastically	1.94
The museum offered interesting tour package	2.14
Average score	2.18

Table 5. Respondent feedback on "relate".

"Relate" indicators	Score
By observing the building, makes you feel like to conserve it	2.22
Well-informed by the museum makes you interesting in developing it	2.03
Museum officer has motivated you to participate in developing museum	2.25
You are expecting the management of the museum provide a medium for history lovers	2.41
Average score	2.22

5 CONCLUSION

This study provides insights for the museum to have an in-depth understanding towards the indicators (i.e., sense experience, feel experience, think experience, act experience, and relate experience) that contributing to the experiential value with their visitors. Furthermore the result enables the museum management in identifying relevant approaches to build a strong experiential value with their visitors.

The result suggests the museum to improve sufficient resources such as competence interpreters for creating an additional value for the visitors to create a more enjoyable museum experience. Although the study finding provides some insights to the researchers, these findings should be put into a limitation. This study was adopting accidental sampling technique method, thus the result should not be generalized to represent the perceived value of the museum visitors' experience. It is recommended to adopt probability sampling method for future research.

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Investigating the impact of marketing mix and customer purchasing decision process on satisfaction: A study on Neo milk bar in Jakarta

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ABSTRACT: The aim of this study is to examine the degree of marketing mix, customer purchasing process, and customer satisfaction; and to investigate the influence of the marketing mix and customer purchasing decision process to customer satisfaction at Neo Milk Bar Jakarta. The respondents of this study were selected from 96 respondents in the Neo Milk Bar with convenient sampling method. The results fully support hypothesis stating that the effect of marketing mix and Customer Purchasing Decision Process on Customer Satisfaction is significant. The p value is less than 0.05. This study is expected to contribute to the existing literature of both theoretical and managerial approaches to understand the pattern of the marketing mix, customer purchasing decision process, and customer satisfaction, especially in restaurant industry settings.

Keywords: marketing mix, customer purchasing decision process, and customer satisfaction

1 INTRODUCTION

Neo Milk Bar's location is close to Kalibata, next to Nifarro Apartment on Jalan Raya Pasar Minggu KM.18 No.18, South Jakarta. Unlike any other bars that serve alcoholic beverages, Neo Milk Bar offers a selection of menu from milk. The bar's major products are from milk, such as milkshake, pure milk, or the gravy of noodle is even taken from milk. Besides, the bar also serves waffles, pancakes, toast and many others that become youngsters' favorite recently. Therefore, many young customers choose to eat or spend their time at Neo Milk Bar. One of the strategies that Neo Milk Bar has done is to maintain the marketing mix elements (Price, Place, Product, and Promotion).

Social media is already used as promotion media for Neo Milk Bar. Zomato.com is one of the examples. The number of people checking-in at Neo Milk Bar in Zomato is approximately 193 times. Besides, 78 reviews with 140 photos are also shared. In addition to Zomato.com, Neo Milk Bar is cited on www.qraved.com. It is a journal web for food and beverages completed with restaurants reviews and recipes. Neo Milk Bar has been declared as the fifth out of 11 coolest restaurants in Pasar Minggu. Several other media such as Net TV, www.dream.co.id, which is subsidiary from www.kapanlagi.com, have reported Neo Milk Bar for their programs.

Given the situation above, the researchers are interested to discuss about this field deeply. As a new restaurant, Neo Milk Bar needs several elements to gain their income and loyal customers. With the rapid growth of the new concept restaurant in the business market, switching behavior among customers was high and organizations have to increase efforts in order to retain their customers (Alden, 2012).

In this case, this bar needs the marketing mix elements. This marketing mix will facilitate the consumers to both gather information from social media and to encourage them to eat and drink at the bar. In that point, there is an analysis on the evolution rather than a merely an analysis on consumers satisfaction. As bar business belongs to Hospitality and Tourism industry, the most important thing to discuss is how to sell the products with the suitable price, how to find the best method of promotion, and how to select the strategic place of the bar. Therefore, the businesses need to compete with one another in order to stand out from other competitors and to survive in the industry (Aisha, 2013).

In addition, we need to know how customers' react to the bar and whether the bar will work or not. Therefore, the problem identification of this research is to determine to what extent marketing mix improves customer purchasing decision process that create customer satisfaction in Neo Milk Bar Jakarta. Thus, the main objectives of the research are as follows:

- a. To examine the degree of marketing mix, customer purchasing decision process and customer satisfaction at Neo Milk Bar.
- b. To examine the influence of the marketing mix and customer purchasing decision process toward customer satisfaction.

2 LITERATURE REVIEW

2.1 *Marketing mix*

Marketing is a set of steps that deliver value to be remembered by customers. It can create a relationship with customers as well as providing benefits to the organization (Armstrong & Kotler, 2011). Bay, Petrizzi and Gill (2008) confirms that when organizations apply marketing mix in their business, it will increase sales and profits for their organization. Therefore, it is able to achieve the marketing target. Elements in marketing mix; namely, product, price, place, and promotion (4P's) are the controllable tools that will contribute to customers' satisfaction (Shankar & Chin, 2011, Sable 2013). In marketing, there are several elements as the foundation of each company. "*The Marketing Mix is the set of tactical marketing tools—Product, Price, Promotion, and Place—that the firm blends to produce the response it wants in the target market*" (Armstrong & Kotler. 2011).

McCarthy in Kotler and Keller (2012) classify various marketing activities into marketing-mix tools of four broad kinds, which is called the four P's of marketing: product, price, place, and promotion. Each firm strives to build up such a composition of 4-P's, creates the highest level of consumer satisfaction, and at the same time, meets its organizational objectives. These elements are connected to each other.

2.2 *Customer purchasing decision process*

Kotler and Keller (2012) suggest that the purchase decision-making process can be divided into five stages as follows:

2.2.1 *Problem recognition*

The purchase process begins with an introduction to the problem or need. The need may arise when the buyer feel any external or internal stimuli that encourage him to recognize the need. Internal stimuli arise from within an individual himself, while the external impulse comes from outside of an individual or from the environment. Then, there are needs to have a certain level of intensity. The greater the level of intensity, the more powerful impetus arising to reduce them by looking for new objects that can satisfy their needs.

2.2.2 *Information search*

Consumers who feel the need for the stimulus will then be encouraged to seek and gather information as much as possible. The stimulation is classified into two levels. The first level is strengthening. At this level of attention, people become more sensitive to product information. The next level is to actively search for information. At this level, people start reading the expected material, calling a friend, and visiting the shop to learn about a particular product. A source of consumer information can be classified into four groups, namely private sources, commercial sources, public sources, and experimental sources. Through the collection of information obtained from various sources, consumers can then learn brands competing along with these brand features.

2.2.3 *Evaluation of alternative*

After receiving a lot of information, consumers will learn and process this information to arrive at a final selection. There are many processes of evaluation or assessment of consumers towards the product. However, the latest model is a cognitive orientation that sees consumers as a maker of considerations regarding products mainly based on rational considerations and standards. To know the evaluation process carried out by consumers, below are some basic concepts to understand as follows.

2.2.4 *Product attributes*

These attributes weight important characteristics for consumers. Marketers must understand that not every consumer concerns with a product attribute.

2.2.5 *Confidence in the brand*

Consumers tend to gain confidence that each brand has advantages in certain attributes based on experience or information obtained.

2.2.6 *Purchase decision*

If the consumers decide to buy the product, then they must make a decision regarding the brand, price, seller, quantity, time, and method of payment. However, the decision is not always made through the process mentioned above. In fact, not all products require the decision process. For example, consumers on food do not necessarily need any considerations to plan and purchase the products.

2.2.7 *Post purchase behavior*

After purchasing a product, consumers will experience a feeling of satisfaction or dissatisfaction; this will affect the action after the purchase. The attitude of satisfied consumers toward the products becomes stronger and vice versa.

Given that situation, the marketers can make some efforts to advertise the feeling of satisfaction from the consumers who have purchased certain brand or shopped in certain location. On the other hand, marketers can minimize feeling of dissatisfaction by taking suggestions for product improvements, additional consumer services, and so on.

2.3 Customer satisfaction

Previous studies found that one of the major determinants of customer loyalty is customer satisfaction, indicating that in every business and market, customers need to be satisfied before they can become loyal (Parasuraman, Zeithaml & Parasuraman, 1988; Lin & Wang, 2006). According to the theory, Kotler (2011), states the key to retain customers is using customer satisfaction. Indicators of consumer satisfaction can be seen from the details below:

- a. Re-purchase
It refers to buyback, where customers will return to the company to look for goods/ services.
- b. Create a Word-of-Mouth
In this case, the customer will say good things about the company to others.
- c. Creating Brand Image
- d. Customers will pay less attention on brand and advertising from competitors' products.
- e. Creating Purchase Decisions at the same Company
- f. Buy another product from the same company

2.4 The influence of marketing mix on customer purchasing decision process and customer satisfaction

Satisfaction becomes a very important role in the purchase of products and services from consumers. These current findings are also in line with the previous studies by Amelia et al., (2015) stating that product, price, promotion, distribution channel variables and purchase decision process have positive and significant effect on customer satisfaction. It can be concluded from these definitions that customer satisfaction is influenced by purchasing decisions. Having recognized the products, price, distribution channels and promotion, then consumers make purchase decisions. According to Martin et al., (2008), consumer satisfaction is an important factor to predict consumer behavior and more specifically the repeat purchase. The decision process is sometimes irrationally performed since it is based on an understanding of unreliable information. If that happens, consumer might not finally feel satisfied with the product or services they bought. (Dapkevičius and Melnikas, 2009: 20)

2.5 Research model and hypothesis formulation

Research framework was drawn from many researches and many theories. In addition, the questionnaire was designed by using marketing mix idea from Kotler (2003). Kotler and Keller (2012) customer purchasing decision process theory was used, and customer purchasing decision process was taken from Kotler (2011). Based on the review of the related literature, the following research hypotheses are developed:

- a. H_0 : Marketing mix has no influence to customer satisfaction
 H_a : Marketing mix influences customer satisfaction
- b. H_0 : Customer Purchasing Decision Process has no influence on customer satisfaction
 H_1 : Customer Purchasing Decision Process has influence on customer satisfaction

3 METHODOLOGY

This study intends to investigate whether there is a relationship between marketing mix, customer purchasing decision process and customer satisfaction. In this research, a quantitative descriptive is employed since the data obtained by the researchers are based on quantitative (Sugiyono, 2013). The relevant unit of analysis for this research is the customers at Neo Milk Bar that are given several questions that become the result of this research. Non-Probability sampling was used in this research. Based on the formula of non-probability sample, at least 96 respondents at Neo milk bar were used and distributed by convenience sampling due to the ease access of the researchers. In this research, the multiple regression analysis and R square analysis are used to study whether or not there

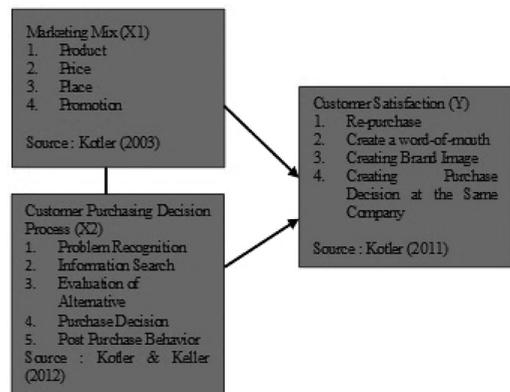


Figure 1. Research model.

is a significant relationship and influence among variables. Then F-test and T-test are conducted to test the hypothesis and to see if there is significant influence of marketing mix and customer purchasing decision process toward customer satisfaction level at Neo Milk Bar.

4 RESULTS AND DISCUSSION

The means and standard deviations of the research variables can be found in Table 1. From the table below, the five point Likert scale with 5 indicators is used in the measurement of the marketing mix disagree with promotion with 3.16 mean score. This is in accordance with the condition since staffs did not inform the discount or promotion about the product (food and beverage) to costumers. They do have sign, picture, banner about the promotion and discount, but the customers pay less attention to those. In this case, in promotion, the merits of the product should be communicated in order to persuade target customers to buy it (Armstrong & Kotler, 2011).

Table 1 revealed that the overall level of customer purchasing decision process and customer satisfaction ranged from 3.46 to 4.21 (agree to strongly agree) and the highest score was price (4.22). The price at Neo Milk Bar was affordable. It is a great way to set a price like that because from the respondent occupation, students were the highest occupation who mostly visits Neo Milk Bar. Regarding the price, they felt the price was reasonable, as well as the others. In short, the results showed that the customers were satisfied. Therefore, they come again and repeat purchase for more than once.

4.1 Coefficients of determinant

The determinant test shown in table 2 that the value of Adjusted R Square was 0.655, indicating that Marketing Mix (MM) and Customer Purchasing Decision Process (CD) were able to explain 65,5 percent of the variance in Customer Satisfaction, and the other 34,5 percent were influenced by other factors, which are not being observed in this research. It can be characterized as strong using the rule of thumb that a correlation greater than 0.20.

4.2 Result of multiple regressions analysis

To test the hypothesis, this study used F-test by comparing the F-value. The F-value for this study is also attained from the multiple regression analysis and conducted through computer program SPSS Statistic version 20. Table 3 above

Table 1. Summary of the distribution of respondents by marketing mix and customer purchasing decision process across customer satisfaction.

Variable	Sub variables	Mean score	Result
Marketing Mix	Product	3.94	Agree
	Price	4.22	Agree
	Place	3.91	Agree
	Promotion	3.16	Nor Disagree
Customer Purchasing Decision Process	Problem recognition	3.98	Agree
	Information search	3.46	Agree
	Evaluation of alternative	3.89	Agree
	Purchase decision	4.01	Agree
	Post purchase behavior	3.78	Agree
	Re-purchase	3.91	Agree
	Create a word-of-mouth	3.90	Agree
Customer Satisfaction	Creating brand image	3.47	Agree
	Creating purchase decision at the same company	4.21	Agree

Source: Primer Data SPSS, 2015.

shows F-value calculated for this relationship. The F-statistic, or F-value calculated for this study is 91.259. With 2 and 93 degree of freedom, then the F-critical value attained from the F-table is 3.09. The comparison results that F-statistic is greater than F table, $91.259 > 3.09$ or $p = 0,00 < 0,05$. This result explained that null hypothesis is rejected. Therefore, the alternative hypothesis is accepted. Therefore, the effect of marketing mix and Customer Purchasing Decision Process on Customer Satisfaction was significant. This is proven by the probability of < 0.05 , which means there is a significant effect.

As seen from table 4, the results revealed that the effect of marketing mix and customer satisfaction has strong influence.

The comparison results that T-statistic is greater than T-critical value, $= 6,316 > 1,9858$, significance 0.00 less than 0.05 therefore H_0 is rejected. In addition, the effect of Customer Purchasing Decision Process affects on customer satisfaction with the statistical test of the β coefficient

Table 2. Coefficients of determinant.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,814(a)	0,662	0,655	0,262	2,250

a. Predictors: (Constant), CD, MM.

b. Dependent Variable: CS.

Table 3. Anova test result.

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	12.533	2	6.267	91.259	.000 ^b
	Residual	6.386	93	.069		
	Total	18.919	95			

a. Dependent Variable: CS.

b. Predictors: (Constant), CD, MM.

Table 4. Regression analysis of marketing mix and customer purchasing decision process on the customer satisfaction.

Model		Non-standardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,418	,346		-1,210	,229
	MM	,594	,094	,527	6,316	,000
	CD	,536	,126	,355	4,255	,000

a. Dependent Variable: CS.

($t = 4,255 > 1,9858$, $p = 0.00 < 0.05$) therefore H_0 is rejected.

5 CONCLUSION

Based on the overall data, the result proves that there is a significant influence between marketing mix and Customer Purchasing Decision Process on Customer Satisfaction. This finding was supported by Belohlavek et al., (2006) and Martin et al. (2008) states that targets and marketing mix is set of actions aim to influence purchasing decision simultaneously to influence purchasing decisions.

Neo Milk Bar had less action to inform about the promo and discount to customers. However, Neo Milk Bar has components of item that leads customer to make a purchase, such as the price, the unique name, and others. This research also showed that promotion needs more attention based on the table 1, which ended up a solution to improve Neo Milk Bar, such as the following.

1. Enabling customers to find the location of Neo milk bar. It can be done by giving a direction sign.

2. Spreading the brochure in any places that has prospective consumers, such as campuses, offices, etc. to introduce Neo Milk Bar into a wider community.
3. Making member cards to inform special promo, discount, or event. Therefore, Neo Milk Bar could send a message blast to them in to attract them to come.

This research has several limitations that are necessary to note and indeed such limitations offer opportunity for future research and make further contribution to the body of knowledge.

First, the results here need to be viewed with caution, regarding the result of coefficients of determinant, there were 34,5% influenced by other factors. This research focused only 4 P's but the future research should continue to search for more appropriate variables and authors such people, process and physical environment need to be explored for the future research. However, there are other important factors at Neo Milk Bar to encourage people or staffs for business. The design, furnishing, lighting, and decoration at Neo Milk Bar as well as the appearance and the attitudes of the employees have a certain influence on the quality

of the service and customer experience. Second, the study had limited sample and unknown. Perhaps future studies will benefit to compare with other similar bar and more accurate.

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The impact of attitude, subjective norm, and motivation on the intention of young female hosts to marry with a Middle Eastern tourist: A projective technique relating to Halal sex tourism in Indonesia

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ABSTRACT: Halal sex tourism refers to a paid sexual activity between a male tourist and a female host under an Islamic contract marriage for a certain period of time to avoid adultery. One of the examples occurred between Middle Eastern male tourists and young female hosts in Indonesia. The objective of this study is to examine the impact of attitude, subjective norm, and motivation on intention of young female host to marry with a Middle Eastern male tourist. In this study, motivation is treated as two different variables—Taking/Receiving and Giving (TRG) and attitude towards Middle Eastern tourists are considered two variables too: favorable and unfavorable. A projective technique was applied to collect data and it attracted 199 participants. Findings indicate that subjective norm significantly influences intention and taking/receiving motivation significantly influences giving motivation.

Keywords: Halal sex tourism, projective technique, favorable and unfavorable attitude, Taking/Receiving and Giving motivation (TRG), Middle Eastern tourists, confirmatory factor analysis

1 INTRODUCTION

A wave of Middle Eastern tourists visiting to Indonesia occurred in 1989 (Filali, 2011) after a criminal event called ‘blue diamond affair’ which involved a Thai laborer who worked in Saudi Arabia and causing a ban of Saudi Arabia tourists visiting Thailand (McClincy, 2012). Since then, the Saudi Arabian tourists along with other tourists from other Middle Eastern countries looked for another destination but similar to Thailand.

Bajunid (1999) revealed that one of the motivations of Middle Eastern tourists visiting Thailand was for sex. Further, one of their motivations for visiting Indonesia was for sex too (Sufa, 2010). In Indonesia, they chose Muslim sex workers or ordinary local women to be married before they obtain their ‘service’ (Shafra, 2010). The primary authors consider it as halal sex tourism.

The term of halal sex tourism or halal ‘meat’ is often used by bloggers or journalists rather than researchers. In the current and previous works, the authors started adopting this term into scientific literature (Suhud & Sya’bani, 2014). Halal sex tourism refers to a paid sexual activity between a tourists and a resident under an Islamic contract marriage for.

Halal sex tourism refers to a paid sexual activity between a male tourist and a female host under an Islamic contract marriage for certain period, days, weeks, or months, under a contract to avoid adultery. Therefore, both of the actors must be Muslims. Contract marriage becomes a controversial as it is obviously forbidden. However, Shia (a branch of Islam) community practices contract marriage.

Halal sex tourism in Indonesia, particularly in Bogor, West Java province, attracts not only sex workers but also ordinary women and even school-aged residents who are interested in gaining proper fee from the tourists. For men who are involved, contract marriage is used to seek sexually satisfaction whereas for women it is for obtaining money. Contract marriage for a woman is like leasing genitals that can plunge her into prostitution (Wahyuliarmy, 2007) and leads to trafficking (Augustia, 2007).

The objective of this study is to examine the impact of attitude, subjective norm, and motivation on intention to marry with a foreign tourist and the impact of intention along with taking/receiving motivation on giving motivation. In this study, motivation to marry with a foreign tourist is treated as two different variables—taking/receiving motivation and giving motivation.

So far, contract marriage has been gleaned by prior researchers in different perspectives, such as religion, economic, legal, psychology, social, and culture (Afifi, 2014; Augustia, 2007; Haryono, 2011; Hasanah-Nim, 2010; Safitri, 2013; Syahbana, 2015; Tektona, 2013; Wahyuningsih, 2005). Most previous studies were conducted using a qualitative approach. Differently, this current work contributes in the literature and research methods in the tourism field. Besides, there is lack of study on halal sex tourism, using a mixed-methods approach and projective technique, and predicting behavioral intention.

2 REVIEW OF LITERATURE

2.1 *The proposed research model*

This study is addressed to test the proposed research model below. This model consists of favorable/unfavorable attitude, subjective norm, taking/receiving motivation, and giving motivation, and intention to marry with a Middle Eastern male tourist.

2.2 *Theoretical background*

2.2.1 *Theory of reasoned action*

Theory of Reasoned Action (TRA) was introduced by Fishbein and Ajzen (1975) in the field of social psychology. This theory was designed to predict one's behavioral intention. It consists of determinant factors including belief, attitude, subjective norm, intention, and behavior. Since then, TRA and the extension of TRA are applied by scholars in various setting of study fields. However, there is paucity of study employing TRA in predicting

one's intention to marry with a foreign tourist, be involved in contract marriage or any type of marriages. However, as sex tourism or halal sex tourism relates to a sexual activity, the authors found studies focusing on behavioral intention to use condoms, for example, Jemmott and Jemmot III (1991), Kashima, Gallois, and McCamish (1993), and Bosompra (2001). These three studies demonstrated that attitude and subjective norm were important variables to predict condom use intention.

In the field of tourism study, TRA or variables such as attitude and subjective norm has been used widely for example by Ryu and Jang (2006) to predict tourists' intention to experience local food and (Suhud, 2014) to predict volunteer tourists and potential volunteer tourists' intention to be involved (again) in a volunteer tourism project. While all studies mentioned above treated attitude as a single variable, particularly in this study, attitude is separated into two different variables: favorable and unfavorable attitude (Ajzen, 2006).

According to Suhud and Willson (2016a) favorable attitude of young female hosts toward Middle Eastern male tourists consists of two dimensions: tourists as a common tourist and tourists as an income contributor. Furthermore, unfavorable attitude towards Middle Eastern male tourists consists of two dimensions too: tourists as a villain and tourists as a lust seeker. So far, these two variables have never been tested to predict behavioral intention relating to sex tourism. Therefore, in this study, favorable and unfavorable variables are tested to see their impacts on behavioral intention. Besides, these two variables are sequentially installed in the theoretical framework in purpose to understand potential different results.

2.2.2 *Motivation on intention*

In her study, Safitri (2013) interviewed three women to explore motivating aspects why they were engaged in contract marriage with expatriates. According to her, this motivation consists of two dimensions: first, intrinsic factors include psychological, physiological (biological), financial security, pride, contract marriage is common in society (socially and culturally), and less of religious value. Second, extrinsic factors include the easiness to practice contract marriage.

A study conducted by Moon, Ryu, and Lee (2012) included intrinsic motivation as one of variables to predict intention, particularly subjective norm. Another study done by (Hagger & Armitage, 2004) also employed intrinsic motivation to predict intention. As a result, both of these studies demonstrated a significant impact of intrinsic motivation on subjective norm.

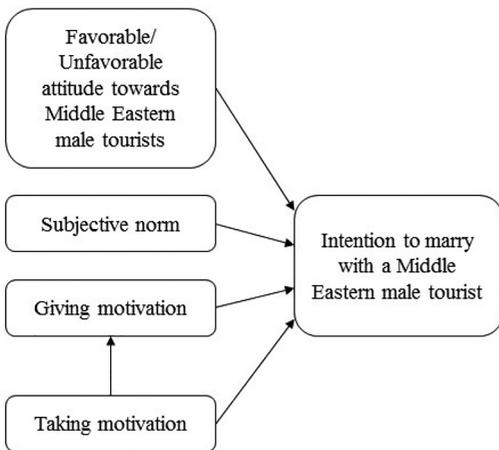


Figure 1. The proposed research model.

The authors adopt the idea of separating motivation into two different variables: taking/receiving motivation and giving motivation which own two opposite meaning, philosophy, and direction from Suhud (2013). In his study, Suhud identified dimensions of motivation in volunteer tourism into taking/receiving motivation (physiological and social interaction) and giving motivation (public service and environmental). The taking/receiving motivation refers to be egoism and self-interest motivation whereas giving motivation tends to be altruism.

Purwana, Suhud, and Arafat (2014) assessed the idea of taking/receiving and giving motivation in entrepreneurship field and found that this idea is adaptable. Furthermore, Suhud and Sya'bani (2014) tested this within a halal sex tourism setting and documented that it is also suitable. While other scholars have not paid attention yet on this motivation separation, Suhud (2013), and Suhud and Willson (2016c) made some attempts in their studies and found that taking motivation significantly has an impact on giving motivation

2.3 Hypotheses

Based on the literature review and proposed research model above, here are the hypotheses to be tested in this study:

- H₁—There is a significant impact of favorable/unfavorable attitude towards Middle Eastern male tourists on intention to marry with a Middle Eastern male tourist
- H₂—There is a significant impact of subjective norm on intention to marry with a Middle Eastern male tourist
- H₃—There is a significant impact of taking motivation on intention to marry with a Middle Eastern male tourist
- H₂—There is a significant impact of taking/receiving motivation on giving motivation to marry with a Middle Eastern male tourist
- H₃—There is a significant impact of taking/receiving motivation on intention to marry with a foreign tourist.

3 METHODS

3.1 Participants and sampling selection method

A projective technique was used to select participants for this study. Projective technique is a way to collect data by asking respondents about other persons (Klopfer, 1973; Steinman, 2008). This technique was applied for two main reasons: (a) Sex tourism is a sensitive issue and the authors found difficulty to approach potential participants; (b) For this

quantitative study, the authors need a big number of participants while it was challenging to find participants who experienced in contract marriage.

Two hundred thirty-nine young female host participated, but only 199 data were usable. These participants live nearby the villages where cases of contract marriage between tourists and hosts occurred. These villages are situated in Bogor, West Java, about 70 kilometers from Jakarta, the capital of Indonesia. All participants were female and aged between 13–18 years old, predominantly aged 15 (85 participants) and 16 (83 participants) years old.

3.2 Measures

Favorable and unfavorable attitude towards Middle Eastern male tourists were measured by adopting indicators from Suhud and Willson (2016a). In addition, to measure subjective norm, the authors adapted indicators used by Ajzen (2002), and indicators from Zikmund and Babin (2006) to measure behavioral intention. To measure motivation variable, the authors applied 20 of 24 indicators validated by Suhud and Sya'bani (2014). The scale used for all variables was a seven-point Likert's scale from 1 for extremely disagree to 7 for extremely agree. The instrument was delivered in Bahasa Indonesia.

4 DATA ANALYSIS AND FINDINGS

Data was analyzed in two sequential steps: the first step was to conduct exploratory factor analysis to validate data, developing dimensions of each variable if any, and retaining indicators of each dimension and/or variable (Allen & Bennett, 2010). For this purpose, the authors used SPSS version 22. After validating the data, a reliability test for each dimension/variable was conducted. A dimension or variable construct is considered reliable if it has a Cronbach's alpha score of 0.7 and greater (Hair Jr., Black, Babin, Anderson, & Tatham, 2006).

The second step was to conduct confirmatory factor analysis to examine the proposed model. For this purpose, the authors employed AMOS version 22. To attain a fitted model, some criteria were selected including probability (p) (>0.05), CMIN/DF (≤ 2.00), CFI (>0.97), and RMSEA (<0.05) (Bentler, 1990; Browne & Cudeck, 1992; Schermelleh-Engel, Moosbrugger, & Müller, 2003; Tabachnick & Fidell, 2007).

4.1 Exploratory factor analysis

Here are results of exploratory factor analysis of variables with adapted indicators: subjective norm intention.

4.1.1 *Subjective norm*

Six indicators of subjective norm retained with factor loadings ranging from 0.922 to 0.962. This variable had a Cronbach's alpha score of 0.973 and it was considered reliable.

4.1.2 *Intention to marry with a tourist*

All six indicators of subjective norm survived with factor loadings ranging from 0.888 to 0.960 and a Cronbach's alpha score of 0.971.

4.2 *Confirmatory factor analysis*

As mentioned earlier, there would be two theoretical frameworks to be tested: first, with favorable

Table 1. Factor analysis result of subjective norm variable.

Indicators	Cronbach's alpha	0.973
Sub5	My relatives would allow me to be involved in contract marriage with a foreign tourist	0.962
Sub4	My teachers at school would allow me to be involved in contract marriage with a foreign tourist	0.958
Sub2	My father would allow me to be involved in contract marriage with a foreign tourist	0.939
Sub1	My mother would allow me to be involved in contract marriage with a foreign tourist	0.931
Sub3	My neighbors would allow me to be involved in contract marriage with a foreign tourist	0.929
Sub6	My friends would allow me to be involved in contract marriage with a foreign tourist	0.922

Table 2. Exploratory factor analysis result of subjective norm.

Indicators	Cronbach's alpha	0.971
In3	I must be involved in contract marriage with a foreign tourist	0.960
In5	I should be involved in contract marriage with a foreign tourist	0.957
In6	I would be involved in contract marriage with a foreign tourist	0.953
In2	I certainly would be involved in contract marriage with a foreign tourist	0.952
In4	If I have a chance, I would be involved in contract marriage with a foreign tourist	0.900
In1	I probably would be involved in contract marriage with a foreign tourist	0.888

attitude and second, with unfavorable attitude. The proposed model with unfavorable attitude achieves a fitted model with probability, CMIN/DF, CFI, and RMSEA scores of 0.115, 1.1255, 0.993, and 0.036 respectively (please see the figure below). Within this model, two hypotheses are accepted. First, subjective norm significantly influences intention with a Cronbach's alpha of 5.401. Therefore, S₂ is accepted. This finding support prior studies conducted by Kim, Ham, Yang, and Choi (2013), Aziz, Friedman, and Ilhan (2015), and Chen and Tung (2014). The finding indicates that the higher subjective norm, the higher the young female hosts' intention to marry with a foreign tourist. In this case, family, parents, and community apparently encouraged young female hosts to marry with a Middle Eastern tourist. Second, taking/receiving motivation has a significant impact on giving motivation with a Cronbach's alpha of

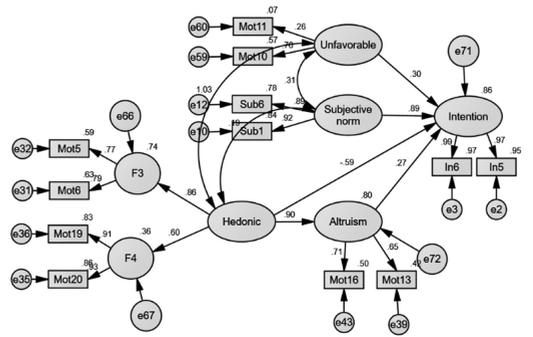


Figure 2. Result of confirmatory factor analysis with unfavorable attitude.

Table 3. Summary of hypotheses testing with unfavorable attitude.

Paths	C.R.	Result
H ₁ Unfavorable attitude → Intention	0.248	Rejected
H ₂ Subjective norm → Intention	5.401	Accepted
H ₃ Taking → Giving	6.781	Accepted
H ₄ Taking → Intention	-0.495	Rejected
H ₅ Giving → Intention	1.083	Rejected

Table 4. Summary of hypotheses testing with favorable attitude.

Paths	C.R.	Result
H ₁ Favorable attitude → Intention	0.771	Rejected
H ₂ Subjective norm → Intention	18.710	Accepted
H ₃ Taking → Giving	6.027	Accepted
H ₄ Taking → Intention	-1.301	Rejected
H ₅ Giving → Intention	1.203	Rejected

6.781. Therefore, H₃ is accepted. This finding is significant with prior studies (Suhud, 2014; Suhud & Willson, 2016b). Another three hypotheses were rejected due to insignificances.

The second model with favorable attitude achieves a fitted model with a CMIN/DF score of 1.402, CFI score of 0.986, and RMSEA score of 0.045. This second framework also produced only two hypotheses are accepted with similar results. The impact of taking/receiving motivation on giving motivation with a C.R. value of 6.781 and the impact of subjective norm on intention with a C.R. value of 5.401.

5 CONCLUSION

The objective of this study was to examine the impact of favorable/unfavorable attitude, subjective norm, and taking/receiving and giving motivation on intention to marry with a Middle Eastern male tourist. This study was conducted in Bogor, West Java Province where many cases occurred— young female hosts married with Middle Eastern male tourists.

As a result, from the two research frameworks tested, favorable and unfavorable attitude are insignificant in influencing intention of female hosts to marry with a Middle Eastern tourist. If in some cases they were involved in a (contract) marriage, that was caused by the support of family and parents. In addition, their willingness to take benefit from the marriage was motivated to give to their family, although it was not an indicator that they intend to marry the tourists. Social marketers, government, and religious and opinion leaders must see these findings to commence targeting family members, parents, and community not to encourage, push, and approach their daughters in contract marriage.

This study has some limitations: as data was collected only in one certain area while the practice of contract marriage between hosts and tourists occurred in many areas, the findings cannot be generalized to represent all areas. Besides, there is limited study applying the same research methods so that the authors faced a difficulty to find references in the same field of study.

Future study may examine the tested model by involving older female hosts as participants to see different results and/or adding other variables, such as religious commitment.

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The role of digital marketing in sport tourism destination

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ABSTRACT: The purpose of this study is to analyze the influence of digital marketing tools toward visit decision to one of the sport tourism destinations in Bali, which is Waterbom. The independent variable of this research is the digital marketing tools, which consists of social media, search engine optimization, pay per click, and content and video marketing while the dependent variable—visit decision consists of physical surroundings, social surroundings, time, reason for participation, and antecedent states. A purposive sampling was employed with 100 respondents. The data was analyzed using the multiple linear regressions. The findings showed that for digital marketing tools, pay per click has the greatest score and content and video marketing scored the lowest score. As for the visit decision, the highest score is the physical surroundings and the lowest is the social surroundings. Digital marketing tools were found to have an influence on international tourist's visit decision.

Keywords: digital marketing, sport tourism, tourism destination, Bali

1 INTRODUCTION

According to Spilane (1987), tourism is “a trip from one place to another, temporary, accomplished individually or in groups, in an effort to find a balance or harmony and happiness to the living environment in the dimensions of social, cultural, natural, and science”. Tourism is divided into several types, including pleasure tourism (to enjoy the trip), recreation tourism, culture tourism, sport tourism, business tourism (tourism for trading business) and conventional tourism (tourism for convention).

Sports tourism is the kind of trip to participate in sports activities, whether mere recreation, competition, as well as traveling to sites such as the sports stadium (Gibson, Attle, & Yiannakis, 1997). It is also known as to travel for either viewing or participating in sports event (Saini, 2010).

Sports tourism will continue to grow. The World Tourism Organization (WTO) predicts that there will be 1.6 billion people travelling in 2020. The tourism industry is able to provide 200 million jobs with a turnover of US\$ 2 trillion.

The strategy to develop tourism in Indonesia today is 16 + 7 + 16. It means 16 national tourism strategic areas, 7 special interests in 16 major travel markets. WAI-ASPAC 2014 is a strategic value for Bali and NTT (*Nusa Tenggara Timur*—East Nusa Tenggara) are parts of the 16 KSPN and sport tourism is one of the seven special interest tourism, while most of the participants come from the Indonesia's main tourist market.

As a tourist destination, Bali is one of the main entrances of foreign tourists visiting Indonesia. The natural beauty and cultural diversity of the island is famous at the national and international level as a major attraction for tourists to visit the island that is also known as the Island of Gods.

To date, Bali has been visited by tourists from 180 countries from around the world. The data of the foreign tourists visiting Bali since 2008 through 2014 indicated that the 10 major markets of Bali tourism has slightly shifted from European countries to Asian countries. The top 10 major markets of tourism to Bali are Australia, Japan, China, Malaysia, Taiwan, Singapore, UK, France, South Korea, and the United States.

According to Delpyand Bosetti (1998), the category of sports tourism attraction refers to the provision of tourist attractions that provide things to see and to do related to sports. The common core characteristics of sport tourism include:

- a. The unique sport facilities, such as stadiums, arenas, and domes;
- b. Sport museums and walls of fame dedicated to sport legacy and to honor of sport heroes and leaders;
- c. Sport amusement park, including waterslide, summer ski jump, bungee jumping;
- d. Hiking trails that are developed to explore nature; and
- e. The sports retail store.

Waterbom Bali is a waterpark under the auspices of PT. Bali Ocean Magic (BOM), was established

in December 7, 1993 with the main objective is to develop a recreational park in Bali. Waterbom Bali is a waterpark that has the largest slide in Indonesia. There are 20 kinds of excellent slides built with international safety standards. Tourists can directly participate in the activities of the sport tourism. According to Schwarz and Hunter (2008: 90), there are two groups of sport consumers: spectator—individual who observe sport events and participant—individual who takes part in a sport activity.

Waterbom Bali is experiencing a decline in the number of visits from year to year due to the increasing level of competition in the waterpark industry in Indonesia and other side of the world. The presence of the new competitors in Bali, such as Circus Waterpark at Tuban and New KutaGreenpark at Jimbaran has a significant influence on the declining number. The competition also comes not only from Bali, but also from the whole waterpark industry in Indonesia and Asia, including the development plan of waterpark resort in Sentosa Island, Singapore that is expected to be the toughest competitor in the future.

Table 1 shows the number of the participant of Waterbom Bali. According to Table 1, there are fluctuations on the number of participants, especially foreign participants, who visited Waterbom Bali. As one of the tourist attractions, Waterbom Bali uses sports marketing strategy or sports marketing (Smith, 2008).

According to Walle in Malra (2013), *“There is a transformation about internet usage. It is an information source to a media or channel that can be used for shopping. Although it is important to use internet as an information source, but it is also important to sell product and service for travel and tourism marketing area”*.

The digital technology makes sport tourism services more accessible to more people than ever before. Waterbom Bali also implements promotional strategies via the Internet by performing digital marketing strategy. Digital marketing is one of the campaigns conducted by Waterbom Bali to

increase the traffic of its participant. The visits of participants to counter online category experienced an increase from year to year, ranging from 13.782 in 2010 to reach 19.748 in 2013. According to Perrin (2012), digital marketing has changed the way sports are consumed, packaged, and sold to consumers. It includes social media, blogging, Search Engine Optimization (SEO), Pay Per Click Management (PPC), Branding, content marketing, and video marketing as well as App creation.

The purpose of this study is to describe digital marketing tools and visit decision in Waterbom Bali, as well as the influence of digital marketing tools in promoting the visit decision to Waterbom Bali as one of the sport tourism destinations in Bali.

2 LITERATURE REVIEW

2.1 Sport marketing

According to Smith (2008), sport marketing is the application of marketing concepts for products and services of sports and non-sports product marketing associated for sport. Donovan (2008) stated that sport marketing is a specific application of marketing principles and processes to sport products and to the marketing of non-sports products through association with sport.

Sport marketing has two key features. Sport marketing is a form of marketing sport activity (marketing of sport) and participant sport as a tool to market other products and services (marketing through sport). In line with the development of tourism sector, sport tourism marketing is becoming a popular notion recently. Sport tourism itself refers to travel away from home, whether to play sport, watch sport, or to visit a sport attraction. This includes both competitive as well non-competitive activities. Sport tourism can be broken down into five main categories: attractions, resorts, cruises, tours, and events (Delpy, 1998).

2.2 Sport digital marketing

Sport digital marketing is defined as communication and interaction between a company or brand with consumers by using the Internet. The Internet has changed the way people view sport. It creates new opportunities for interactive engagement mediated with exercise. De Moragas in Kennedy and Hills (2009) mentioned that sport is a central part of the new media, and becoming one of the most important thematic areas on the internet. Sport is a major part of the latest media developments, and became one of the themes that are important in internet participant.

Beech and Chadwick (2007) explained that the Internet traffic is increasing exponentially.

Table 1. Traffic participants of Waterbom Bali between 2010–2013.

	2010	2011	2012	2013
Domestic participant	101.538	108.952	99.882	107.079
Growth in %		7,3%	-8,32	7,2%
Foreign participant	293.769	295.270	272.642	291.386
Growth in %		0,51%	-7,66	6,87%
Total	399.307	404.222	372.524	398.465
Growth in %		1,23%	-7,84%	6,96%

Source: Sales executive Waterbom Bali—2014.

Participant and emerging opportunities in a number of fields such as electronic commerce, online retail, advertising, and broadcasting are increasingly offering opportunities for sport and sport organizations.

According to Perrin (2012), digital marketing is a term that encompasses modern marketing techniques being used online, such as the use of social media, blogging, Search Engine Optimization (SEO), Pay Per Click Management (PPC), Branding, content marketing, video marketing, and the creation of App.

2.3 Digital marketing tools

2.3.1 Social media and sports

The biggest change in the sports industry is the emergence of social media. Social media is a suite of applications that run on the Internet. The point is the creation of web-based social interaction on the web.

2.3.2 Blogging

Blog can be interpreted as a form of web applications on the internet, which consists of the writing of stories, reports, or discussion of a problem. It can be made in the name of personal, community, or organization.

2.3.3 Search Engine Optimization (SEO) and sports

SEO allows one to care for, maintain, or promote their website in order to become the first on search sites. SEO makes the difference between a digital marketing with marketing in general.

2.3.4 Brand management within the search engines

Another way where the sport industry uses SEO in digital marketing is through the implementation of brand management.

2.3.5 Pay Per Click Management (PPC)

Pay Per Click (PPC) is used by employers to increase revenue through ticket sales, merchandise, clothes or services to sport and sporting events through a search engine.

2.3.6 Content Marketing and Video Marketing

Content marketing is a marketing strategy that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain viewers to drive profitable customer action.

2.3.7 Apps

The use of Apps of certain sport company is now more important than ever. The use of a decent app can help to bridge the gap between the growing fans and sport facilities.

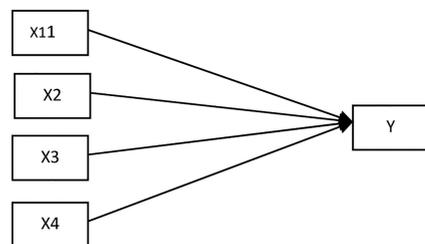
2.4 Visit decision

Visit decision, or sport consumer decision in terms of sport marketing, is determined by physical surroundings, social surroundings, time, reason for participation, and antecedent states (Blakey, 2011). Physical surroundings include facilities and climatic conditions while social surroundings consist of the willingness to engage with other participants in a sport event or activities. Time is one of the most crucial factors in sport consumer decision making, whether someone decides to spend more time to engage in sport activities. Reasons for participations are related with the frequency involvement. The greater involvement equals greater sport consumption. Antecedent states (psychological state) are dealing with motivation. The socially interactive nature of sport can help to motivate when you feel a lack of energy.

3 RESEARCH METHOD

The object of this research is composed of an independent variables: digital marketing tools (including social media, search engine optimization, pay per click and content and video marketing), and dependent variable which is visit decision. The unit of analysis is the foreign participants who visit Waterbom Bali. The method used in this research covers descriptive and explanatory survey.

The population in this study was the 291,386 foreign participants who visited Waterbom Bali. By using the Slovin formula, a total sample of 100 was obtained. The sampling technique was purposive sampling. Data collection techniques cover interviews, questionnaires, observation, and study of literature. Data analysis technique used is the multiple regression analysis.



- X1 = Social media
- X2 = Search engine optimization
- X3 = Pay per click
- X4 = Content and video marketing
- Y = Visit decision

Figure 1. Multiple regression.

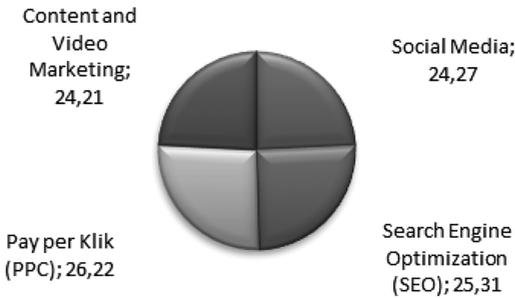


Figure 2. Overview of digital marketing tools.

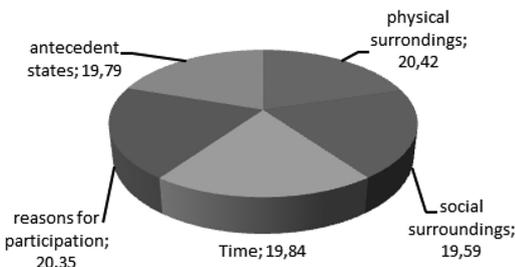


Figure 3. Overview of visit decision.

4 RESULTS AND DISCUSSION

Based on the research results, the sub-variable of digital marketing tools that has the highest score is Pay Per Click (PPC) with 26.22%. The sub-variable that received the lowest score is content and video marketing with 381 or 24.21%.

For visit decision, the highest score is the sub-variable of physical surroundings with 402 (20.42%). Facilities are also included into the physical surroundings in which it acts as a support to the sport products or services consumers (Blakey, 2011). The lowest score is the social surroundings with a percentage of 19.59%.

Based on Table 2, the correlation coefficient $R = 0.692$. It means that the correlation between the digital marketing tools to the visit decision has a strong relationship. According to Sugiyono (2012: 250), a rate of 0.60 to 0.799 of correlation interval shows strong relationship.

The Anova test was conducted to see the effect of digital marketing tools to the visit decision through the F test. The results obtained can be seen in table 3. Based on the table 3, the value of $F = 21.870$. The value of the F table with the numerator of $df = 4$ and denominator of $df (100-4-1) = 95$ for error standard or $\alpha = 5\%$ is 2.46. Thus, $F_{\text{value}} (21.870) > F_{\text{table}} (2.46)$ with significant value 0.000, smaller than the significance level of 5%, so obviously H_0 is rejected and H_a is accepted.

Table 2. Model coefficient.

Model	R	R square	Adjusted R square	Std. error of the estimate
1	,692 ^a	,479	,457	3,091

Table 3. F test.

Model	Sum of squares	Df	Mean square	F	Sig.
1					
Regression	835,535	4	208,884	21,870	,000 ^b
Residual	907,375	95	9,551		
Total	1742,910	99			

The regression coefficient output is shown in the table 4. T-test was used to test the hypothesis partially to determine how much influence of the independent variables and the dependent variable by comparing t_{table} with t_{value} .

By comparing t_{table} with t_{value} , the following conclusion can be taken.

- The partial t test result reveals that t value for social media dimension (X_1) $0.112 > 1.66$. It means that there is no significant influence between the sub-variables of social media on visit decision. Therefore, H_0 is accepted and H_a is rejected.
- The partial t test result reveals that t value for SEO (X_2) is $3.252 > 1.66$. It means that there is significant influence between the sub-variable of SEO to sport consumer decision. Therefore, H_0 is rejected and H_a is accepted.
- The partial t test result reveals that t value for PPC dimensions (X_3) is $2.218 > 1.66$. It means that there is significant influence between the sub-variable of PPC to the sport consumer decision. Therefore, H_0 is rejected and H_a is accepted.
- The partial t test result reveals that t value for dimensions of content and video marketing (X_4) is $2.680 > 1.66$. It means that there is significant influence between sub variables of content and video marketing to the sport consumer decision. Therefore, H_0 is rejected and H_a is accepted.

The regression equation is a mathematical equation that defines the relationship between two variables. The results of the data analysis with SPSS 20 for windows disclose the following equation.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 19,388 + 0,011X_1 + 0,350X_2 + 0,196X_3 + 0,271X_4$$

$$Y = \text{Visit decision}$$

$$X_1 = \text{Social media}$$

Table 4. Regression coefficient output.

Model	Unstandardized coefficients		Standardized coefficients		
	B	Std. error	Beta	t	Sig.
1					
(Constant)	19,388	2,702		7,176	,000
Social media	,009	,080	,011	,112	,911
SEO	,697	,214	,350	3,252	,002
PPC	,627	,283	,196	2,218	,029
Content & Video	,612	,228	,271	2,680	,009

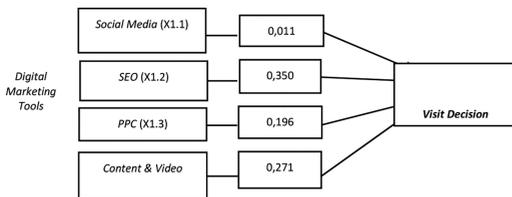


Figure 4. Hypothetical structure diagram.

X2 = Search Engine Optimizer (SEO)
 X3 = Pay Per Click (PPC)
 X4 = Content & video marketing

In this equation, the value of B constant is 19.388. It states that if social media, SEO, PPC, and content and video marketing are ignored then the value of visit decision is 19.388. Coefficient of X1 is 0.011, it means that each addition of a unit value of the dimension of social media will raise the value to 0.011. If the coefficient of X2 is 0.350, it means that each addition of a unit value of the dimension of SEO it will raise the value of visit decision to 35%. Coefficient of X3 is 0.196, it means that each addition of a unit value of PPC dimension can raise the value of visit decision to 19.6%. Coefficient of X4 is 0.271, it means that each addition of a unit value of dimension of content and video marketing can raise the value of visit decision to 27.1%.

Hypothesis testing result shows that each dimension of digital marketing tools has positive results as shown in the Figure 4.

5 CONCLUSION AND RECOMMENDATION

Digital marketing tools consist of social media, Search Engine Optimization (SEO), Pay Per Click management (PPC), and content and video marketing. Visit decision includes physical surroundings, social surroundings, time, reason for participation, and antecedent states. Digital marketing tools simultane-

ously influence the visit decision. The research found that the three sub-variables have a significant impact on the visit decision. The correlation coefficient in this study is 0,692. It shows that the correlation between digital marketing tools to the visit decision included in the strong category, with the effect of 47%. The dimension of SEO (X2) gave great impact on the sport consumer decision (35%). The smallest effect is on the dimensions of PPC (X3) with 19.6%. This study has several limitations. One of them is the object under investigation is only one object. Future studies should pay attention to other variables that influence visit decision such as offline promotional tools, pricing strategy, or sports product.

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Communication strategies for Chinese tourists towards crisis in Southeast Asia

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ABSTRACT: Chinese tourist market is the main target for Southeast Asia destinations. However, recent crises such as airplane crashes, political tensions influenced greatly the arrival of Chinese tourists. Place marketers concern about how their destinations win back this market, which can bring them huge economic benefits. According to the previous literature review about perceived risk and media communications and the analysis of the statistics of Chinese tourists traveling to southeast Asia, the paper addresses several strategies focused on communication source, message and target, in order to help destination marketing organizations deliver their message toward Chinese market efficiently and effectively after tourism crisis.

Keywords: crisis communication, Chinese tourists, Southeast Asia destinations, Tourism crisis, Perceived risk

1 INTRODUCTION

Tropical scenes, seaside views, volcano sights, religious culture, folk custom area are main characteristics of tourism in Southeast Asia. Since geographic distance and culture similarities, a large number of Chinese tourists travel to Southeast Asia every year. In 2015, the number of Chinese tourists visiting Thailand during the Chinese New Year increased by 47% over the same period in 2014. According to the ministry to tourism and sports of Thailand, about 14.16 million foreign tourists visited Thailand from January to May in 2016. It is an increase of 12.92% compared to the same time last year. The number of Chinese tourists, which is biggest share, accounts for about 30% of all foreign tourists and generate over 30% of total revenue. However, tourism is a fragile industry that is easier to be affected by many uncertainties, such as natural disaster, political conflicts, and terror attack. In recent year, crises like Malaysian airplane crash, political tension in Vietnam and Philippine has influenced Chinese traveling intention towards Southeast Asia destinations. For example, the number of Chinese tourists visiting Vietnam fell sharply from 34.8% to 4% during 2010–2014. Since the aircraft crash, Chinese visitors to Malaysia fell by 11% from January to October 2014. Once the crisis took place, constant media coverage of these events overwhelms, thus affects travelling intention (Avraham, 2013).

Destination marketers have managed to use many ways, including price reduction, facts clarification, etc., to reduce the negative influence of crisis. However, the effect of communication does not satisfy because of culture and psychological distance. Therefore, the paper points out the characteristic of Chinese tourists and analyzes the perceived risk of Chinese tourists and proposes communication strategies towards Chinese tourists for Southeast Asian destinations in order to help them get know Chinese tourists better and win them back.

2 LITERATURE REVIEW

2.1 *Crisis and tourism*

Faulker (2001) suggests that crises or disasters can be described as 'sudden challenges which might test the organization's ability to cope.' He summarizes the key elements of crises as follows.

- a. A triggering event. It is so crucial that it challenges the existing structure, routine operations, or survival of the organization.
- b. High threat, short decision time, and element of surprise and urgency.
- c. A perception of inability to cope among those directly affected
- d. A turning point, when decisive change, which may have positive and negative connotation, is imminent.

- e. Characterized by ‘fluid, unstable, and dynamic’ situations.

Tourism and crisis were studied from several aspects, consisting of tourism and terrorism (Sonmez, 1998; Rittichainuwat & Charkraborty, 2009), tourism and political instability (Richter, 1999; Yang, Sharif & Lattimore, 2015), tourism and economic crisis (Pine et al., 1998), tourism and natural disaster (Gurtner, 2016), tourism and epidemic (Richter, 2003).

2.2 Perceived risk

The perception of safety and security is a major determinant in travelers’ decisions to visit a place (Beirman, 2003). Mitchell and Vasso (1997) found that risk perception, rather than facts or actual risk circumstance, influences tourists’ behavior to avoid or cancel travel to a particular destination. Since tourists make their travel decisions based on perceptions rather than reality (Roehl & Fesenmaier, 1992), identifying perceived risk is essential. Perceived risk refers to a consumer perception of overall negatively of an action that if beyond an acceptable level might affect travel behavior (Reichel et al., 2007). Incidents of natural disasters, political unrest, wars, epidemics, and terrorism lead to perceived travel risks. Additionally, news reports and word-of-mouth information about crisis at tourist destination raise consumer’s perceptions of risks. The media is the most influential channel in changing people’s perception of a destination (Tasci & Gartner, 2007). Cavlek (2002) concluded that the media plays a major role in forming perceived risk about the affected destinations as well as non-affected destinations when tourists’ lack knowledge about any destination.

2.3 Media and crisis communication

Stocker (1997) proposed a basic response strategy, which includes expressing regret, acting to resolve the situation, ensuring the situation will now reoccur, and offering recovery to the injured parties. Coombs and Holladay (2010) identified seven communication strategies: attacking the accuser, denial, excuse, justification, ingratiation, corrective action, and full apology. By using qualitative content analysis of advertisements, press interview, Avraham (2013) put forward to source strategy, message strategy and audience strategy respectively for destination recovery.

3 CRISIS OF COMMUNICATION STRATEGIES FOR SOUTHEAST ASIA DESTINATIONS

Risk perception varies depending on tourists’ characteristics. Lepp and Gibson (2003) suggested

that the perception of risk associated with international tourism varies depending on the tourist role and tourist’s preferences for familiarity or novelty. Compared with western tourists, Chinese tourists generally are more sensitive about risk and can be categorized into risk neutral and risk aversion generally. Although there are more independent and experienced tourists from China, package tours still play the major role in Southeast Asia because of travel barriers including language, culture difference and worry on safety. Thus, understanding Chinese tourists and finding an effective way to do crisis communication with them is a significant task for Southeast Asia destinations.

3.1 How destination marketers communicate

In terms of Chinese tourists’ characteristics, there are two effective channels to deliver crisis message, which are replacing the source of the message and affecting the source of the message. By replacing the source, the marketers manage to replace the media message by delivering their alternative and independent voice, which distorted the common perception by media. Potential tourists could be invited to destination to see what reality is. Once potential visitors go to see for themselves, they will discover that place is exciting, beautiful without any risk, contrary to all the stereotypes created by media. Since all kind of social media are very popular among Chinese, visitors should be encouraged to share their travelling experiences. The aim is to show that the affected areas or countries are safe. Their messages usually are more trustworthy than official website and media. In addition, there is another way to dislodge negative image delivered by media, which is to invite famous celebrities with reputations for being reliable as messengers to delivery. Through these sources that are perceived to be more reliable for Chinese tourists, the affected destination may gain popularity again.

3.2 What destination marketers communicate

Deny or ignorance is not recommended. This way that destination marketer pretends no crisis and the damage is minor only show poor crisis management of destination. The optimal strategy is to limit crisis, which means place marketers do not ignore crisis, but try to limit the certain areas by indicating it as insignificant and irrelevant. Directly acknowledging crisis sometimes is the most effective way because it could be at least considered trustworthy. On the one hand, destination marketers can add something new and positive by softening the negative image. On the other hand, holding some sport

and culture festivals could be an effective way to change destination image after crisis. Avraham and Ketter (2008) mentioned spotlight events could attract the media's attention on a particular location for a short, concentrated period, allowing the host place to promote certain chosen images that can be used to improve an unsafe image, create positive news, and shift international media attention from the negative to the positive.

3.3 To whom destination marketers communicate

To whom place marketer communicate is key for communication process. Once destination fully understand its target, it will be easy to do message delivery. Arousing empathy from Chinese tourists can be a proper way for destination recovery. Nowadays more and more young Chinese people gain better education globally, which means they welcome human-oriented sparkling ideas and are willing to know the world better. Helping community and volunteer's tourism enables this type of tourist to have more responsibility and life meaning when travelling.

In general, a destination usually communicates different message to different audiences (Hansen, 2010). Therefore, the risky destination might be perceived positively for one target and less risky place can be considered negatively for other target. Potential tourists' attitude towards crisis and its risk perception are also related to culture and national factors. When crisis happened in the Southeast destination, many Chinese tourists who do not have enough travelling experience may consider risky everywhere no matter how destination-marketing organizations inform because of information distortion. It is hard to change their perception and attitude of tourist who are not familiarized with the destination. As a result, shifting the target market that is close and cultural-similar could be wise solution.

4 CONCLUSION

For Southeast Asia destinations, Chinese tourist market is the main segment that can bring huge economic and social benefits. It is no doubt that in long-term Chinese tourists will change the trend of global tourism. However, tourism is easily hit by crisis events and crisis events shaken Chinese tourist's confidence to travelling to the region. Consequently, how to communicate effectively with target market for the destination is crucial for crisis management. From above discussion, source, message itself, and target are essential factors needed to consider. By fully knowing the factors that influence destination image and image communication

as perceived by tourists, destination marketers can become more effective in the efforts to create proper and attractive image for the targeted and improve their marketing strategy to run recovery campaigns.

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Opening the black box: Examining consumer-brand relationship in brand social networking sites

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ABSTRACT: Over the past few years, social networking sites are increasingly popular in the area of relationship marketing. It provides the opportunity for brand marketers to extend relationship with their potential and existing consumers in the virtual environment. Still, little research has been done to examine the value of consumer-brand relationship within the scope of social networking sites. To address this gap, the current study examines the relationship value that consumers perceived as a result of befriending hospitality brand in social networking sites. A qualitative study was conducted with four focus groups involving twenty-eight respondents from six hospitality brand Facebook pages. The results indicated that they are five types of relationship benefits in the consumer-brand relationship value, namely information benefit, brand interaction benefit, psychological empowerment benefit, entertainment benefit and economic benefit. Also, respondents expressed concern over privacy and security issue as the main risk of having a relationship with hospitality brand in social networking sites. This article discusses managerial implications of the findings and suggests improvement for future research.

Keywords: consumer-brand relationship; relationship value; social networking sites; hospitality industry

1 INTRODUCTION

In the early 1990s, the advance of marketing domain has witnessed a paradigm revolution in its orientation from transactions to relationships (Sheth & Parvatiyar, 1995). Relationship Marketing as it is known, referred to as marketing activities directed towards establishing, developing, and maintaining successful relational exchange (Morgan & Hunt, 1994). It is seen as important in the marketing community as it provide a more holistic business approach covering both business-to-business and business-to-consumer markets environment (Gronroos, 2004). The concept has created much interest from both business practitioners and academic researchers and has been discussed in a number of relationships in social media studies (e.g. Abeza & O'Reilly, 2013). Clearly, building good relationship with consumers is increasingly recognized as one of the integral part of business marketing strategies (Cannon, Cannon, Koksas & Johnson, 2014; Andersson & Karlstrom, 2014).

This study focuses on the business-to-consumer relationship marketing environment, specifically

in the area of consumer-brand relationship. It is referred to as the notion of consumer and brand as partners in a relationship dyad that emerges through interactions over a period of time (Gronroos, 2007). Despite some debate about the idea that consumers want to have relationship with brand marketers (Spencer & Freeman, 2012), several scholars argued that the human motivation to form interpersonal affection is found in the interactions between consumers and brand in websites (Ashworth, Dacin & Thomson, 2009). Interestingly, establishing personalize relationships with consumers and interacting with them in real time via brand websites directly reflect the notion that brands can be perceived as human characters.

Although consumer-brand relationship is an important concept in marketing, most of the previous relationship marketing researches tend to focus more on offline relationship setting rather than online relationship setting. Notwithstanding of acknowledging the importance and urgency of developing systematic knowledge to guide consumer-brand relationship, this study attempt

to investigate the value, specifically the costs and benefits that consumer perceived when having a relationship with hospitality brand in social networking sites.

2 LITERATURE REVIEW

2.1 *Consumer-brand relationship value*

One of the most interesting developments in relationship marketing research is the conceptualization of consumer value, which is coined as relationship value (Payne & Holt, 1999). According to Kotrge and Okonkwo (1993), value is a subjectively perceived construct whereby different consumer segments perceive different values within the same brand, or a business product or service. Most definitions present consumer perceived value as a trade-off between benefits and sacrifices perceived by the consumer in a business's offering (Zeithaml, 1988). Among other conceptualization, benefits are considered as a combination of economic, technical, service, and social benefits (Anderson, Jain & Chintagunta, 1993) or economic, strategic, and behavioral benefits (Wilson & Jantrania, 1995). Hence, the concept of relationship value is an attempt to build closer relationships in business.

Wilson and Jantrania (1994) were among the first to explore the components of value in a relationship. They conclude that any relationship creates some value to both partners; thus how this value is shared is likely to be a major issue in the life of the relationship. Hogan (2001) defines the customer perceived value of a relationship as the customer's perception of the cumulative worth of all the tangible and non-tangible benefits that they derive from the relationship with the seller. In addition, relationship value is made up of the convenience and fairness, which customers receive from the relationship. Although research related to relationship value in the brand social networking sites is still in its infancy, Dholakia, Bagozzi and Pearo (2004) shed a light on people value perceptions that motivate to participate in online communities that entail purposive value, self-discovery, maintaining interpersonal interconnectivity, social enhancement and entertainment value.

Harrison-Walker (2004) proposed three types of relationship bonding between brands and consumers through the Internet namely economic bonds, social bonds and structural bonds. Economic bonds include the amount of money and time spent developing a relationship, while social bonds include the virtual interaction between members that foster a relationship. Structural

bonds are the attachments to the network that make it difficult to exit the relationship. In a more recent study, Brun, Durif and Richard (2014) stated that the key concept of relationship marketing in the online environment should incorporate the simplicity and ease of the consumer's web experience. Consumers enjoy a highly positive business website that is reliable, responsive and easy to use. These could be extended further to apply in the context of social networking sites. In the context of this study, perceived brand relationship value is referred to the relationship benefits and costs that consumers perceived when having a relationship with hospitality brand in social networking sites.

2.2 *Social networking sites: brand facebook page*

This research focuses on the online brand community built on the social networking sites. Of the many social networking sites, Facebook was selected due to its popularity among online community and brand marketers. Industry data show that Facebook is undoubtedly one of the most popular social network websites in terms of its number of users and marketing power. Currently, Facebook have more than 1.5 billion active users in over 210 countries (Socialbakers.com, 2016). According to the business industry data, 60% of the world's top retailers have an active presence on Facebook and 68% of U.S. retailers have acquired their customers through Facebook. Although precise statistical data are not available, most of top brands are utilizing Facebook as a medium to cultivate and engage their brand communities in diverse ways (Kang, Tang & Fiore, 2014). As such, what is practiced on Facebook exemplifies current marketers' efforts to develop a meaningful relationship with their customers.

In Malaysia, almost half of the brand in the Top 200 brand Facebook page is related to the service industry, with hospitality brand such as AirAsia, McDonalds and KFC are in the top three (Bakers, 2014). In view of this, this study focuses primarily on brand Facebook page related to the hospitality industry which refers to all businesses that provide food, beverages and lodging to people who are away from home (Ditmer, 2002). Some scholars extend the scope of the hospitality industry to incorporate entertainment such as attractions, recreation and special events, travel distribution channels and transportation (Chon & Sparrowe, 2000). Thus, based on the definitions, the hospitality industry in the context of this study refers to foodservice, entertainment, travel distribution channel and lodging organizations.

3 METHODOLOGY

To address the research gap, a series of semi-structured focus group discussions was conducted. This qualitative inductive approach was employed due to its ability to obtain first-hand explanations of the specified domain of the study (Hastings & Perry, 2000). Moreover, consumer-brand relationship in social networking sites is not just a simple measurable thing. Such complexities are better sought through a more in-depth qualitative approach.

3.1 *Sampling and data collection*

Generally, the goal for selecting participants for a qualitative study is to minimize sample bias rather than achieving generalizability (Morgan, 1997). This study conducted four series of online focus group discussion that consist of seven participants each group to reach the point of data saturation. The participants were selected based on the non-probability sampling from six most popular hospitality brand Facebook page in Malaysia namely AirAsia, Kentucky Fried Chicken Malaysia, McDonald Malaysia, Malaysia Airline System, Pizza Hut Malaysia and Burger King Malaysia. Semi-structured open-ended questions were administered to the focus groups as a mean to collecting data. It offered sufficient flexibility to explore any aspects of the issue under investigation that may surface in the discussion (Newton, 2010). This type of data collection is useful as the dynamic interactional and synergistic nature of the focus group allows participants to clarify or expand upon their contributions to the discussion in light of points made by other participants (Powell & Single, 1996).

3.2 *Data analysis*

Thematic analysis was the primary method of analysis for the qualitative semi-structured focus group interviews data in this study. The choice of thematic analysis for this research lies in its flexibility, suitability to a pragmatic framework, ease of use, acceptability academically, its provision of rich description of data sets (Braun & Clarke, 2006). In this study, the thematic analysis of the text data was conducted at two levels, within each focus group and across the three focus groups. QSR NVivo software was used to analyze the data as it is considered as to be more user friendly, visually attractive, and suitable for individual research projects than the other computer packages (Al-Busaidi, 2008). Two coders were assigned to identify, code and categorize the data based on their relevance themes. Inter-coder reliability test was performed to establish

the reliability of the thematic analysis. Based on the Cohen's kappa (1968) index assessment, the intercoder reliability is acceptable at 0.79 (Riffe, Lacy, & Fico, 1998).

4 RESULTS

Participants were asked to discuss about their relationship with hospitality brand Facebook page in Malaysia. Among all, the brand Facebook pages include four spectrums of the hospitality industry, namely food and beverage, transportation, entertainment and lodging.

4.1 *Perceived relationship benefits*

4.1.1 *Information benefit*

Information benefit seems to be the first and the most important reason why participants want to establish a relationship with hospitality brand Facebook pages. Information benefit refers to the benefit that participants receive from getting and sharing information in the hospitality brand Facebook page. They regarded the hospitality brand Facebook page as a source of collective information that includes photos, videos and posts. Additionally, they benefited from group generating ideas, influencing others and seeking solution to problems. Further, they can ask the hospitality brand for a more accurate and up-to-date information in relation to the hospitality brand offerings. Examples of these include:

"There is information about their latest offerings... Also, they notify changes in flight schedule..." Male, 25

"When I am in doubt, I just ask the brand or others in the brand Facebook page for further information" Female, 33

4.1.2 *Brand interaction benefit*

Most of the respondents interviewed mentioned that the hospitality brand Facebook page provide a new means for them to communicate with the hospitality brand as well as other online brand community, beyond email and telephone communication. They can interact with the hospitality brand asking question, giving feedback and sharing their product or service consumption experiences. At the same time, they can have one-on-one or one-to-many interaction with their online network in order to seek or give answers to specific questions. Examples of these include:

"I can interact with the brand online, to ask questions..." Male, 27.

"If there is an interesting news, I normally tag my friends in the post and we discuss about it" Male, 31.

4.1.3 Entertainment benefit

Participants stated that they derived fun, pleasure and relaxation through interacting with the hospitality brand and others in the hospitality brand Facebook page. Clearly, joining the hospitality brand Facebook page is seen as a source of entertainment. They mentioned that they enjoy browsing the contents of the hospitality brand Facebook page. Moreover, they like to participate in games held in the hospitality brand Facebook page as a way to recharge themselves and to pass idle time. Examples of these include:

"Their Facebook page is entertaining, interesting pictures...sometimes they posted funny videos..." Male, 31.

4.1.4 Economic benefit

Economic benefit refers to the intangible rewards received by the participants as a result of their relationship with the hospitality brand Facebook page. They stated that some hospitality brand Facebook page offered some kind of promotion voucher to purchase products and services at discounted price. Also, they mentioned that there were contests held which provide attractive prizes to the lucky winner. Examples of these include:

"by being a member in this brand Facebook page, I have the opportunity to win some cash in the contests or games..." Male, 24.

4.1.5 Psychological empowerment benefit

Surprisingly, a large number of participants join hospitality brand Facebook page to fulfill personal empowerment through self-expression, and self-esteem. These involve understanding and deepening of their salient aspects of one's self through social interactions. It refers to the benefit that helps one to develop, define and elaborate on one's own preferences, tastes, values and opinions. Also, it is the benefit that the participants gained from learning from others. Examples of these include:

"I can say whatever I want to say in their Facebook's wall or contents" Male, 31.

4.2 Perceived relationship risks

4.2.1 Privacy concern

Although the participants benefited from the relationship with the hospitality brand in the

Facebook page, they remained concern over the issue of privacy and security. They were worried that the hospitality brand misuses their personal details for unethical marketing practices such as through unsolicited telemarketing, spam email and mails. Also, they expressed concern that brand marketers might use social networking sites to spy on their online behavior and invade their privacy. Examples of these includes:

"it is possible that they take my details without my consent, such as my telephone number" Male, 25.

5 DISCUSSION

Social networking sites have a great potential as a platform for hospitality brand marketers to establish and maintain good relationship with their consumers. Findings generated from this study formed an understanding of how consumers perceived the costs and benefit of having a relationship with hospitality brand in social networking sites. Several themes emerged as the key drivers for consumer-brand relationship in social networking sites. Clearly, the degree of importance of the consumer brand relationship in social networking sites is highly dependent upon; (1) relationship benefits; and (2) relationship risks. The key drivers of the first can be classified as information, social interaction, economic, entertainment and personal benefits, while the latter that can hinders of a good consumer-brand relationship are privacy and security risks. Hospitality brand marketers should focus on the benefits that consumers valued to attract them into the relationship. However, hospitality brand marketers should be careful when implementing relationship marketing through social networking sites as this can be seen as a threat to the consumers' privacy and security.

6 CONCLUSION

This study should prove valuable to academic researchers as well as practicing managers. It is among the earlier efforts to determine meaningful drivers of consumer brand relationships as being manifested in social networking sites. It shows that driver variables range from monetary savings, personal benefits, social interaction, information and entertainment. From the academic perspectives, this study contributes to the existing body of knowledge about relationship marketing. The study provides deeper understanding of the reasons why consumers engage in relationship with hospitality brand in social networking sites.

The current study provides a basis to develop a multi-item scales measuring consumer relationship drivers towards brand marketers. The effects of these drivers on consumer's inclination towards a relationship with brand marketers can be further explored and tested. While, from managerial point of view, findings of the study signal the need for better marketing strategies, which include emphasis on the variety of benefits, offered by hospitality brand social networking sites. Future research should look to compare other social networking sites such as twitter in order to understand the differences between them. Also, it is interesting to examine whether consumer brand relationship have significant effect on consumers' behaviors, for example word of mouth behavior in the social networking sites.

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Maximizing Word of Mouth (WoM) engagement: The role of relationship value and relationship satisfaction in hospitality brand social networking sites

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ABSTRACT: The interest in word of mouth marketing has increased with the advancement of social networking sites. Although the topic has been widely researched, the effect of consumer-brand relationship on word of mouth in the online environment remains unanswered. A nation wide web survey was employed to randomly collect data from active members of the Top 200 hospitality brand Facebook page in Malaysia. Structural equation modeling was used to examine the proposed direct and indirect structural paths among the latent constructs. The findings suggest that brand interaction, information and entertainment have a significant positive correlation with relationship satisfaction. Relationship satisfaction is positively correlated with online word of mouth, and online word of mouth has a positive correlation with offline word of mouth. Therefore, the results provide an insightful perspective on the use of brand social networking sites as a platform for word of mouth engagement and developing consumer-brand relationship.

Keywords: word of mouth, relationship value, relationship satisfaction, brand social networking sites

1 INTRODUCTION

As a result of the proliferation of the social networking sites in the Internet, there is increasing number of brand marketers who invest in word of mouth marketing. The main idea behind word of mouth marketing practice is where brand marketers purposefully influence consumer-to-consumer communication through marketing practices that make them voluntarily spread brand messages (Kozinets, Valck, Wojnicki & Wilner, 2010). As compared to traditional marketing, advantages of word of mouth marketing include low cost of implementation, more favorably accepted by recipients, and more effective marketing targeting (Dobele, Toleman & Beverland, 2005). With the advancement of the social networking sites such as Facebook and Twitter, brand marketers now may have a better chance to propagate consumer word of mouth at a larger scale. Moreover, there is increasing number of Internet savvy consumers who prefer social media as opposed to traditional media to conduct information search in order to

make purchase evaluations (Vollmer & Precourt, 2008).

Despite the increasing interest on word of mouth marketing in brand Facebook page, a primary concerns is that word of mouth engagement rates are low across brand social networking sites. Although extensive research has been done into word of mouth communication in the Internet, little is known about the effect of consumer-brand relationship factors on word of mouth engagement in brand social networking sites. Today, it is common for many brand marketers to establish a meaningful relationship with their prospective and current consumers through social networking sites such as “Like us in Facebook” and “Follow us on Twitter” (Harter, Plenge & Hegen, 2010; Hennig-Thurau, Gwinner, Walsh & Gremler, 2010). Recently, several scholars have found significant effect of consumer-brand relationship factors in brand Facebook page on consumer behavior such as brand loyalty (Jahn & Kunz, 2012) and online community participation (Kang, Tang & Fiore, 2014). Considering the importance of word of

mouth communication in the hospitality industry, rigorous examination of the predictive power of consumer-brand relationship factors on word of mouth engagement in the hospitality brand Facebook page is urgently warranted.

The objective of this study is to examine the word of mouth engagement behavior from the relationship marketing theoretical lens. More specifically, the study will examine the interrelationship between perceived brand relationship value, relationship satisfaction, and word of mouth engagement among members in selected Malaysia Top 200 hospitality brand Facebook page.

2 LITERATURE REVIEW

2.1 *Word of mouth engagement*

In brand social networking sites, word of mouth is one of the utmost important consumer engagement behaviors as a result of consumer-brand relationship process (Van Doorn, Lemon, Mittal, Nass, Pick, Pirner & Verhoef, 2010). This study focuses on the consumers' positive word of mouth engagement, which is conceptualized as a two dimensional construct, namely online and offline word of mouth. Online or electronic word of mouth occurs in the virtual world where consumers interact through the Internet such as via brand social networking sites to share their knowledge, experiences, and opinions (De Valck, Van Bruggen & Wierenga, 2009). On the other hand, offline or traditional word of mouth happens in the real world through telephone or face-to-face interactions. While many assume the rising power of word of mouth is linked to the rise of social media in the virtual environment, still 90 percent of conversations about brands occur offline such as at home, workplace, or social gathering (Keller & Fay, 2013).

2.2 *Relationship value*

In relationship marketing research, one of the most interesting development is the conceptualization of perceived value in a consumer-brand relationship context, which is coined as relationship value (Payne & Holt, 1999). Hogan (2001) defined the consumer perceived value of a relationship as the customer's perception of the cumulative worth of all the tangible and non-tangible benefits that they derive from the relationship with a business entity. In relation to the current study, providing superior value to consumers is one of the critical factors of marketing efforts in the brand social networking sites environment (Tikkanen, Hietanen, Henttonen & Rokka, 2009). This implies that to attract

people attention to join and engage in brand social networking sites, brand marketers should entice them with value or benefits of having a relationship in such media. Although study related to perceive brand relationship value is limited, the construct can be conceptualized based on the plethora of studies that explore value and/or benefits that motivate people to participate in online communities such as social networking sites. Among the earliest studies, Dholakia et al., (2004) identified five value perceptions that motivate people to participate in online communities that entail purposive value, self-discovery, maintaining interpersonal interconnectivity, social enhancement and entertainment value. These could be extended further to apply in the context of brand social networking sites. Drawing from a more recent literature, the study conceptualized perceived brand relationship value as a multi dimensional construct composes of social interaction value, informational value, entertainment value, economic value, technical value, and personal value.

2.3 *Relationship satisfaction*

Palmatier, Dant, Grewal and Evans (2006) stated that satisfaction in the context of relationship reflects exclusively the consumer's satisfaction with the relationship and differs from the customer's satisfaction with the overall exchange. In relationship marketing, satisfaction is measured from psychological factors such as a partner fulfilling promises or the ease of relationships with the aforementioned partner. The feeling of satisfaction essentially represents an affective state of mind resulting from the appraisal of all relevant aspects of the business relationship (Ulaga & Eggert, 2006). Additionally, it is considered as one of the important components of relationship quality as a means of evaluating the strength of relationship between two parties (Kim, Lee, & Yoo, 2006; Rasila, 2010; Caceres & Paparoidamis, 2005). In the context of online communities, Schroer and Hertel (2009) contended that members' affiliation with a community is positively associated with the extent of their relationship as well as their satisfaction with the relationship.

3 RESEARCH MODEL DEVELOPMENT

3.1 *Conceptual framework*

The conceptual framework for the study is grounded by the Cognitive Affective Conative theory that suggest human beings are naturally rational whereby they follow and gather information through a sequence of mental stages that

incorporates cognitive, affective and conative components (Lavidge & Steiner, 1961; Schiffman & Kanuk, 1987).

3.2 *Hypotheses development*

3.2.1 *Relationship value and relationship satisfaction*

Social penetration theory suggests that people will continue to strengthen the relationship with partners if they perceived that the relationship is beneficial (Altman & Taylor, 1973). Likewise, consumers may build a strong relationship with a brand social networking sites if they perceived the relationship is valuable or beneficial. Specifically, it can be argued that when consumers establish a relationship with a brand social networking sites due to the value it offers (social interaction, informational, entertainment, economic, technical, and personal), they can develop affective feeling of satisfaction towards the brand social networking sites. First, the brand interaction aspect of brand social networking sites interacting with the brands could be essential for members in creating a strong relationship with the brands. Second, the value of wide diverse information available in the brand social networking sites can contribute to brand relationship satisfaction. Third, entertaining experiences derived from using brand social networking sites are expected to positively influence the strength of consumers' relationship with the brand social networking sites. Fourth, economic value provided in brand social networking sites such as promotional deals is assumed to be a predictor of brand relationship satisfaction in the brand social networking sites. From the discussion, the following hypotheses are therefore proposed:

H₁: Brand interaction benefit is positively associated with relationship satisfaction.

H₂: Information benefit is positively associated with relationship satisfaction.

H₃: Entertainment benefit is positively associated with relationship satisfaction.

H₄: Economic benefit is positively associated with relationship satisfaction.

3.2.2 *Relationship satisfaction and online word of mouth*

Affective satisfaction is linked to psychological factors, such as partner fulfilling promises, is created through repeated positive experiences when using a product or service (Oliver, 1999). It is suggested that satisfied consumers in the relationship with brand social networking sites may help to develop profitable behaviors such as positive word of mouth engagement. A study on online collaborative platform related to Free Software found that

satisfaction with a virtual community increased the level of consumer participation in that community, which subsequently influenced word of mouth engagement (Casalo, Flavian & Guinaliu, 2010). A high level of satisfaction leads the satisfied consumers to spread positive word of mouth about the businesses offerings (Carpenter and Fairhurst, 2005). From the discussion of the previous studies, it is suggested:

H₅: Relationship satisfaction is positively associated with online word of mouth.

3.2.3 *Online word of mouth and offline word of mouth*

Although there is limited research been done examining the link between online and offline word of mouth, Keller and Fay (2012) discovered that there was a positive significant relationship between online word of mouth and offline word of mouth. In their study, the association between online and offline word of mouth were most significant for brands related to electronic category and retail category. Similarly, Brodie, Juric and Hollebeek (2013) found that in online brand communities, the members' online behaviors tend to mirror their offline behavior. For example, their offline behavioral actions tend to be influenced by their participation in online communities. Thus, it is hypothesized that:

H₆: Online word of mouth is positively associated with offline word of mouth.

4 RESEARCH METHODOLOGY

4.1 *Sample and data*

Based on Dane's multistage stratified cluster sampling procedure (2010), the study selected 500 members of 10 hospitality brand Facebook pages. Roscoe (1975) suggested that sample size between 30 and 500 is appropriate for most social science research. The 10 hospitality brand Facebook page were Kentucky Fried Chicken Malaysia, Burger Bakar Abang Burn, Starbucks, McDonald, Domino's Pizza Malaysia, Burger King, AirAsia, Malaysia Airlines, Golden Screen Cinema and Hard Rock Hotel Penang. To collect the data, three waves of invitation link were sent to the 500 randomly selected samples via their Facebook. After one week, 235 questionnaires were received, representing 47 percent response rate. Based on the sample size calculation using G*Power analysis (Faul et al., 2009), 235 respondents were adequate to achieve statistical test power of more than 0.80 for this study. This was grounded on 0.05 significance level and effect size of 0.15. The descriptive

analysis of the demographic profile of the respondents revealed that the gender ratio was almost 1:1 with 51.5 percent of them was female. Majority of the respondents resided states where the Internet penetration is high namely Selangor (31.9%), Kuala Lumpur (16.6%) and Penang (14%). More than 77.9 percent of the respondents have either a Diploma or Bachelor's degree. As expected, the highest number of respondents was from the age between 18–30 years old (75.7%).

4.2 Measures

All items were rated on a 5-point agreement scale anchored by 1 = strongly disagree and 5 = strongly agree except online word of mouth, which was rated on a 7-point frequency scale (1 = strongly disagree and 7 = strongly agree). Information benefit was assessed with a 4-item scale adapted from (Dholakia, Blazevic, Wiertz and Algesheimer, 2009). Brand interaction benefit was measured using a 4-item scale derived from Jahn and Kunz (2012), which originated from the work by Song and Zinkhan (2008). Entertainment benefit was measured using scale developed by Huang (2008) that was adapted from Chen and Wells (1999). Economic benefit was assessed with a 4-item scale derived from Park and Kim (2014) that originated from the work of Kim et al., (2008) and Sung, Kim, Kwon and Moon, (2010). Relationship satisfaction was assessed using the satisfaction measurement scale (Lin, Wu and Tsai, 2005). Both online and offline word of mouth, was measured using a 3-item scale adapted from Jahn and Kunz (2012). All items were slightly modified to suit the context of the current study. Additionally, 7-item social desirability by Fisher and Fick (1993) was included to address common method variance. All measures have acceptable validity and composite reliability above 0.78.

4.3 Data analysis

The study used Partial Least Square (PLS) for the data analysis. It is suitable for the study as it can concurrently test the structural and the measurement models, giving a more holistic inter-relationship analysis among the variables.

4.3.1 Testing the measurement model

The measurement model, which has all reflective measures, was assessed using both convergent and discriminant analysis. Three types of analyses: (1) factor loadings, (2) composite reliability, and (3) average variance extracted were used to assess convergent validity. Composite reliability values that indicated the degree to which the items signified the latent construct, ranged from 0.862 (perceived

economic benefit) to 0.977 (offline word of mouth), which exceeded the recommended value of 0.7. The average variance extracted was in the range of 0.656 and 0.934 that exceeded the recommended value of 0.5 (see Table 1). Next, the discriminant validity was evaluated by comparing the correlations between constructs and the square root of the average variance extracted for that construct. As shown in Table 2, the square root of the AVE is greater than the correlation with other constructs indicating adequate discriminant validity. Thus, from the results of both analyses, the reflective measurement model demonstrated adequate convergent and discriminant validity.

4.3.1 Testing the structural model

Five out of six proposed hypotheses were supported, specifically brand interaction benefit ($\beta = 0.167, t = 2.439, p < 0.01$), information benefit ($\beta = 0.523, t = 6.296, p < 0.01$), and entertainment benefit ($\beta = 0.337, t = 4.307, p < 0.01$) were found to have significant positive effects on relationship satisfaction. Relationship satisfaction ($\beta = 0.166, t = 2.12, p < 0.05$) has a positive significant effect on online word of mouth, while online word of mouth has a positive significant effect on offline word of mouth with $\beta = 0.223$, and $t = 2.417 (p < 0.01)$. Only economic benefit was found to have

Table 1. Factor loadings and reliability.

Items	Loadings	AVE	CR	CA
BINTRCT1	0.789	0.71	0.907	0.865
BINTRCT2	0.809			
BINTRCT3	0.886			
BINTRCT4	0.881			
ECO1	0.891	0.848	0.918	0.827
ECO2	0.950	0.671	0.89	0.835
ENT1	0.805			
ENT2	0.884			
ENT3	0.842			
ENT4	0.738	0.656	0.884	0.826
INFO1	0.795			
INFO2	0.825			
INFO3	0.842			
INFO4	0.776	0.934	0.977	0.964
OFFWOM1	0.965			
OFFWOM2	0.975			
OFFWOM3	0.96	0.927	0.975	0.961
ONWOM1	0.958			
ONWOM2	0.969			
ONWOM3	0.962	0.708	0.906	0.862
RSATIS1	0.818			
RSATIS2	0.852			
RSATIS3	0.858			
RSATIS4	0.837			

insignificant effects on relationship satisfaction ($\beta = 0.022$, $t = 0.41$, $p > 0.05$). These constructs explained a substantial 50.5 per cent of the variance in relationship satisfaction ($R^2 = 0.505$) that is considered as substantial. Based on the standardized Beta (β) value, information benefit has the strongest impact on relationship satisfaction with $\beta = 0.523$, followed by entertainment benefit ($\beta = 0.337$), brand interaction benefit ($\beta = 0.167$), and economic benefit ($\beta = 0.022$). Though significant, the direct impact of brand interaction benefit on relationship satisfaction is rather weak. Most of the relationships between the exogenous constructs and relationship satisfaction recorded reasonable effect sizes, except for economic benefit \rightarrow relationship satisfaction, which scored only 0.001. Among all of the hypothesized structural paths, information benefit \rightarrow relationship satisfaction has the largest effect size of 0.51. Therefore, these findings indicated support to the majority of the hypothesis namely H1, H2, H3, H5 and H6, while only H4 is not supported (see Table 3).

5 DISCUSSION AND CONCLUSION

This study provides the relationship-marketing literature with several significant theoretical contributions. First, as previous studies seldom investigated

word of mouth from the relationship-marketing perspective, this study integrates the concepts of relationship value and relationship satisfaction in the word of mouth research model. Second, the current study shows the important of establishing and maintaining online relationship with customers through relationship value and relationship satisfaction. It accomplishes this by indicating the significant positive influence of relationship value (and its attributes) on relationship satisfaction, and relationship satisfaction on word of mouth engagement. From a managerial perspective, the study offers convincing proof that hospitality brand marketers should have a good relationship with their members in the brand social networking sites. It is recommended that priority should be given for developing strategies to improve relationship value and relationship satisfaction to maximize positive word of mouth engagement. Practitioners should be aware of the danger of ignoring relationship satisfaction, which could lead to detrimental member behaviors.

Certainly, the study is not without its limitations. It is advisable that the findings from the study should be taken with great caution, particularly in relation to the generalizability of the findings. First, the study only focuses on the hospitality industry. Secondly, the study did not take into consideration the cultural differences existing among

Table 2. Inter-construct correlation.

Constructs	1	2	3	4	5	6	7
1. Brand interaction benefit	0.842						
2. Economic benefit	0.082	0.921					
3. Entertainment benefit	0.213	0.006	0.819				
4. Information benefit	0.205	0.134	0.087	0.81			
5. Offline WOM	0.186	0.025	0.143	0.124	0.966		
6. Online WOM	0.155	0.132	0.172	0.159	0.57	0.963	
7. Relationship satisfaction	0.344	0.107	0.418	0.586	0.287	0.298	0.841

Note: Diagonal elements are the square root of the AVE of the reflective scales while the diagonals are the correlations between constructs.

Table 3. Summary of the structural model.

Hypothesis/structural path	Std. beta	Std. error	t-value	F^2	R^2	Q^2	Decision
H1 Brand interaction benefit \rightarrow Relationship satisfaction	0.167	0.068	2.439**	0.05			Supported
H2 Information benefit \rightarrow Relationship satisfaction	0.523	0.083	6.296**	0.51			Supported
H3 Entertainment Benefit \rightarrow Relationship satisfaction	0.337	0.078	4.307**	0.218	0.505	0.34	Supported
H4 Economic benefit \rightarrow Relationship satisfaction	0.022	0.053	0.41	0.001			NS
H5 Relationship satisfaction \rightarrow Online WOM	0.166	0.078	2.12*	0.023			Supported
H6 Online WOM \rightarrow Offline WOM	0.57	0.06	9.469**	0.48	0.324	0.297	Supported

Note: Significance level: t-value $> 1.645^*$ ($p < 0.05$), t-value $> 2.33^{**}$ ($p < 0.01$), based on one-tailed test, NS = Not Supported.

the members from various societal backgrounds. These cultural differences might lead to different perceptions of the attributes of relationship value. Therefore, it would be interesting if future research could (1) examine different industry that used brand social networking sites and (2) investigate how different culture perceived relationship value in brand social networking sites.

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Tourists' intention to visit food tourism destination: A conceptual framework

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ABSTRACT: In recent years, food tourism has emerged as an area of interest for both tourism researchers and practitioners. However, research in food tourism is limited and there is a lack of empirical studies into tourists' intentions to visit a food tourism destination. This paper attempts to build a conceptual framework based on the original Theory of Planned Behavior (TPB) by modifying the TPB model to include three additional constructs: motivation, involvement and past behavior towards visiting a food tourism destination. The influence of socio-demographic variables is also examined in this model. Since very few studies have been published in this particular area, this provides a theoretical base for future studies in the field of food tourism and destination choice.

Keywords: food tourism; TPB model; motivation; involvement, past behaviour

1 INTRODUCTION

In recent years, the world's millions of tourists have traveled in search of new and special cuisine and/or returned to familiar destinations to enjoy the dishes that they have tasted during previous trips (UNWTO 2012). This has given birth to a new type of tourism labeled as "Gastronomic tourism" "Food tourism" or "Culinary tourism" with the same meaning for each term being defined by various researchers (Karim & Chi 2010). In an unambiguous way, food tourism means, "travel for the specific purpose of enjoying food experiences" (UNWTO, 2012, p.6). Activities involved in food tourism include taking a tour of farmers' markets and primary or secondary food producers, joining cooking shows, food fairs, gastronomic festivals and tasting food products (UNWTO, 2012). These activities help tourists learn from different cultures and understand cultural attributes related to culinary specialties at local destinations. Food tourism has grown considerably to become a global trend and has received attention from destinations which strive to build their brand identity. In fact, food tourism is now considered "a local phenomenon of universal scope that is in a clear growth phase; it has a positive impact on the economy, employment and local heritage" (UNWTO, 2012, p.9). Therefore, the research problems related to food tourism are worthy of specific and focused attention.

A comprehensive review of food tourism articles highlights frequent discussion around five research topics. These are (i) the role of food tourism in local development (Bessière 1998, Everett & Aitchison 2008, Green & Dougherty 2008, Rand, Heath & Alberts 2003, Tellstrom, Gustafsson & Mossberg 2005); (ii) food tourist segmentation (Crotts & Kivela 2009, Ignatov & Smith 2006, Kivela & Crotts 2005, Tikkanen 2007); (iii) marketing strategies for food tourism (Hornig & Tsai 2010, Okumus, Okumus & McKercher 2007); (iv) food experiences in tourism (Cohen & Avieli 2004, Karim & Chi 2010, Kivela & Crotts 2006, Quan & Wang 2004) and (v) the application of theories in food tourism research (Hsu 2014, Ryu & Jang 2006, Smith, Costello & Muenchen 2010). These studies have contributed to our knowledge of food tourism; however, despite the increasing demand in food tourism, little research has been done from a demand perspective. In particular, few studies of tourist behavior in food tourism have been conducted although this academic approach has the potential to provide a profound understanding of the real demands of food tourists. This would be of significant interest to destination marketing organizations and policy makers in many countries. As a result, the purpose of this paper is to propose a conceptual framework to understand food tourism destination choice behavior.

The paper consists of three main parts. The first part presents some behavioral theories in travel destination choice. The second part shows a conceptual model which is followed by a discussion of proposed hypotheses. The paper is concluded with the theoretical and managerial contributions and recommendations for future research.

2 THEORETICAL BASIS

In order to understand the behavioral intention of visiting a food region, it is necessary to develop a systematic and theoretically driven approach. Among the models and theories that could provide explanations of food destination choice behavior, the Theory of Planned Behavior (TPB), which is an extension and modification of the Theory of Reasoned Action (TRA), has been suggested as a fundamental theory to predict people's intention and behavior.

The TPB model proposes a set of relations among three key constructs namely attitude, subjective norm and perceived behavioral control and behavioral intention. In particular, attitudes are the predispositions or feelings toward a vacation destination or service, based on multiple perceived product attributes (Moutinho 1987). The attitude toward the behavior refers to the degree to which the person has a positive or negative evaluation about the behavior (Ajzen & Fishbein 1980). A subjective norm is the influence of social references or relevant other's beliefs on an individual's perceptions of whether she or he perform the behavior. Perceived behavioral control is an individual's perceptions of the perceived ability to perform behavior (Hsu & Huang 2012, Sparks 2007).

Since the TPB model was developed, a large number of researchers have attempted to modify or extend this theory to suit their study contexts. Noticeably, a meta-analytic review of over 180 independent studies adopting the TPB model concluded that the TPB is capable and sufficient to predict both intentions and actual behavior (Armitage & Conner 2001). In the hospitality and tourism field, the TPB has been applied in many previous studies, that provides the strongest explanation of tourists' behavior intentions (Ajzen & Driver 1992, Han, Hsu & Sheu 2010, Han & Kim 2010, Hsu & Huang 2012, Jalilvand & Samiei 2012, Lam & Hsu 2004, 2006, Quintal, Lee & Soutar 2010, Sparks 2007, Sparks & Pan 2009). In a similar way, TPB was also adopted in food tourism research (Akkus & Erdem 2013, Hsu 2014). Accordingly, TPB was selected to predict the intention of participation in food tourism by Akkus & Erdem (2013) and to explain tourists' traditional food consumption by Hsu (2014). In spite of the wide applicability of the

TPB, not many studies in food tourism utilize it to investigate travel behavior. Especially, there is no published research studying travelers' intentions to visit a food tourism destination. In addition, a limitation of the TPB model is that it does not consider the influence of past behavior on behavioral intention although this affective relationship was found in 64 studies through a meta-analysis (Quellette & Wood 1998). Involvement is also a construct that has been widely researched and applied in the consumer behavior literature, especially in the context of leisure and tourism (Gross & Brown 2008). As a result, in order to gain a better understanding of food tourism destination choice behavior, an extended model of the TPB will be conceptualized in this paper.

3 CONCEPTUAL FRAMEWORK

A conceptual framework of tourists' intentions to visit a food tourism destination is proposed in [Figure 1](#) below. Accordingly, travel motivation is added to the original TPB model with the purpose of identifying the motivation—attitude—behavioral intention relationship. Two constructs, involvement in food tourism at the destination and past experiential attitude toward visiting a food tourism destination, are also included in the modified TPB model to explain the future intentions of visiting a food tourism destination. Moreover, the effects of socio-demographic variables on motivations and behavioral intentions to visit a food tourism destination are examined in this study.

4 MODEL PROPOSITIONS

In the context of tourism, most previous studies on destination choice intention have been conducted based on the application of the TPB model, which indicated that attitude, subjective norm and perceived behavioral control all had direct and positive impact on behavioral intentions (Hsu & Huang 2012, Lam & Hsu 2004, 2006, Sparks & Pan 2009). Past studies in this regard could be found in the food tourism literature. For example, Sparks (2007) conducted a large cross-sectional survey of 3500 people from a marketing list company in Australia to investigate potential wine tourists' intention to take a wine-based vacation. The findings indicated that three wine expectancy—value attitudinal dimensions, perceived control and normative influences contribute to the prediction of intention to visit a wine region. Attitude and normative components were important predictors of tourist behavioral intentions to experience local cuisine in a travel destination in the study by Ryu and Jang

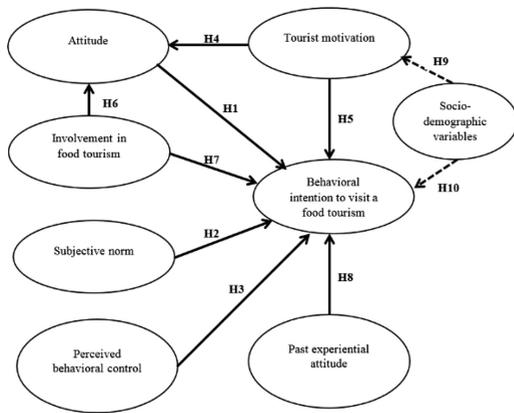


Figure 1. Proposed theoretical framework.

(2006). Similarly, the most recent research by Hsu (2014), conducted through face-to-face interviews in Taiwan, found that attitudes, subjective norms and perceived behavioral control all had a significant influence on the purchase intentions of traditional Taiwanese food. Thus, the following three hypotheses are proposed:

Hypothesis 1: *Tourists' attitude towards visiting a food tourism destination has a direct effect on their behavioral intention to visit a food tourism destination.*

Hypothesis 2: *Subjective norm towards visiting a food tourism destination has a direct effect on tourists' behavioral intention to visit a food tourism destination.*

Hypothesis 3: *Perceived behavior control towards visiting a food tourism destination has a direct effect on tourists' behavioral intention to visit a food tourism destination.*

Motivations are inner drives that cause people to take action to satisfy their needs (Pizam & Mansfeld 1999). Hsu and Huang (2012) claimed that this construct is measured in most tourist motivation studies by asking respondents the reason why they visit a destination or what they want to take part in when visiting a destination. In fact, motivation is considered as a multidimensional construct. According to the TPB model, an attitude is the function of behavioral beliefs that are one's beliefs in performing a specific behavior (Fishbein & Ajzen 1975). This implies that cognitive motivation may influence affective attitude (Ajzen 1991). However, few studies have investigated the relationship between these two constructs. Behavioral beliefs were found to be related to attitude in the

studies of the behavioral intentions of potential travelers from Mainland China and Taiwan to Hong Kong (Lam & Hsu, 2004; 2006). Similarly, attitude was explained by behavioral beliefs in the research into green hotel customers' decision making (Han & Kim 2010). The most recent study by Hsu and Huang (2012) showed that motivation was a significant predictor of both attitude and intention of Chinese travelers when making a decision to visit Hong Kong. Noticeably, although motivation plays an important role in the formation and changing of attitude, the relationship between motivation and attitude or travel intention has not been well documented in the context of food tourism. Therefore, the following two hypotheses are proposed to contribute to the body of literature on food tourism.

Hypothesis 4: *Tourists' motivation to visit a food tourism destination has a direct effect on their attitude toward visiting a food tourism destination.*

Hypothesis 5: *Tourists' motivation to visit a food tourism destination has a direct effect on their behavioral intention to visit a food tourism destination.*

Involvement is defined by Havitz & Dimanche (1997, p. 246) as "...an unobservable state of motivation, arousal or interest toward a recreational activity or associated product, evoked by a particular stimulus or situation, and which has drive properties". A meta-analysis of 53 leisure involvement studies has confirmed that the level of involvement with products, services or activities has an apparent relationship with both purchases and participation (Havitz & Dimanche 1999). In the food and tourism context, involvement with food-related activities has been seen as a predictor of participation in food tourism (Hall & Sharples 2003, Long 2004). Long (2004) stated that culinary tourists perceive food as a social and cultural resource, and their involvement is related with the cultural aspects rather than the physiological aspects. Brown, Havitz, and Getz (2007) developed a wine involvement scale and confirmed that the relationship between consumptive behaviors and wine/wine tourism involvement was profound. In addition, the most recent study of Lee, Bruwer, and Song (2015) revealed that wine tourism involvement formed a positive relationship with Korean wine tourists' attitude towards participating in a tour. Involvement with wine activities that has an impact on both attitude and intention to take a vacation to a wine region has also been tested in a large cross-sectional study by Sparks (2007). Based on the discussion of these previous studies, two hypotheses of the relationships between involvement in

food tourism and attitude or intention to visit a food tourism destination emerge as follows:

Hypothesis 6: *Involvement in food tourism at a destination affects tourists' attitude toward visiting a food tourism destination.*

Hypothesis 7: *Involvement in food tourism at a destination affects tourists' behavioral intention to visit a food tourism destination.*

Quellette and Wood (1998) found that intention and/or future behavior can be predicted by past behavior. Thus, if past behavior were added, it could help to enhance the predictive ability of the original TPB. Past behavior was a good predictor of the behavioral intentions of Chinese and Taiwanese travelers in studies by Lam & Hsu (2004, 2006). In a wine tourism context, the role of past behavior has also been tested in a few previous studies (Hall 2000, Sparks 2007). First, in the model of the wine tourism system by Hall (2000), past experience is noted to have an effect on perceptions and choice of destinations. Second, a modified TPB model suggested by Sparks (2007) referred to past attitude as a predictive factor of intentions to take a vacation to a wine region. Although past behavior has not yet been examined in food tourism, it is argued that a measure of past experiential attitude will help to improve the predictive power in modeling intentions to visit a food tourism destination. Therefore, the following hypothesis is formed:

Hypothesis 8: *Past experiential attitude toward visiting a food tourism destination has a direct effect on tourists' behavioral intention to visit a food tourism destination.*

The importance of socio-demographic variables has also been investigated in previous studies of food and tourism (Kim et al., 2003). The main social indicators found in most previous empirical studies are education and occupation, while the frequently used demographic indicators are age, gender and marital status (Shenoy 2005). Kim et al. (2003) analyze the difference in motivational domains for different socio-demographic subgroups. For example, the factors related to natural resources and health are considered to be more important by people aged 50 and above than by other groups. In addition, the study indicated that while the group aged 40 and above appreciated national parks as attractive resources, those aged 29 and below disagreed with this. Clearly, the age group has an effect on motivations and tourist destination choice. Similarly, there is a significant difference between the levels of education relating to both motivations and tourist destination choice (Kim et al. 2003). O'Mahony

and Hall (2007) stated that the 18–30-year-old females made different food choices compared to their male counterparts. Gender, age and education are found to be the vital factors affecting consumption of local food at a destination (Kim, Eves & Scarles 2009, Kim, Eves & Scarles 2013). In the most recent study by (Hsu (2014)), there was a significant difference in the food choice behavior based on respondents' age, gender and education. To conclude, three socio-demographic factors such as age, gender, and education levels are selected to examine their influence on motivations and food tourism destination choice in this study. Two final hypotheses are presented below:

Hypothesis 9: *Tourist's motivation to visit a food tourism destination is significantly different depending on the socio-demographic variables (age, gender and education).*

Hypothesis 10: *Tourist's behavior intention to visit a food tourism destination is significantly different depending on the socio-demographic variables (age, gender and education).*

5 CONCLUSION

The current study was undertaken in the context of the rise of a specific type of special interest tourism, which is food tourism. Through a review of related literature on general food tourism and behavioral theories, this study proposes a conceptual model of tourists' intention to visit a food tourism destination. More specifically, three constructs including motivation, involvement and past experiential attitude toward visiting a food tourism destination are added to the original TPB model to examine the relationships between them and the visitors' behavioral intention. In addition, socio-demographic variables are supposed to have influence on motivation and intention to visit a food tourism destination.

Based on the theoretical foundation of food tourism research and destination choice research, this study can be considered as a first attempt to understand the behavioral intentions of a tourist who wants to travel to a food tourism destination. This proposed model, consisting of multi-dimensional factors, provides a tentative explanation of how tourists make decisions to choose a food tourism destination. However, what is obviously needed is the empirical support for this conceptual framework. There are no empirical studies to date which examine food tourism destination choice, thus it deserves attention in future research to examine which factors influence tourists' intention to visit such destinations. In addition, it is notable that the model

presented in this paper is not merely applicable to the analysis of food tourism destinations. Rather, it has much wider applicability. For example, it could be applied to examine destination choice in other types of special interest tourism. As a result, in order to confirm the wider range of applicability of the conceptual model, further studies are necessary.

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Senior tourists' travel selection: A structural model development

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ABSTRACT: This study aims to develop a structural model for senior tourists' choice of destination. The data was collected from 400 foreign nationals who spent their holiday in Bali. Confirmatory factor analysis technique (SEM-AMOS) was used to find a causal relationship between variables in the model, by applying concepts related to motivation, i.e., push and pull motivation and their relationship with tourist satisfaction. The study found significant relations between the push and pull motivation. Significant indicators include prices, advantage of leisure time, improvement in transportation, distance, local culinary, hotel facilities and services, health facilities, safety and security. Ultimately, the destination selection for senior tourists' model is determined by key indicators such as existing tourist attractions, trip experiences to, from and within Bali, the availability of the facilities provided, and the services the respondents had during their holiday in Bali. The structural model of destination selection for senior tourists should be useful for destination planning and management.

Keywords: push factor, pull factor, senior tourist, destination selection, structural model

1 INTRODUCTION

1.1 *Research background*

The senior tourism segment has become increasingly important for the overall tourism industry due to the target market's purchasing power and availability of leisure time (La Serre, 2008). Seniors also have the interest for overseas travel, entertainment, and recreational activities. Based on this phenomenon, a supplemental research is necessary to identify and further analyze the strengths and weaknesses of the senior tourism segment from various aspects including economic aspects, social aspects, cultural aspects, and societal impacts. This study aims to provide an important groundwork for tourism development model for senior tourism.

In the context of tourism, the important phenomena to study are consumer satisfaction. It is an indicator that affects loyalty, the *push factors* driving motivation, and the main attractions of a destination (*pull factors*). The consumer satisfaction is formed by a combination of various factors that exist in the destination such as weather, natural scenery, safety, health and sanitation, hospitality, and others (Coban, 2012; Jamaludin et al, 2012).

1.2 *Problem statement*

The dynamics of tourist motivation and the changes within a destination should be identified by doing periodical research, including the emerging of

senior tourism segment. Currently, there has been very little research conducted to identify the factors that motivate senior tourists to visit Bali. The development of a structural model that identifies such factors will be useful for the planning and management of the destination. The main research questions in the current research are:

- a. What is the relationship between the push motivation and the tourist satisfaction?
- b. What is the relationship between the push motivation and the pull motivation?
- c. What is the relationship between the pull motivation and the tourist satisfaction?
- d. In what ways do the senior tourists perceive the tourist satisfaction model based on the push, and pull motivational factors?

2 LITERATURE REVIEW

2.1 *Senior tourists*

The definition of "senior" is still widely debated, particularly regards to the age at which a person is called senior. According to Peterson (2006: 17) "older people" refers to people from the age of 55 and beyond. Likewise, the definition of the World Tourism Organization (2005) explains that senior travelers are senior tourists aged 55 years or more. The Indonesian government also defines it such as those senior foreign tourists are senior travelers who are foreign nationals who are at least 55 years

of age. This definition is adopted from the Presidential Decree number 31 of 1998. In this study, the definition of senior foreign tourist refers to the chronological age of 55 years and beyond.

2.2 *Travel motivation*

Travel motivation is divided into two types of motivation: internal and external. Pitana and Gayatri (2005) considered internal motivation as the push factor for people to travel, which means that they are driven by certain motives to travel. Furthermore, it was said that motivation is a basic foundation in the study of tourists and tourism. Travel motivation is also considered as a part of psychological needs and wants, as well as biological ones, which include inseparable push and pull factors that drive people to do or conduct tourism activities (Mohammad & Mat Som, 2010; Yoon & Uysal, 2005).

2.3 *Tourist's satisfaction*

According to Kotler (2003: 61), customer satisfaction is a function of customer expectation on the service received. Customers attain satisfaction from the services provided by a company if the service meets the expectation of quality and is in accordance with the customer's expectation. Consumer satisfaction is one indicator that affects loyalty. Accordingly, Zeithaml et al. (2000: 287) stated that customer satisfaction is the fulfillment of consumer response. Customer satisfaction is the evaluation of the surprise inherent in the acquisition of a product or experience (Giese & Cote, 2002; Oliver, et al., 1999). Simply put, satisfied customers are great assets for a company's survival. Maintaining customer satisfaction should be done as an integral part of service quality management so that customer satisfaction can be maintained.

3 METHODS

This study was designed using survey method of research involving 400 foreign nationals as respondents. The tourists were selected using accidental sampling method when they were on holiday in Bali. The technique of confirmatory factor analysis (SEM-AMOS) was used to produce the structural model.

This research involved 400 senior tourists as the respondents. The amount is considered to be adequately sufficient, as it is greater than the requisite of the SEM power analysis between 100–200 respondents (Hair et al., 2006; Hooper et al., 2008). Quantitative approach is applied in the current study to analyze a causal relationship between

variables in the model by applying theories and concepts related to motivation and destination image. The addition of qualitative approach in this study is aimed to give a deeper understanding and added what cannot be investigated by quantitative research alone. Thus, should be able to provide a more complete and profound description.

4 RESULT AND DISCUSSION

4.1 *Descriptive statistics of research data*

The results of the study show the profile of respondents as follows: The aging, descriptively the respondents were divided into two age groups: the 55 to 65 age group, and the over 65 age group. The study showed 73 percent of respondents belong to the 55 to 65 age group, which is greater than the over 65 age group at 27 percent. Looking at the physical condition, respondents from the 55 to 65 age group are generally in better physical condition, allowing them to travel outside their country when compared to the 65 and over age group. The proportion of the age group in this study is similar to the research of Esichaikul (2012).

Based on the tourists' nationality, the proportion of senior foreign tourists visiting Bali is dominated by Australian tourists by 41 percent, then the Netherlands at 10 percent, Germany at 7 percent, 5 percent from the United States, 4 percent from Japan, another 4 percent from the United Kingdom, and the rest are from other countries. In other words, the top 10 tourists' nation of origin are from Australia, the Netherlands, Germany, USA, Japan, France, Britain, Italy, Switzerland, and Russia. Viewed from the geographical distance, the dominating country of origin is Australia due to its geographical proximity.

"It's close to Australia; it can be economical, its culture is interesting and the people are wonderful," a comment from one respondent from Australia.

Distance factor affects the senior travelers' consideration in choosing a tourism destination because of their physical limitations and declining physical condition.

In sense of gender, the survey showed that the proportion of male respondents is greater than the female respondents. The results of this study illustrate that the number of male and female senior tourists who are having time off in Bali is not too far apart from one another.

Based on employment status, senior tourist respondents visiting Bali were dominated by retirees, reaching 40 percent of total respondents, while 37 percent of respondents claimed that they are still actively working in various fields and

another 23 percent did not state their occupational status clearly.

4.1.1 Push motivators for senior tourists

Motivation factors that push senior foreign tourists to travel to Bali are strongly indicated by such indicators as rest and relaxation, escaping the daily routine, gaining experience and knowledge, visiting new places, and meeting people and socializing. Meanwhile, increasing health and wellness, physical exercise, and visiting family and friends are not considered as strong push motivation for senior foreign tourists to travel as indicated by Table 1.

4.1.2 Pull motivators for senior tourists

The strong pull motivator for respondents (i.e., foreign senior tourists) to visit Bali is the tourists' interest on the history of Bali, nature of Bali, culture of Bali, leisure time, Balinese culinary, events and festivals. Meanwhile, indicators such as prices in Bali, hotel facilities and services, distance from country-of-origin, safety and security in Bali, transportation, health facilities, quality of tourism agencies, immigration services are considered as the weak indicators for foreign senior tourists in visiting Bali (see Table 2).

Table 1. Descriptive statistics respondents' opinions on push motivational factors.

Code	Indicator	Mean	Std. Deviation
X _{2,2}	History of Bali	4.3775	0.77879
X _{2,3}	Nature of Bali	4.3225	0.85459
X _{2,1}	Culture of Bali	4.2800	0.83866
X _{2,6}	Advantage of Leisure Time in Bali	4.1650	0.83937
X _{2,9}	Balinese Culinary	4.0125	0.95374
X _{2,5}	Event and Festivals	4.0000	0.97075
X _{2,4}	Prices in Bali	3.8525	1.05998
X _{2,10}	Hotel Facilities and Services in Bali	3.7150	1.03994
X _{2,8}	Distance from Country-of-Origin	3.7075	1.10680
X _{2,13}	Safety and Security in Bali	3.4400	1.22889
X _{2,7}	Improvement in Transportation	3.3925	1.13872
X _{2,11}	Health Facilities in Bali	3.3625	1.15951
X _{2,15}	Services of Qualified Tour Guides	3.3625	1.15300
X _{2,14}	Quality of Tourism Agencies	3.2600	1.14922
X _{2,12}	Immigration Services	3.0875	1.28996

N = 400 Respondents.

Table 2. Descriptive statistics respondents' opinions on pull motivational factors.

Code	Indicator	Mean	Std. Deviation
X _{1,1}	Rest and relaxation	4.370	0.82145
X _{1,4}	Escaping the daily routine	4.155	0.86478
X _{1,3}	Gaining experience and knowledge	4.128	0.85620
X _{1,2}	Visiting new places	4.093	0.94402
X _{1,5}	Meeting people and socializing	4.023	0.96920
X _{1,6}	Increasing health and wellness	3.560	1.05079
X _{1,8}	Physical exercise	3.398	1.35243
X _{1,7}	Visiting family and friends	3.283	1.17309

N = 400 Respondents.

4.1.3 Senior tourist satisfaction

The quantitative descriptive depiction in Table 3 shows that related to satisfaction of senior tourists, some attributes are considered adequate and in accordance to the expectations of senior foreign tourists visiting Bali. These attributes include tourism infrastructure, tourist attractions, travel experience to and within Bali, tourist services throughout Bali, and the availability of various tourism facilities.

4.2 Structural equation modeling

Before testing the model, confirmatory factor analysis was conducted to determine the appropriate indicators to represent the latent variables (dimensions). From the 27 indicators propose, only nine indicators with the standardized regression weights rather than 0.5 remained. The results of the factor analysis also formed three dimensional factors which becomes latent variables in the construct of this study. These latent variables are: (1) push motivation, (2) pull motivation, and (3) tourist satisfaction. The result of the factor analysis test is a reference to determine whether a senior destination model is influenced by push motivation, and pull motivation (see Table 4).

The confirmation model of 27 motivation indicators for senior tourists declared only 17 valid

Table 3. Descriptive statistics on senior tourists satisfaction.

Code	Indicator	Mean	Std. Deviation
Y _{2,2}	Satisfied with the trip from / to Bali	4.2525	0.7844
Y _{2,1}	Satisfied with the existing tourist attractions in Bali	4.2100	0.7826
Y _{2,4}	Satisfied with the services They get during their vacation in Bali	4.1600	0.8100
Y _{2,3}	Satisfied with the availability of the facilities provided by the Bali tourism	4.1150	0.8145

N = 400 Respondents.

Table 4. Elimination process by the standardized regression weights.

Code	Indicator	Estimated
X _{1,6}	Increasing health and wellness	0.790
X _{1,7}	Visiting family and friends	0.823
X _{2,4}	Prices in Bali	0.511
X _{2,6}	Advantage of Leisure Time in Bali	0.506
X _{2,7}	Improvement in Transportation	0.661
X _{2,8}	Distance from Country-of-Origin	0.682
X _{2,9}	Balinese Culinary	0.535
X _{2,10}	Hotel Facilities and Services in Bali	0.667
X _{2,11}	Health Facilities in Bali	0.706
X _{2,12}	Immigration Services	0.651
X _{2,13}	Safety and Security in Bali	0.658
X _{2,14}	Quality of Tourism Agencies	0.692
X _{2,15}	Services of Qualified Tour Guides	0.724
Y _{2,1}	The existing tourist attractions in Bali	0.786
Y _{2,2}	Trip from / to Bali	0.790
Y _{2,3}	The availability of the facilities provided by the Bali tourism	0.818
Y _{2,4}	The services during their vacation in Bali	0.802

indicators based on uni-dimensionality. It means that there is an elimination process for several indicators because they are not included in the dimensions that motivate senior travelers to spend their leisure time in Bali. Tourist motivation dimension formed sub-dimensions which become new latent variables stemming from the development of push factors and pull factors.

The model formed has a close *goodness of fit* because its value is approaching 1 (see Table 5). Thus the relationship between variables in the model constructed is shown in the path diagram in Figure 1.

The relationship between the latent variable X1 (push motivation) and Y1 (tourist satisfaction) has a CR (Critical Ratio) value of only $-0.292 < 1.96$, but the relationship between X2 (pull motivation) and Y (tourist satisfaction) is significant with a CR equal $7.110 > 1.96$. The similar relationship with good critical ratio is between X1 (push motivation) and X2 (pull motivation), with a CR of $6.832 > 1.96$ (see Table 6).

From the analysis and findings, the research problems can be clearly answered as follows:

- a. There is no significant relationship between the push motivation and the tourist satisfaction. Relationship between push motivation variable (X1) on tourist satisfaction (Y) occurs at

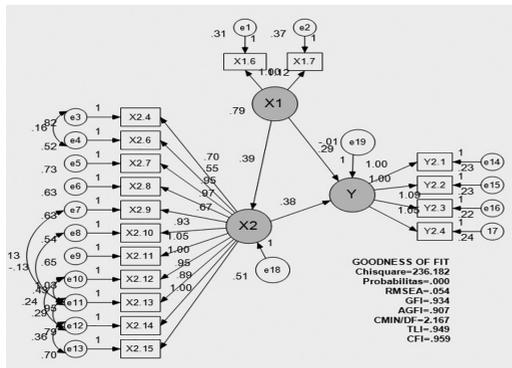


Figure 1. Construct of senior tourism destination selection structural model.

Table 5. Goodness of fit measures of structural model.

Model Suitability Criteria	Recommended Value	Test Score	Description
CMIN/DF	≤ 3.00	2.167	Good
RMSEA (sample > 200)	≤ 0.08	0.054	Good
GFI	≥ 0.90	0.934	Good
AGFI	≥ 0.90	0.907	Good
TLI	≥ 0.95	0.949	Good
CFI	≥ 0.95	0.959	Good

* Method: Maximum Likelihood Estimates.

- a superficial level due to the probability value which greater than 0.05 ($P = 0.771$).
- b. There is a significant relationship between the push motivation and the pull motivation. Relationship between push motivation variable (X1) and pull motivation (X2) occurs at a significant level because the probability value is smaller than 0.05 ($P = ***$).
- c. There is a significant relationship between pull motivation and tourist satisfaction. Moreover, the relationship between pull motivation variable with tourist satisfaction variable is a positive relationship with $CR = 7.110 > 1.96$ and probability value ($***$) < 0.05 .
- d. Testing of the destination selection model shows that there are several determining indicators. They are the existing tourist attractions, trip experience from and to Bali, facilities provided by the Bali tourism, and service excellence in Bali (see Figure 2).

5 CONCLUSION

The relationship model is close to a goodness of fit so that the conclusions can be stated as follow:

Table 6. Relationship estimation of destination image of Bali.

Relationship	Est.	C.R.	Sig.
Pull motivation ← Push motivation	0.39	6.832	***
Tourist satisfaction ← Push motivation	-0.012	-0.292	0.771
Tourist satisfaction ← Pull motivation	0.376	7.110	***

* Note: ← linear relationship

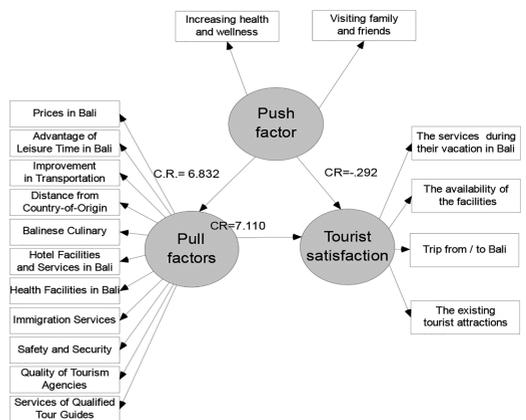


Figure 2. Destination selection model for senior tourism in Bali.

- a. There is no significant relationship between the push motivation and the tourist satisfaction. They are indicator of increasing health and wellness, and visiting family and friends.
- b. There is a significant relationship between the push motivation and the pull motivation.
- c. There is a significant relationship between pull motivation and tourist satisfaction. The relations include indicator of prices, advantage of leisure time, improvement in transportation, distance from country-of-origin, Balinese culinary, hotel facilities and services, health facilities, immigration services, safety and security, quality of tourism agencies, and qualified tour guides' services.
- d. The destination selection model for senior tourists is determined by several indicators, they are the existing tourist attractions, trip experiences from and to Bali, facilities provided by the Bali tourism, and the service excellence in Bali.

The qualitative data indicated that not all senior foreign tourists have positive opinions about Bali; several tourists actually critiqued the various issues concerning the image of Bali as tourism destination. The qualitative data collection also indicated that some things were assessed negatively by senior foreign tourists about Bali, including (1) trash and waste problems that have not been properly managed, (2) traffic congestion, (3) complicated immigration procedure and service (4) the number of unofficial or illegal retributions by some police officers, (5) development of tourism facilities that do not characterize the culture of Bali, and (6) the overuse of plastic materials. If the model only includes indicators deemed to be valid in the confirmatory factor analysis of formed latent variables, a confirmation of upcoming model is needed to deliver more reliable results.

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Memorable tourism experiences in Mulu National Park: Scales development

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ABSTRACT: This paper presents a reliable and valid measurement instrument for memorable tourism experiences from the perspectives of real and more regular travelers. The exploratory research involved 13 qualitative interviews with local officials of Mulu National Park and 100 tourists' who visited Mulu National Park, Sarawak. The study confirmed a reliable and valid MTE instrument with 22 items across the seven experiential dimensions. They were: (a) Perceived Novelty, (b) Perceived Encounter Social Interaction/Cultural Knowledge, (c) Perceived Involvement, (d) Perceived Unexpected Happenings, (e) Perceived Negative Experiences, (f) Perceived Meaningful and (g) Perceived Stimulations. The results provide important managerial implications for future destination marketing efforts.

Keywords: tourism experience, perceived quality, destination marketing

1 INTRODUCTION

Tourism nowadays offers a wide variety of experiences for travelers who desire diverse sceneries, cultures, and local life styles at different tourism destinations (Tung & Ritchie, 2011). With the recognition of tourism destinations as amalgams of tourism products offering an integrated experience to consumers (Buhalis, 2009), it is important to ensure to deliver unique, extraordinary and memorable tourism experiences to potential visitors in order to maintain a sustainable competitive advantage over competitors (Hudson & Ritchie, 2009; Ritchie & Hudson, 2009). This has resulted in increasing recognition of the significance of Memorable Tourism Experiences (MTEs) among both tourist experience researchers and tourism professionals (Kim, 2009; Kim, Ritchie, & McCormick, 2012; Pizam, 2010; Canadian Tourism Commission, 2004; Tung & Ritchie, 2011a, Chandralal & Valenzuela, 2015). However, the study of MTEs is limited with only few academic studies available. For example, a previous study by Kim et al. (2010) used only students as the subjects to examine MTEs; such samples can hardly be considered typical tourists. Using real tourists samples in studies on MTEs are likely preferred by tourism institutions because real tourists exhibit more financial freedom than regular students when they travel. This study, therefore, conceptualizes MTEs from

real tourists' perspectives; to fill a significant gap in the knowledge base concerning MTEs.

2 LITERATURE REVIEW

According to Kim et al. (2012, p. 13), 'satisfaction and quality alone are no longer adequate descriptions of the experience that today's tourists seek'. Both satisfaction and quality in marketing attributes can no longer stimulate future behavioral intention of visitors. These new developments in tourist behavior have led Destination Marketing Organizations (DMOs) to find new ways of marketing their destinations; and led to a paradigm shift from 'a features and benefits based approach' towards an experience-based approach (Hudson & Ritchie, 2009; Williams, 2006). This also resulted in an increased interest of tourism scholars to study the make-up of tourist experiences and understand how these experiences can be converted into memorable experiences.

Many experiential dimensions have been proposed by several scholars as integral components of MTEs. For example, Chandralal and Valenzuela (2015) have added two new dimensions of MTE such as 'local guides' and 'engaging in surprising activities suggesting that MTEs must be conceptualized broadly in order to capture the best operationalisation of the construct.

However, Kim (2009) made the first attempt to develop a measurement instrument for MTEs by using a sample of college students as subjects and publishing the results in a series of papers (Kim, 2010, 2013; Kim, et al., 2012; Kim, et al., 2010). Kim developed a 24-item MTEs scale consisting of seven dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement and novelty (Kim et al., 2012). ‘Hedonism’ refers to experiences associated with emotions such as pleasure, excitement and enjoyment. ‘Refreshment’ is associated with feelings of freedom, liberation and revitalization reported by travelers on a memorable trip. The third dimension, ‘local culture’, represents travelers’ experiences of friendly local people; ‘meaningfulness’, indicates travelers’ engagement in personally significant activities. ‘Knowledge’ is the exploration of new cultures and the acquisition of new knowledge on a trip; the sixth dimension, ‘involvement’ represents travelers’ active participation in memorable tourism experiences. The final dimension, ‘novelty’ denotes unique experiences encountered by travelers during MTEs.

The MTE literature suggests that the topic is still being insufficiently studied, with few scholarly examinations. Many of the studies only used student subjects to examine MTEs (e.g. Kim, 2009; Kim, et al., 2012; Larsen & Jenssen, 2004; Morgan & Xu, 2009; Tung & Ritchie, 2011a); students are hardly representative of all tourists. Student samples do not represent more experienced and frequent travelers who are ideal respondents to question about MTEs. Students also do not have the same financial resources compare to tourists who have full-time salaries and other incomes.

While acknowledging the contributions made by scholars on MTE, several future research opportunities can be identified for further enrichment of their contributions. Firstly, it is important to assess the validity of the seven MTEs dimensions developed by Kim (2009) and the measurement instrument through further research based on more representative samples of tourists. The instruments could also be tested on different samples of respondents of different culture in different regions or develop an entirely new instrument based on a sample of more genuine travel populations with different culture. The latter may be more beneficial since the limitations of the scale based on Kim’s (2009) student sample can be overcome by developing a new instrument. In light of these gaps in the literature, the goal of the present study was to develop and validate a more reliable measurement instrument for MTEs from a more representative sample of tourists from different culture.

3 METHODS

The study followed the best practices suggested by the experts in the field of instrument development and validation in order to develop a more reliable and valid instrument for MTEs (Churchill, 1979; DeVellis, 2003).

In order to obtain more reliable findings, the study employed two data sources: qualitative and quantitative research was conducted in order to uncover the antecedents and behavioral outcomes of memorable tourism experiences. In-depth interview with a purposive sample of 13 officials directly related to Mulu Park was done to suit local culture of the environment. This is done to ensure the content validity of dimensions, which were predetermined from the literature review. From the responses of qualitative interview, words emerged were combined and categorized into themes. Pool of items for MTE was then generated. Pilot study was then conducted to 100 respondents consisting of local and international tourists in Mulu National Park. Items of the MTE scale and the categorized themes were subjected to Maximum Likelihood rotation using SPSS Version 21.

4 RESULTS AND DISCUSSION

4.1 *Qualitative*

Twelve themes emerged as the antecedents of MTE from the analysis of in-depth interview and both Kim (2012), and Chandralal and Valenzuela (2015) sources. Five additional themes emerged from the in-depth interview were: Adverse feelings, Stimulations, Challenge, Unexpected Happenings and Happiness. Twelve themes were common to both of the analyses indicates a higher level of consistency of the findings between the two data sources. The common themes that were associated with MTE were: (a) perceived hedonism, (b) perceived novelty, (c) perceived encounter social interaction/local culture, (d) perceived refresh feelings, (e) perceived meaningfulness, (f) perceived involvement, (g) perceived adverse feelings, (h) perceived stimulation, (i) perceived challenge, (j) perceived unexpected happenings (k), perceived knowledge, and the last theme (l) perceived happiness. Based on the 12 themes identified, 39 items of the MTE scale were then developed and tested to measure tourist memorable tourism experience at Mulu National Park.

4.2 *Quantitative*

Exploratory Factor Analysis (EFA) was carried out with the items to identify the dimensionality

of the proposed MTE scale. The reliability of the scale was measured using Cronbach's alpha. The values reported were 0.85 above the criterion of 0.70 and indicated that the scale has acceptable reliability (Nunnally, 1978). Result from the EFA shows that Memorable Tourism Experiences construct containing 22 items (originally 39 items) has been factored into seven components were retained and were identified as 'Perceived Novelty', 'Perceived Encounter Social Interaction / Cultural Knowledge', 'Perceived Involvement', 'Perceived Unexpected Happenings', 'Perceived Negative Experiences', 'Perceived Meaningful' and 'Perceived Stimulations'. Seventeen items were removed during the EFA purification process using the general practices recommended by the experts in the field (Churchill, 1979; Hair et al., 2010). The final solution, shown in Tables 1 and 2, consists of 22 scale items across seven factors, which collectively explained 72.792% of the total variance; well above the minimum threshold of 60% in the social sciences (Hair et al., 2010, p.109). The seven MTE dimensions were labeled: Novelty, Interaction Knowledge, Involvement, Unexpected Happenings, Negative Experiences, Meaningful, and Stimulating Experiences.

The study proposed a reliable MTE scale that consists of 22 items across the seven experiential dimensions: 'Perceived Novelty', 'Perceived Encounter Social Interaction/Cultural Knowledge', 'Perceived Involvement', 'Perceived Unexpected Happenings', 'Perceived Negative Experiences', 'Perceived Meaningful' and 'Perceived Stimulations'. The MTEs scale proposed by this study is expected to be more reliable and more accurate in its application to a wider travel population because it was purified and validated using sample of authentic travelers who were actually on leisure trips during the survey. The instrument can be used to assess the strengths and weaknesses of a tourism destination and improve the competitiveness of a particular destination. Eventually, destination marketing organizations and governments can increase the number of visitors, tourism expenditure and enhance the economic development and quality of life for the local residents of in the destination area.

The findings support that provision of novelty experience can increase the tourists' awareness toward MTE. Novel experiences are perceived as distinctive and unlike those on previous tourism trips. In other words, a traveler may perceive that a

Table 1. Loading values of final EFA.

Item	Code factor						
	1	2	3	4	5	6	7
mte_b5	.912						
mte_a3	.763						
mte_b6	.711						
mte_b7	.539						
mte_d12	.456						
mte_k36		.853					
mte_c10		.840					
mte_c9		.675					
mte_k34		.556					
mte_c11		.320					
mte_f20			.888				
mte_f21			.794				
mte_f19			.737				
mte_j32				1.067			
mte_j33				.741			
REg24					.970		
REg23					.830		
mte_e16						.787	
mte_e15						.734	
mte_e18						.734	
mte_h27							.938
mte_h26							.658
Variance explained (%)	23.928	13.0469.592	8.852	7.317	5.498	3.911	
Total variance explained (%)	23.93	36.96	46.57	55.42	62.74	68.2472.80	

Table 2. Final exploratory factor analysis: factor labels.

Factor	Item No	Factor label and items
1. Novelty	1	I had an exciting experience
	2	I had once in a lifetime experience
	3	I had a unique experience
	4	I had experienced different kind of experience
	5	I had a refreshing experience
2. Interaction Knowledge	1	I had a good impression about the local culture here
	2	I had a chance to closely experienced the local culture of Mulu Park
	3	The local people of Mulu were friendly to me
	4	I gained a lot of information from this trip
	5	I sense stimulating experience
3. Involvement	1	I visited place that I really wanted to go
	2	I enjoyed doing the activities that I really wanted to do
	3	I was interested with the main activities offered to me
4. Unexpected Happenings	1	I experienced a situation which was unforeseeable
	2	I experienced happenings which was unexpected
5. Negative Experiences	1	I am frustrated with Mulu Park
	2	I felt angered in Mulu Park
6. Meaningful	1	I felt I did something meaningful in Mulu Park
	2	I felt that I did something important in Mulu Park
	3	I felt that I have gained valuable experience from this trip
7. Stimulating	1	I felt aroused after this trip
	2	It was an invigorating experience

destination or a travel is distinctive if he or she can enjoy novel and unique experiences, which can, in turn, enhance his or her memories about that destination or trip.

The results also revealed that social interactions are one dimension of MTE which allow travelers to strengthen their social bonds and be connected with travel companions and local people. This conclusion is in line with Canadian Tourism Commission, (2004, p. 3) which found that today's travelers prefer to enter a host community to meet and socialize with local people, and to participate in community and cultural activities. Moreover, tourists' involvement and participation on the programs offered at the tourist destination can also facilitate MTE. All these elements add a new dimension to tourism experiences, which may, in turn, enhance travelers' memory of the experience.

Unexpected Happenings can also facilitate MTEs. Unexpected experiences can be as an event or situation, which was not foreseeable, that a traveler faced with while traveling. These results are consistent with the previous memory research, which indicated that surprising and unexpected events can create vivid and long-lasting memories (Brewer, 1994; Lynch & Srull, 1982; Talarico & Rubin, 2003).

In addition, negative experience can be a factor affecting MTE. Negative moments evoked because of unexpected event that can happen at any time during one's tourism experience such as an accident,

illness, terrible weather, loss of valuables etc. Consequences of these unanticipated events, besides the feeling of surprise, lead to various kinds of negative feelings such as anger and frustration (Kim, 2009).

This study further suggests that provision of meaningful experience will make tourist achieve MTEs. Meaningfulness refers to a sense of great value or significance (Kim et al., 2012) or broadening one's thinking of life and society (Uriley, 2005). Previous studies also acknowledge the importance of providing meaningful experience in determining tourists' experiences. For example, Tarssanen (2007) found that meaningfulness can lead to the tourist's personal development and change: after returning home, everyday life may be viewed in a totally new way; the experience and lessons learned during the trip can be absorbed as part of one's own everyday life. Furthermore, when meaningfulness to tourists is enhanced, experience will become more memorable (Tsiotsou & Goldsmith, 2012).

This study also supports stimulation experience as one of the component of MTEs. Stimulation experiences are those related to feelings that are heightens or invigorate oneself. Aroused feeling may result in affective feelings in travelers' minds, but this claim is inconclusive. Nevertheless the result is strengthening the notion that affective emotions are an integral component of MTEs. For example, previous studies showed that events associated with emotions are better remembered

than neutral events (Holland & Kensinger, 2010; Schmidt, 1991; Talarico, LaBar, & Rubin, 2004; Wagenaar, 1986). Therefore it can be concluded that memorable tourism experiences are accompanied by positive emotions in travelers' minds, enhancing the retention and recollection of MTEs.

5 CONCLUSION

This study has successfully developed and validates a measuring instrument for MTEs from a more representative sample of authentic tourists from different culture. The findings of this paper provide valuable insights for tourist Destination Marketing Organizations (DMOs) specifically national parks and governments for better provision of memorable tourism experiences for their visitors. From the perspectives of tourism suppliers, the seven experiential dimensions offer a rich pool of potential experiential arenas for tourism marketers to design MTEs for their visitors and customers. Experienced suppliers such as travel agents and tour operator companies can incorporate these experiential dimensions into their tourism products so that their customers will have more opportunities and avenues to realize MTEs during their trips.

FUTURE RESEARCH

The MTEs instrument proposed by the present study could be further tested through the use of different samples. Further studies could, therefore, be undertaken to examine the MTEs of different travel segments such as youth tourists, adventure tourists, cultural tourists, and sport and recreational tourists, in order to uncover their experiences and provide more contextual and richer findings for tourism marketers to design better and more specialized tourism products.

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Local wisdom-based service learning in tourism development

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ABSTRACT: Integrating the concept of local knowledge in the development of tourism is a new trend that departs from avoiding the local culture to be eroded by global culture. The study was conducted using literature review from current scientific books and papers in the reputable international journal. To confirm the literature review, we also took a survey from 50 students that are doing service learning. The model of the service learning is based on local knowledge. This article discussed three concepts, namely (i) the concept of service learning, (ii) the concept of local knowledge, and (iii) service learning based on local knowledge in the development of tourism.

Keywords: local wisdom, service learning, tourism development

1 INTRODUCTION

The community's longing for the spirit of local culture has become a new commodity in the field of tourism with positive value. Besides boosting regional income, tourism development based on local wisdom is one of the efforts to preserve the national culture as identity of the nation. Therefore, it can be said that the culture and local wisdom have been the utmost potential in the field of tourism, even becomes the trend of tourism potential in the future. However, for some developing countries with high population density and wide area, such as Indonesia, it is necessary to collaborate among all the elements to carry out the development, including in the field of tourism. In fact, Indonesia as a democratic nation still struggles toward the efforts of democratization in various sectors. Mathews (2014, p. 45) explains "the problems of democracy ranged from lack of personal and community agency in public education to a lack of community engagement and access to decision-making processes". Related to this, it is highly needed to prepare better quality of human resources to support the achievement of the development.

It is considered that that college as the means of preparing qualified human resources would have great contribution to national development. Students who will be the future leaders of Indonesia should be accustomed to mingle with the people and government to implement the development. Why students? The question can be answered with at least three (3) rationalizations. First, students have the advantages of the thoughts, ideas and innovation aspects as the implications of their

education. Second, students as future leaders must be equipped with various abilities and must be familiarized to resolve the complexity of problems in society. Third, the government has restrictiveness to manage and to succeed the national development plans, especially in terms of executing the tasks in the field.

To achieve these goals, one of the things that can be done by the college is to apply the *service learning* model. This model is a learning strategy that provides an opportunity for students to implement theories acquired to build the nation by performing direct involvement in solving problems in the community.

2 LOCAL WISDOM

Local wisdom is equilibrium between human with the environment to form collaboration. Local wisdom is basic knowledge gained from living in balance with nature. The wisdom from real experiences integrates the body, the spirit and the environment (Mungmachon, 2012). Value wisdom can be tangible, concrete and abstract, but the important thing is that wisdom is derived from experience or that truth obtained from human life in society. Local wisdom is a transfer, adaptation, and development of related values, knowledge, technology, and behavioral norms from/to the local contexts, including (1) local networking, (2) technological, economic, social, political, cultural, and learning localization, (3) decentralization to the local site level, (4) indigenous culture, (5) community needs and expectations, (6) local involvement, collaboration and support, (7) local relevance and legitimacy,

(8) community-based needs and characteristics, and (9) social norms and ethos (Cheung, 2002).

The emergence of service *learning* development based on local wisdom in the development of tourism is derived from the ideas that local culture should survive and be potentially used as the filter of global culture as Fakhri (2003) explains that local culture has the potential and role as equal culture (counter culture) for the domination of global culture mythologized as something inevitable. Social changes happened in the society have implications for the pace of culture (*culture lag*) if the changes which occur in each phase is taken off from its local culture.

3 SERVICE LEARNING

Service learning is a concept known in the field of education that refers to an application of science on the practical level. It contributes to the development in real terms as well as familiarize the learners to explore the science in society.

Service learning is a form of experiential education in which students engage in activities that address human and community needs together with structured opportunities intentionally designed to promote student learning and development (Jacoby, 2009). Service learning program is a service delivery based on a desire to share with fellows, the process requires the spirit of strong voluntarism, namely “focused on aspects of helping others without material rewards, but emphasized the helper’s free will” (Haski & Leventhal, 2009).

Through service learning, students share “common” experiences and feel connected, and feel that they matter to other students and their instructors (Gardner dalam Stewart, 2012). Service learning developed in learning is the development of methodology that emphasizes the involvement of students in society. Service learning is important nowadays to reduce ego or individualistic traits among people as many seek for personal satisfaction and seem not to care about others (Malihah, 2015). The absence of empathy towards local environment causes selfish and individualist generations. Double-digit globalization also plays a part in this condition, so it becomes a necessity to develop values pertaining to democratic society, political engagement, volunteering, and responsibility as citizens. Gonggong (2008) said that “young generations are not only the independent independence”. This statement is brief but meaningful, meaning that great expectations are put on the shoulders of students to make a difference.

Students would better encode information for long-term retrieval, catalyse personal development by absorbing their experiences and lessons through

first-hand experiences, and contribute civically to their communities there by becoming more responsible citizens (Wynsberghe & Andruske, 2007). Students who participate in service learning have shown a significant increase in matters of knowledge, the involvement of civil and awareness of social issues (Melchior & Bailis, 2002). Service learning is obligation a college is covering education, research, and devotion the community with the development personality. Service Learning promotes resilience, empowerment, pro-social behaviors, motivation for learning, and student engagement—all mediators of academic success (Kaye, 2010).

4 METHOD

In this study, we integrated the concept of local knowledge in the development of tourism that avoiding the local culture to be eroded by global culture. The study was conducted using literature review from current scientific books and papers in the reputable international journal. To confirm the literature review, we also took a survey to 50 students that are taking service learning.

5 SERVICE LEARNING BASED ON LOCAL WISDOM FOR TOURISM DEVELOPMENT

Service learning model developed in college directly has three given positive impact, which are i) strengthening learning community-based to university students, ii) creating students to have souls to serve people as well as to grow a strong will for learning from people, and iii) improving quality of life for the society.

Related to the development of tourism based on local wisdom through *service learning* programs in college, Universitas Pendidikan Indonesia has carried out these activities. *Service learning* developed in the University is Thematic KKN Local Culture Wisdom (KBL) program aiming to preserve the local values and potentials as tourism attractions so that they have economic value to the society. Besides, it is also to motivate people to preserve traditional culture/art, to improve traditional art marketing management as regional asset, to establish traditional art candidates, as well as to conduct the forming of art preservation cadres to create employment/business opportunity.

It can be seen from some of the work programs implemented by *community service learning* at *Kampung Adat Pulo Garut* (Thematic KKN Local Culture Wisdom Reports, 2015). Schematically, the writers map the the modified development of

tourism based on local wisdom through *service learning* as in the following figure.

Service learning in the development of local wisdom based tourism described above is packaged in a variety of events. First, the analysis of the needs and potential are the first activities to identify the location, the needs of the community around the site and the potential that can be developed. Second, customs guard regeneration is done by providing counseling about the importance of making the custom rescue organization. Third, the development of Kampung Adat Pulo traditional arts aims to analyze the potential of culture that can be developed. Fourth, the marketing of culture tourism by documentary film making is as a medium for the promotion of Kampung Adat Pulo tourism. Fifth, art performances are featuring Kampung Adat Pulo traditional art. Seeing this, it can be explained that the main orientation of local wisdom *service learning* program is to explore, to preserve and to market Kampung Adat as an object of cultural tourism development. The output expected from the *service learning* activity based on local culture in addition to the growing field of local culture-based tourism can also have implications for the establishment of voluntary students to share building the nation and the increasing independency of the community when the students leave the *service learning* location.

Therefore, it is clear that *service learning* activity in college has an effort in shaping *civic engagement* among students. As Ehrlich (2000) explains that “civic engagement means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values and motivation to the make that difference. It means promoting the quality of life in a community, through both political and nonpolitical processes.

In this case, *civic engagement* refers to the citizen engagement developed through a combination of knowledge, skills, values and motivation of citizens to improve the quality life and the level of social welfare.

A citizen may be described as a member of a political community or state who has certain legal, social and moral rights, duties and responsibilities (Lindstrom, 2010). Responsibility developed was the knowledge and understanding and lead to a real action to contribute to community problem solving. The research conducted by Furco (2007) showed that college institutions adopt service learning as a philosophy to improve public mission or civic institutions, in addition to aspects of pedagogy to make the learning process more meaningful and relevant to students. Similarly, Hoyt (2014) also stated that the university’s involvement in service learning movement carries similar objective,

namely the collective action and the learning to improve the lives of civilians.

That giving and volunteering represent distinct means of engagement and the potential substitution of money for time in formal helping has important implications for the civic life (Jones, 2006). Through forming and conditioning the values of voluntarism on the service learning, students are also able to develop learning experience, responsibilities as citizens, the involvement of citizens (civic engagement), and strengthen communities for common good.

6 CONCLUSION

Service learning model in college has positive contribution in the development of local wisdom based tourism. The potential value of local wisdom to the development of tourism due to the locality allegedly have tendency to be one of the future tourism potential in line with the longing of society to the local culture that began to be marginalized by the global culture.

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Geoheritage utilization in geotourism destination: A case study at Batur Global Geopark, Bali

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ABSTRACT: Indonesia as an archipelago country is located in the ring of fire and has a rich geodiversity with beautiful natural environment. It is not surprising that this archipelago attract tourists to visit. There are three world heritages, 50 national parks, seven national geoparks in Indonesia and two UNESCO recognized global geoparks that are managed with a holistic concept of protection, education and sustainable development. Batur global geopark in Bali is the first Global Geopark in Indonesia, and it has become a tourism icon for the area. The geopark attraction is its geodiversity and it is one of the unique resources for developing geotourism. This study is aimed to explore the geodiversity in Batur Global Geopark and how it is utilized as a resource for geotourism. Qualitative approach was used as the research method by distributing questionnaires and conducting interviews with the geoparks' management and visiting tourist. The results of the study indicated that geodiversity played an important role as an attraction in geotourism. The result also showed that geopark program can lead to conservation, education, and empowerment of the local community. The study suggested utilisation of geoheritage must take into account and the preservation of geodiversity with further multi disciplinary research is needed to support the growing development of Batur Global Geopark.

Keywords: geodiversity, geopark, geotourism, resource

1 INTRODUCTION

Indonesia lies among three major plates that collide and over a period of hundreds of millions of years there has been a process of dynamic and complex geological activity, which then formed geodiversity in the region (Santosh et al., 2009). This geological richness extend from Sabang to Merauke as a geological phenomenon and can be considered as a geoheritage. (McGonigal & Crawford, 1990)

There is an increasing popularity of geosites as a natural attraction in tourism destination. Many tourism activities take place in geosites and therefore may cause several vulnerabilities to the geological attractions found in the area. To cope with the vulnerabilities, the Indonesian government has issued the decree no. 26/2008. The decree stated that geoconservation is deemed to be a geological nature reserve (Boylan, 2008).

Geological conservation is an outstanding geological phenomenon. It is the first step to continuously make the best and wisest use of geodiversity through a planned program to protect its' existence. Thereby, there are three main reasons to conserve geodiversity. First, geodiversity is valuable for the development

of science and can support the ecosystem and non renewable natural resources (Selman, 2009).

An effort to preserve the geodiversity and make use of geological heritage is through geotourism development in the area. (Farsani et al., 2011) Geotourism is a form of natural tourism, where tourists appreciate and experience the geological landscape. Geotourism and geoparks are relatively a new concept within tourism. However, both have grown rapidly over the past decade. Geotourism has evolved partially in response to the need to minimize the negative impacts of mass tourism to the environment (Ólafsdóttí & Dowling, 2013). In essence, it can be said that the concept of geopark is a synergy between geodiversity (geoheritage), biodiversity and cultural diversity in the context of regional geography and implementation of conservation program (Harmon & Viles, 2013).

Based on the above description, the study is focused to discuss the geopark concept applied at Batur global geopark as one of the first Indonesian geoparks to be acknowledged by UNESCO Global Geopark Network (Saputra & Gede, 2016). The objective of this research is to describe the geodiversity found at Batur Global Geopark Bali Indonesia,

and to explore how it is utilized as geotourism resources. Furthermore, the study attempts to find out the tourists' perception on tourism resources availability in the Batur geopark.

2 LITERATURE REVIEW

Geological heritage have certain benefits that could increase the economy of local residents. The residents can take part in preserving and enlivening the geoheritage so that they can achieve economic benefits and eventually improve the local economy (Koh et al., 2014). In line with this, Gray (2008) emphasized that Geotourism can play a leading role in the field of tourism. It is because geotourism has sustainable type of nature-based tourism that focuses on nature-related new experiences and knowledge with only little negative impact. Moreover, geotourism can increase the local economy and also widen geoscientific knowledge.

Lake, springs, cragged peaks, and grotesque rocks formed in volcanic activities provide good natural condition for tourists to relax and have a good time. (Quinn, 1971) In the research of tourism science, geoheritage and geodiversity are considered to be parts of natural tourism resources. Several classification of natural tourism resources by natural elements include tourism geological resources, tourism geomorphic resources, tourism hydrological resources and tourism climatic resources (Nijkamp et al., 1990).

Geotourism involves a visit to geosites for passive recreational purposes. It involves a sense of wonder, appreciation and learning during the geotourism activities (Kruger et al., 2016). This form of tourism is more comprehensive than a regular ecotourism and it extends the uses of geological tour resources (van Loon, 2008).

Furthermore, the uniqueness of geotourism is supported by sustainable utilization of natural heritage, increasing awareness of nature through new and attractive form of knowledge interpretation to the general public (Lima et al., 2013).

As a realization of geotourism, geoparks are established and developed to support the concept. Geopark has a management structure which includes community-based activities, environmental information for education, and knowledge-based tourism activity. In excess of that, geopark has an impact on regional economic activity and give a positive contribution to the environment sustainability. The current study view the abiotic, biotic and cultural resources at Batur Global Geopark as part of the tourism resources that is utilized for geotourism.

3 METHODOLOGY

Qualitative approach is employed as the method of the study. The data is collected through interviews

and questionnaires to the geopark visitors and management. Literature studies, field reports and other documents are also used as the secondary data. By using purposive sampling method, 100 tourists were selected as the study respondents. In the questionnaires, the questions are open ended type and mainly asked about tourism resources, specifically natural resources. The topic then formulated in the following questions: (1) What is the quality of geodiversity in the area? (2) How is the sustainability of these resources in the geopark and what diversity do the geosites have in the area?

The location of the study is Batur Global Geopark in Bangli Regency, Bali Province, Indonesia. The data was collected and analyzed throughout 2015.

4 FINDINGS AND DISCUSSION

4.1 *Geoheritage of batur global geopark*

Batur Global Geopark in Bali has a unique geodiversity, where the volcano has a double claderas or a caldera within a caldera, due to the dynamic process of magmatism (Sutawidjadja et al., 2014). This active volcanic area is rich with elements of macro and micro-volcanic landforms (lava flows, pyroclastics). They were produced by volcanic activity during the evolution of Batur Volcano. Based on formation of Batur caldera, there is a large diameter with the length over 12 km. The caldera can contain a large amount of to irrigate the region and its surroundings. This is the source of water springs in the distal area. Additionally, the deep volcanic lake within the caldera now has become an interesting geosite.

Batur Global Geopark has 2,075 hectares of landmass and the area is acknowledged as a Natural Tourism Park. This conservation area was established under the decree of the Minister of Agriculture No. 321/Kpts/Um/11/1982 and then named as Batur Volcano and Payang Hill Natural Tourism Park. The geopark is located in the district of Kintamani, Bangli Regency, Bali Province. There gency itself comprises four districts (Susut, Bangli, Tembuku, and Kintamani), with 72 villages.

Batur Global Geopark have 21 geosites in the geopark, consisting of: caldera, cone, lava and lake. The Geopark Batur caldera has a unique geological history. Batur Caledera includes both caldera of the older volcano and caldera of the younger volcano. Batur caldera is a subsidence structure caldera, which is elliptical in shape, measuring $14.38 \times 10 \text{ km}^2$, circular with a diameter of 7,5 km. The first subsidence occurred 29,300 ya, ejected about 84 km^2 ignimbrite of dacite type. The second eruption that followed by subsidences occurred around 20,150 ya. Center of this eruption or center of the volcano is located in the present

caldera and lake. Cinder cone that formed around Batur Volcano is not perfectly shaped because of the deformation caused by a high intensity of erosion (Favalli et al., 2009). Cinder cone of Bukit Dalam, Puraknya, and Yehmampoh was formed after the eruption of Young Batur Volcano. There are also various lava features from the eruption of Batur Volcano in 1849, 1888, 1904, 1905, 1921, 1926, 1963, 1968, 1974, 1994, and 2000. The eruption produced a glass-textured lava with constituent composition of alivine basalt to basaltic and esite.

There are a total of 13 geological features in lava flows, thus making Batur Geopark unique due to the complete feature of lava flows. One of the unique features in lava flow is lava shaped like an eagle located on the western slopes of Batur Volcano near Mentik Temple. The total area that was covered by the lava flows is about 5,865,000 square meters, with a volume of about 35 million cubic meters. The park has a very distinct geological or geomorphological features within the area. The features are as follow: caldera depression, caldera rims/walls, volcanic cones, parasitic cones, volcanic lake, lava tunnels, lava flows, minor faults, Aa/blocky lavas, pahoehoe/ropy lavas and pillow lavas (Stephenson et al., 1998).

There are some evidence of caldera forming and volcanic-landslides in the geopark and they are: tephra or airfall pyroclastic deposits, Ignimbrite or welded acid tuffs and landslides or mass movements. The area have various rock types include and esitic lavas, basaltic lavas, and esitic-basaltic lavas, dacite, tuffs, volcanic ash, lapili tuffs, ignimbrites, volcanic sands, blocks, and bombs. Lake Batur is part of the Batur Caldera and it is estimated that Batur volcano grew from the bottom of the lake.

4.2 *Utilisation of geosites for geotourism*

Geotourism has a very broad concept as proposed by Stueve et al (2002) who argued that geotourism can include comprehensive geotourism geographical, social, economic, and cultural context, which is subordinate to geographic tourism (Kreisel, 2004). Based on that geological relations, geotourism can be said as the basis for the physical environment and the ecological system. (Gray, 2012)

The geosites at Batur Global Geopark has become an attraction for geotourism activities in the park. There are fifteen (15) inland geotracks and three (3) water tracks on Lake Batur. Some of the sites for trailing are: Summits of Batur Volcano, Batur lake (boating-trail), and Trunyan village (cultural interest). The tourists can use the available geotrail/geotrek map to interact with the environment, while experiencing the landscape formed by the eruption of Ancient Mount Batur.

Apart from the trailing sites, the geopark also offer some other sites with their own "panel" (10 sites),

are: Bunbulan cinder cone (geosite), Landslide of Puraknya cone (geosite), Mt. Abang parasitic cone (geosite), Bukit Dalam Maar (geosite), Toya Bungkah lava balls (geofeature), Toya Bungkah pillow lavas (geofeature), Toya Bungkah ropy lavas (geofeature), Toya Bungkah lava tunnel (geofeature), Trunyan Village (cultural site) and Tumuli (geofeature). To educate the visitors, informational signboards are set at every observation point to provide information about the natural phenomena of Batur Caldera.

Lake Batur Kintamani has stunning natural beauty. Batur lake is surrounded by mountains covered with mature trees provide plenty of shade. Adjacent to the lake and the temple there is a village called Penelokan village, which tourists can see the whole panorama of the lake Batur. Activities on the lake is touring by canoe or a boat provided by the local people and also fishing. Interview with tourists regarding this site found that littering is a problem and also the price for a boat ride varies differently for local tourist and international tourist.

Batur geopark has the Batur Volcano Museum, which was inaugurated by the Minister of Energy and Mineral Resources on May 10, 2007. (Saputra et al., 2016) Located in an area of 1.09 hectares, the museum holds a variety of information volcanoes, both in Indonesia in general or specifically Batur Volcano. A place for rejuvenation is the Penelokan hot spring located at Toya Bungkah, Batur Village, Bangli regency and is about 90 kilometers from Kuta. Based on its name, Toyobungkah literally comes from the word "Toya" meaning water and "lumps", which means rocks. So, Toyobungkah means water flowing from the rock crevices originating from the foot of Mount Batur.

Batur Geopark has also richness in biodiversity, especially located in the Penelokan Natural Tourism Park. The geopark has a number of cultural attractions which is strongly related to Hindu Bali. The cultural diversity among them are found in Trunyan Village, Pura Ulun Danau Batur and Pura dalem Balingkang. The sites serve as geotourism attraction that gives tourist opportunities to experience the unique local culture.

Geotourism can help travelers to enjoy more of the "local taste" at the destination. The local taste is a result of a synchronization between tourism policy and the local community life including their culture, habits, traditional products and socio-economic systems. This form of tourism which can improve the life of local communities without causing the loss or impairment of traditional system and values (Torabi Farsani et al., 2012; Harmon & Viles, 2013).

4.3 *Tourists perception on geodiversity as resources for tourism*

A geosite can be established as a geological area that has scientific importance. Due to the high

scientific value (formation of earth surface, evidence/geoevidence formation of a region, etc.), rare, unique, beautiful, and vulnerable to damage (naturally or conflicts of interest), the site has the potential to become a natural laboratory (for research, education and training) as well as its presence is closely linked with the history and culture that has potential to be an interesting tourism destination.

The attractiveness of the natural environment and quality of Batur geological sites was rated by tourists in the questionnaire using the Likert scale of 1 (lowest score) to 5 (highest score). The questionnaire result shows that the total score for Batur is 2.73 out of a total of 5, which means that travelers perceive natural resources Batur as fair. In other words the geosites quality as a natural resources need to be improved. Based on the field survey, several sites information and interpretation of the geosite were considered as poor. A geopark achieves its goal through: conservation, education, tourism and research. A geopark seeks to conserve significant geological features, and explore and demonstrate methods for excellence in conservation. Through education, a geopark organizes activities and provides logistical support to communicate geoscientific knowledge and environmental concepts to the public, through various means.

5 CONCLUSION

Batur Global Geopark in Bali Indonesia has a rich geological and cultural resources. The natural resources, if not well-maintained, they will become a future threat to the sustainability of the area. Geotourism concept in the area has been applied. However, the concept still need improvement in the dissemination of geosites information and interpretation. Multidisciplinary research is still scarce on the development of geoheritage as geotourism resource. Therefore, more measures are needed to preserve the quality of the geosites in the form of local policies to protect the sites.

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GadjahMada University as a potential destination for edutourism

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ABSTRACT: Educational tourism is a growing sector in world tourism market and it has attracted great attention because of its direct impact to the community. Educational tourism occurs when an individual travels to somewhere and during the trip intentionally or unintentionally involves in the process of learning. Since tourism is considered as one of the main industries and sectors highly contributing to economic development in Indonesia especially in Yogyakarta, this can be an ideal case for studying the issue of educational tourism. This paper aims to discuss the education tourism potential at GadjahMada University. Edu Tourism is a means to empower academics, local community, local businesses, and to improve the economic welfare. This study was design using qualitative methods which include Interview, direct observation, survey and best practice method. The findings show that there is a positive relationship between attitude, environmental impact, economic impact, socio-cultural impacts and practice in the field. The findings incorporate new insights in to the socio-cultural and economic potential of education tourism and practices related to community development at GadjahMada University. Educational tourism can create sustainable development for local communities, academic society, universities and stakeholders.

Keywords: Education, tourism, edutourism, GadjahMada University

1 INTRODUCTION

Developing countries are faced with economic conditions and problems in society. The civil war that protracted political instability and a decline in prices for agricultural and mineral exports may be one of the reasons for the declining in the economic ability of developing countries have. These countries are saddled with a large debt load resulting from borrowing abroad. As a result, scarce resources needed for economic development are diverted to the service of international loans.

With the increasing public awareness of the need traveled to Yogyakarta which is a tourist destination that is desired then the need for tourism businesses that allow it to be opened and promoted the market share that has not been or is less processed and where possible can have a positive effect on the work done on the basis of society. So in addition to introducing a tourist destination is not yet known, this course also will accelerate the realization of equitable distribution of income and opportunities for local communities.

Therefore, one effort is to develop alternative tourism to promote tourism based on interests owned by the travelers themselves. These days' tourists who travel to Yogyakarta also tend to have a special interest. According Pitana and Diarta (2009), tourism to special interest is expected

future tourism potential because tourism has been advising the type of focus, which is able to meet the specific needs of tourists like to learn while traveling. This market segment is very pleased with the product differences which lead to the development of rating a particular interest include Tourism Education that offers products, services and extensive experience.

Pevzner and Nikolaeva (2013) state some factor supporting tourist do study abroad such as learning about other country, learning foreign language, opportunity to achieve international career. Ritchie (2003) describe education tourism motivation in some traveling motivation category; physical, cultural, social, spiritual, and phantasy. Educational tourism motivation promotes increase of international student in university. Main goal of education tourism is to get learning experience in art, culture, history, technology and so on.

Based on the description it should be examined how the condition of Educational Tourism in the University of GadjahMada and what socio-cultural aspects in it, so that tourists can also help preserve the culture and environment of Yogyakarta. Therefore, in this paper the critical questions can be formulated as follows:

What are the potential Educational Tourism in terms of condition and locations featured in the University of GadjahMada?

2 LITERATURE REVIEW

Education tourism has different characteristic with other tourism activity. Education tourism activity are various, from introducing school, custom, language, to seminar activity and research (Yuan, 2003 in Wang and Li, 2008). Main objective of education tourism is education and research, so selected destination is popular school or university and historical sites (Wang and Li, 2008). The idea of traveling for the purpose of education is not new (Gibson, 1998; Holdnak & Holland, 1996; Kalinowski & Weiler, 1992) and its popularity in the tourism market is only expected to increase (Gibson, 1998; Holdnak & Holland, 1996). Indonesia can increase their tourism revenue by entering into this growing phenomenon. Educational travel, or edu-tourism, has been gaining popularity as a new trend in the world of global tourism. According to scholars, the concept is very broad scope of educational travel and tourism has continued to change as a tourism concept itself.

International education has become a significant industry globally with approximately one out of every five students leaving his or her home country to study (UNESCO, 2009). The worldwide expansion of demand for tertiary education has fueled a growing interest for studying abroad, particularly amongst Asian students who are seeking an educational experience within an English-speaking setting (Baron, 2009). Whilst international students cite education as their primary reason for studying abroad, they may also be motivated by the prospect of travelling prior to, during or on completion of their studies (Weaver, 2004). The growth and resilience of the phenomenon over the past decade would suggest that there is potential for the tourism industry to connect actively with the interests and activities of this prospective market. However the role that travel and tourism plays as part of the international student experience is poorly understood.

Education tourism activities consist of conference, research, national and international student exchange, school visit, language school and study tourism organized formally and non-formally with natural and artificial tourism destination (Ritchie, 2003).

Education tourism product is production give active learning experience, as main objective obtained in educative tourism. According to Cohen (2008), there are two aspects of education from educative tourism program that is experience and interactive including three elements of curriculum, text and teacher. Tourism product is mix of different goods and services offered as an experience for tourism (Gilbert, 1990 in Cooper and Hall, 2008). Tourism is experience based product,

so it is necessary comprehension on consumption and production elements in understanding tourism phenomena. Tourism experience value was determined by consumer and producer as result of tourism product consumption (Cooper and Hall, 2008).

Education tourism product has three dimensions by adopting Kotler (2002) including main product, real product and additional product. First, main product is product offer educative experience and learning as main benefit and tourist want to buy, namely, tourism attraction. Second, real product is main product packaged in a tourism package and offered to meet tourism needs, including feature, trademark, quality and packaging. Third, additional product required in tourism activity including all additional tangible and intangible service.

3 RESEARCH METHOD

This study took place in GadjahMada University (UGM). Justification is as follows: (1) established brand name as one of the best university in Indonesia; (2) adequate infrastructures to accommodate visitors, and (3) visitors are growing rapidly and steady which create impacts to economic, social and environment.

Based on the background of the problems posed in the chosen research approach is qualitative research. The qualitative data obtained from interviews with respondents to obtain a picture of the perceptions of stakeholders, in this case is the GadjahMada University Public Relations on the implementation of the Tourism Educational programs and also through the study of literature. While the lack of quantitative data from GadjahMada University Public Relations as they have not seen the campus as a tourist destination so there is no specific data that captures the potential of tourism.

A qualitative approach is used in order to collect data which is basically using guided interviews and observation. Some of the PRA (Participatory Rural Appraisal) methods are also used in this study (Baiquni, 2001):

- a. Literature Study is conducted by collecting data through books and journals which is already available.
- b. Observation: the model chosen observation is participant observation, the researchers involved in the community activity.
- c. In-depth Interviews have been conducted to get detailed data from keypersons who serves as a resource person.
- d. Documentation in the form of photos and videos used to get a visual picture of the situation at the sites.

4 DISCUSSION

Universitas GadjahMada, abbreviated UGM, is a state university in Indonesia which was established by the Government of the Republic of Indonesia on December 19, 1949 under Government Regulation No. 23 Year 1949 on Regulations about Merging Colleges a Universiteit December 16, 1949. UGM located in Yogyakarta and it is the first university founded by the Government of the Republic of Indonesia after Indonesian independence.

According to Ritchie (2003) There are two types of approaches to educational tourism, which are (i) adaptacy, and (ii) developmental. The Adaptacy approach can be seen from the effects of tourism in which can be controlled from the commercialization of culture into a culture of learning for tourists. Developmental approach can be seen in terms of education and learning can be tailored to the circumstances of the host society. When students conduct field practice and stay at local resident houses, student can study the social aspects of the environment and culture. The interaction between the host and guest can happen, and of course the host will get something positive from the students, for example: payment of room and direct communication can be done in a foreign language.

Rodger (1998) stated that the edu-tourism intended as a program in which the participants of travel to travel to a particular place in a group with the main objective to get the learning experience is directly linked to the sites visited.

Australia has successfully gained a positioning as a well-regarded destination for quality education and training. There were almost half a million international students in Australia on student visas in 2009, increasing 13.3 percent on 2008 figures and 17.2 percent between 2007 and 2008 (AEI, 2010). International education is one of the relatively few service.

The growth and resilience of the international student market over the past decade suggests that it offers potential opportunities for Australia's tourism industry. Attending graduations appears to be an important motivation to travel to Australia for the parents of the students.

As a large university, UGM currently has 8488 students of diploma, 33,647 undergraduate students, 18,832 graduate students (UGM Public Relation, 2014). The data above are active student data in 2014. In addition, UGM has 7,580 employees, 2,409 teachers, 1528 active professors and lecturers (UGM Public Relation, 2015). Judging from the number of 'resident' UGM, the opportunity to make UGM as a tourist destination is very large.

As the first state university in Indonesia that was established in 1949, it is easy to find a lot of historical buildings on the campus. UGM Cen-

tral Building (GedungPusat) has its own historical value from the first President, because it is the result of the idea of Soekarno-inspired by Ancient Greece architecture. The building architect is Ir. Hadinagoro, a prince of the Yogyakarta Palace.

Since the beginning of developing a master plan development of UGM Central Building is placed following the concept of Tri Hitta Karana. This concept describes the imaginary line connecting the cosmological Mount Merapi in the north, Keraton Yogyakarta in Central and South Sea in the south in a straight line. Location of UGM Central Building axis parallel to the imaginary line cosmology. UGM imaginary axis and the axis implies a harmonious relation between man and God, man to man and man to nature. Nature is represented by Fire (GunungMerapi), Land (Keraton and Ngayogyakarta), Water (South Sea).

GadjahMada University Center Building also become the houses Pancasila as advised by Ir. Soekarno in his inaugural speech. UGM and this building have a great meaning as the center for struggle, development and a symbol of national Indonesian identity.

PurnaBudaya Yogyakarta UGM is an art building owned by the University of Gajah Mada. As the name implies, PurnaBudaya often used for activities that are art and culture. On 14 April 2007, the Cultural Center UGM change its name to KoesnadiHardjosoemantri Cultural Center. This renaming is related to the death of former Rector and Member of Team Eleven in the Garuda plane crash on March 7, 2007 at Adisucipto Airport.

UGM Mosque architecture is a mix of Nabawi Mosque architectural styles, Chinese, India, and Java cultures. The architectural style of the Prophet's Mosque is clearly visible on the arches of the main building with ornate calligraphy inscription meaning to glorify the Creator. The area was previously a Chinese graveyard, inspired by the Chinese architectural style. Indian influence is visible through the arrangement of the mosque yard adopting Taj Mahal.

Java architecture is clearly visible in the main building and the dome of the mosque. The mosque pyramid-shaped dome as a representation of the traditional house-shaped Yogyakarta Joglo with a pyramid roof. The entire architecture of the mosque was done by UGM students of architectural engineering.

According Pendit (1999:25), MICE interpreted as convention tourism, with restrictions: a business convention, incentive travel and events exhibition is an effort to provide services for a meeting of a group of people (statesmen, businessmen, scholars, etc.) to discuss issues related to the common interest.

Yogyakarta is ranked fourth MICE travel destination (Tourism Watch Magazine, 2011). The pres-

ence of new hotels in Yogyakarta continues to grow. City that is known for its exotic culture and art became a destination for convention activity. UGM campus in Yogyakarta has the potential to become MICE destination as it provides adequate infrastructure. For example, in Graha Sabha Pramana, University Club UGM, and Wisma Kagama. Big field in front of the Graha Sabha Pramana (GSP) can also be used as an open space exhibition.

Scientific Tourism in essence is one manifestation of this development with the primary objective is to travel at the same time broaden the knowledge of science for tourists. Yogyakarta has long been recognized as a tourist city for its natural beauty, hospitality of the population, air-conditioned comfort as well as many historical relics and works of art in Yogyakarta. The scientific potential is also quite numerous and diverse as the presence of various research institutions, universities and others. At University of Gajah Mada, there are few places that offer educational tours. For example, the Museum of Biology at Jalan Sultan Agung No. 22, Yogyakarta, contains information about the biodiversity that could be a reference for all.

UGM Museum be an effective and efficient way to transform the identity of UGM, nationality, culture, and based on Pancasila. Therefore, UGM Museum can be utilized as for learning the values of national character through the museum. Given the community's desire to see and understand closely at UGM.

Educational tourism comes in a wide variety of formats, yet despite the differences all forms of educational tourism have a number of points in common. Among these are, the idea that travel is as much about self-improvement as it is about relaxation, that learning can be fun, and that learning is for people of all ages. We can classify it into groups:

- a. School trips. While these trips rarely translate directly into overnight stays, they can help promote tourism product in two ways: (1) children may bring their parents back for a longer visit and (2) they aid the local restaurant business.
- b. Study abroad experiences. Most major universities around the world promote some form of foreign travel for their students. Study abroad experiences provide students with anything from 6-week intensive study sessions to a full year of cultural and linguistic immersion.
- c. Seminar Vacations and Senior seminars. These types of travel experience especially appeal to those who have recently retired. Closely related to seminar vacations are "hands-on enhanced experience" vacations.
- d. Skill enhancement vacations. These are trips that range from learning how to build houses to how to protect the ecology.
- e. Educational cruises. These cruises combine all of the fun of a cruise with lectures on specific subjects.

5 CONCLUSIONS AND RECOMMENDATIONS

GadjahMada University in collaboration with tourism stakeholders should produce programs for educational travel. The program will be divided into two parts, namely the classroom experience and experience in place/location. Governments, through their policies will provide the resources to manage infrastructure at various sites. These centers will have experts on tourism attractions and learning materials. In addition, the centers will have a link to the university's technology. Education Tourism can be delivered through distance learning, internet and email. Learning can take place in two phases. In the first phase, participants will spend some time in university classrooms associated with community centers. The second stage is the experience in a place where the participants travel to the site to actively participate and acquire skills that will strengthen the knowledge acquired in the classroom.

In the study also noted that tourism is the sector that touches all aspects of the business community, government services, natural environment (and culture) as well as local communities. Furthermore, the results of the study found that, if local communities are involved from the start and were given the opportunity to express their aspirations, then they will be more eager to support tourism development efforts, and in the end they will be willing to support activities related to tourism such as split information about tourism in the region.

Learning of the things done in Australia, there are several conditions that have to be prepared to ensure the success of tourism education, namely:

- a. Grouping of tourism products in the UGM to support each other's efforts. By identify attractions and destinations that match their interests and interests of the target market so that visitors get maximum satisfaction and results in accordance with their purpose.
- b. Strong commitment to work together in order to develop education tourism in UGM by involving community in the planning of tourism in the neighborhood.
- c. Financial resources are sufficient to initiate public and private sector builders. Whether it's from private investors, alumni, communities and institutions that have an interest.
- d. Commitment to provide a genuine experience through interaction and direct involvement of

citizens and academics would promote respect for the cultural values that already exist in the vicinity of UGM.

- e. A commitment to maintain and rebuild and enhance the historical and cultural resources already owned by UGM.
- f. Development of human resources through increased awareness, education and training. With a vision to ensure continuity into the future while maintaining the integrity of the resources.

UGM can work with local schools and other universities to find out what is of interest to visitors. While the site's history is an important part of the educational tour, but do not overlook other aspects. For example, combining local science laboratory to the list of tourism visits. Provide information on how to work with faculty or other universities to teach other skills.

UGM can choose experts who are willing to teach visitors a variety of skills or convey some form of knowledge. These experts can be a local attraction in the tourism industry. Offering local experiences to conferences and seminars which adds professional knowledge and personal growth. Shows that UGM is also willing to accommodate family members who may also be attending the conference. One of the best ways to promote educational tourism is to increase community involvement, particularly local communities. UGM should strive to improve the tourism product of their education but must first consider who their market and what they provide should be unique and other than others. Educational tour is a way to better use the facilities provided.

According to the World Youth Student and Educational Travel Confederation, young travelers represent 20% of international tourism. Demand for education travel very wide and growing every year. Educational tourism can become a major educational paradigm in the near future, creating value in society, both in the form of increased education levels and create new economic opportunities as a result of the knowledge gained for traveling. In addition, the educational tour will provide a plat-

form for life learning education for all without distinction of age. The content of educational trips and travel, as such, needs to be result-oriented, giving visitors the packages of knowledge, which they can then use.

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Attraction and destination readiness towards tourists' intention to visit solar eclipse phenomenon in Indonesia

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ABSTRACT: A new phenomenon of solar eclipse attraction has become an interesting subject in terms of tourists' visit intention. The purpose of this study is to analyze the influence of attraction and destination readiness towards tourists' intention to visit the site. Closed-ended questionnaires were distributed to 204 respondents. Multiple regression test had been conducted to identify the causal relationship between the variables of attraction, destination readiness and tourists' visiting intention. All of the tests were analyzed by SPSS 20 software. The result shows that F-value is 27.285 with the Sig. value .000<.05. The research found that the solar eclipse attractiveness and tourism readiness of destination simultaneously, influenced significantly toward tourists' intention to visit. The R2 value, which were 0.222, showed that the attraction of solar eclipse and destination readiness have an effect of 22.2% to the tourists' intention to visit solar eclipse observation point, while 77.8% are influenced by variables that not examined.

Keywords: Solar eclipse attraction, destination readiness, intention to visit

1 INTRODUCTION

Solar eclipses occur when the moon moves between Sun and Earth, forming one straight line, blocking the Sun's rays and casting a shadow phenomenon on Earth. As recorded by the Indonesian National Institute of Aeronautics and Space (LAPAN, 2016) there have been numerous solar eclipses occurring in Indonesian sky for the last half-century, beginning in 1983, 1984, 1988, 1995 and 2016. In those years, there are significant differences on people's interest towards the phenomena. The solar eclipses in 1983 and 1995 were closely related with myth among the Indonesians, especially those who still hold strong to their traditions. The Eclipses were considered dangerous and should be avoided, even the Indonesian government used to forbid public to go out of their house and make direct observations (Keeler, 1988). After 21 years, the social conditions of society has changed along with the advancement of information, media, technology and education, and gradually turned the solar eclipse phenomenon to be attractive for people to watch and perpetuate the event. The Ministry of Tourism of Indonesia recorded that in the 2016's solar eclipse, there were approximately 100,000 domestic tourists and 5,000 foreign tourists visited 22 solar eclipse observation points in 12 provinces where people can fully see the total solar eclipse (Ariyanti, 2016).

Advances in science and technology, particularly in the field of information, have an enormous impact on the way people view natural phenomena. It gives an important statement for people all over the world that every event in the universe can be explained scientifically (Antonioli & Baggio, 2011; Sheller & Urry, 2006). Those that were redoubtable, now, have encouraged even more studies to reveal the phenomena of nature and even stimulate people mobilization and the tourism industry. Development in information technology affects the tourism business and tourist behavior (Antonioli & Baggio, 2011), and it has brought a new paradigm of mobility tourists (Sheller & Urry, 2006; Hannam et al., 2014). Moreover, social media wave has also motivated tourists to visit the solar eclipse observation points. Through social media, tourists have the chance to share their existence through their authentic and direct experience in tourism destinations (Kolar & Zabkar, 2010).

The phenomenon has become more attractive, when many destinations at solar eclipse observation points forced themselves by the run to upgrade the destinations infrastructure in order to accommodate the suddenly increased of tourism demand (Wang & Hsu, 2010). However, only nine out of 22 destination points have a proper infrastructure. Since the other areas are not considered as tourism destinations thereby the areas had a low level of preparation in coping with the significant tourist arrivals.

Currently there are very few studies regarding the solar eclipse appeal in tourism. This context can be in line with the appeal of a rare phenomenon, due to the nature that the solar eclipse is not an annually or even a decently event. Solar eclipse is a planet earth revolution related event and it is very rarely happened. However, the effect of this rare phenomenon is very significant in boosting the number of tourists in an area. Through a good management, the attractiveness of this rare event can be managed by designing an event, festival, or other supporting attractions associated with the rare phenomenon. Furthermore, the study reinforces the statement that tourism is not just activities outside the daily routine but also another factor that supports economic development and determinants of regional policy, and affect the birth of new trends (Coles & Hall, 2006; Edensor, 2007; Hannam & Knox, 2010).

This study is aimed to analyze the influence of the solar eclipse attractiveness and the destination readiness toward the tourists' intention in visiting solar eclipse observation points. The study will be beneficial in determining and planning the development of national tourism strategic areas in the future. Areas with potential natural phenomena can be gradually prepared and developed as a tourist destination by fitting out the facilities and developing other natural or cultural attractions to be a compelling tourist destination.

2 LITERATURE REVIEW

2.1 *Tourist's attraction*

Tourists' attraction is a major pull factor for a destination. The components are often used as a marketing tool and destination's icon to encourage tourist traffic (Grodach, 2008; Law, 2002; Plaza, 2008). Study of the tourists' attraction is generally divided into three parts. The first part is from the perspective of ideographic especially on physical and cultural aspects of a region. The second part is from the organizational perspective through the linkage among the tourism attractions, and finally, tourist attraction can also be analyzed from the perspective of tourist satisfaction (Ram et al., 2016).

Authentic can be defined as characteristic for being real, reliable, trustworthy, original, first hand and related to experience originality in appreciating the object (Barthel, 1996; Kolar & Zabkar, 2010; Ram et al., 2016). In relevance to the phenomenon of solar eclipse, the authenticity in observing the objects attractiveness, becomes one of the push factors that stimulates travelers in visiting the observation point destinations. The rarity of the

phenomenon of solar eclipse became one of the factors that determine the tourists visiting decision in order to have an opportunity to directly feel the originality of the natural phenomena. The components description of the attractions in a destination will be very diverse and specific, and it depends on the destinations characteristic. The higher the conformity level of the attractions with the needs of tourists, the greater the chances for the destination to be visited (Lee, 2016). The attractions in this study were identified through uniqueness, rarity, beauty, seasonality, sensitivity, accessibility and social factors.

2.2 *Destination readiness*

In terms of destination readiness in providing appropriate services and products, the quality of tourism components or elements is of the essence. Tourism element consists of four elements, namely attraction, amenities (including accommodation, restaurants and public facilities), accessibility, and ancillary (Buhalis, 2000; Cooper et al., 1993). While Carter & Fabricius (2007) and Blanke & Chiesa (2013), stated that image and price as other important elements in developing tourism destinations. Generally, destination attributes are grouped into two categories; the innate characteristics, such as natural resources, climate, culture and history, and supporting facilities to endorse the tourism activities, such as hotels, food, transportation, and entertainment (Laws, 1995). A destination readiness in accepting a number of tourists is an important factor that determines tourists visiting decision. Thus, in this study, the identified destination attributes are destination's accessibility, tourists' facilities, public facilities and attractions.

2.3 *Visit intention*

Tourists' interest in visiting tourist destinations heavily depends on the level of the destination attractiveness itself. The level of tourism attractiveness is related to and will affect the level of customer satisfaction. High levels of satisfaction toward a tourist destination and its attractions will enhance tourist intentions, visits and the destination reputation in the future, which at the end will increase the destination profitability and support (Baker & Crompton, 2000). Related to tourist satisfaction, Kim et al. (2008) have formulated variable levels of tourist satisfaction when visiting a destination, which can be identified from the tourist intentions or behavior. In other words, the variables can be analyzed in forms of the tourists' intention to revisit the destination in the future, tourist recommendation to other tourists, and the willingness of tourists to spend money in the tour-

ist destinations. On that account, in the study, the attractiveness of the solar eclipse, the phenomenon brand, the relevance between costs with the attractions and the tourist choice of time of visit are used as the variables to describe the visiting intention.

3 METHOD

The aim of the survey was to analyze the influence of solar eclipse attraction and destination readiness toward the tourists' intention to visit solar eclipse observation point in Indonesia. To achieve this aim, the internet survey was developed and distributed to 204 colleagues, limited to colleagues whom lived in Indonesia, as the location of total solar eclipse. The survey provides a comprehensive list of perceptions options toward the existing solar eclipse phenomenon. This study utilized quantitative approach.

The survey was created in online survey generator, www.surveymonkey.com, and was distributed via social media. The survey was divided into four parts, with 18 questions. The first part was asking about the characteristic of respondent. The 2nd part was asking about their perceptions toward the attraction level of solar eclipse. The 3rd part was asking about the tourism sector readiness in accommodating tourists in the solar eclipse observation point. Then the last part was asking about the respondent intention to visit destination which have solar eclipse phenomenon. Once the survey was launched, it remained open for a 2-week period, a week before and a week after the appearance of solar eclipse, which were from 2 to 16 March 2016. Following the initial distribution of the survey, we began to receive numerous responses, because once a colleague completed a survey, the file was automatically entered into a database. When the 2-week period expired, the complete set of files was exported into an excel package then converted to the SPSS format (SPSS 20) for data analysis.

There are three variables used in the research which are the solar eclipse attractiveness (X1) and the tourism readiness (X2) and the decision of tourists to visit solar eclipse observation points (Y). Those three variables had been examined to see its relevance. The results used as a planning program of developing national tourism strategic areas in the future. Areas with potential natural phenomena can be gradually prepared and pushed as a tourist destination by fitting out the facilities and developing other natural or cultural attractions to be a compelling tourist destination.

The data were obtained in an ordinal scale. The scale described the degree of the very positive value to the very negative value, using a Likert scale. Data was taken by closed-ended questionnaires.

The sample size was 204 respondents, with range of age were 25–50 years old. The respondents are Indonesian.

The main purpose of the research is to identify the causal relationship between the three variables. The significant effect of variable X1 and X2 to variable Y obtained through multiple regression analysis. It first began with normality test data using Kolmogorov-Smirnov Test at the.05 significance level. After that, the regression of the data was tested by Multiple Regression Test at the.05 significance level. All of tests were performed by the software SPSS 20.

4 RESULTS AND DISCUSSION

Table 1 illustrates respondent' perception towards solar eclipse phenomenon in Indonesia. Tourist attractions are the driving factor for a tourist destination. Whether high or low of the perception level is related to the attractiveness of tourist destinations affected by several factors, including the authenticity, uniqueness, appeal, seasonality, and other factors. In the study, it was found that the score of the attractiveness of solar eclipse in Indonesia, from the perspective of the respondents, scored 4.13 means attractive. The highest value of indicator was the level of seasonality. It was very reasonable because of the rarity appearance of the solar eclipse that only once decades which caused euphoria in the community.

The uniqueness and beauty of solar eclipse as well get highscore because this phenomenon cannot be compared with other natural phenomena. Related to those findings, the authenticity of having a direct contact with the source of attraction becomes a driving factor that attract tourists to come and visit (Barthel, 1996; Kolar & Zabkar, 2010; Ram et al., 2016). The rarity of solar eclipse becomes a high determinant for its authenticity. Similarly, the availability of information related to solar eclipse was very high. It is heavily influenced by the role of the media information, which now can be accessed easily by anyone, anytime, and anywhere.

A destination readiness in accepting a number of tourists is an important factor that determines tourists visiting decision. The destination readiness, in terms of providing appropriate services and products, is the essence of the quality of tourism components. Tourism component consists of four elements, namely accessibility (transportation availability), tourism amenities (including accommodation, restaurants, etc), public facilities (including health institution, worship place, ATM, etc), and attraction (Buhalis, 2000; Cooper et al., 1993). In the study, it can be seen that the destina-

Table 1. Respondent' perception towards solar eclipse phenomenon in Indonesia.

Variable	Indicators	Score	Category
Solar eclipse attractiveness	Uniqueness level of solar eclipse	4.36	Very Attractive
	Attractiveness level of solar eclipse	4.29	Very Attractive
	Seasonality level of solar eclipse	4.74	Very Attractive
	Beauty level of solar eclipse	4.38	Very Attractive
	Safety level in direct observing	3.33	Somewhat Attractive
	Accessible information's level	4.29	Very Attractive
Tourism readiness	Utilization of phenomenon	3.51	Attractive
	Transportation access to observation point	3.25	Somewhat Ready
	Availability of tourism amenities in observation point (hotel, restaurant, etc)	3.39	Ready
	Availability of public facilities in observation point (hospital, worship place, ATM, etc)	3.21	Somewhat Ready
Decision to visit	Completeness of others attractions in observation point	3.20	Somewhat Ready
	Solar eclipse as an attraction to visit observation point	3.54	High
	Solar eclipse brand as an influence to visit's decision to observation point	3.35	Moderate
	Solar eclipse attraction is comparable to cost incurred to visit observation point	3.35	High
	Intention to make a re-visit to observation point	3.19	Moderate

tion readiness score is below the attractiveness of solar eclipse score, which is only 3.26 that include in the category somewhat ready. From the four indicators studied, the lowest score is the availability of the other attractions at the observation point (3.20, quite ready, as shown in Table 1). It needed to aware that the phenomenon of tourist arrivals during the solar eclipse in Indonesia has only got big concern today. Destinations had set up only the physical aspect that tourists needed, such as tourist amenities, but in the term of providing additional attractions, which not make boring monotonous activity, seems not been a concern yet. Creativity in creating and presenting other attractions, in this case, is needed.

Tourists' intention in visiting destinations heavily depends on the level of the attractiveness and readiness of destination itself. Related to tourist satisfaction, when visiting a destination, it can be identified from the tourists' intention to re-visit the destination in the next future, recommendation to other tourists, and the willingness to spend money in the site. On that account, in the study, the attractiveness of the solar eclipse, the phenomenon brand, the relevance between costs with the attractions and the tourist choice of time of visit are used as the parameters to describe the visiting intention. From the analysis, it can be seen that the score of decision to visit to the observation point is 3.36 which can be said as high. The detail data about each parameter score can be seen on Table 1.

Table 2 shows the summary of multiple regression test result. Some literatures (Baker & Crompton, 2000; Soon-Ho Kim et al., 2008) stated that the attractiveness of a destination and its' readiness in providing tourism components can influence level of decisions for visiting a destination. Based on the theory, then influence of the attraction of solar eclipse (X1) and the destination readiness (X2) toward the decision to visit (Y) had been tested. The results by using multiple regression analysis can be seen in Table 2.

Based on the t-value result, the attraction of solar eclipse (X1) is 0.726, with positive sign, so it can be said that the X1 has positive effect on decision to visit (Y). This means that the increasing of attraction of solar eclipse will increase the decision to visit. To determine the significance effect, then partial t-tested of each the variable have to be done. H0 will be rejected or H1 will be accepted if $t\text{-Count} > t\text{-Table}$ or if the Sig. value. $< .05$. The output shows that the Sig. value of X1 is .000, it means the attraction of solar eclipse to the decision to visit is significantly influencing.

Similarly, the output of the partial T-test in the destination readiness (X2) is positive, equal to 0.302, so it can be said that the increasing level of X2 will increase the decision to visit (Y). Because of the Sig. value of X2 is .001 $< .05$, means that the X2 has the influence to the decision to visit sig-

Table 2. Summary of multiple regression test results.

Variable	Regression coefficient	t-Value	Signification
Constant	-0.652	-1.168	0.244
X1	0.726	5.391	0.000
X2	0.302	3.344	0.001
F-Value = 27.258		Sig. = 0.000	
R = 0.471		R ² = 0.222	

nificantly. Based on the test results, the equation obtained is:

$$Y = -0.652 + 0.726 X1 + 0.302 X2 + e$$

If there is no value in the independent variable (the attraction of solar eclipse and the destination readiness), then the variable of decision to visit is negative (-0.652), meaning that there will be no visits to these destinations. So, the role of attraction and destination readiness is important in developing a destination. Each increased value of the attraction of solar eclipse (X1) will increase the decision to visit (Y) by 0.726 units, with assuming that the value of the other independent variable is fixed. The coefficient value of destination readiness (X2) is 0.302 units. It shows that each increased value of X2, will increase the decision to visit (Y) by 0.302 units.

In seeing the simultaneous influence of X1 and X2 toward Y, then the F-value testing were done. Table 2 shows that F-value is 27.285 with the Sig. value .0000.05, H0 rejected. Therefore, we can say that X1 and X2 simultaneously (together) influence significantly toward Y.

The coefficient of determination used to determine how much the relationship of multiple variables within the meaning clearer. The coefficient of determination will explain how big a change or variation of a variable can be explained by changes or variations in other variables (Santosa & Ashari, 2005: 125). Easily, it can be said as the ability of the independent variable to contribute to dependent variable in units of percentage.

The coefficient values are between 0 and 1. If the result is closer to 0, it means the ability of the independent variables in explaining the variation of variables is very limited. But if the result is close to 1, means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. In the test results that have been done, it is known that the R2 value is 0.222. We can concluded that the attraction of solar eclipse (X1) and destination readiness (X2) have an effect of 22.2% to the decision to visit (Y) to a solar eclipse observation point, while

77.8% are influenced by variables that not examined. Because the value of R Square was below 50%, we concluded that the ability of independent variables to explain the variation of variables was very limited.

5 CONCLUSION

Tourist attractions are the driving factor for a tourist destination. In the study, it was found that the score of the attractiveness of solar eclipse in Indonesia, from the perspective of the respondents, scored 4.13 means attractive, with the highest score on the parameter of level of seasonality.

The destination readiness, in terms of providing appropriate services and products, is the essence of the quality of tourism components. In the study, it can be seen that the destination readiness score is below the attractiveness of solar eclipse score, which is only 3.26 that include in the category somewhat ready. From the four parameters studied, the lowest score is the availability of the other attractions at the observation point.

Furthermore, it can be concluded that the solar eclipse attractiveness and destination readiness had a significant influence in determining the tourist visiting intention. The R2 value is 0.222. It pointed out that the attraction of solar eclipse (X1) and destination readiness (X2) have an effect of 22.2% to the decision to visit (Y) to a solar eclipse observation point, while 77.8% were influenced by variables that not examined. Since the value of R Square was below 50%, it can be concluded that the ability of independent variables to explain the variation of variables was very limited.

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Adopt, adapt and *adep*: A Balinese way persisting to McDonalization

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ABSTRACT: Balinese's traditional cooking culture and tastes, own a major potential in promoting the destination. However, culinary tourism in Bali now are threatened by the fear of "McDonaldization" which contributes to cultural homogenization. Being flexible can be beneficial but at times construed from a different manner. As it certainly sounds familiar, in tourism, flexibility in development is closely related to commodification and commercialization. This paper further elaborates the process of such flexibility in the culinary world by discussing three main points. Adopting explains how the industry absorbs the elements of traditional methods and style of cooking; adapting demonstrates a big slice of commodification of the cuisine and *adep* (a Balinese word which means selling) describes and shows examples of how the Balinese cuisine can succeed and make a mark in the industry.

Keywords: Balinese cuisine, cultural, commodification, commercialization

1 INTRODUCTION

In earlier days, people tend to visit Ubud only for its visual arts, performing arts and museums. Currently, local culinary has also become one of the reasons for travelers to visit this destination. The increase number of young travelers who are keen to try something new have created a new trend known as culinary tourism. According to Besseire (1998), People interested in travelling for gastronomic motivations were increasing gradually. "Culinary Tourism" was a term first suggested in 1998 (Long, 2002). The term expressed the notion of tourists' experience of a culture through several of food offered in the destination area.

Culinary or food tourism was one constituent of a tourism strategy dedicated to making the best use of scarce resources in an approach for its creativity and adaptability, made necessary by the lack of conventional natural and cultural tourism assets (Teo & Chang, 2000). As an alternative tourism, culinary tourism may become an option to several destinations, which lack of the conventional "sun, sea, and sands". Unlike many other travel activities and attractions, destination's gastronomy was usually available year-round, any time of the day and in any weather condition (Richards, 2002).

Kivela and Crotts (2005) identified that gastronomy was inextricably linked to the destination and the destination's image; maybe multidimensional forms which were clearly understood as yet. Food and beverages could be set as a special attraction in a destination. Events such as Chili Festival in

Singapore, Taste of Chicago, Wine tour in Europe, and Chocolate festival in Suffern, New York, and so on are some of the famous culinary attractions. In these cases, culinary constitutes as an event attraction or a gastronomic part of the attractions in tourism destinations. In other words, the gastronomic experience could become a major, or one of major motivations, for travelers to visit places (Quan & Wang, 2004). From these foundations, it can be seen that gastronomy has become an important attraction and is influential to the local tourism development. Therefore, the issues related to the development of culinary tourism are worth of more attention and studies in the future.

2 METHOD

The study is based on in depth interviews, a method appropriate for inductively examining people's views regarding a phenomenon (Berg, 2001). The interview questions were grouped in 3 sets. The respondents were asked to describe (1) the characteristic of their product, (2) their challenges and obstacle in developing the local food general, and (3) the relevant tourism changes that directly affect their "warung's". The interviews were conducted in December 2015 until February 2016 to notably well known and successful culinary entrepreneur in Bali. Those entrepreneurs are *Ibu* (Mrs) Mangku with her Chicken rice of Kedewatan, *Ibu* Oka with Babi Guling *Ibu* Oka, *Ibu* Raka Sueni with Bebek Bengil and *Ibu* Puspa with her Paon Bali Cooking Class.

3 RESULT AND DISCUSSIONS

3.1 Bali as a culinary destination

Famous for its beauty, Bali is hardly ever celebrated for its delicacies. The island has been studied and recognized from many different perspectives but is overlooked at for its rich culinary slice. Researchers tend to revolve their interest in the Balinese culture, focusing more on dances, arts and crafts, and the Balinese way of life. The likes of Picard (1996), DeNeeffe (2011), Pitana (2006) and Putra (2014), paid little attention to Bali's diverse culinary collection as a mean of promoting cultural tourism. Only a few names like Kruger (2014) who wrote about the food culture of Bali and Holzen (2007) that tells the secrets of Balinese cuisine are the few who wrote about Balinese cuisine elaborately.

Authentic Balinese cuisine is rarely enjoyed by the island's millions of visitors. This is simply because it is rarely served in hotels and restaurants which are located within the touristic enclave. A wide variety of exotic dishes are available throughout this culinary district, but a typical restaurant would prefer to serve either an international selection, European or pan Asian fusion style.

In 2013, the Indonesian Ministry of Tourism and Creative Economy selected 30 traditional Indonesian dishes to represent the country in the global culinary scene. The aim of the program brings benefit in general to Indonesia specifically to its cuisine. The Balinese *sate lilit* is fortunately selected amongst 30 other Indonesian culinary icon. However, it is unfortunately that the "sate lilit" does not represent the diverse collection of Balinese cuisine. To further elaborate the adverse, Jakarta had four dishes selected and Yogyakarta had three, making Bali look underrated as a culinary destination.

Kruger (2014) voted Balinese cuisine as top-notch amongst the Indonesian various cuisines. It is a blend of Indonesian, Chinese and Indian, making it a unique yet delicious combination. Varieties of Balinese dishes are endless. There are *sayurnangka* (jackfruit curry), a family favorite of slow cooked jackfruit with spices that creates a rich homey flavour; *Lawar*, a dish created from a mixture of blanched and steamed vegetables, coconut and minced meat mixed with rich herbs and spices; and also *ayam* and *bebekbetutu* (braised chicken or duck), a perennial, highly seasoned and spiced chicken or duck wrapped in banana leaves.

It is very common for tourists to visit a destination and enjoy its local cuisine. Tourists nowadays are attracted to local produce and many destinations are centering their product development and promotion on it. This allows destinations to market themselves as truly unique, appealing to those

travelers who look to feel part of their destination through its flavors. The rise of food tourism within these few years becomes a major potential for the Balinese cooking culture and cuisine.

In brief this paper aims at understanding how the Balinese cuisine can become a major strength in promoting the destination. Appreciating and understanding the efforts that has been done by restaurants and culinary talents of Bali, this paper further elaborates the fundamentals of perfecting and synchronizing the culinary wealth of Bali with cultural tourism as a base for promoting the destination. Adopting, adapting and *adep* (selling) are the three main points of discussion in this paper, which further exemplify the connection between culinary and local welfare.

3.2 From religious rituals to tourist's tables

Balinese people are engaged to ceremonies and rituals. Everything they do is devoted to the God as well as to their cuisine. As a part of Balinese tradition, cuisines are carefully prepared, slowly cooked with an extensive range of herbs and spices. A long time ago, special cuisines like *Lawar* and *Betutu* are only served during ceremonies and temple festivals.

To conserve and maintain the quality, Balinese people kept their recipes into a "cook-book" written in *lontar* (palm-leaf manuscript) namely "Dharma Caruban". *Dharma Caruban* is a brief description of Balinese dishes, both used at the time of the festivity, as well as in religious rituals. *Dharma Caruban* addresses the diversity of classic recipes using traditional blend of spices.

The story and history of Balinese cuisine seamlessly follows Bali's extensive growth of tourism, and the increasingly strong urge of the local government to promote local culture, has put the Balinese cuisine to the next level.

3.3 Adopt, adapt "adep"

Smoked duck and chicken, suckling pig, *lawar* and Balinese *sate lilit* are dishes that belong to the holy menu for rituals in Bali. These dishes nowadays are often featured in the restaurants and hotels. In a traditional village, they take hours to prepare, but then that is what treasured food is all about. It is a community investment in togetherness that stands the villagers in good times and bad.

Promoting Balinese local cuisine as a part of tourism has positive impact on the local economy, employment and preservation of local culture. Tourists seek to get to know not only the local food but also to know its origin and production processes. This interaction is making it an expression of cultural tourism. It also has great potential for

expansion as a main motivation for tourism trips and lastly, the development of gastronomic tourism in Bali may contribute in improving the general perception of the destination.

To do so, there are at least three different aspects that need to be taken care of, so that it meets global standards and gives economic contribution to the local people.

3.3.1 *Adopt*

Adopt is absorbing the method and style of traditional cooking and expressing it in a way that remains unique and authentically Bali, such as:

- a. The distinctive taste and aroma; the concoction of spices and herbs with comprehensive procedures of cooking, has allowed Balinese cuisine to become very distinctive in its flavor and aroma. This strength differentiates it from any other culinary taste of Indonesia and even the world.
- b. The composition of Balinese cuisine; beside its unique flavor and aroma, Balinese cuisine owns a complete selection from starters to desserts. Even with that range of cuisine, locals prefer starters to mains prepared in a single plate like a mini rijstafel, complete with a big scoop of rice.

Balinese tend to use spices as a manifestation of culture and art piece that grows strongly on the island. Moreover, Balinese spices are also often referred as “gift of the Gods”. The reason is simply because in addition to functioning as taste builder, Balinese spices are also effective in preventing disease as it is high in antioxidants. For example ginger to prevent and treat stomach ulcers, colds and prevent inflammation of the joints; onion and garlic which acts as antiseptics; and lemon or lime which plays a role in the prevention of heart disease, cancer, and stroke.

According to Pinatih (2011), the composition of Balinese spices in bumbugenep (complete spices), bumbuwangen (fragrant spices) and bumbupenyangluh (flavoring spices) is proven to be beneficial to health. The unique blend controls cholesterol levels, strengthens the nervous system, and to prevent and treats asthma. Bali’s traditional spice composition can also maximize the absorption of catechin (which is an antioxidant that is believed to fight heart disease, cancer, and stroke).

3.3.2 *Adapt*

To any westerner as what is stated by Kruger (2014), Balinese cuisine is dedicated to adventurous tourists, as the addition of raw blood and loads of chili can be very challenging. DeNefee (2011) also mention that the presence of such ingredients has

perhaps created stigma of Balinese cuisine, as it is too rustic and tribal; containing ingredients less than glamorous.

DeNefee (2011) also affirmed that the first mouthful of lawar can be an almighty shock to the system. It is not for the faint hearted and requests a pioneer’s spirit to bravely endure what is being offered. Beside of its ingredients, cooking techniques of its “Ethnic Master Chefs” are the weakness of Balinese cuisine. From preparation to serving table, most are usually processed with bare hands. Hygiene and sanitation standards are the main issue of Balinese cuisine.

Therefore to ensure the authentic Balinese cuisine, at least two of the following adaptations need to be undertaken:

- a. Implement quality control of traditional Balinese food products. Producing a delicious dish is one thing, but making sure it is hygiene is another new level of preparation, cooking and presentation. To produce quality and hygienic food at the same time, all raw materials must be qualified. The cooking process must be monitored thoroughly to decrease the risk of “Bali Belly”.
- b. Modify presentation and taste. As Balinese usually owns a strong stomach, they tend to use a generous amount of spices in cooking. Modifying its presentation and taste to fit the global taste bud must be done at some stage. That said, this must be done without eliminating the character of Balinese cuisine.

Many publications can be referred to explain this adaptation as they are written by foreigners who dare to experience the once called “ethnic food”. For example Heinz von Holzen (2012) of *Bumbu Bali* Restaurant who wrote “Bali Unveiled: The Secrets of Balinese Cuisine”. Then there was Janet de Neeffe (2012) with her book entitled *Bali: The Food of My Island Home*. The book was nominated as Best Asian Cuisine Book of the Gourmand World CookBook Awards in 2012.

3.4 *“Adep”*

Adep is a Balinese word means, “sell”. Balinese cuisine must be saleable to ensure profitability to the locals. As a gate in introducing Balinese culinary arts, culinary tourism does not have to mean gourmet food. It is about unique and memorable experiences.

One good example is the traditional Balinese deep fried duck of *Bebek Bengil*. *Bebek Bengil*, also known as the Dirty Duck Diner, has rose its fame by promoting the authentic Balinese crispy duck. Duck, which was used to be sacred animals in the old days, now can be enjoyed by all.

Another cuisine known as Nasi Ayam Kedewatan of Ibu Mangku, is deemed as one of the best Balinese *Nasi Campur* in Ubud, there is only one item to order—the *Nasi Ayam* (chicken rice) *Kedewatan*. In addition, the food is relatively cheap but very delicious and although they only serve one type of dish—the chicken rice—the restaurant is usually over crowded by locals and tourists throughout the day. The fame of this local delight soon made “Nasi Ayam Kedewatan”—the brand name of this exotic chicken dish—a franchise business, opening outlets in Seminyak and Denpasar.

Another example is the nationally known *Babi Guling* (suckling pig) Bu Oka in Ubud. Started selling *Babi Guling* in 1985, Bu Oka has now expanded and opened three restaurants that serve the same dish. Bu Oka’s use of ethnic concoction of spices in cooking the suckling pig is nothing more than a culinary magnet.

Together with several other restaurants like *Bebek Bengil*, *Bebek Tepi Sawah*, and *Nasi Ayam* (chicken rice) of Kedewatan, *Babi Guling Bu Oka*, has strengthened the image of Ubud as a cultural tourism destination. Ubud popularity through the performing arts and visual arts is reinforced by the culinary heritage (Putra, 2014).

Bebek Bengil, *Nasi Ayam Kedewatan* and *Babi Guling Bu Oka* is fine examples of a culinary endeavor, which contributes to rural development. These restaurants help local community increase their income level and at the same time improve rural employment.

Not just saleable as a final product, Balinese cuisine can also be sold as a unique cultural experience. There are also packaged tours, which allow tourists to experience the Balinese way of life, specifically related to cooking. The experience begins from shopping the best produce in a traditional local market, preparing the food and serving it on the table ready to feast. *Paon Bali*, *Bumbu Bali* and *Casa Luma* are some restaurants that offer such experience. This allows tourist to experience the uniqueness of Balinese culture through its cuisine.

3.5 Against McDonaldisation: Authenticity of local food

Despite its success, the emerging trends of culinary tourism in Ubud also raised debates. Some said that Ubud is now too overcrowded with non-local restaurants, which served endless varieties of non-local food. Others also said that local culinary has lost its authenticity or becoming too touristic. However during interviews for this research, none of these local entrepreneurs consider themselves change for the sake of tourism.

Existence between elements of culture and tourism in Bali has always been an endless discussion.

Tourism as the bread and breath of Bali is often considered as the main cause of cultural degradation. Socio-cultural change in the community structure, and touristic culture, impacted on the quality of arts and the way people live in Bali. To many researchers, culture and tourism cannot be coexisted.

Promoting local cuisine can be defined as one of the utmost important aspect of culture tourism. Tourism will not only sustain Balinese food existence but also give chances to the local community to get benefit from tourism; contributing the revenues back to nurture the roots of culture tourism. For a local cuisine to become a popular attraction in its own right, it has to be filtered through tourism-oriented culinary establishments; only after they are in some ways, and to some degree, transformed. However, the manner of their transformation cannot be simply represented on some unidirectional and unidimensional scale (Cohen & Avieli 2004:6).

These transformations makes local food in a slightly different dimension and are often customized by the tastes of tourists, without changing its authenticity. Not all aspects of the local culinary are relevant to maintain food “authenticity”. Replacing some of the material that are more acceptable to tourists and the use of modern technology to improve sanitary conditions is also a part of transformation. Peking duck in Beijing, for example, is very popular cooked by an electric oven instead of a conventional oven. Changes were also seen in traditional Thai cuisine that has been known worldwide such as Tom Yam. Tom Yam is recreated so that it can be enjoyed internationally. This changes can be seen as a dynamic form of culture, which continues to develop without losing the essence and the local taste of place.

4 CONCLUSION

Nowadays, there are increasing numbers of tourists who are no longer trapped in their ‘tourist bubbles’. They are now more adventurous; seeking for something that is authentic and different. Balinese cookbooks are now on sale and television shows on Balinese cuisine are getting popular.

Promoting Balinese cuisine as part of cultural tourism can stimulate local development. Food tourism is considered as a high yield of tourism flow that can expand rural economy.

Furthermore, culinary can contribute to regional attractiveness, sustaining the local environment and cultural heritage as well as strengthening the local identity. When the cuisine of Bali achieves an equal success like other cultural interests, Bali will then be known as a destination with a complete cultural discovery.

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Event sustainability and destination image: Evidence from Malaysia

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ABSTRACT: The main aim of this study is to examine the event sustainability dimensions namely strategic and cultural fit, local community support and event quality towards the destination image. The study was conducted in Putrajaya, Malaysia with samples of 300 respondents through a survey using the convenience sampling method. The outcome of multiple regression analysis indicated that all dimensions have significant effects toward destination image. Results signify the relationship effects between event strategic and cultural fit and the destination image ($\beta = .078, p < .01$), between the local community support and the destination image ($\beta = .120, p < .01$) and between the event quality and the destination image ($\beta = .661, p < .01$). The finding of this study is beneficial to event organizers in sustaining the event reputation and the policy maker particularly for strategy planning in hosting an event as well as increasing public awareness in regards to event sustainability and destination image.

Keywords: Event sustainability, strategic and cultural fit, local community support, event quality, destination image

1 INTRODUCTION

Putrajaya is Malaysia's new federal Government Administrative Center and it plans to embrace two major themes which are a city-in-a-garden and an intelligent city. At their finest, FLORIA Putrajaya provides intense benefits to the society that is integral to a sustainable event destination. In addition, according to Putrajaya Annual report 2013, the FLORIA Putrajaya serves to bring to realization the Government's aspirations in making Putrajaya a garden city and a pioneer green city in all aspects of planning, management and development. Organizing a special event and festival can boost up the destination image and may give a positive impact on tourism industry (Kavaratzis, 2004). However, after several years hosting this successful event, the repeated visitors demand for new appearance of FLORIA Putrajaya. Regarding this, there are many events held in Putrajaya as per listed in Putrajaya Event Calendar 2015 such as Putrajaya International Hot Air Ballon Fiesta, Redbull Air Race Putrajaya, Magic of the Night, Motion Putrajaya and etc. By doing this study, the event organizers can effectively strategise and plan for FLORIA Putrajaya in order to adapt the sustainable event management. By identifying the strategies that will specifically help the event organizers

to engage and improve the sustainable event management, FLORIA Putrajaya will move forward to a sustainable event and give positive impact to portray Putrajaya as a city in-a-garden image. Thus this study accessing three vital dimensions in event sustainability (a) strategic and cultural fit (b) local community support and (c) event quality.

2 LITERATURE REVIEW

Jago, Dwyer, Lipman, van Lill, and Vorster (2010) proposed a conceptual framework for leveraging special events for destination image. Based on the consent of tourism industry experts, the major factors of hosting special event can definitely affect the destination image; strategic and cultural fit, local community support and event quality. This study attempts to evaluate the destination image of host city of FLORIA Putrajaya by investigating the three major indicators. Organizing any special event in a selected destination involves the coordination and promotional effort of the event (Weber, Ali-Knight, Yu, Wang, & Seo, 2012).

Event Strategic and Cultural Fit (SCF) are referring to the fittings of the special event to the destination which could be measured by three manifest variables; media, infrastructure and event capacity.

Ritchie, Shipway, and Monica Chien (2010) stated that the media should be included as one of the constructs under SCF since media can be a major indicator of the success of the specific event and the host destination. Specifically, added media coverage not only increases the global reach of the events, but also helps to portray images of social solidarity and expand the festival community relationships (Carlsen, Ali-Knight, & Robertson, 2007). Services and proposed infrastructure of the event is the influencing factor that will affect the sustainability value (Weber et al., 2012). Based on event capacity, Madichie (2009) justified that the event capacity is one of the major indicators under SCF, where the destination can accommodate thousands number of visitors at one time, and can make the destination alive through the use of stimuli program and the creation of an appealing atmosphere.

Besides SCF, Local Community Support (LCS) is the second major factor identified by Jago et al. (2010) conceptual model. Local residents' behavior has been identified as an important element for destination image and branding (Fredline, Faulkner, Fredline, Jago, & Cooper, 2003; Kavaratzis, 2004; Wee & Thomas, 2015). In many cases, the events are seen as a driver to get an individual to reach a certain area, with the hope that they will partake in other activities and experiences while being there. Therefore, local support will be measured by three manifest variables; local residents' attitude, community participation and also local hospitality. For tourist indicators, the relative emphasis place on the service may vary regionally not only because of the physical landscape but also because of the psychological landscape (White & White, 2004). While for community participations, it can be seen withering for the participants and also the volunteers. They are an essential component to what makes an event a success year after year. Local hospitality services by the local community are to assist tourists. The quality of the event was identified as having impacts to some extent on the destination image branding (Jago et al., 2010). The complete evaluation of destination image should include the tourists' experience which has been suggested by (Konecnik & Gartner, 2007). This third indicator for this study is therefore measured by the tourist experience, psychology comfort and perceived benefits by the tourists. Psychology comfort normally refers to the event services which is intangible and cannot be tested before it is produced (Parasuraman, Zeithaml, & Berry, 1985). Additionally, the perceived benefit has been examined as one of the main constructs of tourist consumption (Ryu, Han, & Kim, 2008).

Event coordinators make an effort to improve the credentials of events, and the awareness of sustainable event discussion amongst the media and public are increasing (Laing & Frost, 2010). Though

sustainable event management continues to grow in popularity, it is not a common practice among event coordinator. Thus, a need exists to identify the strategies that will help the organizers to engage and improve the sustainable event management of the festivals. According to Madichie (2009), major cities hosted mega events such as World Fairs, Expos and sporting events as a means of stimulating their economies, creating infrastructure and improving their image. Moreover, few studies of city marketing and tourism have pointed out the importance to utilizing of organizing an events as marketing effort to promote major cities (Robertson & Guerrier, 1998; Schuster, 2001; Waitt, 2003). By understanding the future development and visitor dispersal, events and festivals might continuously provide numerous academic benefits for community and tourism region including how to increase visitation and expenditure, repeat visitation, heightened regional awareness and word-of-mouth recommendation.

3 METHOD

A sample of 300 respondents through the convenience sampling was selected in four main areas in Putrajaya, Malaysia which are Masjid Besi Putrajaya, Dataran Putra, Alamanda Shopping Mall and also IOI City Mall. A self-completed questionnaire has been developed to gather there quired information for this study and it is conducted within two weeks' time in March 2015. An identical seven point Likert scale for every questions in each section in the questionnaire as it allows the respondents to better express themselves without discrimination and more sensitive than the five Likert scale. Seven Likert scale appears to be the most favorable because a scale with more points allows the respondents to show their stand contentedly (Sekaran & Bougie, 2010). The questions used in the study were based on and modified from previous research (Jago et al., 2010). Pilot study was undertaken among 30 respondents which were the visitors in Shah Alam, Selangor, Malaysia areas. In analyzing the data, SPSS application software version 22 were used in this study. Cronbach's alpha for each set of the questions ranges within acceptable limit (>0.70). Descriptive statistic was used to measure the internal consistency defined by the mean and also by the standard deviation for each item and inferential statistics is undertaken to determine the relationship between variables.

4 RESULT AND DISCUSSION

4.1 *Strategic and Cultural Fit*

Table 1 portray the pattern of for Strategic and Cultural Fit of FLORIA Putrajaya mean score,

Table 1. Reported mean scores for Strategic and Cultural Fit of FLORIA Putrajaya.

Indicators	Mean (<i>M</i>)	Std. Deviation (<i>SD</i>)
SCF 1	5.45	0.94
SCF 2	5.63	0.91
SCF 3	5.66	0.91
SCF 4	5.71	0.89
SCF 5	5.68	0.94
SCF 6	5.77	0.98
SCF 7	5.79	0.94
SCF 8	5.57	1.00
SCF 9	5.54	0.90
SCF 10	5.41	1.06
SCF 11	5.11	1.02
SCF 12	5.05	1.06
SCF 13	4.77	1.34

Table 2. Reported mean scores for Local Community Support towards FLORIA Putrajaya.

Indicators	Mean (<i>M</i>)	Std. Deviation (<i>SD</i>)
LCS 1	5.43	1.07
LCS 2	5.56	0.91
LCS 3	5.53	0.99
LCS 4	5.66	1.00
LCS 5	5.64	1.01
LCS 6	5.53	1.12
LCS 7	5.51	1.16
LCS 8	5.36	1.26
LCS 9	5.42	1.21
LCS 10	5.52	1.17
LCS 11	5.50	1.14
LCS 12	5.52	1.15

most of the respondents are reported having the similar attitude toward SCF.

Consequently in the order in which most of the respondents agree that Putrajaya has its own capability of presenting FLORIA Putrajaya core values in reflecting the economic, technological, and cultural advancement of humankind that is ($M = 5.45$) with a standard deviation of ($SD = .94$), and most of the respondents also agree that Putrajaya is suitable for hosting this kind of event with the mean score of ($M = 5.63$) and a standard deviation of ($SD = .91$). This is in line with the third item where the respondents are also sure that Putrajaya is an ideal city for hosting FLORIA Putrajaya with the mean score of ($M = 5.66$) and the standard deviation of ($SD = .91$). Since FLORIA Putrajaya has been expended into international level, respondents are also confident that this event has the platform for international exchanges between Malaysia and the rest of the world with the mean scores of ($M = 5.71$) and standard deviation of ($SD = .89$). This indicates that the event capacity is leverage and ever ready for hosting FLORIA Putrajaya successfully which indirectly enhancing Putrajaya as a city-in-a-garden.

4.2 Local Community Support

Viewing the pattern shown in Table 2, it is shown that most of the respondents agree with all the statements given. As such, the local residents are friendly with ($M = 5.43$) and with a standard deviation of ($SD = 1.07$). Meanwhile, the mean score for the statement of feeling welcomed by local community in Putrajaya is ($M = 5.66$) and the standard deviation of ($SD = 0.91$). In addition, the respondents also agree that the local residents are willing

to offer assistance; and the mean is ($M = 5.53$) with a standard deviation of ($SD = 0.99$). Based on the result, the respondents agree the Putrajaya tourism quality is good to accommodate the visitors with the mean score of ($M = 5.66$) and the standard deviation of ($SD = 1.00$). Furthermore, the respondents agree that the service quality must come with the friendly local tourism service staffs. The mean score for that response is ($M = 5.64$) and a standard deviation of ($SD = 1.01$). The local tourism service staffs are knowledgeable and have proficient service skills with the mean score of ($M = 5.53$) and a standard deviation of ($SD = 1.12$). Most of the respondents agree that they saw many volunteers are working inside and outside of the festival area with the mean score of ($M = 5.51$) and a standard deviation of ($SD = 1.16$) and the level of knowledge for the volunteers has the mean score of ($M = 5.36$) and a standard deviation of ($SD = 1.26$).

The respondents also agree that volunteers are the good representatives of the festival and Putrajaya itself with the mean score of ($M = 5.42$) and a standard deviation of ($SD = 1.21$). The road signs in Putrajaya are clear and easy to follow with the mean score of ($M = 5.52$) and a standard deviation of ($SD = 1.17$). Most of the respondents agree that Putrajaya builds sufficient direction signs for the festival with the mean of ($M = 5.50$) and a standard deviation of ($SD = 1.14$). Signage for the public area also comes with sufficient direction and information by Putrajaya and have been agreed by the respondents with the mean score of ($M = 5.52$) and its standard deviation of ($SD = 1.15$). The entire mean score pattern indicates that the respondents have a high support by the local community during the festival.

4.3 Event quality

Most of the respondents agree that the exhibitor's pavilion is well designed by the organizer with the mean score of ($M = 5.63$) and a standard deviation of ($SD = .94$). From that result, the researchers are confident that the exhibits are also well presented by the organizers and the host city with the mean score of ($M = 5.61$) and a standard deviation of ($SD = .96$). When the event organizers have the capability to organize an event strategically, it can help the organizers to enhance the excitement of an event in order to attract more visitors and potential visitors to visit with the mean score of ($M = 5.73$) and a standard deviation of ($SD = 1.02$). In addition, tourists' psychology comfort also has been evaluated. The respondents agree that there are plenty of resting areas in the festival area with the mean score of ($M = 5.75$) and the standard deviation of ($SD = .95$). To protect the visitors from rain and sun exposure, the resting areas are shielded by the organizers and this is supported by the local authority of Putrajaya which has the mean score of ($M = 5.54$) and a standard deviation of ($SD = 1.10$). Furthermore, the restrooms are easy to find and the respondents agree that its condition is clean with the mean score of ($M = 5.45$) and a standard deviation of ($SD = 1.16$).

In sense of the event quality statement, the researchers seek for the perceived benefits of the tourists by attending FLORIA Putrajaya in Putrajaya itself. The respondents agree by attending to this festival, it can broaden their knowledge of sustainable urban development with the mean score of ($M = 5.60$) and a standard deviation of ($SD = 1.01$). The visitors are also exposed to learn different ways of life in the world with the mean score of ($M = 5.69$) and a standard deviation of ($SD = 1.03$). The mean score for the green-culture lesson of the statement of attending FLORIA Putrajaya is ($M = 5.68$) and a standard deviation of ($SD = 1.17$). The descriptive analysis of EQ shown in Table 3.

Table 3. Reported mean scores for event quality of FLORIA Putrajaya.

Indicators	Mean (M)	Std. Deviation (SD)
EQ 1	5.63	0.94
EQ 2	5.61	0.96
EQ 3	5.73	1.02
EQ 4	5.75	1.95
EQ 5	5.54	1.10
EQ 6	5.45	1.16
EQ 7	5.60	1.01
EQ 8	5.69	1.03
EQ 9	5.68	1.17

Table 4. Reported mean scores for event sustainability and destination image.

Indicators	Mean (M)	Std. Deviation (SD)
ESDI 1	5.86	0.92
ESDI 2	5.85	1.01
ESDI 3	5.86	1.05
ESDI 4	5.91	1.04
ESDI 5	5.99	1.00
ESDI 6	6.22	0.94

4.4 Event sustainability and destination image

The event sustainability and destination image descriptive analysis depict in Table 4. The result revealed how local community and visitors see the contribution of one or more events as a co-operative branding activity to strengthening the destination image of a place. Most of the respondents agree that the festival effectively addressed a major themed of Putrajaya as a city-in-garden with the mean score of ($M = 5.86$) and a standard deviation of ($SD = .92$). From that result, the researchers are confident that the festival has achieved its goal ($M = 5.85$) with a standard deviation of ($SD = 1.01$). The venue of an event also plays as one of the important roles to promote an event as the respondents agree that Putrajaya enhances the visibility of FLORIA Putrajaya for visit with the mean score of ($M = 5.86$) and a standard deviation of ($SD = 1.05$). Since FLORIA Putrajaya has been announced as an international event, the respondents mostly agree that Putrajaya has the capability to host world mega event with the mean score of ($M = 5.91$) and the standard deviation of ($SD = 1.04$). With the mean score of ($M = 5.99$) and the standard deviation of ($SD = 1.00$), it shows the respondents' view of the FLORIA Putrajaya is successfully hosted in Putrajaya. Most of the respondents strongly agree with the statement whether they would visit Putrajaya again with the mean score of ($M = 6.22$) and the standard deviation of ($SD = 0.94$).

4.5 Multiple regressions of strategic and cultural fit, local community support and event quality to destination image

Table 5 illustrates the multiple regression of three dimension toward Destination Image. Three variables were able to explain 65.0 percent ($R^2 = .650$, $F = 183.587$ $p < .001$) of the variance on the practices. The outcomes revealed that strategic and cultural fit, local community support and event

Table 5. Multiple regression analysis.

	B	SE B	β
Constant	.852	.268	
SCF	.104	.061	.078
CS	.119	.065	.120
EQ	.687	.059	.661

Note: $R^2 = .650$, * $p < .05$, ** $p < .01$, *** $p < .001$.

quality significantly contribute to the prediction destination image of Putrajaya.

According to Pallant (2011) in comparing the contribution of each independent variable, it is essential to use the beta (β) values with ignoring any negative (-) sign out of the front. It is evidently show that event quality ($\beta = .687$, $p < .01$) had the most impact on building destination image, followed by local community support ($\beta = .119$, $p < .01$). While for strategic and cultural fit to the destination image of ($\beta = .104$, $p < .01$). Each of the dimensions was found to be significant and positively influence the destination image. Thus, it can be said that relationship between event sustainability and destination image are strongly supported.

5 CONCLUSION

Destination image plays an important role in tourism industry and have a significant impact to the host. For instance, FLORIA Putrajaya, manage to attract representative from various countries to participate in the event (Khalid, 2016). Event sustainability management is vital to develop a high impact and sustainable event. Thus, based on data analysis, results of three main variables; strategic and cultural fit, event quality, event sustainability and destination image are indicated to be significant for Putrajaya. Not to mention that FLORIA is an important event to create the destination image of Putrajaya. These factors are vital to be implemented in event management. In order to promote the sustainability of an event, it is suggested that the local authority should reinforce the leadership roles to encourage the implementation of sustainable tourism (event) principles to all levels; at the business level, at the destination level and be the best practice and give contribution to the global level as tourism industry is one of the sector that contribute to the country economy growth. In conclusion, the local government and the cultural sector should considered the potential of sustainable future plan, by increasing the level of event quality particularly in the promotional of destination image.

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Roles of heritage tourism in preserving urban area

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ABSTRACT: This paper discussed about the role of heritage tourism product in preserving the urban as sustainable tourists' attraction. Historical heritage has a precious value that can not be measured economically. The existence of heritage tourism product extremely valuable for preserving and caring the existence of heritage in the urban area. This study adopted qualitative research method and employed library research. The finding of this study was heritage product as one tourist attraction can participate to preserve the historical heritage through sustainable tourism activities. Thus, in the future, the heritage tourism can be developed to preserve the legacy of heritage in urban area, and can be known and enjoyed by next generations.

Keywords: Heritage tourism, sustainable tourism, preserve urban

1 INTRODUCTION

In globalization era, tourism sector is one of activities which have strategic role in pushing development of national economy (Hunter, 1995). This sector has been pointed not only as a resource in exchange producer, but also a sector in generating employment and boost investment (Dias-Sardinha & Reijnders, 2005).

Indonesia has abundant wealth, both natural and cultural (Winters, 1996). One of the provinces which are the center of tourism in Indonesia is West Java, with the capital is Bandung. The development in Bandung made the city one of the multi-function metropolitan (Kusumantoro et al., 2009). Bandung, was formerly known as Paris van Java because its' beauty in situation was reminiscent the beauty of Paris in France (Reerink, 2014).

The development of Bandung effected tourists' attraction (Firman, 1996). As a city near to the capital city of Indonesia, Jakarta, Bandung becomes the primary choice of Jakarta residents in enjoying their holidays. The natural beauty of Bandung, with a cool climate, became a favorite resting place. Besides having a beautiful landscape, Bandung also has a unique culture specifically in Sudanese customs, arts, and special food (Soemardi & Radjawali, 2004). Bandung has become a superior tourism destination area in West Java for its various kinds of tourism attraction such as: natural tourism, shopping tourism, culinary tourism, and historical tourism. The uniqueness and distinctiveness of each tourist attraction in Bandung make it not only visited by domestic tourists but also by foreign.

Bandung has geographically unique, in nature or even social culture (Soemardi & Radjawali, 2004). In nature, Bandung has chilly climate and high humidity which made it so perfect place for spend holiday, especially for people who live in hot area such Jakarta. Even since Dutch era, Bandung is the most favorite place to take a rest. Bandung's landscape has concave form like huge bowl surrounded by mountain and tea plantation and it makes very beautiful scenery of it (Tanudirjo, 2013). Besides, geographic position of Bandung City has good accessibility, located in the middle of West Java (Joewono & Kubota, 2005).

Usually, capital city is surrounded by modern ambience. Replace its' historical building into modern buildings. Different story with Bandung, it has many Dutch historic building's heritage known as Art Deco (Aritenang, 2012). The existence the ancient buildings is being one of the tourist attractions. But problem arose when the economic interests came. Commercialization made the historical heritage building in Bandung disappeared one by one (Chatterjee, 2005).

Orbasli (2002) argued that historical heritage in an urban can be conserve through tourism activities. Though heritage tourism is a niche market, now it became popular and demanded (Orbasli, 2002). Through Orbasli's idea, the authors aimed to do a study about the role of heritage tourism in preserving the urban as now the historical heritage is can bring many tourists both domestic and international (Li et al., 2008), so it will tune with the economic interest.

2 LITERATURE REVIEW

2.1 *Tourism concept*

Tourism may be defined as the sum of the processes, activities, and outcomes arising from the interactions among tourist, tourism suppliers, host governments, host communities, origin governments, universities, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing tourists and other visitors (Weaver 1998:2).

City is a tourist destination, according to Pitana and Diarta (2009:126), destination is a place visited in significant time for someone's trip compared with another place travelled for the trip. Ricardson and Fluker (2004:48) defined tourism destination as "a significant place visited on a trip, with some form of actual or perceived boundary. The basic geographic unit is the production of tourism statistic".

According to Zahnd (1999, 4) the classic definition of city is a relatively large settlements, solid and permanent, consists of a group of individuals who are heterogeneous in terms of social. City as central place of community activities will continue to grow with the increasing complexity of activities. City not only has a single function in fulfill of society needs, but also has a tendency to multi-function. The function of activities oriented to market interests and public interest.

Urban tourism defined by Çiraci et al. (2008), "the trips and visits with a focus on town and city destinations, also known as city tourism." Corbos (2010: 3) explain urban tourism is one of the main factors of cities economic improvement. A good tourism destination is determined by the quality of the experiences it can deliver. A great tourism destination offers quality experiences that are unique from those offered anywhere else in the world. Product is a key element of the destination.

2.2 *Heritage tourism product*

World Tourism Organization defines heritage tourism as an activity to enjoy the history, nature, human cultural heritage, arts, philosophy and institutions from other regions. According to Dalen and Gyan (2009) the important of preservation and management of cultural heritage has been realized as an increasing number of tourists are visiting heritage attraction.

Ruoss and Alfare (2013:9) explained that the heritage tourism is all the aspect of a community past and present that it considers valuable and desires to pass on to future generations. Misiura (2006:13) mentioned heritage tourism product consists of:

- a. Physical and consists of tangible (something that can be seen), for example such as the museum building, and intangible that is something related to services.
- b. Functional is capable of doing anything. It means offering experience or insight into the experience of aspects of the past, for example in the spiritual heritage or nostalgia through the memories, or the unique taste in food and wine.
- c. Symbolic that represents something or buildings represent relics of the past in the form of an image or symbol that is a cultural identity.

According to UNECAP (in Rousndan Loren & Alfare, 2013:9), heritage tourism products are divided into two categories:

- a. Tangible heritage is physical manifestation or symbol of cultural expression or traditions of the societies that are living or lived in the area.
- b. Intangible heritage is non-physical manifestation of cultural expression and traditions of the society that has its roots in the cultural value and practices of the previous generations.

2.3 *Sustainable tourism*

William (2012:6) stated that "Sustainable tourism is sustainability indicates a state of equilibrium with tourism needs of present visitors meet at the same time as protecting destinations for future generations". While, Gillmort in William (2012:7) revealed that sustainable tourism marketing was a strategy where by the objective understands the interaction between the organization managing on approach to create a social, economic and environmentally balanced forum.

National Geographic Center *for sustainable tourism destination* in Suradnya (2011:44) stated that sustainable tourism is the key in creating a form of tourism that provide the greatest benefit and on the other hand provide the minor impact damage, adhering to the natural wealth, past history, and the destination wealth cultural uniqueness. Based on Woodside and Martin (2008:472) "Environmentally sustainable tourism may be thought of as a level of tourism that may be realized, based on a sustainable or steady-state environment".

Moscardo in Suradnya (2011:44) mentioned that the development of sustainable tourism can be seen from two points of view such as:

- a. Quality, sustainable tourism destination is expected to provide a quality experience for tourists and at the same time contributing to environmental quality of communities in tourism destinations as the host, and still maintain both or improving environmental quality tourism destination.

- b. Sustainability means that tourism is designed in such a way so as to provide a guarantee for the sustainability of natural and cultural resources that are used as an attraction, the sustainability of public support, as well as to the sustainability of the desire of tourists to tourism destinations are concerned.

3 METHOD

This study adopted qualitative research method and employ library research for data collection technique. The preparation of this study was based on literatures to find some relevant theory related to the case or the problems found. The literatures were generated from references about tourism destination, heritage tourism product, and sustainable tourism. The literature study has been done through reputable sources such as books, journals, articles, and websites on the internet.

4 RESULTS

Travelling is the most ancient culture of people. To fulfill their needs, people travel from one place to another. Popescu and Corbos (2010: 3) described that the urban tourism was one of the main factors in improving economy of the cities. Tourism has become one of the biggest industries in the world and one of the sources in generating foreign exchange. Today, tourism is considered as a very important aspect in country development, especially for country with un-sufficient natural resources. For that reason, tourism is often viewed as one of the alternatives economic ways that can be developed to foster development in a region (Pendit, 2006:217). A *good* tourism destination is determined by the quality of the experiences obtained, its' uniqueness offers.

Almost every city has a tourist attraction that potential to bring many tourists. The city development as a tourist destination powered by the existence of city as the center of government, economic, social, and cultural community, and heritage site. Currently Economic environment in the city is growing, but ecological is declining which cause the disruption of urban ecosystems. Therefore, the concept of urban tourism development needs to be considered carefully. It should be avoided, the development of a massive facility for unilateral interests, such as the development of facilities only for tourists. City not only has a single function in fulfill of society needs, but also has a tendency to multi-function. The function of activities oriented to market interests and public interest. The ecological requirement has become

one of the common needs, especially for today's modern urban society.

Bandung has diverse heritage relic, ancient buildings are the relics of the colonial heritage in the past history is one of the Bandung attractions. At the end of the 19th century until the early 20th century Dutch colonial government built a massive building as the transfer of the capital plan to the Dutch East Indies in Bandung. In 1920 is the first development of Bandung, which affects tourism activities. An association called Voorruit Bandung in cooperation with Gemeente Bandung (Bandung government) has the aim of developing the tourism sector by creating a miniature Europe in Bandung, and it became the main destination for holiday Dutch nobles who lived in Jakarta (Société Concordia).

Braga is a trading center that adapts the European atmosphere. This road is a favorite recreation of wealthy nobles. Bandung also has a nickname as the "Flower City" because at that time Bandung has many beautiful parks (Kunto, 1985). The government held an important festival that year. The activity is a flower festival called "Bandung Blossom" held in Taman Maluku (Maluku Garden). This festival consists of an exhibition of art from various countries and also a parade of military music by the Netherlands (Mooi Bandung, July 1935). It is also often hosted an interesting festival that Jaarbeurs festival which takes place every year from June to July. This festival is an exhibition of industrial and agricultural products. In this annual event also held art and cultural festival attended by Dutch artists as well as local artists, those parades, theater, dance, cabaret, etc. This event would also promote Bandung tourism indirectly which attracts many visitors from other cities.

In addition to Indo-European architecture, Bandung also inherited a number of distinctive buildings (such as the pavilion in the South Square) and Chinese temples in Chinatown. Even more interesting, a lot of old buildings in Bandung have historical value, from local to international scale. Call it the marquee (the first government building of 1810), Gedung Sate (candidate center of the Dutch East Indies from 1920), and Gedung Merdeka (the venue for the Asian-African Conference in 1955).

But along with economic development and the interests of the commercialization of the historical heritage disappear one by one. In fact, through tourism is expected to help conserve heritage. Although Bandung has a rich and diverse heritage, planning and development 'heritage tourism' in the city is still far from ideal conditions. Development 'heritage tourism' in Bandung still begins with a spontaneous and sporadic, initiated by non-governmental organizations and grassroots com-

munities, not through a focused and integrated planning. From the supply side was very small percentage (due to inheritance of classified special interest tour with the percentage of 'market niche' small) so that the impact on the underdevelopment of industrial heritage in this city.

While in many cities and other countries, especially in developed countries, the real benefits of heritage tourism has been recognized and enjoyed that attracts many people to plan as directed and developed in a sustainable manner. Cities in France, Spain, and Italy are rich in old buildings can attract millions of tourists each year, such as the church of Notre Dame in Paris, ancient gladiator arena of the Coliseum in Rome, unique buildings and works of the famous architect Gaudi in Barcelona. In contrast, in Bandung, there were numbers of tourists who deplored the condition of heritage buildings. With most of the conditions that are less well maintained and threatened destruction. A very drastic change occurred since the end of the 20th century there were many areas of heritage buildings converted to office space and business. In fact, if managed and used appropriately, urban heritage tourism can be a source of local revenue that can encourage economic growth of the city.

The existence of heritage tourism product is extremely valuable relics and heritage which can be used for tourism while preserving and caring for the existence of heritage based on good care and planning a sustainable tourist attraction. By the management of heritage tourism activity can be accomplished without having to remove the existence of historical relics which will have an impact on improving the activities of urban tourism that is responsible and sustainable.

Tourism Heritage product Bandung as one of tourist attraction could contribute to preserve the historical heritage through sustainable tourism activities so that in the future can be continued the programs for tourism development in Bandung and its surroundings. So it will benefit not only in terms of business as the original income from the tourism sector, but also to preserve the legacy of heritage that can be enjoyed by next generations.

Jamrozy in Suradnya (2011: 45) propose a model of sustainable tourism of marketing that seeks to balance the economic aspect, social justice for communities and environmental conservation aspects. There is a fundamental shift from the tourism market as a product for spending leisure time became a traveled experience that can improve the quality of a sustainable environment, the benefit not only for tourists but also for the overall destination tourism system, either human or its surroundings or the environment as well as among its customers, namely tourists with the people who hosted and continue jointly maintain environmen-

tal quality. Sustainable tourism destinations role in supporting the conservation of nature and culture, everything that characterizes the local, and no less important is the authenticity of a sustainable tourism destination.

5 CONCLUSION

Bandung has rich and diverse heritage which is one of the attractions of Bandung. But now there are some heritage that has historical value lost because the building converted for business purposes. Historical and heritage is valuable that cannot be measured economically.

Planning and development 'heritage tourism' in Bandung are still not integrated. The existence of heritage tourism product is extremely valuable heritage which can be used for tourism while preserving and caring for the existence of heritage without having to remove the presence of heritage.

Heritage product as one tourist attraction can participate to preserve the historical heritage through sustainable tourism activities so in the future and it can be continued the next program for tourism development in Bandung and its surroundings. Thus it can be recommended for the better development and management urban tourism in Bandung that will benefit not only in terms of business as the original income from the tourism sector, but also preserve the legacy of heritage that can be enjoyed by next generations.

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Characteristic of users at Centrum Park Music as a means of recreation for Bandung community

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ABSTRACT: City Park is essentially a public space and a part of the green open space that can be utilized as a public recreational facility. Most of Bandung citizens now are considered as a modern urban community with high mobility that requires them to do many activities outside rather than at home. This research aims to provide an overview of City Park's role model through visitors' perception and characteristics that can be used by the government to improve parks' function as recreational facilities for public. The method used for this research was a descriptive statistical analysis as a hypothesis test and difference average test (*Independent t-test*). The participants of this research are 100 citizens of Bandung who are likely to be loyal city park visitors. The result of this research discovers that the city park characteristics itself give an influence on how the visitors' characteristic is going to be. From this research, it is expected that citizens of Bandung will take benefit from City Park as their recreational space in their leisure time and help the government of Bandung to achieve their long-term target regarding green open spaces in Bandung.

Keywords: Park, recreation, user characteristics

1 INTRODUCTION

Recreation is an activity that is done in spare time which is to form, improving physical condition, refresh your mind and memory are lost due to routine daily activities (Watkins & Bond, 2007).

The leisure activity is (divided based on time and distance traveled) into two groups, namely the use of leisure time spare time short and long leisure time (Becker, 1965). In addition to leisure, recreation area or need a place to move (Wakefield & Blodgett, 1996). In this case, recreational facilities divided by holdings where there are recreational facilities which are public so people do not need to pay to use such as city parks and open fields. There are three usage time is Subsistence Time, where time is used to perform daily living needs such as eating, drinking, sleeping (Jalas, 2002). Existence Time, the time used to perform work related to professions such as work or study, and Leisure Time is time that used to carry out activities outside the existence and subsistence activities (Becker, 1965).

Then there are also recreational facilities are private or commercial in which to use the public should pay for recreational activities (Buckley, 2003). Bandung is one of the major cities located in Indonesia. Bandung is the capital of West Java province. Currently, the city of Bandung has 600

parks (Windarti, 2016). A total of 40 parks of which will be used as theme parks (Bruner et al., 2001). Good City Park should be used by all levels of society cities different social status, occupation, ethnicity and culture so that the city parks can be a symbol of community outreach that can unite the whole society (Plocher, 2012). The purpose of this research was to identify the function of the city park and the characteristics of the city parks for recreation community in Bandung.

2 LITERATURE REVIEW

2.1 *The concept of characteristics*

Characteristics of individuals consists of demographics such as gender, age and social status, education level, occupation, race, economic status, and so on (Allen, 1992). Five factors are human characteristics, namely:

- Introversion and extraversion.
- Emotional stability, a high value is people who have a good emotional stability.
- Easy Agreed. A high value is individuals who are likely to become friendly and kind.
- Conscience, a high value is the individual who orderly always finish the job and cares about everything.

e. Disclosure of experience and culture. A high value is an individual who may have openness in enjoying the fruits of culture, music, arts and opinions of others.

2.2 Characteristics of a city park users

In this case, focused on the characteristics of the users visiting a city park, which is usually described as “Who wants what, why, when, where and how much?” (Menuh, 2016). To explain it used some of the characteristics of which are shown in Table 1. Socio-demographic characteristics answering the question “who wants what” (Menuh, 2016). The division is based on the characteristics most often done for the sake of tourism analysis, planning and marketing, as it is very clearly defined and relatively easy in the division (Lew, 1987).

2.2.1 Urban environmental problems

As a result of the construction of this city is the emergence of environmental pollution, namely: a) Air pollution; b) Water pollution; c) Pollution of soil; d) The noise pollution. As a result of the pollution caused impact on the survival of human beings, especially those who live in the city.

2.2.2 Lifestyle city people

Outdoor activities can be distinguished into three categories: Activities needs; Options activity; and Social activity (Mehmetoglu, 2007). The pattern of activity in the open space can be defined by three basic parameters, namely: a) Time; b) space; c) events (event) (Peuquet, 1994).

2.3 The city park

The park is a fenced plot of land used for fun, excitement, and comfort (Gold, 1972). City Park is one of the important elements in the concept of Garden City (Garden City), which is a public

space that align the pattern of community life (Jim & Chen, 2003).

2.4 City parks as part of open space city

The open space is defined physically through legal ownership and space constraints but the perception of who the owner of the space is also important (Sampson & Raudenbush, 1999). Open space division based on the holdings are as follows: (a) private open space; (b) public open space; (c) semi-private open space; and (d) semi-public open.

2.5 The function of the park city

The function of city parks are grouped as follows: (a) The function of the landscape; (b) social function, (c) The function of environment protection; and (d) an aesthetic function (Chiesura, 2004). The city park has many good functions associated with hydrological functions, ecology, health, aesthetics and recreation.

2.6 Recreation

Recreation is filling time with activities that are not routine work but are things that are relaxing and entertainment is beneficial, intended as a recreational use of leisure time actively in one’s lifestyle.

2.7 Factors that affects recreation

There are some factors affecting recreation, among others (Saleh, 1993): (a) Social and economic factors; (b) factor is the availability of free time; (c) Factors institutions; and (d) factors of technological change. Leisure activities are divided into two, namely as follows: (a) Passive Recreation; and (b) Active Recreation.

2.8 Leisure

Definition of leisure is (a) Leisure as time; (b) Leisure as activity; (c) Leisure as an end in itself, (d) Leisure as an all-embracing; (e) Leisure as a way of living (Twenge et al., 2010). Leisure time is relaxation, entertainment and self-development (Stebbins, 2001). In these three aspects, they will find relief from fatigue, the release from boredom, and freedom from the things that are generating. In other words, time is an expression of all human aspirations in search of happiness, related to new tasks, new ethnic, new policies, and new culture. Leisure time is a life free from the pressures that come from outside one’s culture and environment that is able to act in compassion inevitable that is fun, appropriate, and provide a basic.

Table 1. Characteristic of a city park users.

Characteristic type	Indicator
1. Socio-Demography	- gender - age - marital status - education - job - social class
2. Geographic	- domicile - province
3. Psychographic	- social class - life style

Source: McCormack et al. (2010).

3 METHOD

The type of research used by the author is quantitative descriptive. To analyze the data in this study, we used t-test. The collected data was then analyzed quantitatively by using descriptive or inferential statistics. The population in this study was residents in Bandung.

4 RESULTS AND DISCUSSION

Socio-demographic aspects consist of gender, age, employment status, education level, marital status, as well as the distribution of free time.

4.1 Gender

Characteristics Users Music Park Centrum by Gender, of 100 users of the Park Music Centrum Bandung, as many as 53 people (53.0%) of them were male and as many as 47 people (47.0%) were women.

4.2 Age

Age of Centrum park users' music that varies in use their spare time to move in the city park. Users Music Park Centrum is dominated by the age of 15–24 years, reaching 98%, while the remaining 2% are aged 25–34 years.

4.3 Employment status

Profession Music Park Centrum users varies in using his spare time to move in the city park. Users Music Park Centrum is dominated by students, reaching 41%, 38% are students, and 19% are private employees.

4.4 Education levels

The level of user education that varies in a city park use their spare time to move in the city park. The users are dominated by junior high school students, reaching 40%, 37% more was high school students, 13% of users with S1, and 10% education diploma.

4.5 Marital status

Marital status of the city parks vary in use their spare time to move in the city park. 97% of users Parks Music Centrum status is not married and the remaining 3% are married.

4.6 Origin of respondents

76% of respondents came from the town of Bandung, and 24% respondents came from out of Bandung, as Cimahi.

4.7 Distribution leisure

The distribution of the free time that varies in a city park use their spare time to move on Music Park Centrum. Distribution of free time is divided by free time on weekdays and on weekends.

Based on these results, we can conclude that when people have the weekend free time relatively large to be used. It can be seen also on the amount of free time that is indicated by the absence of users who have free time less than 2 hours on weekends. When on a normal day, the public as park users must move at work that time owned only a little, but with the distribution of free time we can know that every person on every day have the time to be used.

5 CONCLUSION

Based on its characteristics, the city park with extensive physical characteristics and the overall functioning of the municipal park can support a variety of recreational activities it is used by all categories of people with diverse characteristics. Garden city with physical characteristics that are not too wide, located in the city center, is located close to residential, neighborhood business centers in the physical form of the garden which has elements of pavement-made without the support of ecological functions such as large trees and functions of public space as a whole for the activity of urban communities diverse but has a unique aesthetic value to certain themes are used by many young people are dominated by men, residents of settlements around the park and the community—the creative community to community street in the city of Bandung. Bandung City Government through the Department of Parks and Cemeteries of Bandung in this case should be able to facilitate a wide range of characteristics of the people of his city by turning back garden—the garden city as a public space that allows people to be active in their free time. By reactivating the function—the function of the city park, Bandung City Government can achieve their long-term plans regarding the need for open green spaces.

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Comparative study on heritage tourism destination profiles: A case of Solo and Makassar

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ABSTRACT: Heritage tourism defined as travel history to enjoy an authentic experience travelled in places that represent the history of the past. This study was designed to profile the heritage tourism destinations, and make comparisons between historical tourism destination in two cities in Indonesia; Solo and Makassar. The method used in this research is descriptive evaluative data obtained from the evaluation of expert judgment. To facilitate data analysis quantified the Likert scale. The results obtained show that Solo had a heritage tourism performance better compared than Makassar, but in terms of storytelling Makassar has a better value. The comparison shows that Solo has a concern with the development of tourism more aggressive compared to Makassar.

Keywords: Tourism destination, heritage, profile

1 INTRODUCTION

Tourism industry presently is one of the highest rising industries across the world (Ashari et al., 2014). Regardless of anxiety as to the consequences of ups and downs of oil pricing, uncertain global economy outlook, climate issues and global warming, and contaminated diseases, tourism are estimated to keep on to growing in the probable future (Hall & Page, 2014). Tourism in fact is a grouping of a variety of interconnected industries such as food and beverage industry, hotel, lodging and accommodation, transportation, shopping, entertainment and other services and goods. In Malaysia, the tourism industry became a rapid growing industry and contributes to the economic enhancement, to the development plus creates employment opportunities. Tourism was categorized as one of the 12 National Key Areas (NKEAs) under the Economic Transformation Program (ETP). Information and Communication Technologies (ICT) have changed the world entirely and rotating our understanding of the connection between technology and tourism industry, especially the completion between travel agencies and other service providers (Sinha, 2014).

Along these lines, ICTs is playing a critical and basic part in advancing tourism industry. Travel and tourism are as of now one of the rapidly developing commercial commerce in the world and tourism distribution channel is the most vital thing to guarantee that travel organizations can be

copied with the business. Ever since new century, the Internet commerce has developed significantly; physical goods, digital products, and services have been sold online ever more (Peng et al., 2013). In the perspective of online tourism, online tourism reservation or online travel booking is the specific business-to-consumer (B2C) transaction. Online travel booking comprises of online booking for tourism products such as airline or other form of transportation services and rentals, accommodations, holiday packages, and so on.

Even though the Internet is an important device for information searching and buying products, consumers still use different sales channels in decision-making. Generally, some consumers who search for information online, eventually, do purchase offline. The same goes for tourism—the majority of online consumers used a variety of ways to purchase their travel products. With the large amount of information potentially available to the consumers, the Internet has become an important platform for the exchange of information between consumers and suppliers (e.g., hotels, transportation sectors, attractions) or intermediaries (e.g., travel agents, destination marketing organizations) (Werthner & Klein, 1999; Crnojevac et al., 2010). Nevertheless, there is a lack of rational understanding of the impact of perceived risks of online shopping towards purchase decisions. The connection between tourism and society is complex and mediated by many variables, thus tourism is often por-

trayed as a recent social trend (Benckendorff et al., 2010). Generational theory is one of the ways to recognize and distinguish groups of people in order to explore the aspects of the tourism industry (Pendergast, 2010). Benckendorff and Moscardo (2010) mentioned that in the tourism research area, the initiative of using generation theory is not something new. Generational theory has lot to suggest to those wanting a foundational understanding of the young people in the society, who are entering the workforce and who are the new visitors in the tourism market (Pendergast, 2010).

In similarity, Baby Boomers have captured an attention of tourism researchers because of their affluence since most of them now are reaching retirement age and have a greater amount of time and money (Huang & Petrick, 2010). The researcher aimed to in depth focus on perceived risk dimensions, which are identified by prior studies, incorporate these dimensions of perceived risks into a study framework, and identify their effect on purchase decision.

2 LITERATURE REVIEW

2.1 *Financial risk*

There are numerous of scholars defined what is a financial risk. Kumar (2013) defined that financial risk as a kind of risk that perceived when a consumer doubts as to whether the products is worth its cost, and additionally Zheng et al. (2012) stated that it is a potential loss of existing cost as well as extra charges in the future. Financial risk is the perceived financial concern resulting from a shopping activity (Yildirim & Çengel, 2012) and the perception that a certain amount of money may be lost or required to make a product work properly (Masoud, 2013). Moreover, Dai et al. (2014) noted that financial risk as the possibility of suffering a financial loss from a purchase. Moreover, consumers possibly may be hesitant to purchase products online due to other costs incurred. Overall, financial risk has been negatively associated with online shopping (Chang et al., 2005; Forsythe et al., 2006; Dai et al., 2014). It is also found to be a strong predictor of consumers' online shopping objective (Dai et al., 2014) and behaviors such as tendency to discard online shopping carts, purchase regularity, total spent online, and frequency of searching with target to purchase (Egeln & Joseph, 2012).

2.2 *Product risk*

Product risks associated with the functionality or performance of the product originally as predicted (Kim, 2010; Suresh & Shashikala, 2011).

This can lead to loss when a brand or product not performed as predicted by shoppers who cannot accurately assess the quality of the products through online (Bhatnagar et al., 2000; Forsythe et al., 2006; Yeniçeri & Akin, 2013). Product risk or some researchers referred it as a performance risk is defined as the chance of the product or service unlikely to meet the expected requirements (Dai et al., 2014). Product risk has been reported as the most frequently cited reason for not shopping online. For instance, product risk was found to have an important impact on the regularity to purchase online (Forsythe & Shi 2003; Dai et al., 2014).

A comparatively high intensity of product risk is estimated when being purchased online, mostly for some product categories, due to consumers' failure to actually inspect and trial product features via online (Alreck & Settle 2002; Garbarino & Strahilevitz 2004; Dai et al., 2014). It signifies that risks related to product insecurity are probable to negatively to the influence online purchase objective at least for some products (Bhatnagar et al., 2000; Dai et al., 2014). For example, consumers perceived a higher level of product risk for clothing when purchasing online as contrasting when purchasing in traditional retailers (Goldsmith & Goldsmith 2002; Dai et al., 2014).

2.3 *Time risk*

With countless of information on the products and services offered over the Internet, plus a numerous of websites where the consumer is able to perform any transactions. Regardless of the reality that the Internet lesser the cost of obtaining information, consumers also earn time costs for using online, the time of learning how to purchase on a selected e-retailing website, the time to wait for it to reply and the extra cognitive effort spent in this prolonged search process (Littler & Melanthiou, 2006; Kunze & Mai, 2007; Thakur & Srivastava, 2015). As indicated by Forsythe et al. (2006), Yeniçeri and Akin (2013), time risk consists of any hassle incurred for the duration of online transactions, repeatedly resulting from the difficulty of navigation and/or submitting orders, or delays.

Likewise, in the case of Internet purchasing the time risk may be associated with the time involved in dealing with mistaken transactions. On top of that, website download speed is an added reason influencing online purchasing acceptance. The use of large pixel size graphics may cause web pages become heavy and an incompetent host server able to enhance the perceived waste of time risk for existing and potential consumers of online. Several researchers refer to time risk as perceived wasted time (McGuire et al., 2010) or useless of waiting (Janakiraman et al., 2011). Therefore, in the per-

spective of webpage downloads, the cost of waiting can even force people to make the decision to discard their wait for a service (Janakiraman et al., 2011). Demoulin & Djelassi (2013) stated in their current study of online banking service delivery, found that waiting time for service delivery negatively influence service perception of the service provider. All these aspects of e-retailing portals may give consumers a feel of e-shopping as a time consuming effect.

2.4 Privacy risk

Privacy risk measures a consumer's concern about the security of personal information. It may include a consumer's home address, telephone number, e-mail address, and number of credit or debit cards. The buyers and sellers that completed any transactions through online were never met each other face to face. The buyers may be worried about their personal information, credit card number and money will be transferred to third parties without their consent and awareness or use of cookies and web bugs (Luarn & Lin, 2005; Rogers, 2010; Zheng et al., 2012). Privacy risk is defined as the possibility of having personal information revealed as a consequence of online transactions (Garbarino & Strahilevitz 2004; Dai et al., 2014).

Regardless of the rise of online sales quantity, anxiety about privacy continue high amongst lots of online consumers (Miyazaki & Fernandez 2001; Drennan et al., 2006; Noort et al., 2008; Dai et al., 2014). Chapell (2005) as well as Dai et al., (2014) found that the Internet's consumers limit their online purchases for the reason of fear linked to the privacy and safety of their personal information. Nevertheless, even if privacy risk was a commonly quoted cause for not to purchase through online, it does not extensively impact the regularity of purchase via online and searching with intention to purchase (Forsythe & Shi, 2003; Dai et al., 2014).

2.5 Online travel purchase

Even though online shopping is on the rise, but it is not something that is done by everybody. Online shopping is the process where the user through to purchase products or services over the Internet. In recent years, online shopping has seen a huge growth and thanks to the prevalence of the Internet access by people along with e-commerce usage by traders. The Internet has changed the way consumers shop for goods and services, and has become a global phenomenon (Suresh & Shashikala, 2011).

Now, online shopping has become a trend and happens to be an essential part of a lifestyle with the approach of 'anytime, anywhere, and anyhow'. Nowadays, since the Internet offers more inter-

activities between consumers and providers as well as greater availability of information about products and services, online consumers have more control and negotiating power compared to consumers of physical stores and retailers. In universal terms, online shopping is a process of buying products or services through the Internet. Online shopping involves a user accessing the Internet to search, select, buy, use, and dispose of goods and services, in satisfying his or her needs and wants (Ariff et al., 2014).

3 METHODOLOGY

3.1 Measurement

To test the main hypothesis of this research, a multi item scale was constructed to measure perceived risks and online travel purchase decisions from Gen-Y and Baby Boomers consumers' perspectives. The questionnaire was adopted and combined by investigating previous researches and experts' suggestions. In accordance with the study framework, the questionnaires comprised three sections; demographic profiles, perceived risk, and online travel purchase decisions. Demographic variables were measured using nominal scales. The second section includes a list of four risk components was used to measure the degree of perceived risk when purchasing a product online: financial, product, time, and privacy risks. The last section includes items measuring online travel purchase decisions. Responses for the second and third sections were obtained in a five-point Likert scale from 'strongly disagree' (1) to 'strongly agree' (5).

3.2 Instrument reliability

The assessment of the measurement model includes the estimation of internal consistency for reliability; internal consistency was calculated using Cronbach's Alpha. The result showed that Cronbach reliability coefficients of all variables were higher than the minimum cutoff score of 0.60, offering good reliability of the questionnaire.

3.3 Sampling and data collection

Data was collected via online using a web-based survey by constructing it via Google Form. The questionnaire shared through the social media (Facebook) as well as via WhatsApp Messenger in order to find the right target of respondents by providing the link. This web-based survey provided immediate access to results whereby responses from online questionnaires were automatically inserted into spreadsheets and finally exported to the

Statistical Package for Social Science (SPSS) version 19.0 for the process of analysis. Finally, 181 questionnaires were usable for analyzing with respondents were 74.6% Gen-Y and 25.4% Baby Boomers.

4 RESULTS AND DISCUSSION

The results of hypotheses testing for H1, H2, H3, and H4 are significantly supported. Thus, financial risk items such as fear of losing money and probability of disclosing credit card information has negative effect on attitude toward online shopping. This finding is compatible with the findings of (Forsythe & Shi, 2003; Almousa, 2011; Moshrefjavadi et al., 2012; Masoud, 2013). In their studies, financial risk is an important factor for not shopping online. Product risk, such as the difficulty of quality judgment of product over the Internet, or touching and examining the actual product over the Internet, were consistent with the findings from the previous studies (Ko et al., 2004; Forsythe et al., 2006; and Moshrefjavadi et al., 2012; Masoud, 2013). They perceived product risk is important significant risk factor why respondents do not shop online.

Results of testing the hypotheses H3 indicated that time risk has no effect on online shopping is compatible with the findings of the previous studies (Ko et al., 2004; Forsythe et al., 2006; Almousa, 2011; Zhang et al., 2012; Masoud, 2013). Finally, the results showed that the privacy risk has a negative effect on online shopping; this finding is compatible with the findings of (Tsai & Yeh, 2010; Masoud, 2013). This shows that when users want to purchase products online, they select those products through a particular website because they do not have to worry about leakage of personal information. Therefore, sellers need to improve their IT systems to enhance the safety and security so that consumers that will affect their willingness to purchase online.

5 CONCLUSION AND IMPLICATIONS

Perceived risk within the online environment setting is a crucial issue in e-commerce. In spite of its numerous benefits of online shopping, this study showed that it is still considered a risky proposition. E-marketers or e-retailers that engaged in an online business have to identify which dimensions of perceived risk are of most concern to consumers in order to reduce online consumers' perception of risk and to raise the likelihood of purchase. Therefore, the analysis of dimensions of perceived risk is a fundamental step to know the contents and types of perceived risk, which is measured to be one of

the significant factors that effect on online consumer's decision-making plus to give e-marketers or e-merchants with useful information pertaining to their consumers.

This study discovers the subsequent implications; first, it gives marketers and merchants with the significance of consumer's risk perception in order to implement sufficient risk-reduction strategies in the Internet shopping environment. Second, because of financial risk's highest mean value and followed by privacy risk compared to other two dimensions of perceived risk, payment and information security should pay attention; in order to improve safety, security and privacy in consequence to encourage community to purchase via online, online marketers and merchants should initiate a mechanism or instrument that would improve safety, security and privacy on their financial details, their credit card information along with personal information details.

6 LIMITATIONS AND RECOMMENDATIONS

This study has some limitations and recommendations that need to be considered. First, because of time constraints, this study clearly did not include all variables might be related to online travel's perceived risk. In this study, the researcher just discussed the dimensions of perceived risks (financial risk, product risk, time risk, and privacy risk). Second, this study did not examine the moderating effect of buyer behavior and experience in the relationship between the dimensions of perceived risks and online travel purchase decision. Third, the sample size of Baby Boomers in this study was low due to the reluctance of that generation to fill in the survey questionnaire.

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The development of mountain tourism based on disaster mitigation in ring of fire areas

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ABSTRACT: Mountainous tourism is not free from hazards, such as volcanic eruptions, landslides or wildfires. The potency of catastrophic losses depends on the ability to prevent or avoid disasters and their durability. Thus, the purpose of the study is to analyze the development model in mountains tourism based on disasters mitigation in one of ring of fire areas in Indonesia, Patuha Mountain. The study was conducted by the comparative analysis between existing literature and the reality on the ground to provide a real effort to build a mountain tourism based on disaster mitigation. The results of study showed that mountain tourism development should consider disaster mitigation to give the sense of comfort and assurance of safety for tourists who visit. The tourist activities also should provide security for the local people and improve the locals' welfare and their living conditions. However, tourism development in this area has not been optimal in the development of mountain tourism area based disaster mitigation. Many factors that become cause of unoptimal mitigation efforts were the lack of knowledge of both tourist and local people about the condition of the area, the unawareness of the management about the potential hazards, and also the inappropriate policies.

Keywords: Mountain tourism, disaster mitigation, fire areas

1 INTRODUCTION

The development of mountains tourism should be based on disaster mitigation especially when the tourism area is on the ring of fire areas. Indonesia is an archipelago country located in *the Ring of Fire* which has the potential in the field of geological resources (Tsai & Chen, 2011). There are 129 volcanoes, or approximately as much as 13% from the total of volcanoes that exist around the world are in Indonesia, both active and non-active volcanoes (Dove, 2008). Those volcanoes are spread from Sabang to Merauke, starting from Sumatra to Java then cross over Bali, Nusa Tenggara and turn to Maluku then end up on the island of Sulawesi (Hall & Smyth, 2008). A series of enduring symbol of beauty and natural wealth of Indonesia that is more popularly called by *The Ring of Fire* from Indonesia and joined in the Pacific ring of fire.

The existence of volcanoes will certainly lead to profit and loss for people who are nearby. Losses occur when volcanoes erupted, but after that, it raises millions benefit around volcanoes (Prather, 1992). Volcano provides a beautiful *landscape*, the cool air, green forest as a habitat for many species of animals, and at the foot of the mountain, there will be fertile agricultural land (La Greca et al., 2011). The compilation of those perfection volcanoes are

the main attraction for tourists to visit there, so it has directly create jobs for the people who live around it. In other words, it has been automatically improve the welfare for residents around the volcanoes. *The World Trade Organization* (WTO) stated that “*tourism has the capacity to stimulate development, economic growth, and create new opportunities for Poverty Alleviation and self-government, especially in regions that scarce resource or have limited livelihood options*” (*World Tourism Organization*, 2005).

Opening up the opportunities of volcanoes existence in the field of tourism such as the provision of services places to stay, culinary, tour guide, and many other services. Some volcanoes are subscribed to the enjoyment of the tourists are Bromo Mount, Merapi Mount, Nglanggeran Gunung, Papandayan Mount, Galunggung Mount, Patuha Mount and others. However, behind the beauty and potentials of volcanoes are also capable of storing hazards. Some of that hazards which can be caused by volcanic eruptions are as follows; 1) Not clouds with the temperature reached 500°C, 2) A burst of lava were able to devour anything, 3) Toxic gases which produced from the bowels of the volcano and very deadly if inhaled, 4) volcanic earthquakes, and also 5) cold lava which are the rest of volcanic ash around the mountain slopes that gives a risk to make mudslides in the river flow.

Potential disasters that can be caused by a volcanic eruption would be a separate concern for residents in the surrounding area. One of the provinces that have a lot of mountain tourism is especially Bandung regency, West Java. Mountain tourism area in Bandung Regency is located in a large part of southern regions, namely around the District of Ciwidey and Pasirjambu which on a *weekend season*, the tourist arrivals intensity is very high. Based on the data, it was noted that the number of tourists visiting to Bandung regency ranging from 30 thousand to 40 thousand/week, but during the *long weekend* it jumped up to 100 thousand. The tourism attraction there is in Kawah Putih, Situ Patengan, Ranch Upas, thermal baths of Cimanggung and Ciwalini. Landforms such as mountains and craters of Patuha become the main attraction of the region. The existence of the tourism area in the mountains landforms and volcanic craters is certainly can cause danger to visitors (Erfurt-Cooper & Cooper, 2010).

Based on the research background, the aim of study was to provide a comparison of the theoretical and the current picture in order to provide direction for building a mountain tourism areas based on disaster mitigation.

2 METHOD

The method used in this research is literature study from several papers. To ensure the quality of this study, we took data from several book and articles from reputable international journals.

3 MOUNTAINS TOURISM AT SOUTH BANDUNG

Mountains tourism in South Bandung (Bandung District), better known as a center for agro-tourism activities (agriculture and tea plantations), a hot water bath (*hot spring*), crater, river and lake. According to tourist travel sites tourist destinations in South Bandung is as follows:

- a. *Situ Patengan* is a natural lake located in tea plantation, about 47 km from Bandung. The place has a cool and fresh air, and also far from pollution. On the edge of the lake there are many boats that can be rented to surrounding the lake and the Stone of Love. The activities in Situ Patengan, starting from water cycling, fishing, visiting Stone of Love, walking around tea plantation, or just have a picnic on the edge of the lake.
- b. *Kawah Putih* is also located in tea plantation area, especially located about 44 km from Bandung. Kawah Putih is a crater lake of Patuha

Mount with a height of 2,434 meters above sea level. This crater has the highest sulfur acidity in the world, so that the Dutch colonial government had built a sulfur factory in this place. The crater can change its color according to the sulfur content.

- c. *Ranca Upas* is located is not too far from the entrance of white crater. It is a campground area around the plant area of Eucalyptus. This area is 45 km from downtown of Bandung, and is located at an altitude of 1,700 meters above sea level, with an average air temperature of 18 degrees Celsius. This place also has deer breeding that becomes the main attraction for tourists.
- d. Hot water bath (*hot spring water*) Cimanggung, Ciwalini, and Cibolang. These hot springs are from Patuha Mount. Although the source is from natural hot spring, but the water is clear and not smelled any sulfur.
- e. Tea Plantation Malabar has natural charms with natural cool air, very suitable for sports activities on foot/tea walk. In the center of the estate, there are some ancient buildings, the housing administrator in the colonial period, Bosscha.
- f. Cileunca Lake is an artificial lake covering an area of 1,400 hectares surrounded by hills and mountains background. Besides functioned as an interesting tourist attraction, Cileunca Lake also serves as a source of water for power generation. Water from the lake which flows through Palayangan River, which is also often used as a *rafting* arena.

4 POTENTIAL DISASTER OF MOUNTAINS AREA IN SOUTH BANDUNG

Bandung Regency is a basin-shaped plateau where the Citarum river basin into the estuary as central to the creeks of the north, south and east. The geographical conditions cause a degree of vulnerability to natural disasters in Bandung Regency is quite high. Based Indonesia Disaster Risk Index (IRBI) that was launched by the National Disaster Management Agency (BNPB) 2013 Bandung regency was ranked on 152 out of 496 cities/districts, with a score of 174 high-risk classes. While based on the province ranks it is on 11. The figure is still very common; it did not show the potential for disaster which is more accurate yet appropriate with the narrower area.

Mountain tourism area in South Bandung (Bandung regency) can be divided into two regions namely Ciwidey (Patuha) and Highlands of PAN-GALENGAN. Ciwidey tourism area and its surroundings are part of the volcanic landforms of

Patuha. Type of Patuha mount is andesitic stratovolcano. Geologically, the volcano of Patuha is part of the active Sunda arc mountain, which is formed from the subduction of Indian-Australian plate under the Eurasian plate. Volcanism in the region was beginning of the up Pliocene—bottom Pleistocene, and showed a unique system of volcano and its crater lakes. West Java region itself has 25 volcanoes, 5 among them has a crater lake.

The crater in Patuha Mount which becomes a tourist destination is the White Crater. There is a clear contribution to the steam magma released in Kawah Putih, based on the extremely low pH and high chloride levels in the lake water of the crater. Group of hot springs located in the northern part of Kawah Putih in Cimanggu, Rancawalini and Barutunggul. This spring releases water which its pH is neutral namely $\text{Na-HCO}_3\text{-SO}_4\text{-Cl}$. Other hot springs in Cisaat, the Southeast of Cibuni crater and in Cibunggaok, the Southwest of Urung Mount. Cold gas is in this crater, it is about 3 kilometers, the southwest of Urung Mount. Two springs mineral water releases sulfuric-acid-chloride and it appeared about 1.5 km in east of the Kawah Putih.

Besides, the white crater of Ciwidey, there is also a Patuha crater, 600 meters northwest of the white crater. The crater is dry, different with the white crater which shaped lake. The deep of the lake is about 8 meters if there is water. The white crater itself is an area of volcanic system is relatively stable, with no magma or phreatic activity since 1600 BC. Even so, its magma activity is clear in form of water solution exactly hyper acidic that comes from condensation gas of SO_2 , H_2S and HCl that is near from the bottom of the lake. Therefore, the water that seeps from the white crater is dangerous for human health. This acidic water which was permeating adds acidity level of Patuha Mount. This spring it drains its water into the Ciwidey River (a tributary of Citarum).

Next is the PANGALENGAN Plateau (1400 m) which is relatively narrow and is located in the southern part, almost surrounded by mountain peaks, which were the Malabar Mount in the north, Kendang Mount—Guha in the east, and Kuda Mount in the west. Just to the south about with the Southern Mountain that the main material is Tertiary volcanic rocks. In the middle of the PANGALENGAN Plain, there is a lake called Cileunca. This PANGALENGAN plateau is composed of very thick pyroclastic sediment.

At this time the whole volcano in South Bandung area are in calm condition. The volcanism activity just a fumarole field and hot springs in Patuha Mount and field-geothermal of Wayang-Windu. The calm conditions needs to be examined because it does not close the probability of

volcanic reactivation activity. It was considering as the area which is still affected by tectonic activity today. Even a quiet time and a long break of a volcano can end up with a very explosive eruption that causes disasters in the future.

Theoretically the longer breaks, the longer the process of differentiation, so the volcanic gas pressure will be stronger. Volcanic eruptions will occur if the gas pressure was greater than the pressure of overburden on it. In addition, the active tectonic activity in this area can also cause earthquakes, either as a separate activity or the beginning of volcanic eruptions. Recent earthquake happened in 2005 that swept the region of Ibum district and Kertasari district in the area of Kendang Mount and Dogdog Mount. This earthquake coincided with the earthquake in Pasirwangi, Garut. To anticipate the bad possibility in the future, research and mitigation of geological disasters, which include earthquakes, volcanic eruptions, and landslides, are strongly, advised to do by the authorities (Bronto, et al., 2006).

5 DEVELOPMENT OF MOUNTAINS TOURISM AREA-BASED MITIGATION

Mountain tourism development must pay attention to the safety aspects of visitors from the disaster that might occur. Volcano or *volcanotourism* in the tourism literature review is categorized in dark or *dark tourism* (Erfurt-Cooper & Cooper, 2010). For the record, *dark tourism* is widely associated with travel to the disaster area, the slaughter or the terrible events (Petford et al., 2010). So the development of mountain tourism is very important to pay attention about the aspects of disaster and environmental issues as a result of tourism activities. Tourism needs to pay attention to environmental issues and disaster around the attractions. Both are related to sustainability (*sustainability*) tourism business in disaster-prone areas (Chambers & Conway, 1992, in Kelman & Mather, 2008).

The mountain tourism development based mitigation is the development of a regional that pay attention to the possibility of a disaster and how their mitigation efforts. Generally, the terms of mitigation is the reduction, prevention or can be regarded as a process to seek a variety of preventive measures to minimize the negative impact of future disasters. Understanding of Geological Disaster Mitigation (*Geological Hazard Mitigation*) is the reduction, prevention or process to seek a variety of preventive measures to minimize negative impacts on the geological natural disasters.

Mountain tourism development based mitigation has got a strong legal basis, namely by the

rising of Undang-undang No. 24 Tahun 2007 about disaster countermeasures, which consists of:

- a. legislation
- b. Institutional
- c. planning
- d. funding
- e. Science and Technology
- f. The Disaster Management

Mountain tourism development based on disaster mitigation is expected to have a clear program. The term of disaster mitigation program refers to two planning stages: First, the planning before the event for disaster management, including mitigation activities and disaster planning; Second, planning and actions after the event, including the improving of technical standards and medical assistance as well as financial assistance for the victim (Inoghuci et al., 2003). In mitigation, it is carried the anticipatory measures to minimize the impact of the disaster is done through spatial planning, land use regulation, the arrangement of disaster vulnerability maps, data preparation, monitoring and development. In advanced countries, the mistake in the construction is balanced with the careful planning (Inoghuci et al., 2003).

The study about the characteristics of the disaster in a tourism area is very important for contributing to disaster management in an integrated and sustainable. To determine the level of disaster risk in a tourism area is a multiplying factor between danger and vulnerability factors.

Danger (Hazard) is a threat that comes from the extreme natural phenomenon that could give the bad or unpleasant circumstances. The threat level is determined by the probability of length time of occurrence (period of time), place (location), and its characteristic when it happened. A natural hazard is the probability of the potential damage that may occur from natural phenomena in an area/region. While susceptibility/vulnerability can be defined as the inability ward/withstand the impact of an incident/natural events that come from outside or the people tendency which affected or damaged, and the problem of the causation as a result of a hazard.

Mountain tourism development based on disaster mitigation included how good organization and proper in disaster management. In the process of disaster management which is represented as a model cycle, as is shown in Figure 1.

In general, disaster management activities can be divided into three main activities, namely:

- a. Pre-disaster activities that include prevention, mitigation, preparedness and early warning;
- b. Activities during disaster which includes emergency response activities to alleviate the temporary suffering, like the activity of Search And Rescue (SAR), emergency assistance and evacuation;

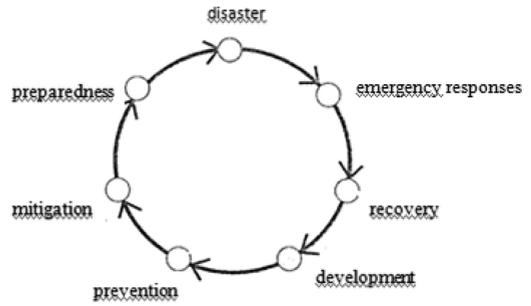


Figure 1. Cycle of disaster management.

- c. Post-disaster activities which include recovery activities, rehabilitation, and reconstruction.

In fact, the big part of disaster management efforts in the field is done after disaster. Pre-disaster phase activities have been forgotten, but quite the pre-disaster activities at this stage are very important because what is already prepared at this stage is a capital in the face of disaster and after disaster. It is very low government or private with the community to think about the steps or activities of what needs to be done in the face of disaster or how to minimize the impact of disasters.

The activities undertaken when a disaster occurs immediately upon a disaster occur, to overcome the impact, especially in the form of rescue the victims and property, evacuation and displacement, will get full attention from both of government and the private or its society. At the time of the disaster, many people are paying attention and lend a hand to provide assistance personnel, morale material, generally. The amount of assistance that come true is an advantage that should be managed properly, so that any aid received can be appropriate, effective, precise benefit, and occurs an efficiency.

The activities after disaster phase, first the improvement process of the condition of the affected people is happened by re-creating infrastructure and facilities in its original state. At this point, that must be noted is that the rehabilitation and reconstruction will be implemented must fulfill the standards of disaster, and not only do physical rehabilitation, but also should be noted the rehabilitation of the psyche which happened as fear, trauma or depression.

The mountain tourism development-based disaster mitigation should have three main elements; such are the hazard assessment, warning and preparation.

- a. Hazard assessment; needed to identify populations and assets are threatened, and its threat level. This assessment requires knowledge about the characteristics of the disaster source, the probability of disasters, and also data disaster

events in the past. This stage produces creates the Disaster Potential Map which is very important for designing two other mitigating elements;

b. Warning *is* required to alert the public about the disaster that would threaten (such as lava flows due to volcanic eruptions, landslides, volcanic earthquakes, etc.). Warning system based on data disasters that occur as a warning and uses a variety of communication channels to give a message to the authorities and society. Warning against a disaster that would threaten need to do fast, accurate and trustworthy.

Preparation (*preparedness*). This activity category is depend on the earlier mitigation elements (hazard assessment and warnings), which requires knowledge about the possibility of the affected area and knowledge of the warning system to know when to evacuate and when to return when the situation was secure. The level of public awareness and understanding of local government and is very important at this stage to be able to determine the necessary steps to reduce the impact of the disaster. Besides, the other preparation is spatial planning that put the location of public facilities and social facilities outside the danger zone of disaster (non structural mitigation), as well as the efforts of engineering to build the safe structure through disasters and protect the structure from a disaster (mitigation structure).

6 CONCLUSION AND RECOMMENDATION

Mountain in South Bandung, which is part of the *ring of fire* in the world, has a great potential in the tourism sector. A mountain in South Bandung which becomes a tourist attraction is located in the area around Patuha (Ciwidey) and Malabar Mount (PANGALENGAN). The area of Pangalengan and Ciwidey developed into a mainstay tourist destination for Bandung regency.

Mountain tourism development based disaster mitigation is very important to give a sense of comfort and assurance of safety for tourists who visit. Their tourist activities in mountains must also provide security for the local people and also improve the welfare and their living conditions. However, tourism development in this area has not been optimal in the development of mountain tourism area based disaster mitigation. Many factors that become cause of un-optimal mitigation efforts in the tourist area of the mountain such as the lack of knowledge about the condition of the area, unconsciousness of manager, inappropriate policies.

Based on that case, the development area of mountain tourism in South Bandung should be based on a feasibility study (*feasibility study*) that

includes environmental aspects, economic aspects, and social aspects, aspects of the disaster and policy aspects. If it is already built, so the thing has to do is their adaptation or adjustment of the tourism area in accordance with the spatial plan based disaster.

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Tangiblizing the Asian authenticity in tourism and hospitality sector

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ABSTRACT: Asian authenticity is a main attractor for tourists to visit Asia. The authenticity is manifested mostly in intangible elements of Asian culture and become destination's uniqueness. This essay paper aims to elaborate how tourism and hospitality sector in Asia tangiblizing the intangible cultures, values and social behavior. This paper also concluded that Asian have a higher sense of hospitality that is influenced by local values and social behavior that are deeply embedded into daily lives and norms of the society.

Keywords: Asian authenticity, tangiblizing the intangible, cultures, values, social behavior

1 INTRODUCTION

The West perceived Asia as an exotic place and as a place of romance and irrationalism (Clark, 1997). It is a place to escape from the mundane world and connect to the spiritual side. Asian people are identified by their ability to provide warm-hearted services (Ahn, Ho, Chen, & Chon, 2013), sense of kindness (Sucher, Pusiran, Dhevabanchachai, & Chon, 2013), and their reputation for offering excellent service (Wan & Chon, 2010). Asia is known for its cultural richness including the diversity in how people live, music, art, recreation, religion, languages, traditional dress, stories, folklore, attitudes, and local traditions. These cultural riches, alongside with Asia's natural richness are considered as main attractors for Western tourists to visit.

Numerous Asian tourism and hospitality businesses concretize the cultural richness in their service offering in order to create companies' comparative advantage to attract guests and tourists. The purpose of this article is to elaborate on how tourism and hospitality businesses in Asia made the authenticity of Asia's cultural richness as their differentiation. It emphasizes particularly on how tourism and hospitality organizations in Asia made tangible the elements of Asia' intangible cultures, values and social behavior.

2 TANGBLIZING THE INTANGIBLE: A REVIEW

Services differ from products in many ways. Literatures suggest four characteristics that differentiate services from the products; intangibility, inseparability, variability, and perishability (Lovelock,

2011; Heesawat, 2005). From the aforementioned characteristics, intangibility is probably the single most important characteristic and the most likely reason for the other characteristics to exist (Heesawat, 2005). The idea of intangibility in the service industry is one of the few fairly stable and consistent services in marketing literatures (Goldstein, Johnston, Duffy & Rao, 2002; Haas & Kunz, 2007; Heesawat, 2005; Krentler & Gultinan, 1984; Lewis & Klein, 1985; Mittal, 2002; Reddy, Buskirk & Kaicker, 1993; Stafford, 1996; Suri, Paul & Garg, 2013). The nature and essential meaning of intangibility is its nonphysical existence; neither physical body, nor physical space (Mittal, 2002).

However, some scholars claim that it is nearly impossible for one business to offer only pure products or pure services (Heesawat, 2005). Lewis and Klein (1985) argue that all products—either its goods or services are positioned somewhere on a tangible/intangible continuum. As a product, tourism can be defined as the combination of two elements; tourism industry, and tourist attractions (Weaver & Lawton, 2006). Both of the two elements arguably are positioned along the continuum with propensity to the intangibility direction. It makes the tourism and hospitality businesses face a unique challenge in how to effectively communicate the intangible benefits of their service. Thus, tourism and hospitality businesses should make tangible or concretize its image in the minds of the consumers to remain competitive (Reddy, Buskirk, & Kaicker, 1993).

2.1 *Tangblizing the Asia' intangible cultural elements*

Some of Asia's tourism companies exploit Asian signature features as allurements for their guests.

In South East Asia, hotels and airlines use *Batik* as companies' uniform. Although *Batik* is inscribed as Indonesia' cultural heritage, some companies from South East Asia countries such as Singapore Airlines and Malaysia airlines use batik as their stewardess uniform. In the hospitality sectors, companies from five-star international hotel chains such as Intercontinental and Ritz-Carlton Bali to small hotels in Yogyakarta localize their corporate symbols and identities with Indonesia's *Batik* uniform.

Malaysia provides an excellent example on how the Asia diversity made tangible. Notably, in many Westerners' eyes, Asian or Eastern cultures only fall into two main cultural groups, Chinese and Indian (Clark, 1997). They perceive Asia as an exotic land where people have straight black hair and slanting eyes (Huynh, 2011). Although the information technology era has minimized the gap of the two previously separated worlds and enhanced people's exposure to different cultures, this viewpoint inevitably influenced Westerners in expecting and interpreting the Asian tourism and hospitality term. Malaysia intelligently and successfully branded their country with "Truly Asia" branding based on the aforementioned Westerners' point-of-views. They portrayed themselves with the colorful background of Chinese, Indians, and Malays ethnic races with colorful costumes and warm smiles. Their advertisement campaign shows the various races praying in mosques, churches, and temples trying to depict the unique sight of various races co-existing in harmony and peace. In this uniqueness lies the strongest selling point for Malaysia.

2.2 *Asian values and social behavior*

The definition of culture was discussed in many literatures. Kluckhohn (1951: 86) argues that culture embodied inhuman groups' artifacts. However, culture is not only defined by the legacy of tangible artifacts. The essential core of culture consists of traditional ideas and their attached values. It is a groups' knowledge, belief, art, morals, law, customs, traditions, and other capabilities (Haris, 2004). Asian countries possess many of those intangible elements of a society that are inherited from past generations. These intangible attributes are Asia's comparative advantage as compared to its counterparts. It created the uniqueness and exoticness of Asia that can allure tourists to stay longer in one destination. It is elements that represent the Asian authenticity.

Asian values and social behavior emerge from the religious, historical, and cultural legacy of the Asian. Several religious and Eastern philosophical values have a strong influence on Asian values and behavior. Religions such as Islam, Buddhism, and Hinduism, along with Eastern philosophy such as

Confucius strongly affect Asian values and social behavior. For instance, some 80% of India's population is Hindu; thus, they are strongly influenced by Hindu teachings. The social manners and customs of the Hindus are modeled to fit the caste system that has developed over a period of at least three thousand years (Ketkar, 2014). As a result, Indians for the most part are an obedient, deferential people who are accepting of a "higher" authority. They are traditionally older males. Thus, the elders in the family are treated almost as a god (Wolpert, 1999). This aligns with Hofstede's (2001) study where the findings show that people in Asian countries have a relatively higher power distance than their counterpart. They accept and expect that power is distributed unequally.

This virtue is also shared in other Asian countries under different names and terminology. It influences how society interacts not only to their elders, but also to their colleagues and guests. Even some doctrines are very particular in the way as to how Asians treat their guests. Table 1 lists the terms that can be found in some Asian countries and shows the doctrines of attitude of respect.

2.3 *Tangblizing Asian' values and social behavior*

Confucius' teachings, in conjunction with Buddhist doctrine, are practiced particularly in China and South Korea. Many Chinese and South Korean values operate and are guided by Confucianism. The teaching established a philosophy of life that attempted to prescribe the correct and proper way for individuals to relate to one another in order to achieve a well-ordered and functioning society (Foster, 2000).

One focal value of his teachings is an attitude of respect to a fellow being, including deep respect to one's parents or filial piety. It is considered as the most fundamental of the Confucian values; the root of all others and a prime virtue from the Confucian point of view and acts as the starting point of virtue of any larger vision (Chan, 2008). This deep respect custom is rooted in Asian society. In tourism and hospitality industries, this manner is transformed to Asian intention as to serve others with sincerity.

In Japan, the particular term for this demeanor is called '*Omotenashi*'. The word comes from *Omote* (surface) and *nashi* (less) that means "single-hearted" as well as *mote* (carry) and *nashi* (accomplish) that means "to achieve". Thus, *Omotenashi* has two meanings; offering a service without expectation of any returned favor and the ability to actualize that idea into actions that meet the customer's requirements.

The Japanese hospitality character is showcased by their exceptional willingness to help others. Berger (2010) narrates his experience when he and

Table 1. Asia Religions, History & Culture.

Country	Religious/Historical influence	Ethnicity	Terminology	Description
China	Confucius, Buddhist	Han, Zhuang, Hui, Manchu	孝 <i>xiào</i>	Respect for one's parents and ancestors
India	Hindi, Islam	Hindustani, Biharis, Telugu, Marathi, Kannada	Sam'mānakāpradarśana	Display of respect
Indonesia	Islam, Buddhist, Hindi and Christian	Sundanese	EwuhPakewuh	Respect for the elderly. Reluctant to others as a sign of courtesy
Japan	Shintoism and Buddhist	Javanese/Balinese Japanese	Ngajeni/Ngajinin 敬語/Keigo お客様は神様で/ <i>okyaku-samawa kami-samadesu</i>	Respect to the elderly. Courtesy and politeness to others. The customer is a god
Philippines	Catholic, Christian, and Islam	Austronesian/ Malayo-Polynesian	Mano	A sign of respect to elders and as a way of accepting a blessing from the elders.
South Korea	Buddhist, Confucius, and Christian	Korean	장유유서 Jang Yuyuseo	The young should obey and respect the elderly.
Thailand	Buddhist	Thai	Kaorop	Respect to those who have higher social status
Vietnam	Buddhist	Vietnamese	KinhNgũ'/NgônNgũ' KinhTrong	Language to shows respectfulness to other people

his wife visited Japan for the first time. The couple was helped when they got lost in Shibuya Station, Tokyo by two Japanese consecutively. Firstly, they were helped by Japanese lady at the station when they asked her for the direction to their hotel. She helped them sincerely, took a small bag they had, and led them to an exit gate until they got to the pavement and showed them the direction to their hotel. A few minutes later, they met an elderly Japanese man who was riding a bicycle. He stopped near the couple, offered them some further help and walked with the couple until they were near the hotel.

In Muslim-major countries such as Indonesia, Malaysia, and Brunei, Islam values and practices are also embedded in its tourism and hospitality industries. Islam is the second largest religion in Asia as well as in the world. It is spread in some South Asia countries such as India, Bangladesh, and Pakistan and South East Asia countries such as Indonesia, Malaysia, and Brunei with more than 800 million adherents. As a way of life, Islam obliges them to pray and worship God five times on a daily basis, eat only halal food, and recite the Koran as much as possible. Some hotels provide a Qibla sign in its rooms that is usually placed on the room's ceiling and halal food must be available at most of the hotels in those countries. Airports in

Asian countries where Islam is not a majority religion, such as Singapore, Hong Kong, Korea, and Japan also provide prayer rooms for Muslims. Furthermore, the Koran and the Islamic scripture are often provided in each room along with the Bible.

In addition, Islam teachings encourage Muslims to honor their guests and service. They are recommended to serve the guests for at least three days with a superior type of food. As narrated by Abu Shuraih Al-Ka'bi in Sahih Al-Bukhari'shadith:

"Allah's Messenger said, whoever believes in Allah and the Last Day, should serve his guest generously. The guest's reward is: To provide him with a superior type of food for a night and a day and a guest is to be entertained with food for three days, and whatever is offered beyond that, is regarded as something given in charity."

Buddhism is a major religion in most parts of East Asia as well as in some parts of South East Asia. China, Japan, South Korea, Thailand, and Vietnam are the countries where Buddhism is the most widely embraced religion. Although Buddhism is a religion with the most adherents in East Asian countries such as China, Japan, and South Korea, they are mainly influenced by Confucian philosophy and teachings (Clark, 1997; Templer,

2012). On the other hand, South Asia countries such as Thailand, Laos, and Myanmar receive more influence from Theravada Buddhist (Clark, 1997; Meyer and Geary, 1993). Two of its substantial teachings advocate its adherents to always have gratitude and reverence demeanor to others and become a norm and social behavior in the society. Thus, as a society, Thai people practice Buddhist teachings when they show their respect to others. For instance, the Thai have a term “*Namjai*” that represents Thai hospitality where Thai people place large jars that are filled with water (*Nam*) to quench the thirst of anyone passing by. It is intended to show Thai kindness to others without expectation of anything in return and is a value that requires a person to take initiative in demonstrating consideration for others (Nimanandh & ing custom called Thai *Wai*. It consists of a slight bow, with the palms pressed together in a prayer-like posture. Thai *Wai* is the tangible cue of Thai warm-heartedness and respectfulness to the guests.

Furthermore, in Asian culture, the settings of the conversation and facial expression highly influence the meaning of what is being said (Seo, 2012:10). As collectivist societies, Asian people have a greater likelihood to smile (Wiseman and Pan, 2004). They argue that smiling in Asian society is to present appropriate and competent social behavior by the expresser, apart from the way to express internal emotional states. Smiling is a tangible cue of Asian warm-heartedness, kindness, and courtesy. Even Thailand is oftentimes called “The Land of Smiles” because of its genuine and sincere Thai smile. Thailand is described as friendly and fun-loving, exotic, tropical, cultured, and historic with the ever-comforting Thai smile (Lonely Planet, 2014). In addition, Thai Airways, tangibilize this epithet by established subsidiary company named Thai Smile Air in July 2012.

3 CONCLUSION

Asian tourism and hospitality characteristics were created from the attributes of Asian culture ranged from Asian cultural intangible elements to Asian values and social behaviors. Some tourism and hospitality businesses that based in the countries that have numerous intangible cultural heritage, have the privilege to utilize Asia’s intangible elements. They tangibilize the Asian authenticity as companies’ comparative advantage.

The Asian society is characterized by their sincere and warm-hearted attitude and they often make it tangible it with symbols such as smile, welcoming gestures, and cordial facial expressions. Furthermore, at the tourism and hospitality business level, a number of Asian based hotels, resorts, and airlines

have standardized the service procedures including the staff’s appearance, grooming, and service behavior such as greeting and smiling. The combination of these aspects has shaped the characteristics of Asian tourism and the hospitality businesses.

Additionally, Asian tourism and hospitality businesses in general, have the advantage of being companies that based in Asia because of the society’ high sense of hospitality that is influenced by Asia’s cultural doctrines and practices that are deeply embedded into the daily lives, norms, and values of the Asian society (Clark, 1997; Meyer & Geary, 1993). In line with this, Chappel and Lane (1998) argued that the unique characteristic of Asians as stated previously proves to be the indication that Asian people have a high sense of hospitality. The nature or the values that Asian people carry should be maintained and upheld for the future of the industry. All these values embedded in the “soul” of mostly Asian people are the best ingredients to establish hospitality services of the highest quality standard. It elevates and enhances the value of Asia’ tourism and hospitality which create memorable guests’ experiences.

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Tourist activities contribution on family cohesion

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ABSTRACT: This research aimed to analyze the contribution of tourist activities on family cohesion. The survey method is used in this study. Samples were obtained from residents of Bogor City, West Java; totaling 300 families were selected using convenience sampling technique. Data were analyzed with descriptive method and multiple regressions. The results showed that families chose the activity of natural, cultural, and special attractions. They have frequently done favorite tourist activities, such as culinary tourism, shopping, and enjoying natural scenery. The frequency and duration of the activity of natural and special attractions had a significant and positive effect on family cohesion, while cultural attractions had no effect.

Keywords: Family travel, tourist activities, family cohesion

1 INTRODUCTION

As the era continues progressing, the family as an institution has also experienced significant changes. Recently, more families consist of a husband and a working wife. Previously, wives only performed their domestic roles in the family and supported their husband. However, now, the number of wives working outside the house is increasing. The statistical data show the increasing female labor-force participation rate. In 2006, the number of female labor force was 38,6 million, and in 2008, the number of female labor force reached 42,8 million (Badan Pusat Statistik, 2008). Now, house cleaners accomplish some roles, previously done by the wives, such as taking care of domestic household and looking after the children.

Moreover, the social environment where the family resides also experiences significant changes. The emergence of new social and economic institutions signifies these changes. In the aspect of childcare and education now, some babysitting services exist. Child daycare centers and playgroups also offer services to take care and educate children in all ages. In the terms of fulfilling the needs for food and beverages, there are many instant foods. In addition, either the restaurants in big, medium, and small size or informal sector offers various culinary. Therefore, it gives alternative for a family whose mother does not have enough time to cook for daily consumption.

The changes in family and social environment institutions have strengthened one another. The growth of family, which consists of a working husband and wife, is sustained by the existence of the growth of new emerging social economic institution. From the perspective of economic sector, the relationship between a family of working husband and wife and a new emerging social economic institution represents demand and supply.

The changes in family institution supported by its social environment could result in negative impact on the family relation and harmony. The relationship among the members of family turns to be mechanistic because they are deeply immersed in their daily routine. Every day, the members of family are busy with their own activities. In the absence of their parents, children are left on the nanny's hand. Alternatively, they go to school. They only meet in the afternoon or in the evening. At these times, they have been so exhausting, so they are seldom involved in intensive communication. House has become a shelter for each member of the family.

The obligation of parents to their children has been greatly reduced into the fulfillment of material. The functions of a family in which sense of belongings, the feeling of safety, affection, and good relationship among the members of a family are hard to realize. According to Goode (1991), this family is called a family in which the members only live under the same roof but does not talk to

each other nor establish a good communication. Moreover, they fail to give emotional support to each other.

A new trend now flourishes in the life of the Indonesian people. They go for vacation with their family in some tourism destination. This phenomenon can be observed easily. Bandung serves as one of the most favorite tourism destinations for the family where they choose to spend their vacation. Hundreds of thousand families spend vacation in Bandung when holiday comes; therefore, the traffics are so crowded. All hotels, from medium-class to five-star hotels, are fully booked by guests, most of which are family. The number of guests is so high that it exceeds the hotel capacity. Similarly, when holiday comes, people come to recreation parks, shopping centers, and culinary places.

The increasing number of family trip is assumed as the result of a rapid social change, which occurs in the Indonesia people (Damanik, 2014). This change has so many obvious evidences such as a fewer children in the family, decreasing role of the family, increasing revenue, the bigger proportion of a mother taking a part in labor market and higher demand to get professional job. Another factor for this change is a rapid urbanization rate. In Java, for example, during the period of 2000–2010, the rate of urbanization was approximately 3.1–3.6 percent. As a result, the density of urban population got higher. It also lowered the space for relaxation. The rhythm of jobs with fixed and punctual time (school, office work, and others) also requires the family to spend their holiday efficiently. In short, the society enjoys 'the bonus of demography and economy', which triggers social movement to do tourism activity (Damanik, 2014).

This is an interesting phenomenon to observe. Is the decision of the parents to improve the relationship among the members of family by having recreation and family vacation effective? If it is effective to establish better relationship among members of family, a family vacation plays an important role in the life of family and society.

Based on the previous explanation, this research focuses on the problems related to family trip and its contribution to establish the cohesion of the family. As a basis of examining and analyzing the problem, the research questions are formulated as follows: how significant is the contribution of tourism activities on the family cohesion?

2 LITERATURE REVIEW

2.1 *Past research*

Past research on the benefits of travel for family functioning focused on leisure studies (Shaw & Dawson, 2001; Fenollar, 2007; Aslan, 2009; Agate

et al., 2009) and recreation (West & Merriam, 2009; Lehto et al., 2009). According to Kelly (1982), leisure has three dimensions: free times, activities, and experiences. However, many social scientists make the activity list when designing research on leisure. Dumazedier (as quoted by Kelly, 1982), for example, classify activities into four groups: (1) employment, (2) family obligations, (3) the obligations of socio-spiritual, and (4) the activity oriented self-fulfillment or self-expression. He suggested that leisure belongs to the fourth activity. Consequently, the activities covered in leisure become very broad and family travel is one such activity.

Recreation is often interpreted as a leisure activity that is done in spare time (Trigg, 1996). Broadly speaking, this activity is divided into two categories, namely (1) the activities carried out in the house and its surroundings, and (2) the activities undertaken away from home. With recreational sense like this, then travel activities are classified as recreational activity.

This is in accordance with Mieczkowski conceptualization (as quoted by Broadhurst, 2001) which states that most travel activities are leisure and recreation, and others are not. Trigg (1996) asserts that one feature to characterize leisure activities is that it provides fun, such as vacations and visiting friends or relatives, while non-leisure activities are business-related, such as attending business meetings and conferences/conventions. From recreation point, according to Trigg (1996), tourist activity is a recreational activity that is conducted away from home.

Unlike the studies mentioned above, the scope of this research is the study of tourism. The focus of this research is a tourist activity that families did and the contribution of this activity on family cohesion. This study is expected to provide a more complete understanding on the benefits of travel for family cohesion.

2.2 *Tourist activities*

Travel activities done by tourists depend on the facilities and tourist attractions available at tourist destinations. The tourist activities are greatly influenced by the facilities available at the tourist site. For example, facilities/attractions of culture tourism are the media for tourists to do their activities. Shopping facilities are the media for tourists to do their shopping tourism. Night entertainment facilities are the media through which tourists enjoy their evening entertainment. Therefore, it can be summarized that there is a strong correlation between the facilities at tourism site and the activities of the tourists.

To gain a more detailed description about tourism activities, Inskip (1991) classified tourism

activities into three groups, namely, (1) nature tourism activities, (2) culture tourism activities and (3) special tourism activities. In this research, tourism activities that family does are a part of nature tourism activities, culture tourism activities, and special tourism activities.

2.3 Family cohesion

The family will be able to function well under some conditions, one of which is the family cohesion. Family cohesion as a concept is defined differently depending on the model used. One of the models is a linear model.

Linear model defines family cohesion as the level of attention and commitment of family members for the family, or the extent to which family members help each other and support each other (Barber & Buehler, 1996). At this linear model, cohesion rises from low level to high level, and a high level of harmony is the best for the functioning of the family.

This model is supported by empirical evidence. Many studies have shown that harmony is rather linear than curvilinear. The results showed the highest level of cohesion is not destructive or negative (Barber & Buehler, 1996). In the attempt to explain the failure of the model curvilinear as an acceptable concept, the researchers identified the methodological limitations, such as small sample size, problems in measuring the extreme degree of cohesion, and unsuitable analysis strategies that do not fit (Barber & Buehler, 1996). On the contrary, many studies support that cohesion is a protective factor and the global indicator of the family support, which has a positive linear relationship with family function (Baer, 2002).

The family cohesion as defined in the linear model operated by Moos is a condition in which a family member (1) loves to spend time together, (2) is willing to help household matter, (3) to help each other, (4) is in harmony, and (5) provides support to one another (Moos cited by Sapp, 2003).

In this research, the concept of family cohesion adopts Moos' concept.

3 METHOD

The method used in this study is a survey method. Survey approach is suitable because this study intends to generalize the population by using a sample and gathering information from respondents with questionnaire as the main tool.

The analysis unit in this study was households represented by the head of the family. The heads of family were deliberately chosen as the analysis because they were considered as to able to provide

complete information about the issues that were examined.

This study chooses Bogor as the research location. Geographically, Bogor is located very near to Jakarta, approximately 56 km. With this strategic location, Bogor becomes one of the cities where people of Jakarta reside and experiences economic growth and development, as well as services. Bogor also becomes a national hub for industry, trade, transport, communications and tourism.

Residences in the housing complex in Bogor served as a population while samples were households residing in the housing complex. Sampling was done by using convenience-sampling technique. This technique was used because of technical constraints in the field such as the rejection from the head of the family to be the respondent. This constraint also included the difficulty to meet the head of family because they were so busy with their daily routine. By using this technique, researchers obtained 300 units as the samples.

Data were collected from respondents by using structured questionnaire. To ensure the reliability

Table 1. Frequency and duration of activities.

Activities	Mean score	
	Frequency	Duration
<i>Nature</i>		
Sightseeing	2.7	2.8
Fishing	2.6	3.5
Outbound	2.5	2.9
Botanical garden	1.8	3.2
Beach	1.8	3.7
Agro tourism	1.8	3.2
Hot springs	1.5	2.1
Climbing	1.5	13.4
Diving/snorkeling	1.4	2.8
Zoo	1.4	4.0
Rafting	1.2	3.6
Camping	1.2	27.4
Exploring caves	1.0	1.6
<i>Culture</i>		
Watching cultural ceremony	2.7	1.7
Seeing economic activity	2.5	2.2
Historical sites	1.8	2.6
Music and arts	1.8	2.2
Building architecture	1.8	2.2
Museum	1.5	2.0
Festival	1.5	2.5
<i>Special</i>		
Culinary	4.6	2.0
Shopping	4.5	2.8
Sport competition	2.6	2.4
Theme park	1.8	4.6

Table 2. Family cohesion.

Activities	Family cohesion component					Total
	To	Ho	He	Ha	Su	
<i>Nature</i>						
Camping	4.81	4.31	4.15	4.62	4.35	4.45
Rafting	4.81	4.06	4.19	4.58	4.50	4.43
Agro tourism	4.78	4.03	4.22	4.59	4.47	4.42
Fishing	4.58	4.09	4.17	4.50	4.26	4.32
Exploring caves	4.75	4.00	4.00	4.69	4.06	4.30
Climbing	4.50	4.14	3.96	4.57	4.29	4.29
Botanical garden	4.58	3.95	4.08	4.43	4.24	4.25
Beach	4.60	3.90	4.05	4.38	4.20	4.22
Diving/snorkeling	4.61	4.11	3.86	4.39	4.13	4.22
Outbound	4.63	3.84	4.02	4.35	4.13	4.19
Zoo	4.55	3.95	3.95	4.33	4.15	4.19
Hot springs	4.53	3.91	3.93	4.37	4.21	4.19
Sightseeing	4.56	3.89	4.01	4.32	4.06	4.17
<i>Culture</i>						
Festival	4.66	4.18	4.13	4.63	4.47	4.42
Seeing economic activity	4.68	4.24	4.18	4.68	4.26	4.41
Historical sites	4.80	3.95	4.07	4.49	4.09	4.28
Museum	4.61	3.98	4.03	4.48	4.26	4.27
Music and arts	4.69	3.96	4.09	4.39	4.19	4.26
Watching cultural ceremony	4.61	3.91	4.06	4.40	4.21	4.24
Building architecture	4.67	3.77	3.72	4.28	3.87	4.06
<i>Special</i>						
Sport competition	4.50	4.10	4.06	4.42	4.29	4.27
Culinary	4.66	3.89	4.08	4.40	4.14	4.23
Shopping	4.63	3.83	4.01	4.33	4.07	4.17
Theme park	4.53	3.85	3.96	4.31	4.08	4.15

To: love to spend time together

Ho: willing to help household matter

He: to help each other

Ha: in harmony

Su: provide support to one another

of questionnaire, the researcher tested the questionnaire first and conducted the validity and reliability test before distributing the questionnaires.

This study used quantitative analysis. To describe the independent variables, tabulation and descriptive statistics were used. Quantitative data analysis also aimed at testing the hypothesis of the study.

4 RESULTS AND DISCUSSION

4.1 Family tourist activities

The results of research showed that from the frequency of travel activities which family did last year, a culinary tour is the most frequently performed activity (mean 4.6 times). The second activity is shopping (mean 4.5 times). The third and fourth activities are enjoying the scenery (mean

2.7 times) and watching the ceremonies (mean 2.7 times) respectively. The fifth and sixth activities are fishing (mean 2.6 times) and watching sports competitions (mean 2.6 times) respectively.

From duration/amount of time spent by family in travel activity, it is obvious that the activity required the longest time is camping (mean 27.4 hours). The second activity that required long time is mountain climbing (mean 13.4 hours). The next activity is visiting theme park (mean 4.6 hours). The last activity, which required a longer time to do, is visiting the zoo/safari park (mean 4.0 hours).

In addition to the four activities above, most activities done by families ranged from 1.6 to 3.7 hours. By looking at a range of time, it can be estimated those activities were not conducted a single, but rather done simultaneously, two or more

Table 3. Summary of hypothesis test results.

Hypothesis	F	Sig	Decision
H ₁ : The higher the simultaneous frequency and duration of nature tourism activity, the higher the level of family cohesion	6,328	,002 ^b	H ₀ rejected
H ₂ : The higher the simultaneous frequency and duration of culture tourism activity, the higher the level of family cohesion	2,145	,122 ^b	H ₀ accepted
H ₃ : The higher the simultaneous frequency and duration of special tourism activity, the higher the level of family cohesion	5,036	,007 ^b	H ₀ rejected

Sig. level:, 05

activity, as a series of family travel. For example, families do sightseeing, culinary, and shopping in their travel agenda.

4.2 Contribution of tourist activities on family cohesion

Referring to the mean value of the level of family cohesion based tourism activities, all tourist activities provide significant contribution to family cohesion (mean value is more than four on a scale 1–5). From all these activities, there are five tourism activities that greatly contribute to the family cohesion, those are, camping (mean score 4.45), rafting (mean score 4.43), agro tourism (mean score 4.42), watching a cultural festival (score average of 4.42), and seeing economic activity (mean score 4.41).

When viewed from the elements of family cohesiveness, “love to spend time together” is the highest mean score. This shows that in general, tourist activities contributed most to the creation of the pleasure of spending time with family. Despite their rare congregation due to personal activities, there is still inner attachment among them.

Hypothesis test was performed to determine the influence of the frequency and duration of tourism activity to family cohesion. The result of hypothesis test on independent variables indicates that the value of nature tourism $\rho = 0.002 < 0.05$. Thus, H₀ tested is rejected and the alternative hypothesis H_a is accepted. It means that the higher the simultaneous frequency and duration of nature tourism activity, the higher the level of family cohesion.

The magnitude of the simultaneous effect of frequency and duration variable of nature tourism activity on the level of family cohesion was 4.3% ($R^2 = 0.043$). The effect is small yet significant. Therefore, the activities of nature tourism activities still give contribution to the family cohesion.

For culture tourism, the results of simultaneous hypothesis test on the independent variables indicate that the value $\rho = 0.122 > .05$. Thus, H₀ tested is accepted and the alternative hypothesis H_a is rejected. It means that a simultaneous frequency and duration variable of culture tourism activities does not affect family cohesion.

Although two cultural tourism activities contribute greatly to the family cohesion, such as watching a cultural festival and economic activity, these two activities do not significantly influence family cohesion.

In special tourism, the results of simultaneous hypothesis test on the independent variables indicate that the value $\rho = 0.007 < 0.05$. Thus, H₀ tested is rejected and the alternative hypothesis H_a is accepted. It means that the higher the simultaneous frequency and duration of special tourism activity, the higher the level of family cohesion. Variables of frequency and duration of activities in special tourism are positive and significant on the level of family cohesion.

The magnitude of the simultaneous effect of frequency and duration variables of specific tourism activity on the level of family cohesion is at 3.7% ($R^2 = 0.037$).

5 CONCLUSION

Following are some concluding remarks based on the result of research. The family does all kinds of tourism activities (nature, culture, and special). They have favorite tourism activities, which they frequently do, such as culinary tourism, shopping, and enjoying natural scenery. The frequency and duration of the activity of natural and special attractions had a significant and positive effect on family cohesion, while cultural attractions had no effect.

The implication of the research result is that family trip plays an important role in the life of modern family. Family trip serves as a means to maintain and improve family cohesion.

Consequently, the stakeholders, government and businesspersons, should facilitate family tourism activities. For example, they should impose a policy or rule that synchronizes holiday of employee/employees with school holiday, so families have the opportunity to have vacation together and it would be better if the government stated “Hari Berwisata Nasional” (Nasional Travelling Day).

In the management and development of natural, culture, and special tourism, the needs of families should be accommodated by providing accessibil-

ity, amenities, and other supporting facilities. This is so important that the families get quality and satisfactory experience of having tourism activity.

Five major tourism activities contribute to high level of family cohesion. These activities are camping, rafting, agro tourism, visiting cultural festivals and economic activity. However, only few families choose/perform those five activities. Therefore, those five activities need to be introduced and promoted more intensively to the family.

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Tourism brokering phenomenon: When tourism was not managed professionally

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ABSTRACT: Indonesia has a huge tourism potential with its natural beauty spreading across all regions. However, many tourist attractions are not managed professionally and tourism brokering is a common phenomenon. Tourism brokers are local people who freely make their own rules, apply them in tourist destination, and eventually affect tourists. This paper aims to elaborate the tourism-brokering phenomenon in Darajat Crater, Garut of Indonesia. This study adopted a qualitative approach employing interviews and field observations for the data collection method. The findings show that there is a consequence emerging from the existence of the tourism brokers where they become increasingly unable to manage and tend to interfere the interests of local companies in the region.

Keywords: tourism-brokering, management, local interest

1 INTRODUCTION

Indonesia has a large number of tourist attractions, including natural, cultural, and social attractions of special interests. Indonesia has very beautiful and exotic nature, and some areas are surrounded by mountains and seas. For example, Garut District in West Java Province is surrounded by several mountains, such as Mount Papandayan, Cikuray, and Guntur. In these places, visitors can enjoy their natural resources and beauty. As the districts have many potentials, it is important for local people to maintain, manage and develop the natural resources that can be renewed for their and other's benefits.

Garut District is surrounded by mountains, which have various features and potentials. Mount Guntur, for example, is an active volcano that can be exploited for tourism in natural hot springs. Apart from it, Garut also has Mount Cikuray, which is one of the highest mountains in West Java. This mount has a perfect shape of *tumpang* (cone-shaped yellow rice). Besides, Garut has Mount Papandayan, which has its beauty from the result of past eruption creating it as the objects of nature tourism and parks. The place is often used as a camping site and climbing site for those beginner climbers.

Apart from those beautiful mountains, Garut also has some mountains popular for its geothermal resources. There is also tourist destination called Kamojang Nature Park, officially known as the Crater Kamojang, which has now become

one of popular attractions in Garut. It is a well-known destination for its geothermal. Besides, Mount Darajat, which lies adjacent to Mount Papandayan, also has geothermal resource used as a thermal power plant and run by a private company. This mountain is precisely located at Pasirwangi, the district of Karyamekar. What is special about Mount Darajat is that it has a unique nature. The surrounding weather in Mount Darajat is often cloudy because of geothermal evaporation, and its soil produces sulfur smoke and water. The views surrounding the crater area are dominated by plantations and farmlands. As Mount Darajat has natural resources that are beneficial for humans, this mount is categorized as one of the National Vital Objects. As to this, local communities would like to introduce the beauty of nature in their village to the tourists who have started to arrive since the opening of soaking and swimming pools in Darajat. Therefore, local people request an approval from local government to open and establish the presence of Darajat crater as a tourist attraction so that it can be opened for public, especially tourists.

For local people, the opening of this attraction creates new job opportunities and becomes source of income not only for the private company but also for local people. However, it is not an easy task to realize as the site is hired by private company for geothermal power plant. Even though local people can get some benefits from the development of tourist attraction, the local government still has some considerations. At first, the site manager

gives permission for local people to enter the tourist site during some holidays, but finally they are not allowed to enter for free. Only tourist brokers who offer a tour in the site can run the activities in the area of Darajat Crater. This can improve the brokers' financial situation only, while local people cannot get the benefits from it. Thus, it is highly important to empower the local people in the area of Darajat Crater in developing tourism.

2 LITERATURE REVIEW

The development of tourist areas often has an impact on the reduction of productive land, such as farms and plantations. However, this is inevitable when the nature is beautiful and subsequently visited by many tourists in need of complementary facilities. Finally, the land is taken over for tourist destinations. Today, many individuals/communities enjoy the richness of nature and the beauty of the Creator. People today make a trip to nature as a trend, such as mountain climbing which, for some people, is challenging and can bring such a pride when reaching its peak. People start to explore the nature, such as in Mount Darajat. To attract more tourists, some facilities have been well-developed due to the existence of natural hot spring swimming pools from geothermal owned by an individual. Besides, Mount Darajat has also active craters that interest visitors. Even though the interest of tourists to visit the craters keeps increasing, the sites are not professionally managed. This situation is used by local people to work as brokers that take the tourists to the craters.

Tourist attractions can be classified based on the motives and the purposes of the tourists to do a trip (ASH Prasetyo, 2012, pp. 12–13). They include:

2.1 *Cultural attractions*

A trip to these attractions is done on the basis of the desire to expand one's outlook on life by visiting or reviewing other places to learn about the local people, habits and customs, their way of life and art.

2.2 *Wellness attractions*

Travelling to the attractions is done with the aim to exchange state and the everyday environment for the sake of his health and to rest.

2.3 *Sports attractions*

Tourists who travel to the attraction shave the purpose to work out or are deliberately intended to

take an active part in the sports party somewhere or certain countries.

2.4 *Commercial attractions*

Tourists visiting these attractions aim to explore exhibitions and fairs for commercial purposes.

2.5 *The political attractions*

People travelling to these attractions are to visit or take active parts in political activities.

2.6 *Pilgrimage attractions*

Travelling to these sites is often associated with the religion, history, customs, and beliefs of the tourists, and usually has a purpose connected with the traveler's desire or intention to acquire the blessing, inner strength, firmness of faith, and wealth and abundant blessings.

2.7 *Nautical attractions*

These attractions are associated with a lot of water sport activities, such as fishing, sailing, diving, surfing, or underwater tour.

Darajat crater is a natural potential that has economic value and importance to the needs of society. Thus, it becomes the National Vital Objects. In the Decree of the President of the Republic of Indonesia Number 63 year 2004 on Safeguard Vital National Article 1, the national vital object is defined as a strategic area/location, construction/installation and/or business that are related to the livelihood of the people and the interests of the state and/or sources of state revenue. The natural potentials in Darajat are then handed over to the private sector exploration, which then can generate geothermal power plant (*PLTP*), which has a huge impact to provide the demand for electricity in the Java-Bali.

In Act No. 5 of 1990 concerning conservation of natural resources and ecosystems Chapter 5, it is stated that the conservation of biodiversity and natural resources and the ecosystem is done through the following activities:

1. The protection of life support systems
2. The preservation of diversity of plants and animals and their ecosystems
3. The sustainable use of natural resources and ecosystems

Mount Darajat has some craters, which later became attractive tourist sites for visitors to enjoy the natural beauty and richness. Due to lack of professional management, these sites are used by local people to give their services as tourism brokers who

accompany visitors to the locations of the crater. They do personal selling freely, and the practices can happen by a negotiation between the brokers and visitor. According to Terry (2014, p. 1), working as brokers is often viewed as a negative and illegal in Indonesia. The brokers provide alternative service or a shortcut service for visitors unofficially. Specifically, tourism brokers have three main functions. Firstly, they play an informative function in which the brokers create a network among themselves to provide information as their business; the second is a catalyst function where the network is used to create an easy access to operate their business; the third is coordination function where they coordinate and build a partnership with their groups as a strategy to maintain their business. In comparison to tour guides, Suwanto (1997, p. 13) defines tour guides as people who are responsible for providing information and directions related to the specific tourist objects to the visitors. It is stated in the ethics code of tour guide Indonesia established through a decision of the National Congress I the Association of Tour Guide Indonesia with decision No. 07/CONGRESS1/X/1988. The code includes the following functions of tour guides (Suyitno, 2005, pp. 16–17)

- a. Tour guides should be able to realize the good judgment over the region, country, nation and culture
- b. Tour guides in doing their job should be able to look good and clean, and can work professionally
- c. Tour guides must have a good personality as citizens of Indonesia in order to embody the joyful atmosphere and courtesy in the eyes of travelers
- d. Tour guides must serve and treat all travelers fair, for example not asking for a tip, selling goods and asking for commissions
- e. Tour guides should be able to understand the background to the origins of tourists and try to make sure the tourists to comply with laws, regulations, and customs and join preserving objects
- f. Tour guides can avoid the emergence of debate about the beliefs, customs, religion, race and social political system the country of origin of tourists
- g. Tour guides must provide correct information to tourist. If there is information that cannot be answered, then the tour guides search for the answers and give them in the next meeting
- h. Tour guides should not defame the good name of the company, other partners and elements of tourism
- i. Tour guides should not tell about his personal problems on the tourist

- j. Tour guides can give a good impression when parting at tourists so that tourists want to visit again

According to Nur (2015, p. 2), tour guides are expected to meet the needs of travelers in tourist activities and increase visitor's rate to a specific tourist destination. Tour guides must reflect the life of the nation itself. When a tour guide can follow the code of ethics, the tour guide will get acknowledgement and considered as a professional tour guide in administration.

2.8 *Tourism development and planning*

The community is the main prerequisite to implement the decentralization and autonomy in areas because the community is involved from construction phase to monitoring phase. There are some factors that contribute to the successful management of tourist objects (Suryo, 2012, p. 58), which include:

- a. Scarcity factor, in which the nature of the object/tourist attraction is rare to find in anywhere else
- b. Natural factor, where the nature of the object/tourist attractions have not been touched by the changes due to human behavior
- c. The uniqueness factor, in which the nature of the object/tourist attractions has a comparative advantage compared to other tourist attractions
- d. Community empowerment factor, where local communities are really involved and empowered in the planning and development of the tourist objects in their territories
- e. Land use optimization factor, in which the land is used as a tourist area to optimize the market mechanism
- f. Equality factor, in which the benefits of tourist objects must be arranged for disadvantaged groups of people, particularly for the community around tourist areas as well as providing equal opportunities to individuals to create a synergistic and harmonious relationship between local communities and the managers of the tourist objects

Suharto (2010, p. 42) argues that “the development of local society is a process that aims to create social and economic progress for society through active participation and initiative of members of the society itself”. In this case, people need guidance from the experts to understand the community as well as the circumstances surrounding the community, and the importance of government role in regulating the development of the area (Suharto, 2010, p. 42).

3 METHOD

The study adopted qualitative approach employing a descriptive method. It employed interviews and field observations to collect the data. Interviews were conducted on tourism brokers who are around Darajat crater, and the community in Karyamekar village to get information regarding the opening of the object Darajat crater and how their activities in the region. Interviews were also conducted to key government agencies, such as the Natural Resources Conservation Board and the Department of Tourism. Field observations were conducted to observe the situation in the crater area Darajat.

4 RESULTS AND DISCUSSION

There are various kinds of tourism, and Darajat-Crater is potentially used as a tourist site that is initiated by local community. They want people to know the natural beauty in the village of Karyamekar. In addition to its natural beauty, it provides many benefits for the community. The craters formed from volcano eruption releases sulfur smoke and water making it a small lake with light blue water. However, the desire of the local community to use the area as nature park has got the pros and cons of various parties because it is a national vital object and the site has been hired by a private company which is often carried out for drilling of the private company.

As local people have economic needs, they become brokers to help visitors enter the sites illegally. To get into the area of the Darajat crater requires an approval from government agencies, and the site is allowed for people with an interest for the research or the officers of the company that will do the drilling. In the area, a private company used the sites as geothermal natural resources, namely PT Chevron Pacific Indonesia and PT Indonesia Power. The area has a great potential, particularly the emergence of soaking pools in 2010. The pools were firstly intended for the employees, but they turned out to be pools that were best known by locals from other regions.

Over the years, the place has started to become a tourist attraction, and local people make the business by making pools. Those who have large land transform their lands into soaking or swimming pools. Thus, people can rely on the areas as a source of income. The increasing number of visitors to the swimming pools makes local people take the initiative to attract visitors to the Darajat crater, which is the source of sulfur water in the pools. Because the Darajat crater area is a drilling site and a vital object, it is prohibited for people to pass. Thus, local people ask the government to allow them enter the sites, and this creates controversy among various parties.

The government worries about the pipes owned by private companies. If the place is open for public and a large number of visitors enter the sites, it can jeopardize their safety if the leakage or explosion occurs. However, due to the needs and their sense of belonging to the sites as local villagers, they ignore the rules. Ultimately, the communities choose to be brokers at the Darajat Craters area and attract visitors and offer services to visitors who want to visit the Darajat Crater. In fact, the reason why the area is forbidden for public is that the area has unstable soil which can be dangerous. This situation requires an in-depth study by the natural resources conservation agencies in the area of the Darajat crater before transforming the area into a nature park.

In addition, the security and safety of the visitors become a big concern when visiting the area. However, this can be overcome if the various parties cooperate in planning for the development of tourism in the village because the region could potentially be used as a tourist site, even parts of the village of Karyamekar have been many built facilities for the needs of tourism.

For local people in Karyamekar village, the beauty of Darajat craters needs to be introduced to the other people. For local communities, Darajat crater as a tourist attraction can open new jobs. Besides, it can be a place for them to enjoy the natural resources existing in their area, not just the employees of the company. Besides, these employees are not from local people. It is also caused by a lack of education level of the local community, while working at the company requires high skills and education. According to demographic data, the villagers in Karyamekar are as follows:

From the data it can be seen, from 63 Tourism brokers, most of which tourism brokers graduated from high school because they could not proceed to higher education. This caused unemployment in the area, and encourages people who do not have jobs to be tourism brokers. In Indonesia, according to Terry (2014, hlm.1), working as tourism brokers is often seen as negative and illegal employment. Tourism brokers worked as a service provider that gives shortcut alternative for someone to unofficially enter

Table 1. The number of tourism brokers based on education level.

Non-formal local guide	Total
Elementary School	10
Junior High School	27
High School	36
Total	63

Source: Based on interview with tourism brokers in Darajat crater.

a tourist site. As a result to this, they often called themselves as tour guides from local people.

When referring to an explanation of the code of ethics for a guide, they of course do not meet the criteria. They are more concerned with getting money through their activities. Although they drove and accompanied the tourists, their practice is illegal because they enter the area without official permissions. As tourism brokers are the villagers and communities who already know the areas and the conditions in the territory, they could freely enter the area. The existing security officers did not want to interfere in the activities of the tourism brokers because they are officers who must secure the company areas. Tourists who want to visit the Darajat crater cannot enter the area, except they hold an approval to do research.

In essence, the tourism brokers who sell services to drive and accompany visitors to the Darajat crater are more focus on getting as much income as they can. So, when visitors have reached the location of the Darajat crater, the brokers leave them and seek other visitors. This is clearly on the contrary to the code of ethics of a tour guide. The difference between tourism brokers and tour guides can be viewed from its purpose, where tourism brokers only work to sell services to meet their daily needs without considering the long-term. Even though they get high income because they demand higher cost from visitors, their economic status cannot improve because they cannot manage it well. In contrast, the tour guides think the business for a long term and maintain the quality service to visitors. Thus, they can introduce the beauty of the tourism while maintaining good image of local people.

5 CONCLUSION

As the consequence of the emerging brokers, if the brokers are not well-managed, a number of broker groups would be possible to develop and create disturbance to the interest of company and violate the rules. The location has developed into a famous tourist spot with soaking and swimming pools, and tourism brokers only need permissions to enter the crater Darajat in order to make the area as new jobs as an alternative attraction. While other people need the land around the area to build shops that sell the needs for visitors. Iwan (1997, p. 8) posited that “apart from natural factors, there is a factor influential government discretion”. Therefore, the government needs to make policies, give direction also training needed by the people to develop its economy and improve social welfare. According to Sopa (2014, p. 31), training and development is “essential for the workforce to work more controlled and better in the work and future”. This training

is essential for tourism brokers so that they can be local tour guides who know well the areas. Besides, they can have a legal work that meets the criteria to provide service and satisfaction to visitors as human resources is one of the main factors in enhancing the development of tourism, as expressed by Nandi (2008) that “the management and financing of the tourist areas should receive serious attention from the government by involving government agencies, stakeholders involved and the participation of the whole society in a variety of policies and programs that will be taken”.

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Does tourism trigger socio-cultural changes?

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ABSTRACT: Changes in society have indeed existed since time immemorial, and it changes rapidly today. In the old days, change in rural community was the starting point of urban society formation, which resulted into socio-cultural changes. The research has been done at Cihideung Village, a place that has experienced socio-cultural changes due to its tourism activities. Cihideung has changed from a village which was previously dominated by agriculture farming into a tourism village that experiencing the various kinds of development in regard of tourism supporting facilities. The research aimed to examine how the developments have impacted on culture and the social conditions of the local communities. The research was conducted with the descriptive phenomenon analysis. The result showed that tourism in Cihideung impacted in social changes, whether positive and negative impacts. The positive impact are the popularity of the village internationally, the employment opportunities, the social aid facilities, the preservation of the traditional art; the increasing of people welfare on education and technology basis; and the availability of the public facilities. However they also got the bad impact, those are the gaining of population density, the decay of countryside character, traffic jam, and the increase of the criminality.

Keywords: socio-cultural change, society, tourism village

1 INTRODUCTION

Socio-cultural change is a symptom of the changing structure of the social and cultural patterns in a society (Inglehart & Norris, 2003; Loorbach & Rotmans, 2006). Socio-cultural changes that occurred in Indonesia can be categorized into rapid changes for the population increased from year to year (Begley & Tan, 2001). In a growing population, social change, especially in social values and social norms aspects sometimes are being abandoned (Migdal, 2015). With the modernization, even in rural community, the social values and norms are considered as something old-fashioned and stodgy (Zhou & Bankston, 2001).

Cihideung Village, west of Bandung, has an important role in ensuring the sustainability of Bandung cavity. As a water catchment area, Cihideung supplies water for some areas under this village. The socio-cultural changes of Cihideung occurred as the result of the development of tourist attractions ranging from natural attraction, cultural heritage, and artificial attraction for tourism. At first, Cihideung was intended only for the agricultural areas. Now, as the development increasing, Cihideung grows into a tourism village with both natural and artificial attraction.

There were many changes happened in Cihideung. On the physical aspects, now Cihideung is filled with magnificent and spacious buildings, the populations are more density due to the many

employees work there. Moreover, the initial culture, which been kept by the villagers of Cihideung, had begun to fade away, since people been interacted and influenced by the tourists or visitors. Socio-cultural changes that occurred certainly have both positive and negative impacts, so it is important to note the extent of which socio-cultural changes that occur and impacts Cihideung community. This was purposed to give a consideration for every single development undertaken in Cihideung.

Based on the reality described above, the authors were interested about whether tourism triggered the social-cultural changes or not. The aim of the research was to examine how the tourism developments have influenced culture and the social conditions of the local communities.

2 METHOD

The research method is descriptive analytical with the aim to create a description, picture or painting in a systematic, factual and accurate information about the social and cultural changes of people in Cihideung. The instrument of the research was the authors itself in collecting information about the socio-cultural change. The research was carried out by in-depth interviewing the villagers of Cihideung, observing social and cultural conditions of the villagers of Cihideung and through some literature study.

Research concerning the villagers' life will be conducted in accordance with the procedures of research in which does not harm and endanger the villagers of Cihideung. The study is only used as an academic need, not for other purposes, which could harm the interests of the villagers of Cihideung as participants of this study.

3 RESULTS AND DISCUSSION

At first, Cihideung was a village whom the people predominantly work as farmers of crops and rice. But now, after the land acquisition for tourism industry, the villagers of Cihideung began to change their professions as florists, flower and seed growers. Starting from that moment, Cihideung Village is famous as an ecotourism village, but along with its popularity, Cihideung gradually began to attract some investors. It made more villagers of Cihideung sell their lands to the investors.

The housing construction began to happen. The first housing construction was GrahaPuspa, it took 10 ha area. The second development was undertaken by Century Hills real estate, took up to 220 ha. The real estate transformed into tourist attraction named Kampung Gajah. It led higher profits for investors and the growing area of land required. The success of Kampung Gajah seems to be followed by other investors. They started to buy the communal lands in Cihideung to build as various kinds of tourism objects and its supporting facilities, such as hotel, villa, traditional and modern restaurants, beauty salon, spa, as well as sport centers until the early 2015. This led to the dissipation of the villagers' land to grow crops.

The construction of variety of tourism attractions caused socio-cultural changes to people in Cihideung. Such changes can be identified through few things, such as the reduction of agricultural land. It also increases number of people, because of the migrants. The livelihoods become more heterogeneous, since many non-agricultural employments are opened. On the other side, it also increases the level of education, due to the availability of quality and quantity schools in Cihideung. In addition parents now send their children to study at school.

The development of modern technologies also happened. The people now owned mobile phones, laptops, computers, and internet networks. However the technology also reduces the social interaction and solidarity.

With tourism development, it also triggered the existence of traditional arts because it is supported tourism activity. It also increases the religious rate of the settlers who spread Islamic teaching. Nevertheless, the loss of customs cannot be avoided. In instance, the impacts can be concluded as shown in Table 1.

Table 1. The impact of socio-cultural change in Cihideung village after becoming a tourism village.

Positive impact	Negative impact
Making Cihideung village famous worldwide.	There was an overcrowding.
Providing job of field.	The loss of the properties of rural communities.
Providing social assistance.	Environmental pollution.
Increasing the existence of traditional art.	Low social supervision.
Increasing the living standards of the villagers of Cihideung for their education and technology.	Traffic increasing of crime in congestion.
Establishing the availability of public facilities, such as highway.	

3.1 *The conditions of people in Cihideung before the change*

The conditions of people Cihideung can be identified through the nature and quality of the rural society before the existence of wide range of tourism and supporting the construction of objects in 1999. The nature and characteristics of rural society are shown in other forms of social groups in the rural society called community groups (*paguyuban*) or *gemeinschaft*. In Murdiyatomoko (2008: 79) the so called community or *gemeinschaft* is a form of common life in which members are bound by the spiritual relationship that is natural and eternal, the relationship is based on love that are real and structural. Community group is owned by the villagers because the people live in the inner relationship that is natural. When one of the villagers is having trouble or experiencing a disaster they will help each other without expecting a reward, since they think that they are all a family and when held thanksgiving or other celebrations they always help each other, especially the cooking is usually done by women.

In addition, villagers of Cihideung know every single of their neighbor in the village. Since they can be categorized as a large family, so that in one village there is a bond of blood exists. Conducting an analysis of the villagers must be done by understanding the villager's life, whether the life of people in Cihideung in accordance with the life of rural society in general.

The process of socio-cultural changes occurred in Cihideung after becoming a tourism village. The process of socio-cultural changes that occurred in the society in Cihideung has passed through three stages, as Soekanto (2008: 288–291) stated, they are: 1) Adjustment of society to change; 2)

channels of socio-cultural changes; 3) Disorganization and Reorganization.

Socio-cultural changes in society Cihideung Village occurred in the structure and functioning of society as well as the cultural elements possessed by Cihideung village, according to Farley social change is a change in the pattern of behavior, social relationships, institutions and social structure at a certain time, (in Sztompka. 2011: 5).

The society adjustment in Cihideung was done to face the social and cultural change by maintaining a good relationship with the owner of the tourism object and other supporting means so it can mutually support each other.

Channels of socio-cultural changes that are owned by the society in Cihideung is civil society in the areas of governance called the Cihideung Village officials and education leaders, artists, religious leaders and community leaders that the RT or RW. Disorganizations occur include changing of society in Cihideung Village which originally was a rural society that is peaceful and simple now has already started to be consumptive. There were also some conflicts of interest and people who are less competitive to develop Cihideung as a tourism village so that business activity was mainly dominated by the investors. Reorganization is to provide a lot of training and provision of venture capital in the society in Cihideung so that it can compete and have competence as entrepreneurs.

3.2 *The public perception of the Cihideung tourism village*

The tourists who visit Cihideung come from various regions as to enable many different perceptions by the people in Cihideung regarding these tourists as proposed by Doxey (in Pitana & Gayatri, 2005: 84) describes the change in public attitudes towards tourists who visit Cihideung Village linearly called irindex. The attitude of the early positive change becomes more negative by an increasing number of tourists. The stages of society's attitudes towards the tourists who visit Cihideung starts from euphoria, apathy, annoyance, and antagonism are described as follows:

Euphoria. In the first stage, the arrival of tourists is well received by the village of Cihideung village. They were very happy to interact with tourists who come from outside the city. They believe that the tourists have higher standard of living. They have an abundance of hope to improve their welfare. The second stage is apathy, the villagers of Cihideung receive tourists as something normal, and the relationship between the villagers of Cihideung with tourists was dominated by commercial relationships in terms of selling and buying flower seeds. So this is supported by the government in

terms of commercialization and then Cihideung was named as tourism village. Then next step is Annoyance, the saturation point had almost felt by the villagers of Cihideung, and they began to feel disturbed by the presence of the tourists. They start to feel the negative impact of congestion, lifestyle, environmental damage, and noise. And the last one is antagonism. The villagers of Cihideung have publicly show displeasure and see the tourists as a source of problems. The displeasure arises due to the numerous negative impacts generated by tourists thus causing a demonstration by some people of Cihideung Village.

Analysis of the process of socio-cultural changes that occurred in the society of Cihideung using the Cultural Lag theory by Ogburn that social change includes cultural elements both material and immaterial to emphasize the great influence from the elements of the material culture towards the elements of the immaterial (Ogburn in Lauer, 1993: 220).

The changing of socio-cultural is almost changed all aspects in the lives of the people. They transformed from villager into urban society. The physical change can be identified by the mass and various developments in terms of buildings and infrastructures, which can be considered as material culture. The ability of the society to make use of this alteration is categorized as immaterial culture. Ogburn (in Lauer, 1993:224) said that material culture is the main source of development. The aspects of immaterial culture should be adjusted to the development of material culture, and if there were a huge gap between each culture, it would provoke a social problem. That technology is the mechanism that pushes changes, human would always try to preserve and adapt to the nature, which is always developed by technology.

The correlation between material and immaterial would be vivid when there is no balance change between each of them. If a change happens in material culture, it should be followed by the immaterial one, and if it is not happening there would be culture lag. Culture lag is the state where the aspects of culture do not develop together, one of them developed quickly but the other is left out. The clearest gap in this case is the gap between way of thinking and the vast development of technology.

This culture lag also happens in Cihideung Village when there are a lot of tourism object construction yet the people in Cihideung Village cannot be able to maximize the benefit from it, the development even make the people leave their original traditions for the new ones instead.

The disability in adjusting themselves to the development, the theory raised by Ogburn, could influence the quality of life of the people in Cihideung Village. In Lauer (1993:210), Ogburn stated that there are two kinds of social adjustment.

The first one is the adjustment between cultures. The second one is the adjustment between culture and society. If the material and immaterial culture in Cihideung Village are expected to be balanced, there should be a proper social adaptation in each aspect, whether it is the adaptation between the cultures or between society and culture.

3.3 *The factors of socio-cultural change in Cihideung village*

The change in socio-cultural aspect in Cihideung Villager surely is affected by several factors. Those factors can be categorized into two, such as: 1) internal factor, and 2) external factor. Setiadi & Kolip (2011:623).

3.4 *The proof of socio-cultural change in Cihideung village after being a tourism site*

The socio-cultural change in Cihideung Village can be concluded by seeing the different kinds of development in Cihideung Village in the past 15 years. This vast change forms disorganization while in the process of adjusting. It is indicated from the consumptive attitude of the people in Cihideung village.

3.5 *The impact of socio-cultural changes in Cihideung after being a tourism village*

The impact comes from the socio-cultural changes in Cihideung should be understood by all layers of the society there so that they can mitigate the occurrence of the negative impact and maximize the positive one. The response of the Cihideung Village People towards the social-culture change that happen after the village becomes tourism village.

The impact comes from the socio-cultural changes in Cihideung should be understood by all layers of the society there so that they can mitigate the occurrence of the negative impact and maximize the positive one. The response of the Cihideung Village People towards the social-culture change that happen after the village becomes tourism village.

The existence of various building processes of tourism object as well as the supporting facility that caused a changes on the social-culture of the people of Cihideung Village create a lot of response, and the response will later be used as the suggestion for the actors on the tourism sites as well as the other supporting actors so that they always evaluate. As according to Cooley (in Setiadi, dkk, 2007:68) one observes what one feels as the response of the society upon one.

The response of the Cihideung people towards the building are those agreeing and disagreeing. The people of Cihideung People whose response is agree is because the building of various tourism objects and it supporting facilities gives a lot of advantages for the people of Cihideung Village, while the other hand, those who disagree is because people of Cihideung Village feel there are a lot more negative impact compared to the benefit.

4 CONCLUSION

The condition of the people of Cihideung Village before experiencing the change from the agricultural region into a tourism village can be identified on 1999. The social-culture change that happened on the people of Cihideung Village is the lack of farming land, the increasing number of the people, so that it caused the population density. One of the causes is the increasing number of the migrant that works as the employee. The occupation of the people of Cihideung Village becomes more heterogeneous. The increasing of the understanding upon the education caused the increasing number of people of Cihideung Village that send their children to school. The incoming of various technologies, the decreasing of the social interaction that is connected between the societies especially the newcomers. The social solidarity that fades, the increasing extension of the folk art of Cihideung Village, the increasing quantity and quality of the society, the increasing of governance system.

The change of social that happened on the people of Cihideung Village caused by two factors: 1) the internal factor that comes from the people of Cihideung Village that is the open attitude and the increasing needs; 2) the external factor that comes from the people of Cihideung Village that is the influence of other culture. The impact that

Table 2. The impact of socio-cultural changes in Cihideung after being a tourism village.

Positive impact	Negative impact
The name of Cihideung is brought to the international society.	The density of people is increased.
More job vacancies are provided.	The original traditional values in village are lost.
Some additional social help is available.	Pollution.
The existence of the traditional arts of Cihideung is strengthened.	Social control is low.
Some public facilities are provided, like highway.	Traffic jam. Criminality rate is increased.

is caused by the social changes of people of Cihideung Village is divided into two forms. Those are the positive benefits consisting of (1) making the Cihideung Village to be well-known, even internationally; (2) providing job fields; (3) giving social aid; (4) increase the existence of the traditional art; (5) the increasing of the standard of living of people of Cihideung Village due to the development of education and technology; (6) the availability of the public facilities, one of it is the road access. The bad impact that is caused are (1) the happening of population density; (2) the missing of the countryside character; (3) traffic jam; and (4) the increasing of the criminality. The existence of various impact that is caused by the change in social-culture that happened, creating various responses from the people of Cihideung Village, from those who support towards the existence of various building processes of the tourism spots and other supporting facilities up to those who against this change. The people of Cihideung Village who support the development is because they feel the positive influence of the development, while the other people who do not agree upon the development is due to the fact that they feel the negative impact that caused so that it is bad for the people of Cihideung Village. Furthermore, Tourism as trigger social cultural changes for *Cihideung people* at West Java.

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The *Datu-atata* institution of Bajo ethnic: Between ecological symbol and citizen's ecotourism disorientation

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ABSTRACT: This writing is aimed at describing ecological symbol of Bajo ethnic *datu-atata* institution and describing the weak role of this institution to develop citizen's ecotourism awareness. The writing material is based on the study finding of Bajo ethnic in Banggai, Central Sulawesi by interviewing fourteen (14) community leaders and observation of Bajo ethnic settlement condition. The findings of the study reveal that *datu-atata* is symbolized by coral reef, limestone, and sand. Coral reef symbolizes *datu-atata* institution and nobles' posture in the past, limestone emphasizes in non-nobles' posture in past and nowadays, and sand reflects *datu-atata* institution and today elites' posture. The *Datu-atata* institution is not fully functional in developing citizens' ecotourism awareness. It is influenced by temporary economic interest, low education, less creation, and less innovation of elites (public figures, politicians, and legislators) in establishing voluntary movement in ecotourism-based society, and ineffective law enforcement.

Keywords: *Datu-atata* institution, Bajo ethnic, ecological symbol, ecotourism, citizen

1 INTRODUCTION

The studies about ethnic Bajo nowadays emphasize in historical and expansive aspects (Warren, 1978; Spillet, 1993; Saat, 2003; Lopian, 2008), cultural identity and heredity (Sather, 2001; Ali, 2007; Zacot, 2008), socio-cultural value education model (Fardus, 2010), and their saving and loan model (Fausayana, et al, 2014). Moreover, other aspects still have not been paid attention and solved so that most of them belong to poor society. There has not been any sociological study yet that explains about social institution in developing their awareness as citizens, although there are many social problems that need to be solved by the role of social institution. The citizens' awareness should be revived through optimization of social institution role to handle actual and urgent problems. This writing intends to fill in such blank by explaining existence and symbolization of Bajo ethnic social institution in Kalumbatan, Banggai Kepulauan Regency of Central Sulawesi Province in its relation with the development of citizens' ecotourism.

Bajo ethnic in this region has a social strata system commonly known as the term of *datu* and *atata*. *Datu* is a call for society members who are genetically descendants of kings or nobles. *Atata* is a call for slave or labor descendants. Until now, such social strata have developed—from one generation to another—into a belief and trust system regulating society's social life. *Datu-atata* phenomenon has been a social institution that forms and

controls mindset, attitude and behavior of society members. The problem is as an ethnic that affiliates with sea and coast living, is Bajo ethnic *datu-atata* institution inspired or does it reflect ecological symbols? In addition, how far does it contribute to develop citizens' ecotourism awareness? This writing is aimed at answer those questions.

2 METHOD

The study is based on the study finding of Bajo ethnic in Banggai, Central Sulawesi by interviewing 14 the community leaders and observation of Bajo ethnic settlement condition. The study was conducted using literature review from current scientific books and papers in the reputable international journal related The *Datu-atata* Institution of Bajo Ethnic: Between Ecological Symbol and Citizen's Ecotourism Disorientation.

3 RESULT AND DISCUSSION

3.1 *Ecological symbol of Datu-atata institution*

The dynamics or *datu-atata* institution comes up with double faces. In one side, it tends to transform relatively fast (revolutionary) if it does not include authority and leadership domains, and in other side, it is relatively slow (evolutionary) if it includes such two domains. It is due to the tug effect of such

groups (*datu* and *atata*) in the relationship among others. Noble group (*datu*) intends to preserve the given thing, while non-nobles (*atata*) want total and substantial transformation. In its development until today, there is an apparent compromise in *datu-atata* practice, between leaving the previous condition and receiving the new condition, although it is forced and helpless.

Total transformation occurs in kinship-social area, it means leaving the previous condition and establishing new pattern. Kinship is constructed due to effective marriage that causes *datu-atata* institution transformation. Until the end of 1970s, it is taboo and disgraceful if someone was married with *atata* family, especially for a daughter. Parents tried to choose the couple for their daughter or son from the same noble group. The marriage is blocked by value system and social status in which a group underestimated another group. The perception and posture of *datu* community began to change in the decade of 1980s, moreover since 1990s; there was no dichotomy of ancestry in marriage.

Following the mind map of Weber (Maliki, 2003), initially such action was based on value rationality consideration, then changed to prioritize instrumental rationality consideration. The cross marriage was previously refused because *datu* people felt "more honorable" so it was disgraceful to marry *atata* people who were claimed as slaves or bondmen, and they assumed to have bad attitude such as dishonest, irresponsible and selfish. Recently, such values are not principal references anymore, but pragmatic and substantive reason and consideration are used. The competence to earn a living, future assurance, education qualification and skill mastery are the main reasons.

In social-religion aspect, it is partial, contradictory, and ambivalent. The transformation occurs through position and role in religious area such as village leader, mosque leader, and mosque officer. In terms of total number of people or readiness intensity to perform such role, it has changed from time to time. At past, *atata* descendants were not allowed to be praying leader (*imam*) so that it became the authority of *datu* descendants. If there were any chance, they were not willing to because they realized such social position and image. They worked to clean the mosque, to sound *bedug* (a kind of drum used to mark praying time) and to peal *azan*.

Transformation has lasted since 2003, when the head of village gave role to three *atata* people as mosque officer, sometimes asked to lead praying and become *khatib* (preacher). Moreover, since 2014, the village *imam* more focuses on religious interest in society held by *atata* descendants who was selected by acclamation. The problem is that

their role is still assumed contradictive. The decision of such appointment was refused and protested by some community members and public figure. Some people refuse to pray collectively (leaving the mosque) if they were led by *atata* descendants. If they were accidentally follow praying, they would repeat at home because they felt it was not ritually pure.

The transformation in political-government domain tends to be more advanced, but it is still partial, contradictory, ambivalent, and political. In recent administrative structure, there are a village secretary and three heads of village from *atata* community in which previously such positions have never been held by *atata* community. It is to avoid play favor and not to accentuate particular community because every community has equality as the alibi of such recruitment. Previously *atata* people are not given access in governmental field, nowadays they have given role as village officers (village secretary and the head of village), having synergy and collaboration with *datu* community. In this context, *Datu-atata* institution transformation relates to personal political interest, in one side, and as manifestation of *atata* communal political struggle to get equal rights, position and authority before the law and government, as well. Both have mutual symbioses, in which *datu-atata* institution needs political support in its transformation process, at the same time they give political benefit for particular parties.

Such transformation tendency can be described as a collection of coral reef, limestone and sand located and correlated in a coastal area in an island of Bajo ethnic residence. If coral reef symbolizes *datu-atata* institution and past noble group's posture, and limestone emphasizes non-noble group's stance from the past until now, while sand reflects the portrait of *datu-atata* institution and today noble group's posture. What and how the reasons and challenges are, *datu-atata* institution should be maintained, highly respected, preserved, and bequeathed from one generation to another. That is *datu* community's principle, especially old generation, which was identical with coral reef, although it is hit by the waves, it stands still, does not fade and vanish by the disturbance and environmental influences.

Different from coral reef, limestone in particular long term will be broken into small pieces, from the big chunks and plaque into small stones due to hot sun light and rain. The *Atata* community wants *datu-atata* institution transformation to be identical with limestone. In the long term, it is expected to change gradually and finally turns into sand. At first, such institution is very rigid, then it transforms through kinship social, religious social and political government domains with its

own characteristics so it is adaptive to environmental influences and creates different image from the previous one, follows non-noble group's rhythm. Such transformation will continue along with social dynamics and global development. It cannot be detained anymore so that it can create the new image as today. Such condition identical with sand overlay in the beach in which its surface will always shrink from time to time due to waves, the longer it is, the more it spreads to the sea and covers the surface of limestone. Today, the *datu-atata* institution fate is eroded by the age pressure. Moreover, the supporting communities are being reduced, in either number or spirit.

3.2 *Datu-atata institution and citizens' ecotourism disorientation*

Ecotourism disorientation in this writing is the low tendency of Bajo society (anglers) activity oriented to the development of ecotourism area development. It is important because it can increase indirectly society's income and prosperity. Tourism development, on one hand, has a significant contribution to the economic development and society prosperity (Tosun and Timothy, 2003; Gezici and Kerimoglu, 2010; Tarrant, et al, 2011; Othman and Rosli, 2011; Martin and Thomas, 2012; Yazdi, 2012; Pedrana, 2013; Bianchi and Stephenson, 2014; Rao, 2014). On the other hand, it also causes problems (Lions, et al, 2012), such as conflicts in Palawan, Philippines (Okazaki, 2008) and Northern Tanzania (Basiri, 2013); vulnerable to politically motivated violence (Sonmez, Apostolopoulos, and Tarlow, 1999); social-cultural impact as happened in Egypt (Eraqi, 2007); failed to alleviate rural poverty in the Okavango Delta, Botswana as a result of foreign domination (Mbaiwa, 2005); and lead to criminal act, especially against foreigners (Ferreira and Harmse, 2000).

In the concept and practice of ecotourism development, it contains solution of natural destruction, faded cultural value due to the impact of mass tourism. The principle of ecotourism development emphasizes in natural conservation value and social life culture, educational value giving knowledge and insight for tourists and society, and tourism value giving pleasure, entertainment, and economic improvement of local society by providing employment (Pahun, 2011).

Although it is effective to support the society's transformation in authority and leadership context in socio-religion and political-government contexts, *datu-atata* institution is not functional to direct citizens' attitude and action to support the development of ecotourism-based residence environment and area. Such institution is not effective and does not play role in conditioning the behav-

ior of society members as citizens managing and developing natural potency as superior and beneficial maritime tourism asset. There are a lot of coral reef surrounding Bajo ethnic residence that have destruction due to fishing activity and sea sources management that is not friendly environmental. In fact, it has been 'home' for life continuity and ecosystem of sea habitat needed in the future and contributive and potential asset.

The impact of coral reef and underwater environment destruction is acknowledged by society members, in which there are a lot of sea sources (fish, cockle shells, octopus, crab, shrimp and others) previously easy to get, nowadays they are difficult to find and rare. Today, such sea ecosystem destruction indirectly contributes to the maritime nature destruction and the future of young generation. *Datu-atata* institution that is hoped to have functional power to empower Bajo society by optimization of ecotourism-based maritime source function actually has no role at all. Moreover, it becomes an 'instrument' of power and authority fight among society groups. A number of factors also have some effects such as temporary economic interest, low education and less creation and innovation of elite groups (public figures, politician, legislator) to support the development of voluntarily movement in ecotourism-based society, and related to the minimum programs of natural environment conservation-based society and ineffective law enforcement on sea ecosystem destruction.

Society (anglers) more prioritizes in maximizing income and living standard without considering sea ecosystem destruction. They bombed fish around the coral reef so they destroyed it and various kinds of sea biota. Their habit is getting worst in which they search and take seven eyes shells (*abalone*)—that has high selling price—by flipping through and breaking coral reef, especially when the water recedes. Although such fishing pattern is not allowed, the practice continues, moreover the law enforcement is not fully executed so it does not give wary effect. It is followed by no administrative role through the minimum programs of natural conservation-based society, although such destruction is felt and seen clearly.

The low education is another factor influencing such problem because they do not have knowledge and awareness on the importance of sea ecosystem conservation for their future and prosperity. The local elites such as public figures, politicians and legislators who are hoped to be the pioneer of voluntarily movement in society—moreover it is part of their services—do not perform their function to create and innovate and give solution of society and natural problems. However they are hoped to give enlighten, creating society empowerment programs, using opportunity and managing

natural and society potency toward ecotourism development and supporting the development of society's awareness and responsibility as citizens to protect natural preservation. In this context, as smart and educated generation, they should be pioneer and superior in leading "tourism path" for the improvement of living standard and prosperity today and in the future, competent and incompetent as *ing ngarso sung tulodo*, as the role model to educate society.

4 CONCLUSION

The study finding shows that the *Datu-atata* institution is not completely functional in developing citizens' ecotourism awareness. It is influenced by temporary economic interest, low education, less creation, and less innovation of elites (public figures, politicians, legislators) in establishing voluntary movement in ecotourism-based society, and ineffective law enforcement. Thus, it needs real actions of stakeholders to develop ecotourism awareness.

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The competitiveness of Indonesian tourism industry in facing ASEAN Economic Community (AEC)

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ABSTRACT: The tourism sector is very important for Indonesian economy because of its significant role as a source of foreign exchange revenue. A member of ASEAN, Indonesia works together with other members to achieve the ASEAN Community by 2015. After the implementation of ASEAN Economic Community (AEC), tourism industry has become one of the twelve priority sectors that will help to hasten the integration of the ASEAN countries. However, many factors influence the industry competitiveness. The aim of this paper is to study the competitiveness factors of Indonesian tourism industry in facing AEC. This study is based on previous research articles and other resources. It identifies the issues and analyzes their importance. The result of the study indicates that the government policies in facing AEC shall cover infrastructure, principal factors, economic situations, crimes, disaster, education, culture, environmental issues, technology, and media. The factors require attentions. Further researches to support and explore preventive actions for reducing negative impacts and extending the positive impact are also needed.

Keywords: competitiveness, tourism industry, Indonesia, AEC

1 INTRODUCTION

ASEAN members have worked together to achieve an ASEAN Community by 2015. The idea of an ASEAN Community was first conceptualized in 1997 as a part of ASEAN Vision 2020, which consisted of the three pillars of the ASEAN Security Community (ASC), the ASEAN Economic Community (AEC), and the ASEAN Socio-cultural Community (ASCC). Later on the 2003 Summit in Bali, ASEAN leaders declared the establishment of an AEC by 2020. The objective of the AEC is a single market and production base, in which there is a free flow of goods, services, investment, and skilled labor, and a freer flow of capital, along with equitable economic development, and reduced poverty and socio-economic disparities in year 2020.

The tourism has potential as a major socio-economic driver for growth and tools for development in the ASEAN region. The tourism industry has become a one of the twelve priority sectors that will help to hasten the integration of the ASEAN countries. The ASEAN National Tourism Organizations (NTOs) has built to update regularly the tourism plan in order to ensure that it stays relevant as a tool for guiding actions and investment. NTOs have done a great deal of commendable work and this plan builds on that successful record of tourism condition within ASEAN member countries.

The record has emphasized the urgency of individual tourism products and its experiences development as a responsibility of individual ASEAN Member States, their NTOs, the private sector, and a range of non-governmental organizations. The role of the ASEAN NTOs is to package these products and experiences in such a way to increase the visitation to the region.

Indonesia as a one of ASEAN member, has become the largest archipelagos in the world that has much to offer; from natural beautiful Islands, breathtaking beauty beaches, forests, mountains, historical heritage to cultural diversity. It draws millions of tourist to visit Indonesia.

Based on the ASEAN NTOs stakeholders during the consultation meetings that identified tourism product and overall objective of encouraging travel within the region (Table 1), it has shown that Indonesia has to develop a set unique products and experiences that consider the need to upgrade as well as add new products and experiences. However if it compare with other tourism industry within ASEAN member countries, such as Singapore and Thailand, Indonesia still has many challenges to develop its tourism industry.

It was recognized that Indonesia's tourism industry must be enhanced and made to be more attractive to meet the need of the changing tourist, particularly in facing ASEAN Economic Community (AEC).

Table 1. ASEAN countries ranking of the importance of various tourism resources and experiences.

	Culture*	Nature	Cruise	Marine**	People	Urban	Food	Medical tourism	Festivals and Events	Adventure	Gaming	Creative***	Education	MICE	Gateway/Hubs	Shopping	Business	Handicrafts	Sport Tourism	Pilgrimage Tourism
Brunei Darussalam	X	X	X	X					X					X						X
Cambodia	X	X	X	X	X	X	X	X	X	X	X	X								
Indonesia	X	X	X	X		X				X										
Lao PDR	X	X	X		X				X											
Malaysia	X	X	X	X		X		X		X				X						
Myanmar	X	X	X	X						X										X
Philippines	X	X	X	X	X	X	X	X	X	X	X	X	X					X		
Singapore	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Thailand	X	X				X	X	X			X			X		X		X	X	
Viet Nam	X	X	X	X	X		X													

Note:

*Culture includes UNESCO World Heritage sites, local tradition and intangible heritage, ethnic groups/minorities, community based tourism/homestay.

**Marine includes diving, surfing, beaches.

***Creative includes the performing and visual arts, music, Broadway shows, design etc.

Source: ASEAN Tourism Strategic Plan 2011–2015.

This study will analyze some factors that influence the competitiveness of the Indonesia tourism industry. The aim of this paper is to study the factors influencing the competitiveness of Indonesia tourism industry in term of AEC.

2 METHOD

This study is based on previous research articles and secondary resources in order to identify those issues and analyze their importance. Furthermore, this study constructed and based on new demand factors in tourism according to Martin Lohmann (2004, p. 2), that contained five aspects namely politic, economy, crisis and threats, demographic changes, and technology. The constructed factors is including the government policies face to AEC, economic situation, crime, disaster, education, culture, infrastructure, environmental issues, technology and media.

3 RESULT

3.1 The government policies face to AEC

The main basis of ASEAN economic integration is to increase a competitiveness in the global market, rather than regional market pooling and increasing the intra-ASEAN trade share. One of the crucial policy that should be implemented by

the Indonesia’s government, as a member of AEC, is to support policy tools for skill labor mobility, facilitating trade by mutual recognition among the Member States for professionals that are authorized, licensed or certified by the respective authorities (AEC Blueprint, 2015).

Moreover, the ASEAN Framework Agreement on Service (AFAS), signed in 1995, provides the mandate for Mutual Recognition Arrangements (MRAs). One of the eight MRAs is tourism professionals. In which the ASEAN MRAs adopt different approaches, based on the varying nature of these services and the realities of regulatory regimes across the Member State. To make ASEAN MRAs fully functional, domestic regulatory environment should be reviewed and revised accordingly so that they become consistent with regional rules. Thus, regulatory revisions are a critical element of national implementation assessment (Yoshifumi, 2015).

Recently Indonesia began developing its national competency standards (SKKNI), national curriculum, and qualifications framework, including for tourism, in 1998–2003 with assistance from the Indonesia Australia Partnership for Skills Development (IAPSD) Program.

Indonesia has contributed significantly to developing the ASEAN MRA regional resources: its SKKNI for tourism—along with occupancy skills standards from four other AMSs (Malaysia, Singapore, Philippines, Thailand)—was submitted and became the basis for the regional ACCSTP (2004) (AADCP II, 2015).

3.2 Economic situation

After the financial crisis recovery, Indonesia’s annual growth of Gross Domestic Product (GDP) has stabilized from –13.7% during the economic crisis to an average 6% during 2011–2014. Its inflation rate was average 5% annually, and the unemployment rate was 5–6% in the end of 2014 (IMF, 2015). In 2013, Indonesia was the 17th largest economy in the world and currently one of the G-20 member countries.

However, based on Diamond Analysis of Indonesia Competitiveness, 2013, its Context for strategy and Rivalry measures that Indonesia has a good business climate (open markets, good tax, and legal policies) but the local firm competitive was low, so that local incentive to encourage productivity and investment is needed (Jimmy and Weisenberger, 2013).

3.3 Crime

War on terrorism was also become the crucial issues in Indonesia that influence its tourism sector. According to a consistent fight against the extrem-

ists by the Government, there were several incidents where Indonesia was attacked by the terrorists groups, both in the capital city, Jakarta and in Bali, killing more than 200 foreign tourists. This indicated that crime influence the Indonesia tourism industry.

3.4 *Disaster*

Despite the abundance of strategic geographical location, Indonesia is also vulnerable to natural disasters such as earthquakes since it is situated in the “Ring of Fire”, among the most eruption-prone areas in the world. A 2004 undersea earthquake resulted in a disastrous Tsunami that wiped out an entire city in Aceh, North Sumatera killing approximately 130,000 people. Potential tourists decided to wait and to look forward to hearing of the security and safety measures that would be put into place and what other followed disaster.

3.5 *Education*

Education is also a factor that influences the Indonesia tourism industry. Most educational initiatives in Indonesia tourism had been led by higher and tertiary level of education institution, and by the hotels, such as the Sahid Hotel, provide tourism vocation education.

In term of AEC, Indonesia and most ASEAN countries, however, have not yet to move away from protecting domestic professionals and skilled workers through constitutional provisions, policies, regulations, and practices. Through MRAs, Indonesia and the rest ASEAN member state may recognize the education or experience obtained, requirement met, and licensing or certification granted by the member countries (Siow Yue Chia, 2013).

3.6 *Culture*

The global competitiveness reports and surveys reveal that ASEAN’s natural and cultural heritage is one of its key competitive strengths (ASEAN Tourism, 2016). Culture is another factor that influences the Indonesia tourism industry.

Indonesia has a vast, huge, diverse, and polyglot nation 500 ethnic groups with more than 700 languages and dialects, which Bahasa Indonesia is the official language. Indonesia has variety historically and culturally that its offers a variety of challenges and opportunities in cultural events and ethnic community. This diversity of cultural practice provides affects and benefit to Indonesia tourism industry.

3.7 *Infrastructure*

Despite the abundance largest archipelago with 17,508 islands (5 main islands, 6,000 islands inhab-

ited) and its stretching from east to west in the equator for ± 3200 miles, 1,904,000 km², Indonesia is also very dispersed resulting in a huge challenge for the Government to provide necessary transportation infrastructure. Indonesia has some major negatives in poor quality of transportation and logistics that made difficulties for the tourist getting the tourism destination. (Jimmy and Weisenberger team, 2013). As Page and Connel mentioned, improvements in transport have been enduring force in driving changes in the tourism industry. Indonesia need a comprehensive transportation plan that includes railroads, regional airports, and high speed ferries to take tourists to reach the location and service to interconnect islands.

3.8 *Environmental issues*

Indonesia natural resources have not been managed in an equitable manner and sustainable, which has led to over-exploitation and depletion.

Poverty enhances a poor environmental quality, causes diseases, and affects living standards, food security and livelihood opportunities, as well as the national economy, negatively. Poor environmental practices in combination with climate change may further aggravate environmental and human poverty. The crisis in the water, sanitation, and waste sectors in Indonesia today is contributing to public unhealthy and environmental pollution.

3.9 *Technology and media*

Technology change brought about a technological groundbreaking in air transportation, which brought more and more international tourists to Indonesia. The transportation cost has reached its economies of scale by technological changing, meaning that more people could travel more cheaply, quickly, and easily covering greater distances than ever before. This meant that the economic classes of people who could wish to international travel and even long-haul travel were broadened considerably. It has been broadened further by the advent of the numerous low cost carriers which now crisscross the East Asian region and, indeed, most of the world. In addition to a change of technology, the developments leading to high-speed rail links and improvements in road travel have assisted land-based infrastructure systems, linking both the various region within Indonesia region with each other and linking Indonesia with neighboring countries.

Information Communication Technology (ICT) also promotes the Indonesia tourism industry. Communications would be developed and occurred the evolution of more mobile and more effective communications technology in the future. Service

in the international tourism industry has improved to such an extent that people these days expect not to have to wait for anything. This observation is supported by Lohmann, who emphasized that technology, including transportation, communications and information, is a major factor that influences tourism industry competitiveness.

3.10 *Other factors*

Furthermore, there are more factors that have significantly influenced Indonesia, such as marine and natural resources, culinary, historical places, facilities and accommodations. Importantly, language is also one of the factors that influence Indonesia tourism.

4 CONCLUSION

Many factors that influence the Indonesia tourism industry competitiveness have been mentioned. The mentioned factors require more attention and more research to support and explore ways to reduce the negative impacts and extend the positive impact. The government as a decision maker needs to take action and prepare to deal with situations that might occur and create change leading to enhance the outcome of the industry.

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Sustainable holiday indicators

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ABSTRACT: The increase of tourist arrivals is marked above average growth since global economic crisis in 2009. The significant increase of tourist movement appear on the increase of tourism business at travel agent and destination that tourism activities are considered responsible for generating negative impact and is sensitive to natural, cultural and environmental factor as well as lack of economic benefit at where the holiday taken place. The challenges of preventive approach on sustainable holiday are then developed. The concept of sustainable holiday derives from sustainable tourism concept. The components choose at tour operators whose assemble of tour packages will impact to destinations, means that tour operator should focus on sustainability concept when designing a tour package that will bring positive impact to destinations. The indicators of sustainable holiday develop from the dimensions of internal management, product development, supply chain management, customer relation and cooperation with destination as well as the sustainable practices of travel agent that already exist. Those dimensions were roots from three basic sustainable ideas on preserving natural environment, respecting socio-cultural and contributing to economic development. The paper develop indicators concept of sustainable holiday at tour operator in designing tour packages that impact to destination.

Keywords: sustainable holiday, indicators, tour operator, destination

1 INTRODUCTION

In many countries, tourism is an important element of economic development. Tourism can have an impact on economy activities (Dwyer et al., 2004). Tourism is the largest generator of employment and its services range from travel, accommodation, maintenance of culture and traditions to preservation of eco-system (Zaei & Zaei, 2013). With the international tourist arrivals reach over 1.1 billion in 2014 (UNWTO, 2015), the travel industry contributed US\$ 7.6 trillion that account to 9.8% of world GDP, employ nearly 277 million people in travel and tourism that equivalent to 1 in 11 jobs in the world. This figure forecast to increase that by 2025 the number of employment rise to 356 million and reach US\$ 11 trillion to global economy (WTTC, 2015). Not only economic factor impact to tourism sector, but also tourism considered a positive contribution to urban development (European Commission, Tourist Unit, 2000).

Tourism activities are considered responsible for generating the most severe negative impact that mass tourism is unable to fulfil the requirement of sustainability (Mason, 2003). The phenomenon of tourism is sensitive to natural, cultural and envi-

ronmental factor (Mathew, 2009). The important element of socio-economic and political development in many countries is uncertain that tourism contributes to socio-economic and cultural positively and also the degradation of the environment as well as loss of local identity (Chan, 2010). In contrast, small group of tourism activities are considered beneficial and more responsible on sustainability (Mowforth & Munt, 2003). The challenges of sustainable in all tourism activities to be applied by incorporating strong preventive approaches. Tourism industry should than practically prevent harm while developing and managing tourism activities (Swarbrooke, 1999).

Sustainability becomes an important concept of tourism destination and increase to become destination competitiveness (Mathew, 2009). The development of destination must be guided by effective and efficient management focus on sustainability. The future tourism destination development plans should compatible with market needs, human and environment that take the economic benefit to local communities. As the sustainable tourism setting is at destination where number of tourist increase, the term of sustainable holiday were applied. Tourist travel to destination includes activities from pre,

during and post traveling that all these activities mostly impact to environment. The term of sustainable holiday is important to encourage travel focus on holiday activities that support socio-cultural, environmental and economic aspect at the destinations.

The paper outlines the indicators of sustainable holiday in order to develop a concept at the tour operator and impact to destinations. The bottom line of sustainable holiday is deriving from sustainable tourism that has three basic components of sustainable; socio-cultural, economic development and environment. To all three important aspects of sustainable holiday, the activities of pre-traveling, and during traveling would be the main point of indicators concept developed. To this reason, the important activities at tour operator or travel agent and destinations can be significant sources in developing the sustainable holiday indicators.

2 LITERATURE REVIEW

2.1 *Sustainable holiday*

Little studies about sustainable holiday were found, but the concept of sustainable can be applied in all form of tourism activities. Rooted from sustainable tourism concept which is fundamentally associate with sustainable development as interpreted in the Brundland Report of 1988, sustainable tourism focus on the need of tourism development that enhance natural riches and contribute to socio-economic progress of destination. Sustainable increase awareness on environmental sensitivity and ecological consciousness within tourism activity (Dodds & Butler, 2010). Tourism is important for industrialize countries as a market of high economic and to less develop countries as tourist destinations. This than believe that holiday impact to environmental crucial issues such as the overall number of trips, the choice of destinations, the distant of traveled and the mode choice of transportation (Bohler et al., 2005).

Due to the little study on sustainable holiday, the definition of sustainable holiday is derived from sustainable tourism. No specific definition of sustainable holiday were mention, but as traveling mostly focus on destination, the definition developed as the activities related to holiday activities at the destination with the responsible to protection of environment, socio-cultural enhancement and economic benefit to people at the destinations.

2.2 *Sustainable holiday practice*

The practices of sustainable holiday start from tour operator while they buy tourism services in bulk, assembles them into attractive package then sold directly to customer through travel agents as

holiday packages. Tour operators are related to the activities in producing tour packages that sold by travel agent. As the important role of tour operators in assembling tour packages of product, this then believe that tour operators play an important roles in changing behaviors and attitudes towards more responsible forms of tourism by (a) influencing the volume and direction of tourism flows, (b) integrating and affecting attitudes and practices of numerous tourism suppliers and stakeholders, and (c) shaping destinations and local communities (Sigala, 2008). To this point, tour operators have control on how the packages being assemble from the responsible supplier or stakeholders become a tour packages. Public awareness on holiday experiences are now increasing and the tourist are demanding more on environmentally and culturally sensitive holiday experiences. The tour operator should then response to produce sustainable tour package to remain competitive (Font & Cochrane, 2005).

Tour operators are the key in achieving sustainable holiday (Frey & George, 2010; Wijk & Persoon, 2006). Tour operators recognize their responsibility for the negative impact of tourism caused by tourist in which facilities used during their holiday as well as tour operators take more proactive attitude and start to develop environmental policies and plans (Khairat & Maher, 2012). Tour operator commitment on sustainable tourism concept are one of their business practices by working together through common activities to promote and disseminate methods and practices compatible with sustainable development (TOI, 2005).

Areas that tour operators integrate sustainability process include: (1) internal management, (2) product development, (3) supply chain management, (4) customer relation and (5) co-operation with destination (TOI, 2007). Tour operators plan and prepare holiday package on first four areas that tour operators have direct impact on sustainability while the fifth area covers efforts to address product impacts at destination (TOI, 2007).

As the choice of supplier at the first activities, sustainable holiday were then being important part of the whole holiday. The impact of this choice is related to cost. Some supplier chosen is because of the sustainable certificate on their services. Benefit of implementing sustainable holiday concept at TUI Travel as British huge travel agent is cost saving from reducing energy and water consumption and supporting business to environmental or socio-economic project at destination by featuring hotels with sustainability certification (TUI Travel, 2015).

2.3 *Indicators for sustainable holiday*

Sustainable holiday are relatively new field of research and study interest. However, the indicators

developed perform from the sustainable tourism and responsible traveler because holiday related to destination and the movement of people at the destination, then the indicators developed support the sustainable concept. There are two phase that sustainable holiday bring positive impact; (1) at tour operator as assemble of tour package and (2) at the destination where tourists consume the tour package as holiday. This paper emphasized on the tour operator indicators in supporting sustainable holiday concept and the tourist behavior at the destinations.

Methodology in developing sustainable indicators by Khairat and Maher (2012) is used exploratory research technique with depth interviews of stakeholders of tour operators in destinations combined with descriptive research techniques. To this indicators developed, the qualitative and quantitative method were used.

Sustainable holiday indicators develop at pre-holiday mention by Carbone (2004) and TOI (2007) in Khairat and Maher (2012) there are five dimensions of being sustainable at the preparation phase, consist of (1) internal management, (2) product development, (3) supply chain management, (4) customer relation and (5) cooperation with destination. Those five dimensions are being important part of tour operator to consider when their designing tour package. The tour package then experienced by tourist at the destination. To get the best positive impact on destinations, assembling tour package need to consider best practice of sustainability concept. Font and Cochrane (2005) mention that the indicator for internal management involve:

- a. Cost saving by reducing consumption of paper, energy, water and other supplies;
- b. Good labor practice and respecting human right; increase staff morale, allow greater retention of high quality staff, improving working condition contribute to high quality of service for clients.

Miller and Ward (2005) explain the product development indicator consist of:

- a. Choice of destination of holiday package component in minimizing environmental, economic and social impact;
- b. Selection of service provider and contracting.

Meanwhile, supply chain management indicators are:

- a. Product and service stewardship of holiday package design with lower environmental and social impact (Bedeanu, 2009; Miller & Ward, 2005).
- b. Raising awareness on sustainable issue supported by tour operator (TOI, 2007).

- c. Cooperation with destination in sustainable manner by establishing link and developing partnership with stakeholders (Carbone, 2004).

Customer Relation indicators (Font & Cochrane, 2005):

- a. Expecting appropriate customer behavior at destination become responsible tourist;
- b. Protect customer privacy, health and safety

The cooperation with destination indicator by Carbone (2004) is establishing link and partnership with stakeholders in destination, private sector, civil society, local authorities and non-governmental organization at destination in the sustainability manner.

At the destination phase, tourist behavior emphasize regarding their responsibilities during their holiday. The indicators developed are (world-tourism.org):

- a. Being open mind to other cultures and tradition through earn respect, readily welcome by local people, be tolerant and respect diversity;
- b. Respect human right by not exploiting any form of conflict;
- c. Preserve natural environment by protect wildlife and habitants, not purchase product made from endangered plants or animals;
- d. Respect cultural resources by conducting activities with respect for the artistic, archaeological and cultural heritage;
- e. Contributing to economic and social development by purchase local products.

TUI Travel also develop indicators of sustainable holiday with the dimensions of protecting diversity, investing in training, reducing waste, reducing carbon, animal welfare, supporting communities, protecting children and saving water that reflected on the whole holiday plan. Those dimensions also related to the phase of preparing tour package and at the destination. The indicators develop by TUI Travel include (TUI Travel, 2015):

- a. Promoting greener and fairer holiday online;
- b. Training customer by facing colleague on sustainability
- c. Flying more fuel-efficient aircraft,
- d. Operating cruise ships more efficiently,
- e. Greening for coach fleet,
- f. Sustainability awareness raising in destinations,
- g. Engaging customer in sustainable tourism,
- h. Driving best practice sustainability performance with suppliers.

Other studies on sustainable related to the indicators developed as well as developed on three basic sustainable concern of environmental, socio-cultural and economic development. The studies of

AITO (Association of Independent Tour Operators) develop the indicator of (1) protect the environment; its flora, fauna and landscape; (2) respect local culture; traditions, religions and build heritage; (3) benefit local communities; both economically and socially; (4) conserve natural resources; from office to destination; and (5) minimize pollution; through noise, waste disposal and congestion.

3 DISCUSSION

Tourism is considered responsible for generating the most severe negative impact that the need of sustainable development is necessary. To all indicators mentions above from previous studies, it is clear that all indicators keep on the track with sustainable components; environmental, socio-cultural and economic development. Sustainable holiday indicators should be wisely consider applied when tour operator assemble a tour package. This

Table 1. Indicators for sustainable holiday.

Components	Indicators
Environmental	<ol style="list-style-type: none"> 1. Reduction of energy, water, & other supplies consumption 2. Minimize pollution 3. Preserve natural environment 4. Conserve natural resources 5. Saving water 6. Promoting greener holiday online 7. Minimize pollution 8. Staying at certified green hotel 9. Flying more fuel-efficient aircraft 10. Greening coach fleet 11. Sustainable awareness raising at destination
Socio-cultural	<ol style="list-style-type: none"> 1. Respecting human right 2. Supporting communities 3. Protecting children 4. Respect local culture and diversity 5. Respect diversity 6. Protect customer privacy, health and safety 7. Engaging customer in sustainable holiday 8. Training customer by facing colleague on sustainability
Economic development	<ol style="list-style-type: none"> 1. Contributing economy locally 2. Promoting fairer holiday online 3. Driving best practice on sustainability performance with suppliers 4. Purchasing local products 5. Establishing link and developing partnership with local stakeholders

Source: Font & Cochrane (2005), Miller & Ward (2005), AITO (2016), TUI Travel (2015), world-tourism.org.

then bring to a better value of holiday by minimizing negative impact to environment, socio-culture and economic impact at the destination.

In designing a tour package, tour operator should consider the sustainable holiday indicators developed. A tour package which is support sustainability consist such as flying with a fuel-efficient aircraft, staying in the certified green hotel, choosing destination which is respect to local culture and preserve natural environment, work closely with local supplier by choosing the local products and services and not buying imported products. A tour package can be developed in more varieties of services and inserted the sustainable holiday concept on it.

After tour package being sold to tourist, the tour operator still have responsibilities in involving tourist to be more responsible on their holiday as the greener holiday promotes to tourist online by travel agents or tour operators. Some practices encouraging tourist to be more sustainable by saving water when staying at the hotel, reducing the use of energy, protecting respecting local culture and buying souvenir locally not from protected animal. All those practices being promotes by travel agent online in supporting sustainable holiday.

Seeing that experience, would only easy to be written, but not in practice. To do so, the effort are needed from both supply side; the tour operator and travel agent as well as demand side from the tourist or customer willingness to be more responsible on sustainable holiday. The application of sustainable holiday should be ideally achieve to perform sustainable holiday in order to improve the better quality of environment, preserving socio-culture and benefit economic for local communities at the destination. The indicator of sustainable holiday will help easily of tour operator or travel agent in practicing sustainable holiday. The indicator of sustainable holiday concept is presented in [Table 1](#).

The development of sustainable concept is rapid that the indicators may also transform concerning different types of tour operator, destination and tourist. But, to all differences, sustainable holiday support the positive form of sustainable tourism as a whole.

4 CONCLUSION

Tourism is considered responsible for generating the most severe negative impact that the need of sustainable development is important in the form of sustainable holiday. The important elements of sustainable holiday were derive from sustainable tourism components; environmental, socio-

cultural and economic development. Two phase on sustainable holiday were developed; at pre-traveling and during traveling. Pre traveling start from the tour operators buy tourism service in bulk then assembles into attractive package, while during traveling mostly focus on the tourist awareness experiencing their holiday. To both phase, the sustainable holiday indicator were developed. Most of pre-traveling phase, the indicators emphasis in integrating sustainable holiday process includes those three components of sustainable holiday. The indicator of sustainable holiday during traveling phase include the behavior of tourist that mostly relate to tourist responsibility at the destination in supporting the preservation of environment, socio-culture and benefiting economic to local communities.

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Perceived destination competitiveness: An empirical assessment using PLS-SEM

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ABSTRACT: Destination competitiveness has become a critical issue and creates an increasing challenge in the tourism market. A successful tourism destination should embrace an integrated approach towards many components of the tourism system and the competitive advantage of a destination is closely related to the quality of the products offered, is quality of tourist experience provided by the destination. This paper discussed the tourism destination competitiveness from a tourist's perspective, using Langkawi Island, Malaysia as a case study. Through surveys of 384 tourists and using PLS-SEM some useful insight related to investigate issue is obtained.

Keywords: tourist, perceived destination competitiveness, tourist satisfaction, PLS-SEM

1 INTRODUCTION

Most of the destination competitiveness researches suggest that the competitive advantage of a destination is closely related to the quality of the products offered that is the quality of tourist experience provided by the destination (Crouch & Ritchie, 1999, Chon & Mayer, 1995, Faulkner, Oppermann & Fredline, 1999, d’Hauteserre 2000, Hassan, 2000). With that, the purpose of this paper is to examine the perceived destination competitiveness from the tourist perspective. The guiding principle of this study is that the competitiveness of the Langkawi Island, Malaysia is dependent upon the perceived tourism images of the island itself. To be specific, this research attempts to identify the factors that are likely to influence tourists' perception of destination competitiveness, and through the proposed theoretical model the relationship between tourist involvement and perceived destination competitiveness is statistically tested.

2 LITERATURE REVIEW

Many scholars claim that competitive destination is one which brings about the greatest success not only in developing a particular destination but increase in tourists' arrival or receipt, market share

and greater well-being for its residents on a sustainable basis (Ritchie & Crouch, 2003).

In line with this notion, Malaysia government through Ministry of Tourism is continually proactive in promoting the nation using all the available tourism resources in making this country as a competitive destination. Attractions like shopping with duty-free prices, conventional tourism like diving, flora, fauna, cultural, heritage and now step-up promotion for gastronomic, eco-business tourism, sports, MICE (Meeting, Incentive, Convention, and Exhibition) tourism and many others while committed in preserving Mother Earth for future generations well-being are some the initiative undertaking.

A target of 36 million of tourist arrivals and 168 billion in revenue is set by the government in line with the 2020 Vision for tourism industry (MTPB, 2012). With the intention of making competitive destinations, some of the popular islands are also included. Langkawi besides Penang, Tioman since the inclusion of it as a prospective competitive tourist destination in 1975 is one of the popular destinations aggressively developed. It was first declared as a tax-free island in order to draw more visitors to shop and spend besides appreciating the exotic beauty of the island.

In positioning Langkawi as an international tourist destination, the Langkawi Development

Authority (LADA) as the local government agency was formed responsible for expanding the economy and supporting tourism development in the Island. LADA is also responsible to create attractive opportunities for foreign investors using the existing available tourism products and resources. This government body is operated based on social, economic and physical development of Langkawi in line with the central government policies of preserving the natural resources and establish conducive environment.

As earlier mentioned, the competitive advantage of a destination is closely related to the quality of the products offered that is the quality of tourist experience provided by the destination (Crouch & Ritchie, 1999, Chon & Mayer, 1995, Faulkner, Oppermann, & Fredline, 1999, d’Hauteserre, 2000, Hassan, 2000). Dwyer and Kim (2003), and Enright and Newton (2005) argues that the principal factors contributing to competitiveness are varied amongst destinations. They suggested that destination must take a more tailored approaches to enhancing and developing tourism competitiveness, rather than adopting a single, universal policy or strategy. In fact, Meng (2006) noted in a highly competitive tourism destination market, tourists’ experiences and their opinions and attitudes should be understood in order to enhance the performance of destination products and services and promote destination development strategies. In this sense, the relationship between Langkawi Island tourism performance on the local economic and socio-cultural impacts is rather vague. Further, the international tourist perceived Langkawi Island as a competitive tourism destination is hardly discussed or investigated.

3 METHODOLOGY

The study employs a quantitative approach with structured questionnaires as the research instrument. The integrated model of destination competitiveness which comprises inherited resources, created resources, supporting factors and resources by Tanja Armenski, Doris O, Gomeselj, Branislav Djurdjev, Nevena Curcic, and Alexandra Dragin (2012) as the determinants of perceived destination competitiveness was adapted. A descriptive research design, correlation approach, Likert scale from 1–7 and a cross sectional study is used. The Langkawi Island popular spots among the international tourists like Kuah, Pantai Cenang, Padang Matsirat, the Tourist Information Centre and many others are the contextual setting for data collection. With few weeks, spending on data collection among the international tourists, 384 completed questionnaires were successfully collected.

4 FINDINGS AND DISCUSSION

Besides descriptive analysis, the Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS 2.0 was used to test the proposed model.

4.1 Respondent’s profile

Referring to the Table 1, the distribution of the respondents based on the gender indicated that, about 51% were female respondents, and also the majority of the respondents participated in this study were in the ranged from 30 to 39 years old (30.5%). Besides that, the majority of the respondents is having a household income in the ranged from USD40,000 to USD59,000 (31.8%), whereas only 8.6% indicated their household income was USD80,000 and above. As for occupations most of the respondent’s as a self-employed (34.1%), followed by professional workers (24.0%) and (7.8%) among the retiree.

Table 1. Respondents profile

	Profile	Frequency	Percentage
Gender	Male	187	48.7
	Female	197	51.3
Age	Less than 20 years old	26	6.8
	20–29 years old	64	16.7
	30–39 years old	117	30.5
	40–49 years old	117	30.5
	50–59 years old	27	7.0
	60 years old and above	33	8.6
Household Income	Less than USD20,000	54	14.1
	USD20,000 – USD39,000	74	19.3
	USD40,000 – USD59,000	122	31.8
	USD60,000 – USD79,000	101	26.3
	USD80,000 and above	33	8.6
Occupation	Self-employed	131	34.1
	Student	50	13.0
	Retired	30	7.8
	Professional	92	24.0
	Others	81	21.1

4.2 Data distribution

According to Hair et al. (2011) and Henseler et al. (2009), the extremely non-normal data distribution can give an unrepresentative standard error of parameter estimates. The procedure to obtain the standard error of the parameter is through the assessment of the bootstrapping analysis, where the extremely non-normal data can increase the standard errors and thus can reduce the probability of some significant relationships. In this assessment, the indicators data seem to be approximately normally distributed, since the Skewness and Kurtosis statistics for each indicator in the instrument was in the range of ± 1.00 (Range Skewness: -0.744 to -0.152 ; Range Kurtosis: -0.332 to 0.810). Therefore, it can be concluded that the data distribution for each indicator was approximately normally distributed and also extreme data values were not exists (Hair et al., 2014; Hair et al., 2010).

4.3 Measurement model

The key aspects to determine the quality of the measurement model is through assessment of convergent and discriminant validity of the measurement model (Hair et al., 2014; Hair et al., 2011; Chin, 1998). In the convergent validity assessment, criterion such as indicator loadings (γ), Cronbach Alpha reliability (α), Composite reliability (ρ), and Average Variance Extracted (AVE) were inspected. Thus, validity assessment was performed to evaluate the discriminant validity of the measurement models.

Table 2 indicated that, all indicators that has been used to measure the targeted latent variables has passed the minimum criterion of convergent validity which is factor loading above 0.70 and statistically significant, AVE values above 0.50, and also the Composite reliability and Cronbach's Alpha were above 0.70.

The analysis in Table 3 indicated that, the value of the off-diagonal elements were smaller than the value of the square root of AVE. Therefore, it confirms that each latent construct measurement was totally discriminating to each order (Fornell & Larcker, 1981; Hair et al., 2014).

4.4 Structural model

The evaluations of the structural model are based on several methods. The methods are coefficient of determination (R^2), predictive relevance (q^2) evaluation and also evaluation of the effect size (f^2) of the structural model (Hair et al., 2011). In addition, evaluating the significant path coefficients of both structural models using 5000 bootstrap sample is another important key aspect in this section (Hair et al., 2014).

Table 2. Convergent validity.

LV	Ind	γ	AVE	ρ	α
Inherited Resources	inh 1	0.871*	0.723	0.954	0.945
	inh 2	0.890*			
	inh 3	0.879*			
	inh 4	0.841*			
	inh 5	0.877*			
	inh 6	0.832*			
	inh 7	0.805*			
	inh 8	0.804*			
Created Resources	cre 1	0.855*	0.724	0.954	0.946
	cre 2	0.899*			
	cre 3	0.790*			
	cre 4	0.855*			
	cre 5	0.866*			
	cre 6	0.835*			
	cre 7	0.855*			
	cre 8	0.847*			
Supporting Resources	sup 1	0.840*	0.741	0.958	0.950
	sup 2	0.865*			
	sup 3	0.860*			
	sup 4	0.892*			
	sup 5	0.860*			
	sup 6	0.885*			
	sup 7	0.843*			
	sup 8	0.842*			
Satisfaction	trs 1	0.918*	0.822	0.970	0.964
	trs 2	0.911*			
	trs 3	0.936*			
	trs 4	0.923*			
	trs 5	0.905*			
	trs 6	0.888*			
	trs 7	0.862*			

Note: LV = Latent Variable; Ind = Indicator; γ = Factor Loading; AVE = Average Variance Extracted; ρ = Composite Reliability; α = Cronbach Alpha; * $p < .01$. (1) = Inherited Resources; (2) = Created Resources; (3) = Supporting Resources; (4) = Satisfaction; the value in the diagonal (bold) is a square root of the AVE of each latent variable and the element off the diagonal value is the inter correlation value between latent variable.

Table 3. Fornell-Larcker discriminant validity.

LV	(1)	(2)	(3)	(4)
(1)	0.850			
(2)	0.737	0.851		
(3)	0.688	0.746	0.861	
(4)	0.606	0.615	0.647	0.907

Note: LV = Latent Variable; Ind = Indicator; γ = Factor Loading; AVE = Average Variance Extracted; ρ = Composite Reliability; α = Cronbach Alpha; * $p < .01$.

The results in Table 4 indicated that, Inherited Resources ($f^2 = 0.042$), Created Resources ($f^2 = 0.021$), and Supporting Resources ($f^2 = 0.098$) have a small effect size towards Satisfaction. Besides that, the model can be concluded having an adequate predictive relevance since the magnitude of the q^2 of each exogenous construct toward Satisfaction was above zero. Furthermore, total variation explained (R^2) for satisfaction was 0.480, which can be defined as Inherited Resources, Created Resources, and Supporting Resources were able to explain about 48.0% towards Satisfaction.

The results in Table 5 indicated that, Inherited Resources ($\beta = 0.230$, $t = 3.512$, $p < 0.01$), Created Resources ($\beta = 0.180$, $t = 2.523$, $p < 0.05$),

Table 4. Effect size (f^2) and predictive relevance (q^2) of endogenous latent variables of structural model.

	f^2	q^2	Remark
Endogenous: Satisfaction			
Exogenous: Inherited Resources	0.042	0.030	Small
Exogenous: Created Resources	0.021	0.015	Small
Exogenous: Supporting Resources	0.098	0.067	Small

Table 5. Path coefficients of structural model.

Path	β	SE	t-value	Bootstrap-t
INH \rightarrow SAT	0.230	0.06548	3.512**	(0.102, 0.358)
CRE \rightarrow SAT	0.180	0.07134	2.523*	(0.040, 0.320)
SUP \rightarrow SAT	0.355	0.06031	5.886**	(0.237, 0.473)

Note: INH = Inherited Resources; CRE = Created Resources; SUP = Supporting Resources; SAT = Satisfaction; β = Standardized Path Coefficient; the result of Bootstrap-t was based on 95% bootstrap confidence interval with 5000 replication; * $p < .05$; ** $p < .01$.

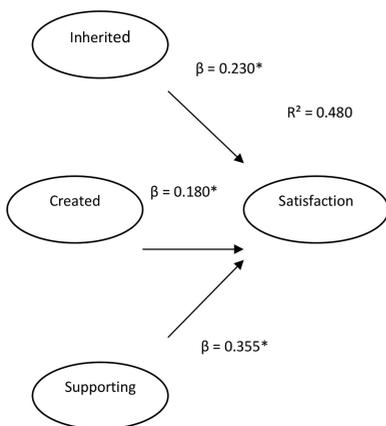


Figure 1. Structural model (* $p < 0.01$).

and Supporting Resources ($\hat{\beta} = 0.355$, $t = 5.886$, $p < 0.01$) has positively significant direct effect towards Satisfaction for at least at 95% level of the confidence interval. The bootstrap confidence interval approach also indicated that, these three path coefficients (i.e. INH \rightarrow SAT, CRE \rightarrow SAT, and SUP \rightarrow SAT) were also significant since the Bootstrap-t confidence interval does not include zero.

The assessment of path coefficient also indicated that, Supporting Resources had the largest contribution effect towards Satisfaction ($\beta = 0.355$), since the path coefficient value was the largest among the targeted path coefficients towards Satisfaction, followed by Inherited Resources ($\beta = 0.230$), and Created Resources ($\beta = 0.180$).

5 CONCLUSIONS AND RECOMMENDATION

It is expected that the insightful drawn from this study would help the local authority and agencies, particularly the LADA, tour operators, travel agencies, the hotel operators and the federal government, particularly the Ministry of Tourism in improving, continuously promoting and maintaining, the competitiveness of Langkawi Island as a tourist destination without degrading the environment, economic and social aspects of it.

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APPENDIX

Table 6. Coded items description.

Coded Description	
inh 1	Langkawi offers a unique natural scenery/historical/cultural/heritage destination as per promotion
inh 2	The attraction of Langkawi is mixed of traditional and cultural influences
inh 3	Langkawi offers nature-based especially on Flora and fauna attraction
inh 4	Langkawi offers favourable weather all year round and suitable to tourist preferences.
inh 5	Langkawi offers National parks as an additional attraction to tourists
inh 6	Langkawi is surrounded by abundant of island and beaches
inh 7	Langkawi offers adequate connection with other intermediates such as other industry players—hotels, stakeholders, event organizers
inh 8	Tourism industry in Langkawi is committed preserving the overall environment
cre 1	Langkawi has vast accessibility to and other the destinations
cre 2	The products around Langkawi offer adventure-based facilities
cre 3	Langkawi offers abundant and interesting nightlife
cre 4	Langkawi offers variety of gourmet that can easily get
cre 5	Langkawi offers a good variety of special events such as LIMA, Tour d Langkawi
cre 6	It is easy to get information for tour around the island
cre 7	Langkawi offers accessible airport with quality services to tourist
cre 8	Langkawi also offers services for Meeting/Incentives/Conference/Exhibition
sup 1	Warm hospitality by local towards tourists make tourist feel comfortable and feel at home
sup 2	Langkawi offers efficient financial/foreign currency exchange services
sup 3	Telecommunication services to tourists are friendly
sup 4	Efficiency of immigration and front liners
sup 5	Medical services offered are to the tourists' standard
sup 6	Destination links with major origin markets very reliable
sup 7	Quality of tourism players services is comparable
sup 8	Accessibility of destination is extensive and reliable
trs 1	The visit was exactly what I needed
trs 2	The visit worked out as well as I thought it would
trs 3	I am satisfied with my decision to visit this destination
trs 4	Overall, I am satisfied with this visit
trs 5	I have truly enjoyed this visit
trs 6	I am happy that I come to Langkawi
trs 7	I feel good about my decision to come here



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Tourism core and created resources: Assessment on Travel and Tourism Competitiveness Index (TTCI) ranking and tourism performance

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ABSTRACT: Tourism core and created resources are important dimensions of a destination's competitiveness and are the primary reasons why visitors choose one particular destination over another. However, despite the increasing debate in literature on the importance of tourism core and created resources Towards the Tourism Destination Competitiveness (TDC) level, the causal relationship with the Travel and Tourism Competitiveness Index (TTCI) are unexplored, especially with respect to the actual performance. This study evaluates the contributions of the core resources (cultural and heritage sites) and created resources (number of sports stadiums, number of international association meetings and number of high-end shopping malls) to the overall competitiveness of the tourism industry and also to its performances based on secondary data referring to the 115 destinations. The study findings extend the application of TDC theories and expand the body of knowledge of destination competitiveness.

Keywords: tourism, competitiveness, Travel and Tourism Competitiveness Index (TTCI), performance

1 INTRODUCTION

Over the past sixty years, tourism has experienced constant growth and diversification to become one of the largest and fastest-growing industries (Risi, 2014). The tourism industry is a growing sector that provides significant economic gains for countries worldwide (Mowforth & Munt, 2008). Currently, the tourism industry is a vital driving force towards the alleviation of poverty and regional disparities, especially in emerging destinations via the enhancement of employment and economic activities that come with tourism. In most developed and developing countries, the tourism industry has been identified as a significant income producer, surpassing both the manufacturing and agricultural sectors (Central Intelligence Agency, 2011). Given the increased competition among tourism destinations, it is essential that tourism destinations focus on developing and promoting their distinguishing competitiveness qualities. Tourism Destination Competitiveness (TDC) is based on the level of productivity determined by destinations set of tourism product, policies, environmen-

tal factors and competitive advantage. Also, the level of competitiveness is a primary determinant of how well a destination performs in the global tourism industry (Dwyer, Forsyth, and Dwyer, 2010). Therefore, a destination must remain competitive if it is to optimise its full potential and sustain market growth.

Dwyer and Kim (2003) indicated that destination competitiveness is highly dependent on the value added by the core resources and attractions. Core resources and attractions serve as the fundamental factors motivating tourists to visit one destination over another and are intended to provide memorable experiences for the tourists. Culture and heritage are important dimensions of a destination's attractiveness and are the primary reasons why visitors choose one particular destination over another (Ritchie & Crouch, 2003). Previous research identified that culture and heritage, including the historical and archaeological sites, artistic/architectural features and cultural attractions (Murphy, Pritchard, & Smith, 2000; Prentice, 1993) enhance the attractiveness of a tourism destination (Ritchie & Zins, 1978; Tang & Rochananond, 1990)

and serve as significant motivational forces encouraging tourism.

Much research exploring TDC focuses on the main factors affecting destination competitiveness (e.g. tourism resources). Most of the work on TDC suggests that each one of these factors (at varying levels) can improve a destination's competitiveness. However, the way in which these items are inter-related and comprehensively contribute to a destination's success (or unsuccessful) remains largely unexplored.

2 ISSUES

Evaluation of competitiveness can be based on efficiency and performance. In term of efficiency, destination competitiveness can be measured by using composite indices. The Travel and Tourism Competitiveness Index (TTCI) is considered as an excellent contribution to tourism competitiveness measurement and understanding. The TTCI was computed by using the secondary data and assessed the tourism competitiveness on the macro (national) level of a destination. However, there are many issues highlighted on the effectiveness of TTCI in explaining destination competitiveness. One of the problems associated with the highly unbalanced distribution of competitiveness between advanced and emerging countries and between continents. Kester and Croce (2011) argued that the TTCI tend to rank advanced economies higher than countries in lower stages of development. Moreover, the TTCI does not weight tourism variables differently at all in the compilation of the index. This assumption is explained by the fact that, on average, advanced economies fare significantly better across most of the variables considered by the TTCI, including hard and soft infrastructures, regulatory frameworks, security and public health.

Another way to measure destination competitiveness is by looking on the tourism performance. Determining the level of competitiveness of destinations is important in measuring the performance of a destination compared to its competitors. Quantitative performance of a destination can be measured by looking at numbers such as annual numbers of tourist arrivals, the amount of annual tourism receipts and level of expenditure per tourist (Kozak, 2002). To date, a comprehensive study on tourism performance has yet to be undertaken. At present, some researchers have highlighted that assessing a destination's competitiveness should not be exclusively based on its competitive advantage(s), but should also take into account the actual performance (tourist arrivals, receipt, contribution to the GDP) of

the tourism destination (Assaf & Agbola, 2011; Assaf & Josiassen, 2011).

3 HYPOTHESIS DEVELOPMENT

Dwyer and Kim (2003) consider a destination's physical assets to be natural resources. In addition, culture and heritage sites are important dimensions of a destination's attractiveness and are the primary reasons why visitors choose one particular destination over another (Ritchie & Crouch, 2003). Hassan (2000) argued that since tourism destinations involve multi-faceted components of natural and cultural resources, a systematic assessment of the importance of natural and cultural resources in the competitiveness assessment of a tourism destination is deemed necessary.

Meanwhile, created resources such as events, activities, and shopping are other noteworthy motivations for tourists (Moutinho, 2011; Ritchie & Crouch, 2003). Hallmark and Meetings, Incentives, Conferencing And Exhibitions (MICE) events can generate sustainable visitor interest, especially in a destination with an inbuilt seasonality environment (Faulkner, 2003; Getz, 1992; Tretyakevich & Maggi, 2012). In addition, the entertainment industry has the capability to attract tourists internationally and been identified as a major supplier to the tourism industry and indirectly improves destination's competitiveness (Dwyer & Kim, 2003; Hughes, 2013). Meanwhile, shopping is another popular activity tourists engage in travelling, which positively affects a destination's economy (Tribe, 2011). Thus, the availability of a world-class shopping mall and international brands can positively influence the tourism demand and a destination's competitiveness (Law & Au, 2000).

To conclude, core tourism resources and attractions are fundamental factors that affect tourists to visit a destination. A destination's physiography, culture and historical sites all act as powerful, captivating forces that draw competitiveness features of a destination. Additionally, tourism events, activities, and shopping leads to destination competitive advantages and growing tourism demand. Accordingly, the following hypotheses are proposed:

- H_{1a}: Core resources significantly and positively influence Travel and Tourism Competitiveness Index (TTCI) ranking.
- H_{1b}: Created resources significantly and positively influence Travel and Tourism Competitiveness Index (TTCI) ranking.
- H_{2a}: Core resources significantly and positively influence tourism performance.
- H_{2b}: Created resources significantly and positively influence tourism performance.

4 METHODOLOGICAL NOTES

This study explores the proposed paths of tourism core resources, created resources, the Travel and Tourism Competitiveness Index (TTCI) ranking and tourism performance for 115 nations. The 115 nations include 53 European countries, followed 47 countries from Asia, 12 from Americana and three countries from the Oceania. This study employs secondary, namely historical data to analyse the structural relationship among the research variables. Secondary sources were regarded as the most favorable option for data collection in order to achieve the purposes of this study, given its country-oriented macro—micro focus and the fact that secondary data tends to be reliable and readily available (Atkinson & Brandolini, 2001). The indicators were selected under the condition that they reasonably fit the suggested TDC attributes. The selection of variables was conducted based on a few key principles (OECD, 2008), including their relevance, analytical soundness, and accessibility of data (Nardo et al., 2005). In particular, a data published in the Travel and Tourism Competitiveness Index (2015) report by the World Economic Forum was used to represent the TDC, TTCI ranking, and tourism performance variables.

To examine the entire structure of the research framework, Structural Equation Modelling (SEM), more specifically, Partial Least Square (PLS) path modeling was used. Specifically, to test the robustness of the estimates, PLS regression was performed. Once the unidimensionality and the internal consistency of each factor were verified, a PLS-PM analysis was performed. Specifically, a two steps analysis was executed: (1) validating the outer model primarily through convergent and discriminant validity, as well as content validity and; (2) fitting the inner model through latent variable path analysis (Chin, 1998). Data was processed using SmartPLS 3.0 software. The results of the analyses are presented below.

5 MAJOR FINDINGS

5.1 Construct development

The core resources construct considered in this study has three items which includes: (1) the number of world heritage natural sites (CORE1); (2) protected areas as a percentage of total land area (CORE2); (3) the number of world heritage cultural sites (CORE3). Meanwhile, the created resources construct includes (1) sports stadiums (CORE4); (2) the number of international association meetings (CORE5) and; (3) the number of high-end shopping malls (CORE6). The Travel and Tourism Competitiveness Index (TTCI) construct

consists of one item, that is, the TTCI ranking. Meanwhile, the tourism performance construct is made up of three items, including: (1) the tourism contribution to gross domestic product (TP1); (2) tourism demand (TP2); and (3) tourism receipts (TP3). Table 1 below lists the characteristic of the research indicator, literature, measurement, and data source.

All items were identified as hard data; data that are quantifiable and can be described with a given degree of specificity and tangibility (James-Ward, Fisher, & Frey, 2013). Based on the relevant measurement and theoretical considerations, all six items were classified as formative. In formative measurement models, the latent variable is considered a consequence of its respective indicators (Bollen & Lennox, 1991) and because the latent variable is defined by its indicators, changing/replacing a formative indicator will alter the meaning of the latent variable (Diamantopoulos & Winklhofer, 2001).

5.2 Measurement models

Formative measurement specifies that the observable indicators are considered to cause the latent construct. For the evaluation of the formative measurement model, this study adopted the guidelines outlined by (Cenfetelli & Bassellier, 2009; Diamantopoulos & Siguaw, 2006). In particular, three parameters were examined: (1) multicollinearity, (2) construct validity and (3) indicator reliability (Wong, 2013); these are discussed in the following three sub-sections. Table 2 shows the result of the measurement model analysis.

Having established a reliable and valid measurement model, the next step of the analysis involved estimating the causal and covariance linear relationships among the exogenous (independent) and endogenous (dependent) latent variables.

The study empirical results suggest that TTCI ranking was not significantly influenced neither by the core resources nor created resources of a destination. Therefore, H_{1a} and H_{1b} were not supported. Meanwhile, the results of the path coefficients towards tourism performance revealed that core resources and created resources were all significant and thus confirmed the H_{2a} and H_{2b} hypotheses. The criteria used in assessing the PLS-SEM involved the coefficient of determination (R^2), estimation of path coefficient (β), effect size (f^2) and prediction relevance (q^2) (Götz, Liehr-Gobbers, & Krafft, 2010). With respect to the TTCI ranking, results of the path coefficients revealed that both; core and created resources were found to be insignificant. Meanwhile, the results of the path coefficients with respect to tourism performance revealed that the core resources ($\beta = 0.523$ and $t = 3.145$) and created

Table 1. Characteristics of research variables.

No	Indicator	Literature	Measurement*	Data Source
CORE1	Number of World Heritage natural sites	Ritchie & Crouch (2003) Hassan (2000)	Number of world heritage natural sites in the country (2014)	TTCI—UNESCO World Heritage List
CORE2	Protected areas as a percentage of total land area	Ritchie & Crouch (2003) Carter & Davie (1996)	Total hectares of terrestrial and marine areas under protection (2012)	TTCI—United Nations Statistics Division
CORE3	Number of World Heritage cultural sites	Ritchie & Crouch (2003) Murphy, Pritchard, & Smith (2000) Prentice (1993)	Number of World Heritage cultural sites in the country (2014)	TTCI—UNESCO World Heritage List
CORE4	Sports stadiums	Dwyer & Kim (2003) Hughes (2013)	Total number of sports stadiums (2013)	TTCI—World Stadiums report
CORE5	Number of international association meetings	Mumuni & Mansour (2014) Moutinho (2011) Ritchie & Crouch (2003)	Number of international association meeting held in the country annually (2011–2013 weighted average)	TTCI—The International Congress and Convention Association (ICCA)
CORE6	Number of high-end shopping malls	Tribe (2011) Rusko (2014)	Number of high-end shopping malls	TTCI

* Details of measurement scales and data sources are presented in the 2015 Travel and Tourism Competitiveness Report.

Table 2. Measurement model result.

Variables	VIF	Outer weight	Outer loading	Result
CORE1	1.949	0.201***	0.595	Retained
CORE2	1.496	-0.015	-0.069	Removed
CORE3	1.583	-0.114***	0.448	Retained
CORE4	2.001	-0.059	0.640	Retained
CORE5	1.612	0.015	0.441	Retained
CORE6	2.602	0.907***	0.958	Retained
TP1	1.007	0.027	-0.092	Retained
TP2	2.817	0.772***	0.982	Retained
TP3	2.817	0.259***	0.899	Retained
TTCI	1.000	1.000	1.000	Retained

Note: Multicollinearity detected if the VIF value exceeds 4.

resources ($\beta = 0.212$ and $t = 4.245$) constructs were found to be significant. Figure 1 below shows the PLS-SEM path modeling result.

The R^2 value indicates the amount of variance in dependent variables that is explainable by the independent variables. Hair, Ringle, and Sarstedt (2011) argued that R^2 values of 0.25, 0.50 and 0.75 in the structural model of PLS analysis can be interpreted as weak, moderate and substantial, respectively. The results showed a moderate amount of variance (R^2 values ranged from 0.132 and 0.319) in the TTCI ranking and in the tourism performance construct that can be explained by the

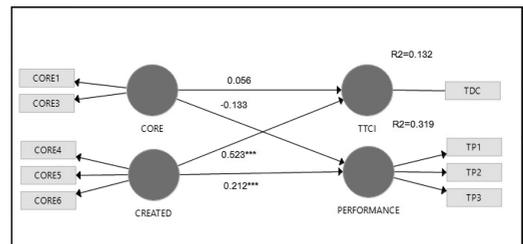


Figure 1. PLS-SEM path modeling result.

proposed predictors. The results of R^2 were higher than expected with regard to tourism performance in comparison to the TTCI ranking, due to the fact it had fewer significant independent variables. In terms of the substantive effects for the significant paths towards tourism performance (TP), the f^2 value for core resources (0.284) and created resources (0.213) suggests weak effect on tourism performance. To conclude, the paths towards TTCI were found to be weak and insignificant.

6 CONCLUDING REMARKS

Core resources include, heritage or cultural sites provided tourists with memorable experiences (Murphy et al., 2000; Prentice, 1993). Meanwhile, created resources enhanced the attractiveness of

destinations and can improve the satisfaction of tourists by promoting diversity and uniqueness in the tourism experience that can possibly overcome weaknesses in terms of a country's endowed resources. These include, for example, special events and festivals, entertainment and shopping experiences and activities that are specific to a destination (Gomezelj & Mihalic, 2008; Ritchie & Crouch, 2003; Ritchie & Zins, 1978; Tang & Rochananond, 1990).

The study empirical results suggest that TTCI cannot be used as a superior competitiveness indicator as it lacks the causal effect between available core resources and its ranking. These findings contrasted from those of Dwyer and Kim's (2003), who found that destination competitiveness is highly dependent on the value added by the core resources and attractions, and also from researchers (Gomezelj & Mihalic, 2008; Ritchie & Crouch, 2003; Ritchie & Zins, 1978; Tang & Rochananond, 1990) claiming that core resources and attractions must co-exist with a destination's complementary conditions. In fact, many studies, including this one, have argued there is no direct association between the destination competitiveness determinants and TTCI ranking (Croes, 2011; Mazanec, Wober, & Zins, 2007). Therefore, as long as the TTCI cannot generate reliable cause-effect relationships, its practical benefits in empirical research remain limited.

Meanwhile, the significant path on tourism performance is in line with Dwyer and Kim's (2003) proposition that core resources and attractions are motivating factors influencing tourists to travel, which can ultimately enhance tourism demand (confirmation of H_{2a}). However, core resources and attractions alone cannot ensure a destination's success in the tourism industry (Crouch & Ritchie, 1999). A destination requires created resources in order to sustain continuous tourist demand (confirmation of H_{2b}), consistent with prior TDC research conjectures (Gunn & Var, 2002; Inskip, 1991; Murphy, 2012).

To conclude, this study found that core resources (cultural and heritage sites) and created resources contribute, surprisingly; are a very poor measure to the TTCI ranking, while strongly measure and explain tourism performance (Tourism contribution to GDP, tourist arrivals and receipts). Altogether, the results of this study support the shortcomings of the TTCI indicators identified by previous research (Croes & Kubickova, 2013; Wu, Lan, & Lee, 2012). Ultimately, these findings call into question major concerns with regard to TTCI ability to capture the complexity of destination competitiveness and the inclusion of performance indicators in future index calculation. This study also confirm that despite the TTCI theoretical

importance and usefulness as tools for tourism destinations' ranking, measurement issues still surround the foundations of TTCI measurements. Finally, this study contributes on the extension of practical applications of PLS path modelling techniques in the field of travel and tourism studies.

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Archaeotourism destination in Lenggong Valley world heritage site: Does Knowledge Management (KM) matter?

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ABSTRACT: The aim of this paper is to review the importance of Knowledge Management (KM) in managing valuable archeological knowledge in Lenggong Valley World Heritage site (LVWHs). The study of KM has expanded rapidly in various industries, the tourism sector being the exception. Archaeotourism, which relies upon knowledge from a variety of professional and non-professional sources (e.g. local communities, historians, educational experts and archaeologists), depends on effective KM to stay competitive and to ensure that heritage knowledge is preserved for future generations. The findings show that the management of archaeological knowledge has received little attention in the academic literature, especially in the context of archaeotourism. There is an imbalance of conservation management which favors to prioritize the tangible or physical conservation of the cultural materials of archaeological site. In addition, LVWHs requires critical consideration to consider KM initiatives on managing local archeological knowledge.

Keywords: knowledge management, knowledge audit, knowledge map, archaeotourism tourism

1 INTRODUCTION

1.1 *Tourism industry in Malaysia*

Tourism has now become one of Malaysia's leading industries, having become the second major contributor to Malaysia's Gross Domestic Product (GDP) after manufacturing (Government of Malaysia, 2011 & 2015). According to Eleventh Malaysia Plan (2016–2020), Malaysia remains one of the world's leading tourist destinations, with an increase in tourist arrivals from 24.6 million in 2010 to 27.4 million in 2014 (Government of Malaysia, 2015). It has been projected that in the year 2020, tourist arrivals to Malaysia will grow at an average rate of 4% per annum to reach 36 million, with tourism receipts targeted to grow 13.6% annually to RM168 billion. Consequently, the tourism industry is expected to provide 2.34 million jobs by 2020. In light of this, the Eleventh Malaysia Plan prioritizes high yield tourism to stimulate the industry's contribution to the economy (Government of Malaysia, 2015).

Domestic tourism provides another mechanism by which to further increase the vibrancy of the industry; highlighting Malaysia's uniqueness and strengths through targeted promotional activities. As such, Malaysia's tourism industry is shifting towards knowledge-intense niche areas, creating high-income jobs and transforming from high volume to high yield. Moving forward, these strate-

gies will be pursued across five key areas, namely enhancing tourism products, upgrading service quality, enhancing marketing promotion, improving governance and intensifying domestic tourism. Consequently, according to Babola and Ajekigbe (2007), archaeological tourism or archaeotourism is particularly attractive in developing countries as a device for promoting generalised economic development.

1.2 *The study area: Lenggong Valley World Heritage Site (LVWHs)*

Use Lenggong Valley archaeological site is located at Perak Malaysia. Lenggong is surrounded by three districts namely Lenggong Districts, Temelong Districts and Durian Pipit Districts. On 30th June 2012, Lenggong Valley has been declared as the world heritage site by UNESCO. The valley was selected because "the property includes four archaeological sites in two clusters which span close to 2 million years, one of the longest records of early man in a single locality, and the oldest outside the African continent. It features open-air and cave sites with Palaeolithic tool workshops, evidence of early technology. The number of sites found in the relatively contained area suggests the presence of a fairly large, semi-sedentary population with cultural remains from the Palaeolithic, Neolithic and Metal ages" (UNESCO, 2016). This brings new huge opportunity for Lenggong Valley to be

one of the world attractive archeotourism sites. Lenggong Valley has an archaeological heritage which includes four excavation sites divided into two clusters. Cluster 1 consists of the Bukit Bunuh-Kota Tampan core zone and its own buffer zone, while Cluster 2 consists of three core zones, namely Bukit Kepala Gajah, Bukit Gua Harimau and Bukit Jawa, all enclosed within a single buffer zone.

2 THE IMPORTANCE OF KNOWLEDGE MANAGEMENT IN LENGGONG VALLEY WORLD HERITAGE SITE

2.1 *Review of current situation in LVWHs*

UNESCO promotes archaeological world heritage sites as cultural tourism destinations. As the Malaysia tourism industry is expected to grow, it is becoming increasingly important to manage and promote archaeological sites alternative tourism destinations. Archaeotourism raises our awareness of our shared cultural heritage, the knowledge of which constitutes a precious archaeological resource (Bath 2006, Cowell 2004). Nonetheless, despite the growth of heritage-related tourism, which focuses specifically on archaeological sites (Walker & Carr, 2013), there is little tourist demand for Malaysian archaeological sites among local and international tourists. Moreover, there is a paucity of tourist information regarding Malaysian archaeological sites and few attempts have been made to promote Malaysia as an archaeotourism destination. Consequently, Malaysia's rich cultural and historical value has yet to be fully appreciated by the tourism sector. In part, this devaluing of Malaysia as an archaeotourism destination comes from a lack of KM systems, which would otherwise play a major role in communicating Malaysia's heritage value both at home and abroad.

The central issue in KM is the identification of knowledge with the potential to add value to a destination. Notwithstanding, the implementation of KM is often hampered by information overload, which makes it difficult to identify value added information (Hankey & Dawson, 2000). This highly sought after knowledge is often scattered across multiple documents and reports, individuals and organizations. According to Mazzola (2015), tourists are more interested in looking for a 'genuine first-hand experience' in the destinations they visited; meanwhile, the hard core tourist fringe continues to search for a 'deeper understanding of the heritage' at the destinations they visit (Craig, 1992, pp. 29–31). Therefore, there should be an effective mechanism to manage this knowledge in order to make it available and accessible for others to use and reuse for ensuring that organizational

knowledge can be used effectively to enhance the competitiveness of a destination.

Studies of the manufacturing and service industry highlight the importance of KM as a strategic resource that influences the competitive advantage of these industries. Studies of the tourism industry, however, reveal the tourism is slow to adapt KM strategies. Consequently, only small number of tourism stakeholders (e.g. government, business agency, and the local community) is concerned about the strategic use of KM to support their business activities (Anita, 2011, Cooper, 2006, Cooper 2016). Sigala and Chalkiti (2007) argue that 'hospitality and tourism industry awareness on managing knowledge is at infant steps'. In the same vein, Cooper (2015) notes this is due there was absence of engagement between tourism sector and tourism researchers and their generation of new knowledge. Therefore, tourism sector fail to realize the benefits of generating and managing knowledge for tourism enterprises, destination and government.

Previous tourism studies have examined various KM concepts (e.g. innovation, product planning, product development, promotion, and marketing) in relation to destination competitiveness. However, the information technology era has introduced an array of methods for the acquisition, storage and dissemination of KM resources which have yet to be utilized in the development of archaeotourism destinations. In light of the new LVWHs, efforts should be undertaken to enhance the management of tourism-related activities and to gain an understanding of the knowledge resources as possessed by various stakeholders. It is important to identify not only what knowledge resource exists among stakeholders, but to examine the flow of knowledge and to make recommendations for the implementation of a KM system.

Many of these archaeological resources have significant value in terms of our common heritage and can contribute towards the public's understanding and appreciation of the past through effective education programs (O'Carroll, 2002). Archaeological resources have a number of associated values, including research, cultural, spiritual, aesthetic and economic values (Pinter, 2005; 2015). Malaysia's LVWHs contains a rich repository of world historical and heritage knowledge, that needs to be explored, managed and preserved properly.

In the context of the LVWHs, few people know anything about the Lenggong Valley beyond the discovery of 'Perak Man'. Public domain historical and heritage knowledge about Lenggong Valley represents the perspectives of archaeological experts and is written in a technical language which is generally inaccessible to those without such expertise. Much of the local knowledge

concerning how the surrounding community interprets Lenggong’s historical and heritage sites has gone undocumented. Moreover, because there is yet to be a concerted effort to manage and bring together the various sources and forms of knowledge about the LVWHs, policy makers are left to make decisions about Lenggong’s future while knowing very little about the importance of its heritage or archaeological assets. This has also made it more difficult to promote and sustain the archaeological site, with local interesting groups tending to undersell the value of Lenggong Valley because they are largely unaware of the importance of its archaeological sites.

In terms of the archaeology management of LVWHs, recent research conducted by Goh (2015) identifies two common patterns of conservation and management practice in LVWHs. The first trend is dominated by the professionals such as archaeologists and government authorities, which concern on the constitutional control and government authority. Then the second trend is the imbalance of conservation management which favors to prioritize the tangible or physical conservation of the cultural materials. In this case, there is little acknowledgement has been given to the intangible aspect of heritage material such as the local history and cultural associations into the interpretation as well as the local community connected culturally to Lenggong Valley. What is surprising in Goh (2015) findings is that up to now there is an absence of a formally written conservation management plan to address the management issues including the conservation of tangible and intangible resources in the area of LVWHs. The summary of conservation

and management practice in LVWHs is depicted in Table 1.

3 KNOWLEDGE MANAGEMENT APPROACH

3.1 Knowledge Audit

A critical component of KM is the performance of a Knowledge Audit (KA). The knowledge audit is the first major phase of KM that facilitates knowledge mapping. The main focus of the knowledge audit is to examine the knowledge source and the way knowledge is being used. This is due to Knowledge is key to competitive advantage. It is therefore critical for organizations to understand how to use knowledge to their advantage.

According to Mearns and Du Toit (2008), a knowledge audit has two functions: to provide a better understanding of the source of the knowledge, and to understand the flow of knowledge. In the other word, KA identifies several issues linked to culture, people, content and process in the context under study such. This will highlight the issues of knowledge sharing bottlenecks, lack of skill and capability of utilizing the knowledge, problems of understanding of strategic value of knowledge and the interpretation of knowledge. Therefore, the knowledge audit allows one to explore how and why knowledge is acquired, accessed, disseminated, shared and used.

The knowledge audit provides a comprehensive approach to the investigation of the rich contextual elements of KM initiatives (Razieh & Raman,

Table 1. Conservation and Management of LVWHs (adopted from Goh (2015)).

Year	Authority for <i>conservation & management of LVWHs</i>	Focus area in <i>conservation & management of LVWHs</i>
198 to 2003	<ul style="list-style-type: none"> • Department of Museums and Antiquities • Lenggong District Council 	<ul style="list-style-type: none"> • Control of archaeological investigation (i.e research grants & excavation license) • Periodical site maintenance • A more comprehensive conservation & management practice.
Early 2004	<ul style="list-style-type: none"> • Division of Heritage (a branch of the Ministry of Culture, Arts & Heritage Malaysia –KEKWA-) 	<ul style="list-style-type: none"> • A more comprehensive conservation & management practice.
2006–2014	<ul style="list-style-type: none"> • Department of National Heritage (upgraded from KEKWA) • Lenggong District Council • Department of Town & Country Planning • Perak Economic Planning Unit • Local land office • Lenggong Archaeological Museum 	<ul style="list-style-type: none"> • A more comprehensive conservation & management practice. • Allocation of sufficient funding & technical assistance for archaeological research. • Heritage awareness campaign • Conservation & management is systematized in accordance to the provisions & guidelines provided by the National Heritage Act 2005 (NHA 2005) & other international charters, with minor enhancements by the local government and authority.

2015). This is appropriate because KM initiatives are not only characterized by their physical aspects, but are also embedded within the surrounding social systems. The knowledge audit results in the identification of knowledge assets and knowledge flow, as well as the classification of the knowledge asset creators, owners and users. This demands a clear identification of what knowledge is important to support the needs of tourism destination (Pyo, 2012). The knowledge audit will ultimately reveal what it knows, what it does not know, what it needs to know and how it should go about improving the management of its existing knowledge. Knowledge Management success requires a synergy of organizational, technological and human-focused initiatives and tools integrated in a single system.

According to Liebowitz et al. (2000) the knowledge audit process involves these following activities:

- a. Identify what knowledge currently exists in the targeted.
- b. Identify what knowledge is missing in the targeted area.
- c. Provide recommendations from the knowledge audit to management regarding the status quo and possible improvements to the knowledge management activities in the targeted area.

In this case, knowledge audit from the local community, archeologist, historian and museum is very useful to explore and make it available for enhancing LVHMS tourism destination value. The current situation shows that there is a lot of undiscovered history and story in LVHMS (Goh, 2015). The management of LVHMS is unaware of the knowledge of local community have, because they do not know who or where their sources of relevant and needed knowledge are and what knowledge these sources hold. It is a problem which the management of LVHMS cannot use this knowledge or share it with others to use.

3.2 Knowledge map

There are a variety of definitions and categories of knowledge maps proposed and used within industry and academia. The knowledge map (or k-map) can be defined as a visual display of knowledge and relationships using text, stories, graphics, models or numbers (Handzic, 2004). It portrays the sources, flows, constraints, and sinks (losses or stopping points) of knowledge within an organization. In addition, Vail (1997) cited that new knowledge can be created from the mapping process itself, the act of mapping knowledge often resulting in the creation of intellectual capital by discovering previously unknown relationships or gaps in the knowledge landscape.

In order to visualize an organization's knowledge, knowledge mapping must be conducted effectively. This phase aims to analyses knowledge using the knowledge mapping technique. Furthermore, the KM model will be developed by mapping both the knowledge and its mechanisms of dissemination using the appropriate KM tools.

4 CONCEPTUAL RESEARCH FRAMEWORK

The purpose of this framework is to understand the process through which KM initiatives are implemented and to identify the contextual factors surrounding the archaeotourism site. As such, this framework involves an explorative study to understand archaeological knowledge from the perspectives of various stakeholders, to explore the current process of managing knowledge and to propose a knowledge-based system in support of the implementation of KM. By nature, these three elements are interrelated and complementary, as shown in Figure 1.

There are three layer of conceptual research framework:

- a. Stakeholder and their knowledge assets: This area will explore and identify what valuable knowledge assets currently exist in the target area. It is an important emphasis on knowledge audit process that allows the identification of knowledge assets and the flow of the knowledge within the LVHMS area. To support this layer, the exploratory will be focused on what type of knowledge assets? who own the knowledge assets?, what are the contribution of knowledge asset? And where is the location of knowledge assets? This data can be identifying through identifying related

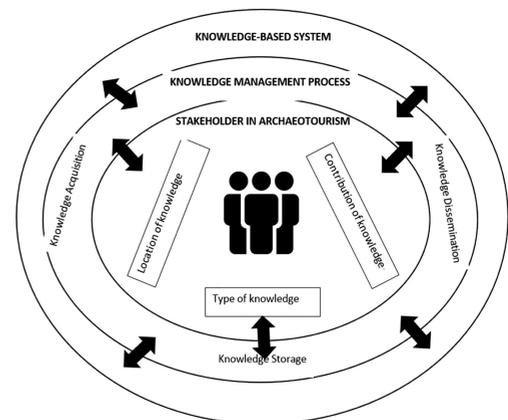


Figure 1. Knowledge management framework in archaeotourism at LVWHs.

stakeholders from local community and professional administrative of archeologist, historian, heritage management and museum.

- b. Knowledge management process: This area concerns on understanding knowledge management process based on knowledge acquisition, storage and dissemination. The knowledge acquisition process looks at identifying knowledge as valuable and can be represented in a reasonable way. This process will capture tacit and explicit knowledge related to LVHMs. The knowledge storage process identifies how to store useful knowledge in a reasonable format. This process act as a knowledge repository, the knowledge need to manage in proper way for easy access and available for future references. Finally the knowledge dissemination process is making the knowledge is available and accessible for knowledge sharing. This can be done through the identification of knowledge assets and the flow of the knowledge within the LVHMs. To obtain all the information about KM processes, this research needs to verify the documentary information from the stakeholder and their knowledge assets area and find the information related to its processes, how they are connected to each other
- c. Knowledge-based systems: this area focuses on applications of Knowledge-Based Systems (KBS) tailored to Knowledge Management (KM) process. It is easy to understand the scope of KM by focusing on a knowledge process that collects, stores and reuses knowledge leveraging it and making organizational the knowledge that once was unidentified and inaccessible. The research will provide recommendations from the knowledge audit to management regarding to the possible knowledge-based system to support knowledge management activities in the targeted area.

5 CONCLUSION

The development of an integrated archeotourism knowledge management model is expected to provide a structural overview of designated sector of knowledge resources as well as the characteristic and location. The model also identifies the knowledge flow and provides recommendation of knowledge-based system to support the overall knowledge management process. This model is a crucial tool to assist tourism management in finding and accessing various knowledge resources. Consequently, it is hoped that the sustainability of this valuable archaeotourism knowledge and its role as an attractive and beneficial element will be achieved. The posted recommendations at the end of this research provide insight and assisting

guidelines for putting the proposed approach into practice.

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The characteristics of Edutourism at Cilegon Krakatau Steel industrial area

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ABSTRACT: Cilegon is a city nicknamed the steel town. The city owns many types of tours to improve its tourism attraction. One of them is by making Krakatau Steel as a tourism site. The Krakatau Steel has been visited by many students since it provides a place for education and learning experience for all visiting tourists. It also cannot be separated from the character of the tourists who visit. The visiting student-tourists mostly find that a visit to the industrial location is very attractive. This research aims to assess the characteristics of educational-tourism at the Krakatau Steel. This research was conducted by employing descriptive and survey methods. The findings reveals that the tour of Krakatau Steel is a proper educational-tourism for the reason that it deals with educational programs contained in the tour, as well as the direct involvement of visitors in the industrial site. For example, the visitors are shown the production process. Moreover, the tour of Krakatau Steel usually is opened for student-tourists of various disciplines covering the activities of educational tourism.

Keywords: Industry tourism, Edutourism, Cilegon City

1 INTRODUCTION

Cilegon is a city within the province of Banten. Cilegon known as steel city, because in this city stands many large industries that produce steel as the main industrial products, such as PT Krakatau Steel (KS). The rise as the industry that stands for the region a distinct advantage in this area. KS is geographically located in Cilegon is due to the location conditions that close to the beach and not agricultural area. Therefore, the region is very suitable as an industrial area (Bappeda, 2013).

In Cilegon City, they are so many other types of tours that are owned by the city. One of them is the tour of Krakatau Steel Industry. The tour of Krakatau Steel Industry was visited by many students, because it provides a place for education and learning experience for all the tourists who visit it (Bappeda and Disbudpar, 2014).

Later in educational tourism/Edu-tourism, the drive for tourists to learn from the natural and or cultural is associated in the experience, knowledge enrichment efforts and rewarding as a travel destination. This opinion was expressed by Munir (2013) states that Edu-tourism refers to any program in which participants travel to the location within a group with the main purpose of engaging in the learning experience is directly related with the location.

However, that is none is separated from the character of visiting tourists. For student tourists

or students, in particular, a visit to an industrial location is very attractive. Nevertheless, keep things make tourists explore more about the experience in and developed location.

Therefore, this research was done as it relates to KS industry tourism as an educational tourism which provides direct involvement learning experience in and developed location. In addition, tourists can visit the tourism location independently since it is separated from the industrial activities.

2 METHOD

This research was conducted using descriptive and survey methods. Descriptive method is more research lead to the disclosure of a problem or situation as an object, although sometimes given interpretation or analysis.

The results from this study are to provide an overview of the actual state with the object under study. Then the data collection technique used the survey method. Survey methods can be used for descriptive purposes are focused on solving the problems that exist during this time, and the solution is not just limited to the collection and preparation of the data but also includes the analysis and interpretation of data.

Although this study used a sample with the majority of the population, but is expected to

describe the nature of the population to be studied, so it is necessary and appropriate sampling technique according to population characteristics and objectives of the research that will be achieved.

The sampling technique, the researchers used two samples by using purposive sampling and accidental sampling. Purposive sampling is not random and selected based on consideration of direct relevance to the KS industry tourism in Cilegon City.

These sample techniques aimed to the manager at the KS industry tourism. However, the sample rating is determined by using accidental sampling technique. In this research, the amount of samples was 100 people. Researchers determined to choose anyone who meets the criteria established and can be found. In determining the number of samples to be taken from the population, there is no fixed rule that is certain. The validity of samples taken lies in the nature and characteristics as the population approaching.

3 RESULTS AND DISCUSSION

The location of the Krakatau Steel (KS) industry tourism is in Cilegon. As an educational tourism, it close to the city center of Cilegon with coordinates 6°00'12"–6°5'00" South latitude and 106°–00'1"–106°3'28" East Longitude.

KS stems from the steel industry to the travel industry since 1970s when the establishment of the factory. It is the center of unity and the largest in Southeast Asia located in the city of Cilegon. Moreover, as a form of socialization and persuasion to the community learning resources around or outside the region, The KS inception also been many who visit to socialize and others. Recently, this industrial location is became the largest education tourism in Indonesia.

3.1 *The KS industry tourism characteristics in the Cilegon City as educational tourism*

Tourism industry is a kind of tour involves a visit to the company's operational and industrial heritage that offers visitors an experience related to the products, production processes, applications, and historical background (Frew, 2000). Industrial regions with a preponderance of small businesses have been the subject to many studies (Hjalager, 1999).

That statement is also consistent with the findings that the KS industry tourism in Cilegon City as an Edu-tourism is presenting the activities related to products, production processes, applications, and history made by visitors at tourist sites industry. The KS industry tourism provides steel production as the main business. They certainly are not only engaged in steel products, but also in the non-steel business.

The KS industry tourism also has many programs that provide educational value or educational tours to the visitors. The KS industry tourism it is open for the world of education, because in the KS industry tourism also many disciplines are applied. This is consistent with previous studies conducted by Prakapien and Olberkytė (2013) and Ritchie (2003) that the educational tourism the focus falls on education. Such as school visits, foreign language learning, exchange programs, are all activities related to the educational process, educational tourism. Both are taking part in educational tours are motivated to acquire knowledge or skills.

There are many lists of characteristics in the literature, but the following five features are repeatedly mentioned (Hjalager, 1999). They are:

- a. An interdependence of firms;
- b. Flexible firm boundaries;
- c. Co-operative competition;
- d. Trust in sustained collaboration; and
- e. A "community culture" with supportive public policies.

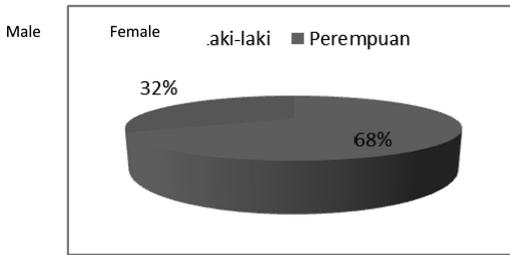
In accordance with previous studies and the results of a research conducted in the KS tourism, it also offers several educational programs associated with the visit of the industry. The programs cover the introduction of KS' products, visiting the factory to see the production process from start to finish, as well as the provision of education in the forms of teaching managers, movement a corporate social responsibility conducted at the travel industry or to schools.

In tourism, capacity building is also very important. Meaning that in impoverished and underdeveloped areas, though, sufficient local businesses may not exist. Such regions need to build capacity, to develop enough financial and human resources to address problems and responsibly seize opportunities (Stange and Brown, 2010).

These objectives to foster the spirit of learning the visitors to be more confident and motivated to achieve anything they wanted in a study and also provide educational value as it can be to know the process of production of steel ore into a steel that will be marketed, be able to know how to buy goods/steel for visitors companies requiring, also know the industry's travel image to the city of Cilegon, other than that as a motivation for visitors to learn how to tour once stood KS industry within the region. It will be obtained or is obtained after a visit to the tourist site's KS industry.

3.2 *Characteristics of tourists visiting to the KS industry tourism*

In tourism, it does not escape from the characteristics of tourists who visit. The tourist perception,



Source : Research Findings , 2015

Figure 1. Demographic rating.

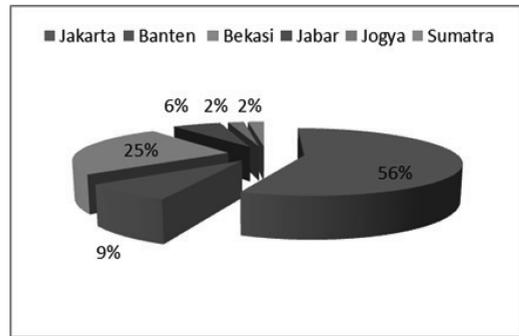
understood as the process through which an individual selects, organizes and interprets incoming information in order to create an image not only depends on a specific stimuli, but also on stimuli more generally related to the environment and the individual's own characteristics and circumstances (Beerli and Martin, 2004).

According to research results of tourists visiting to the KS industry tourism views by demographics illustrate, many male travelers than female. It is because men mostly want to know about the world of KS industry than women, besides physically men stronger than women do, as evidenced in the factory many men than women. In addition, the factory area that requires caution to be in attitude and use of safety equipment makes men more daring and challenging about this.

Geographically, the KS industry tourism region in Cilegon City is a largest industrial city in the Southeast Asia. Nevertheless, the visitors was only came from the area of Jakarta, Bekasi, Banten, West Java, Yogyakarta also others island. It is been proven that the KS industry tourism visited by visitors from different region but it still from local Indonesia. The area of origin of tourists visit to the region are from Jakarta and Bekasi, can be said that the visitors are very enthusiastic to visit to location because of the city has big industries such as steel industry. When viewed in terms of geography, the majority of tourists are often found on the Jakarta area. It is because of the distance of the location from Jakarta to Cilegon are quite close and very easy to access.

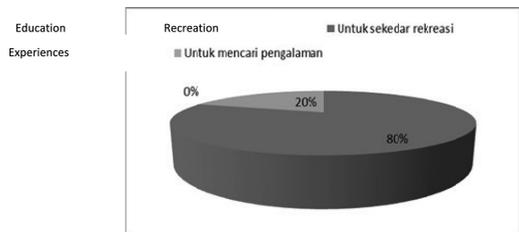
Besides tourists visiting to the KS industry, tourism destination seen from the results expressed to education and to look for a new experience, very rare tourists who visit for just recreation, because it is in accordance with the needs of the visitors. All that can be seen in the Figure 3.

However, visitors or tourists satisfied with the activities contained in the KS industry tourism because activity was quite diverse and can hardly be visited within a few hours by a visitor, besides the tourists were satisfied with the existing facili-



Source: Research Findings, 2015

Figure 2. The area of origin of tourists.



Source: Research Findings, 2015

Figure 3. Purpose of visit.

ties in the KS industry tourism, for example: security, restaurants, environmental hygiene, as well as the hospitality of the waiter. All are available in the KS industry tourism.

There are only a few facilities such as the unavailability of special sales of tourist souvenir industry KS. This is because since 2010 ago, the KS industry tourism no longer sells souvenirs of KS products.

4 CONCLUSION

The KS tourism offers several educational programs for visitors associated with industrial activities. They can provide educational value since it enables knowledge addition related to the process of steel production to be marketed. The visitors may also know the purchase of goods/steel in the company. They can also get to know the travel industry image in Cilegon. Additionally, it can provide a motivation for visitors to learn how to travel once stood at the KS industry area. Knowledge can be obtained or is being obtained after or during the visit to the KS tourism. The tourists visiting to the KS industry are quite diverse, seen from the tourist demographic and purposes.

Nevertheless, it still needs to improve the facility and service to be provided in the KS industry tourism in Cilegon to make it as an edu-tourism destination in Indonesia.

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Tourists' satisfaction and loyalty towards food tourism in Georgetown, Penang

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ABSTRACT: In recent times, food festivals have been determined as one of the fastest and booming type of tourism attractions. It also has contributed an essential impact on creating destination image and rejuvenating economy, culture, and tourism. This research aims to investigate factors that affect visitors' satisfaction and loyalty towards Asia Food Festival and to examine visitors' intention to revisit and/or recommend food festivals to others. Seven attributes of food festival that affect the satisfaction level (information adequacy, staff, location, facility, festival value, food, and program) are proposed in this study.

Keywords: Food festival, factors and attributes, visitors' satisfaction, loyalty

1 INTRODUCTION

Recently, festivals have been determined as one of the fastest and booming types of tourism attractions and have had an essential impact on creating destination image and rejuvenating the economy, culture and tourism itself (Markovic et al., 2015). Zhang (2009) stated food festivals always contributed an opportunity or a stage for visitors to rejoice and enjoy with the cuisines and experience local culture at the same time. Malaysia is categorized as one of the top tourist destinations in Asia (Nanthakumar et al., 2012) with some of the most recognized shopping areas in the world. In fact, Malaysia is one of the world's top 10 countries for tourist arrival amounting to 25.72 million in 2013 (Tourism Malaysia, 2015). The high number of tourists has contributed substantially to the national economy with total receipts of RM65.44 billion. The increase of expenditure for food will be based on fulfilling the expectation that the tourists have set up for the destination that they want to visit (Hanan & Aminudin, 2012). This large amount was definitely influenced by several factors, which supported the tourism industry and interest among domestic and international tourists to come and enjoy the uniqueness of Malaysia. The concept of food has expanded from general origins in traditional hospitality into the new concept of 'food tourism' (Kivela and Crotts, 2006), and food has become increasingly significant in promoting the tourist destinations (Kim et al., 2009). In particular, local food can also be estimated as a key contribution to the economy of tourist destinations (Kivela and Crotts, 2006). A few studies have

examined food events and festivals and it is clarified as a form of food tourism, acted as a vital role in introducing a tourist to new flavors and different traditions on their holidays (Getz, 2000; Hjalager and Corigliano, 2000).

Despite the growth of research on festival, there has yet a study, which examined the attributes, and factors, which affect the level of satisfaction and loyalty towards the food festival (Wan & Chan, 2011) in Malaysia. Previous studies were only conducted in other countries such as Macau and it is worth to conduct study related to the food festival in Malaysia. Thus, there is a need to conduct the research to highlight the current issue.

2 LITERATURE REVIEW

2.1 *Festival tourism*

According to Getz (1998), festival tourism is one of the fastest growing segments of the world's leisure industry and provides unique opportunities for leisure and social and cultural experiences. It is also helped to generate business and income (Allen et al., 2005) and promote a positive image of the local community (Kim et al., 2008). Felsentien and Fleischer (2003) stated the strategic placement of a festival in the local tourism calendar could also help to extend the tourism season. For these reasons, communities, destination marketers, and businesspeople and getting involved in 'the systematic planning, development and marketing of festivals and events as tourist attractions, image-makers, and catalysts for other developments or as

animators of built attractions' (Getz, 1998:411). The host communities can generate the business activity and income through festival tourism direct or indirectly in spite of increase the tourism revenue (Allen et al., 2011; Loots et al., 2011). It is supported by Saayman (2004) indicates that the contribution of these events to tourism in the area is especially been seen in which they offer entertainment and serve as an attraction for their host community.

2.2 Food festival

Hall & Sharpies (2008) proposed that food festival or food event is an event that is planned to promote the uniqueness of the local products to the tourists or potential consumers. The event promotes the local traditional delicacy or local food to grasp attention from the public and to attract tourists. Food festival can play a major part to introduce the tourists to a new experience and different tradition on their vacation (Getz, 2000; Hjalager & Corigliano, 2000; Yuan et al., 2005; Kim et al., 2010). New travel packages will arise if the promotion for the event is done effectively in order for the people around to know about the existence of the festival and at the same time, the tourist can enjoy eating foods that are prepared in such events. According to Lee and Arcodia, (2011), food festivals are gaining their popularity nationally and internationally to boost the economy through tourism. Food is an 'imperative contributor in destination tourism due to its capability in influencing tourists' perceived image and food satisfaction' (Chi et al., 2013: 99).

Due to increasing number of food festivals (Einarsen and Mykletun, 2009) the visitors are more attracted with unique experiences that provide activities and work for local communities and enhance destination images, hence place identity (De Bres & Davis, 2001). However, a food festival is not simply a festival where food is available but one that promotes regional and/or local food specialties or features food-themed and/or food-based activities and programs to attract attendees (Everett & Aitchison, 2007). Intrinsically, the involvement of the local community is important because it adds to local identity, promotes local pride and markets authenticity to external visitors (Blichfeldt & Halkier, 2013; Hall & Mitchell, 2001). Besides, the locality needs to be large enough to mobilize resources and enable such development. Aldskogius (1993) stated that, in small places, there is relatively more local community involvement to attract visitors. Food festivals appeal extends to both internal and external visitors, which are imperative if rural areas wish to improve the local economy and foster development (Blichfeldt & Halkier, 2013).

2.3 Attributes of food festival towards visitors' satisfaction

2.3.1 Information adequacy

The main assumption of previous studies is that if the festival provides a high level of service quality, then there will be more satisfied visitors. Baker and Crompton (2000) investigated the relationship between festival quality, satisfaction and behavioral intentions using four dimensions of festival quality which are generic features (festival characteristics), specific entertainment features, information sources (printed program, street maps and information booths) and comfort amenities of festival participants. The researchers found that generic features and comfort amenities represent a basic level of quality, while adequate information sources motivate participants to return and have greater potential for increasing visitor satisfaction with the festival. Hence, this research can be conducted to test if the information adequacy will also affect the visitors' satisfaction at the Asia Food Festival.

H₁: There is relationship between information adequacy and visitor's satisfaction

2.3.2 Program

Cole and Chancellor (2009) adapted Crompton and Love's (1995) scale for measuring attributes of a festival. They find out three major factors (programs, amenities, entertainment) that influence visitors' overall experience, satisfaction, and intention to return. Results of their study showed that entertainment quality has the strongest influence on the overall experience of festival visitors, their satisfaction, and intention to re-visit. The research also discovered that festival program most strongly affects emotional and functional value, which supported findings of previous research, and program is the key factor of service quality.

H₂: There is relationship between program and visitor's satisfaction.

2.3.3 Food

Food is a key attribute to create intention to revisit the food event will be based on the taste and the consumption towards it by the tourists. Large portion of food expenditure in tourism can be one of the supporting experiences for the tourists to fulfill their main purpose for travelling since the food consumption is solely an extension of food habits formed at home (Quan & Wang, 2004). Based on this research, Wan and Chan (2011) indicate that food is one of the attributes, which will lead to the satisfaction of the visitors in the food festival. Thus, food plays a major role especially in food festival and it is the most significant element in this research.

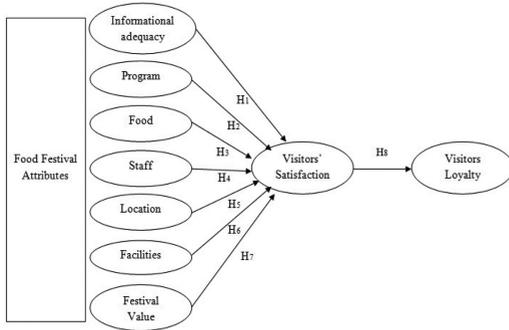


Figure 1. Theoretical framework.

H₃: There is relationship between food and visitor's satisfaction.

2.3.4 Staff

Anil (2012) proposed a structural model for measuring visitor satisfaction and loyalty for small, local, and municipally organized festivals that includes six dimensions, which are festival area, staff, food, souvenir, informational adequacy, and convenience. The study reveals that food, festival area, and convenience are the most important factors for visitor satisfaction, while staff and informational adequacy do not have a significant impact. Because of that, there is a need to identify if staff elements affect the visitor's satisfaction attending the Asia Food Festival.

H₄: There is relationship between staff and visitor's satisfaction

2.3.5 Location

Literature review indicates that there is lacking in research on visitor satisfaction and loyalty towards food festivals. Recently, only two studies were conducted at the Macau Food Festival. The first study is by Wan and Chan (2013) investigated the factors that affect tourists' satisfaction towards food festivals and their intention to revisit and recommend festival to others. They identified eight factors that affect tourist satisfaction which are location and accessibility, food, venue facility, environment/ambiance, service, festival size, entertainment, and timing. From previous research, among the eight factors, seven were identified, while the factor of timing was newly added by researchers and described as organizing a festival in good weather conditions and in sequence to other major events. Suitable location and accessibility play a major role for the visitors to recommend the food festival and spread the positive word of mouth to other people.

H₅: There is relationship between location and visitor's satisfaction

2.3.6 Facilities

Lee et al. (2008) examine the effect of festival environment atmosphere on visitors' emotions, satisfaction, and loyalty. The researchers developed the concept of festivalscape based on Bitner's (1992) model of servicescape. The previous study identified seven dimensions of festival service quality, which are convenience, staff, information, program content, facility, souvenirs, and food quality. The results of the research suggest that three dimensions of festival quality, which are program content, facility, and food, indirectly affect both visitor satisfaction and loyalty. If the previous research, the facility is indirectly affected, there is a need to conduct this current research to examine whether this dimension will affect directly at the Asia Food Festival in the future.

H₆: There is relationship between facilities and visitor's satisfaction

2.3.7 Festival value

Yoon et al. (2010) noted that informational service, program, souvenirs, food, and facilities are positively related to festival value, which indirectly improves festival loyalty through satisfaction. The festival value was the dimension found to be the most significant antecedent of value. The satisfied visitors will indicate the festival is worth from what they have spent and

H7: There is relationship between festival value and visitor's satisfaction

2.4 Visitors' satisfaction and loyalty towards food festival

Satisfaction is defined as pleasantly fulfillment (Oliver, 1997). McDowall (2011, p. 282) defines festival satisfaction as "a sum of the experiences the attendees had at the festival." Yoon et al. (2010, p. 337) indicates that festival satisfaction as "overall festival value evaluated by the composite of quality dimensions." Loyalty is defined as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999). Oliver (1999) sets phases of loyalty as cognitive, affective, conative and action where "cognitive loyalty focuses on the brand's performance aspects, affective loyalty is directed toward the brand's likeableness, conative loyalty is experienced when the consumer focuses on wanting to repurchase the brand and action loyalty is commitment to the action of re-buying". According to Zeithaml, Berry, and Parasuraman (1996), customers who are comfortable to be loyal

are more likely to buy additional services and to spread favorable word-of-mouth communication than the short-term customers are. The loyalty may be manifested in multiple ways. For example, it is manifested by expressing a preference for a company over others, by continuing to purchase from it, or by increasing business with it in the future. Festival loyalty inspired by aforementioned studies can be defined as a deeply held commitment to re-visit, spread positive word of mouth about and willingness to recommend a festival to other people as well. As for the satisfaction and loyalty relationship, Baker and Crompton (2000, p. 786) state, "Higher quality of performance and levels of satisfaction are perceived to result in increased loyalty and future visitation, greater tolerance of price increases and an enhanced reputation". Similarly, travelers' overall satisfaction level is positively related to the possibility of revisiting the destination in the future (Hui, Wan & Ho, 2007; Kozak & Rimmington, 2000).

H_g: Visitor's satisfaction is positively associated with visitor's loyalty

3 CONCLUSION

The success of the food festival depends on the visitor's level of satisfaction. Visitors' satisfaction can be described as the result of the subjective analysis that can exceed or meet personal expectations (Bloener & Kasper, 1995). With high visitors' satisfaction from the previous food festival will make the public know more about the existence of the festivals and the organizers can successfully create awareness among the potential visitors about the products and services offered during the festival. It is crucial to understand the perception and expectation from the visitors on the attributes that affect the level of their satisfaction and the visitors' loyalty towards the festival. Focusing on the strategy especially in terms of marketing the food festival destination is still insufficient in order to promote the food festival itself. Strategies need to be developed and implemented to point out the underutilization of the food as one of the marketing tools in destination marketing for food tourism (Du Rand & Heath, 2006).

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Attributes that affect the level of visitors' satisfaction and loyalty towards food festival: A case study of Asia Food Festival in Penang

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ABSTRACT: Recently, food festivals have been determined as one of the fastest and booming type of tourism attractions. It also contributed an essential impact on creating destination image and rejuvenating the economy, culture and tourism itself. This research aims to investigate the factors that affect the visitors' satisfaction and loyalty towards Asia Food Festival and examine whether visitors intention to revisit and/or recommend food festivals to others. Seven attributes of food festival that affect the satisfaction level (information adequacy, staff, location, facility, festival value, food and program) are proposed in this study.

Keywords: Food festival, factors and attributes, satisfaction, loyalty

1 INTRODUCTION

Recently, festivals have been determined as one of the fastest and booming type of tourism attractions and had an essential impact on creating destination image and rejuvenating the economy, culture and tourism itself (Markovic, Dorcic & Krnetic, 2015). Zhang (2009) stated food festivals always contributed an opportunity or a stage for visitors to rejoice and enjoy with the cuisines and experience local culture at the same time. Malaysia is categorized as one of the top tourist destinations in Asia (Nanthakumar et al., 2012) with some of the most recognized shopping areas in the world. In fact, Malaysia is one of the world's top 10 countries for tourist arrival amounting to 25.72 million in 2013 (Tourism Malaysia, 2015). The high number of tourists has contributed substantially to the national economy with a total receipt of RM65.44 billion. The increase of expenditure for food will be based on fulfilling the expectation that the tourists have set up for the destination that they want to visit (Hanan & Aminudin, 2012).

This large amount was definitely influenced by several factors which supported the tourism industry and also interest among domestic and international tourists to come and enjoy the uniqueness of Malaysia. The concept of food has expanded from general origins in traditional hospitality into the new concept of 'food tourism' (Kivela & Crofts, 2006), and food has become increasingly significant in promoting tourist destinations (Kim et al., 2009). In particular, local food can also be estimated as a key contribution to the economy of

tourist destinations (Kivela & Crofts, 2006). A few studies have examined and classified food events and festivals as a form of food tourism. It plays as a vital role in introducing tourist to new flavours and different traditions on their holidays (Getz, 2000; Hjalager & Corigliano, 2000).

Despite the growth of research on festival, there are still limited studies that examined the attributes and factors affecting the level of satisfaction and loyalty towards the food festival (Wan & Chan, 2011) in Malaysia. Previous studies were only conducted in other countries such as Macau, thus it is worth to conduct study related to food festival in Malaysia.

2 LITERATURE REVIEW

2.1 *Festival tourism*

According to Getz (1998), festival tourism is one of the fastest growing segments of the world's leisure industry and provides unique opportunities for leisure and social and cultural experiences. It also helps to generate business and income (Allen et al., 2005) and promote a positive image of the local community (Kim et al., 2008). Felsentien and Fleischer (2003) stated the strategic placement of a festival in the local tourism calendar can also help to extend the tourism season. For these reasons, communities, destination marketers, and business people are involved in 'the systematic planning, development and marketing of festivals and events as tourist attractions, image-makers, and catalysts for other developments or as animators of built

attractions' (Getz, 1998:411). The host communities can generate business activity and income through festival tourism direct or indirectly thus increasing the tourism revenue (Allen, O'Toole, Harris, & McDonnell, 2011; Loots, I., Ellis, S., & Slabbert, 2011).

2.2 Food festival

Hall and Sharpies (2008) proposed that food festival or food event is an event that is planned to promote the uniqueness of the local products to the tourists or potential consumers. Basically, it is an event that is organized to promote the local traditional delicacy or local food based product that is produced by the local people in order to grasp intention from the public and tourists to come and try the food that is produced there. Food festival can play a major part to introduce the tourists to a new experience and different tradition on their vacation (Getz, 2000; Hjalager & Corigliano, 2000; Yuan et al., 2005; Kim, Suh & Eves, 2010). New travel packages will arise if the promotion for the event is done effectively in order for the people around to know about the existence of the festival and at the same time the tourist can enjoy eating foods that are prepared in such events. According to Lee and Arcodia, (2011), food festivals are gaining their popularity nationally and internationally to boost the economy through tourism. Food is an 'imperative contributor in destination tourism due to its capability in influencing tourists' perceived image and food satisfaction' (Chi et al., 2013: 99).

Due to increasing number of food festivals (Einarsen & Mykletun, 2009) the visitors are more attracted with the unique experiences that provide activities and work for the local communities and enhance destination images and place identity (De Bres & Davis, 2001). However, a food festival is not simply a festival where food is available but one that promotes regional and/or local food specialties or features food-themed and/or food-based activities and programmes to attract attendees (Everett & Aitchison, 2007). Intrinsically, the involvement of the local community is important because it adds to local identity, promotes local pride and markets authenticity to external visitors (Blichfeldt & Halkier, 2013; Hall & Mitchell, 2001). Besides, the locality needs to be large enough to mobilize resources and enable such development. Aldskogius (1993) stated that, in small places, there is relatively more local community involvement to attract visitors. Food festivals appeal extends to both internal and external visitors, which are imperative if rural areas wish to improve the local economy and foster development (Blichfeldt & Halkier, 2013).

2.3 Attributes of food festival towards visitors' satisfaction

2.3.1 Information adequacy

The main assumption of previous studies is that if the festival provides a high level of service quality, then there will be more satisfied visitors. Baker and Crompton (2000) investigated the relationship between festival quality, satisfaction and behavioral intentions using four dimensions of festival quality which are generic features (festival characteristics), specific entertainment features, information sources (printed program, street maps and information booths) and comfort amenities of festival participants. The researchers found that generic features and comfort amenities represent a basic level of quality, while adequate information sources motivate participants to return and have greater potential for increasing visitor satisfaction with the festival. Hence, this research is conducted to test if the information adequacy will affect the visitors' satisfaction at the Asia Food Festival and hypothesis 1 is formulated as follows:

H₁: There is relationship between information adequacy and visitor's satisfaction

2.3.2 Program

Cole and Chancellor (2009) adapted Crompton and Love's (1995) scale for measuring attributes of a festival. They find out three major factors (programs, amenities, entertainment) that influence visitors' overall experience, satisfaction and intention to return. Results of their study showed that entertainment quality has the strongest influence on the overall experience of festival visitors, their satisfaction and intention to re-visit. The research also discovered that festival program most strongly affects emotional and functional value which supported findings of previous research.

H₂: There is relationship between program and visitor's satisfaction.

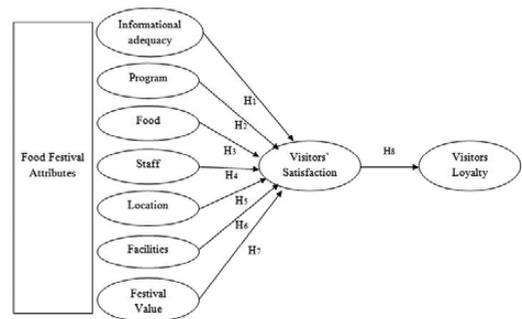


Figure 1. Theoretical framework.

2.3.3 Food

Food is a key attribute to create intention to revisit the food event. Large portion of food expenditure in tourism can be one of the supporting experiences for the tourists to fulfill their main purpose for travelling because the food consumption is solely an extension of food habits formed at home (Quan & Wang, 2004). Wan and Chan (2011) indicated that food is one of the attributes which will lead to the satisfaction of visitors in the food festival. Thus, food plays a major role especially in food festival and it is the most significant element in this research.

H₃: There is relationship between food and visitor's satisfaction.

2.3.4 Staff

Anil (2012) proposed a structural model for measuring visitor satisfaction and loyalty for small, local and municipally organized festivals that includes six dimensions which are festival area, staff, food, souvenir, information adequacy, and convenience. The study revealed that food, festival area and convenience are the most important factors for visitor satisfaction, while staff and information adequacy do not have a significant impact. Because of that, there is a need to identify if staff element will affect the visitors' satisfaction who attend the Asia Food Festival.

H₄: There is relationship between staff and visitor's satisfaction

2.3.5 Location

Literature review indicated that there is a lacking in research on visitor satisfaction and loyalty towards food festivals. Recently, only two studies were conducted at the Macau Food Festival. The first study is by Wan and Chan (2013) investigated the factors that affect tourists' satisfaction towards food festivals and their intention to revisit and recommend festival to others. They identified eight factors that affected tourist satisfaction which are location and accessibility, food, venue facility, environment/ambiance, service, festival size, entertainment, and timing. From previous research, among the eight factors, seven were identified, while the factor of timing was newly added by researchers and described as organizing a festival in good weather conditions and in sequence to other major events. Suitable location and accessibility play a major role for the visitors to recommend the food festival and spread the positive word of mouth to other people.

H₅: There is relationship between location and visitor's satisfaction

2.3.6 Facilities

Lee et al. (2008) examined the effect of festival environment atmosphere on visitors' emotions,

satisfaction, and loyalty. The researchers developed the concept of *festivalscape* based on Bitner's (1992) model of *servicescape*. The previous study identified seven dimensions of festival service quality which are convenience, staff, information, program content, facility, souvenirs, and food quality. The results of the research suggested that three dimensions of festival quality which are program content, facility and food, indirectly affect both visitor satisfaction and loyalty.

H₆: There is relationship between facilities and visitor's satisfaction

2.3.7 Festival value

Yoon et al. (2010) noted that informational service, program, souvenirs, food and facilities are positively related to festival value, which indirectly improves festival loyalty through satisfaction. The festival value was the dimension found to be the most significant antecedent of value. The satisfied visitors will indicate the festival is worth from what they have spent.

H₇: There is relationship between festival value and visitor's satisfaction

2.4 Visitors' satisfaction and loyalty towards food festival

Satisfaction is defined as pleasantly fulfillment (Oliver, 1997). McDowall (2011, p. 282) defined festival satisfaction as "a sum of the experiences the attendees had at the festival." Yoon et al. (2010, p. 337) indicates that festival satisfaction as "overall festival value evaluated by the composite of quality dimensions." Loyalty is defined as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999). Oliver (1999) set phases of loyalty as cognitive, affective, conative and action where "cognitive loyalty focuses on the brand's performance aspects, affective loyalty is directed toward the brand's likeableness, conative loyalty is experienced when the consumer focuses on wanting to rebuy the brand and action loyalty is commitment to the action of re-buying". According to Zeithaml, Berry and Parasuraman (1996) customers who remain with a firm for a period of years because they are comfortable with the service are more likely to buy additional services and spread favorable word-of-mouth than the short-term customers. Loyalty may be manifested in multiple ways; for example, by expressing a preference for a company over others, continuing to purchase from it, or increasing business with it in the future.

Festival loyalty inspired by aforementioned studies can be defined as a deeply held commitment to re-visit, spread positive word of mouth and willingness to recommend a festival to other people as well. As for the satisfaction and loyalty relationship, Baker and Crompton (2000, p. 786) stated that “Higher quality of performance and levels of satisfaction are perceived to result in increased loyalty and future visitation, greater tolerance of price increases and an enhanced reputation”. Similarly, travelers’ overall satisfaction level is positively related to the possibility of revisiting the destination in the future (Hui, Wan & Ho, 2007; Kozak & Rimmington, 2000).

H8: Visitor’s satisfaction is positively associated with visitor’s loyalty

3 CONCLUSION

The success of the food festival depends on the visitor’s level of satisfaction. Visitors’ satisfaction can be described as the result of the subjective analysis that can exceed or meet personal expectations (Bloener & Kasper, 1995). With high visitors’ satisfaction from the previous food festival will make the public know more about the existence of the festivals and the organizers can successfully create awareness among the potential visitors about the products and services offered during the festival. It is crucial to understand the perception and expectation from the visitors on the attributes that affect the level of their satisfaction and the visitors’ loyalty towards the festival. Focusing on the strategy especially in terms of marketing the food festival destination is still insufficient in order to promote the food festival itself. Strategies need to be developed and implemented to point out the underutilization of the food as one of the marketing tools in destination marketing for food tourism (Du Rand & Heath, 2006).

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A conceptual review on Edutourism in Malaysia: Understanding the research trend

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ABSTRACT: The rising and growth of edutourism services; the establishment of edutourism packages offers the opportunity to combine leisure with guided experiential learning and feel, touch hear and see the wonders of knowledge in Malaysia's universities. Edutourism is profoundly affected to universities, travelers, travel agencies, insurance companies, and many others, yet there is scant study that understands the research trend of edutourism. This paper contributes to a conceptual understanding of the edutourism trend by evaluating previous work on edutourism establishment, packages and services. Secondary data was gathered from various relevant sources and it is concluded that despite of Malaysia has some of the best universities, education and tourism centers in the world, there are many areas have yet to be examined empirically concerning the links between education and tourism as to bring this sector into a new level.

Keywords: Edutourism, research trend, Malaysia

1 INTRODUCTION

Edutourism has massive prospective for generating jobs and earning a large sum of foreign exchange besides giving an incentive to the country's generating monetary growth. Currently, 3.0 million of students studying worldwide from different countries (Organization of Economic Cooperation and Development (OECD, 2007). The number of universities is increasing and so is the intensity of competition in the higher education sector. The phenomenon of visiting country associated with edutourism is emerging form of tourism, sometimes called edu-tourism, is described. Edu-tourism industry includes educational institutions, and regulatory agencies located either in edu-tourist generation regions and or at destinations that contribute to enhancing learning experience and stay of edu-tourists which are memorable (Ojo & Yusofu, 2013). Edutourism in recent time has become a global industry following the trends of other sectors (Naidoo, 2006). International university education, a subset of edutourism industry is now a multi-billion dollar business for many edutourist destination countries (Cheung, Yuen, Yuen & Cheng, 2011).

Edutourism, as referred to Ritchie (2003) is an activity undertaken by the tourists for whom education and learning are the primary or secondary part of the trip. Paul (2003) suggested that edutourism should be viewed along a continuum ranging from 'general interest while traveling' to

'purposeful learning and traveling.' This includes international university studies, general tourism and adult study tours, secondary school students' travel, and exchange programs. Edutourism can be independently or formally organized and can be undertaken in a variety of natural or human-made settings (Ritchie, Carr, and Cooper, 2003).

2 LITERATURE REVIEW

2.1 *Concept and definition*

Originally, the concept of edutourism was developed by the act of traveling for educational reasons which are not new. The recognition of edutourism in the tourism industry is increasing from time to time (Gibson, 1998; Holdnak & Holland, 1996; Kalinowski, Weiler, & Hall, 1992). The movement of people from one place to another for the sake of finding better facilities is seen from thousands of years older. It refers to a form of tourism in which the participants travel to a location outside their original places of domicile with the primary purpose of engaging in a learning experience (Jiménez & Luis, 1986). Additionally, edutourism refers to a person traveling to a location as an individual or group with the primary purpose of engaging in a learning experience directly related to the area (Bhuiyana, Islam, Siwar, & Ismail, 2010). Edutourism is to engage in an educational activity or pro-

gram while traveling abroad. Similarly, Ritchie and Crouch (2005) said that educational tourism is basically about activity taken by those who are undertaking an excursion as education and learning while having an overnight stay and are primary or secondary part of their trip. The development of edutourism started when people could get the knowledge of things happening around the world through communication. According to Anthony, Marcelo, Andrew, Sarah, Neil, David and Kelvin, (2004), edutourism activities is knowledge-intensive, high value added and offers long term socio-economic benefits. Edutourism activities involved adult study tours and general educational tourism, domestic and international university and school students' travel, including school excursions, and exchange programs. According to Ayoubi and Massoud (2006), universities globally have become more internationally active through greater than before student mobility since the 1990s which has become an increasingly important element of global higher education. The number of universities is increasing and so is the intensity of competition in the higher education sector. Edutourism is an economic activity that is attracted many countries in the world. Edutourism is one of the tourism typologies, and it is primarily motivated by the quest for education and learning (Echtner & Ritchie, 2003).

The global education market is experiencing a strong pace of growth with increasing incomes and the opening of new institutions of higher learning in the developing countries. These global demands have increased the international students' intakes in tertiary education. From 1.8 million in 2007, the number of students is forecasted to be 7.2 million in 2025 with 70% of them coming from India and China (Bohm, Doris, Meares, & Pearce, 2002). This situation creates a higher cost of education in the home country and 'push' many students to seek affordable and cheaper education overseas like Malaysia, Singapore, China or Australia. With the increased demand for tertiary education, institutions that have competitive edge would attract a large volume of international applicants.

2.2 *The research trend*

Most edutourism studies conducted in Malaysia are focusing on factors been considered by the international students while selecting host universities. Lam, Ariffin, and Ahmad, (2011) and Foo, Russayani, and Lim (2010) examined the factors that influenced international students to choose Universiti Kebangsaan Malaysia (UKM) and Universiti Utara Malaysia (UUM) respectively. However, due to limited population and sample size adopted in both studies, evidences obtained from these studies are not enough to generalise Malaysia situation on

the subject. Asari, Idris, and Mohd Daud (2011) in their study on this subject pointed only on factors that influenced international scholars to select private universities in Malaysia. Therefore, this one-sided approach need to examine further by using both public and private universities in Malaysia. The study conducted in Mohd Taib, Nik Rahila, Sharimllah, Anisah and Mohd Shamsuri (2009) on edutourism used attributes of quality of Malaysia as a country to determine international student's choice of a particular university instead of universities' attributes of quality thus, there is need to re-examine this study using Malaysian's universities indicators/attributes of quality. Ojo and Yusufu (2013) proposed a theoretical model that integrates the different groups of factors which influence the decision making process of international students' choice of universities. The model presented in their study showed the choice of Malaysian university as an independent variable dependent on four factors: institution reputation; the effect of cost and fees, degree of internalisation of the university; and social/geographical link. The edutourism study of Lam et al., (2011) fundamentally explained the contributing or motivating factors in selecting university derived from the 'pull-push' model.

As a whole, existing literature has concentrated on identifying those elements which play a part in the decision of the prospective international student on selection of a university and establishing it's priorities. However, according to (Murphy, Pritchard, & Smith, 2000) educational tourism has generated little excitement to date from the tourist industry and this is reflected in the gathering of research and data. Carr, (2003) also agreed that many areas have yet to be examined empirically concerning the links between education and tourism. As noted by Padlee, (2006) there is a critical need to thoroughly understand how the selection process of host country is actually made and what are the underlying factors chosen by the international students to choose Malaysia. Additionally, Lam et al., (2011) suggested future research to be focused on the impact of perceptions of destination images. Since the focus of Malaysian government is to attract 200,000 international edu-tourists by the year 2020, factors capable of motivating international edu-tourists from other emerging countries to choose to study abroad in an emerging economy, rather than their origin countries need to be identified. This will enable the government of Malaysia and managers of Malaysian edu-tourist industry to appropriate feasible policy and strategies capable of attracting these edu-tourists.

2.3 *Malaysia 101 edutourism package*

Edutourism in Malaysia is rising for those students who are the global explorer and wants their know-

ledge experience at affordable cost but with high quality. It has massive prospective for generating jobs and earning a large sum of foreign exchange besides giving an incentive to the country's generating monetary growth (Awang, 2010). As at 2010, Malaysia was ranked 11th most preferred study destination in the world by United Nation Education Scientific and Cultural Organization (UNESCO) regarding the number of international students studying in the country. The education policies favor both undergraduate, and postgraduate international students and the immigration laws were adjusted in line with the educational targets. Aside saving a lot of foreign currency hitherto spent on outbound students, the country is milking from the proceeds of inbound international students.

Edu-tourism industry in Malaysia has witnessed a rapid growth in the past few years. As an incentive to burst edutourism industry in Malaysia, Malaysia 101 Edutourism Packages (M1EP) was officially launched by The Ministry of Higher Education Malaysia in collaboration with the Ministry of Tourism and Culture through Tourism Malaysia in August 2015. It was another step forward in government's effort to promote Malaysia on a global stage as the combination of tourism and education has known to enhance the performance of tourism industry. This package is in line with Malaysia Festival 2015 where the Ministry of Tourism and Culture is targeting 29.4 million foreign tourists to Malaysia with an estimated revenue of RM89 billion, and 63.7 million domestic tourists who are expected to generate RM43 billion for the country (Tourism Malaysia, 2015). The Malaysia 101 Edu-tourism Packages offers a unique opportunity to learn and explore what Malaysia, its culture and its universities have to offer. Over 149 packages are offered by 20 tour agencies in partnership with 9 of Malaysia's top universities. This strategic partnership enables the Public Higher Educations to assemble and introduce educational tour packages to the public and international community so as to provide a more holistic education, in line with the concept "Beyond a Degree" that will enable them to plan trips in the country. The popularity and prominence of higher education in providing quality human capital capable of contributing to the world economy is on the increase with edutourism providing the platform for knowledge transfer (Saad, Yunus & Embi 2013). The index in this information shows that there is rising knowledge intensity in the world economy system with educational institutions producing the knowledge while edutourism is acting as agent of knowledge transfer and distribution. Edutourism is an economic activity that is extremely attractive to many nations. It is knowledge intensive, high value added and offers long term socio-economic benefits (Anthony

et al., 2004). The Malaysia 101 Edutourism Packages with its tagline "where education meets tourism" will not only benefit the universities and travel agencies, but also local business owners who will reap the benefits from tourist expenditure.

In 2010, the number of edu-tourist seeking cross-border edu-tourist services globally was put up at about 4.1 million and hence, forecast to hit 7.2 million by the year 2020, thereby creating a market worth US\$40–50 billion (Bohm, Doris, Meares, and Pearce, 2012). Due to economic, social, political and cultural potentials of edutourism, many countries are been attracted to exporting edu-tourist services (Verbik & Lasanowski, 2007) the government of Malaysia attracted about 86,000 international edu-tourist from over 168 countries in 2010 (MOHEM, 2011) and generated approximately RM27 billion or 4 percent to Malaysia's Gross National Income GNI in 2009 (Borneo Post Trade, 2011). It was reported that edu-tourist industry in Malaysia has the potential to contribute RM60 billion to Malaysian GNI per year from the year 2020 (Rehda Institute, 2014) and consequently, creating additional jobs of about 536,000 with the majority of them in the professional and technical fields. As a result of this, the government of Malaysia targets to attracting 150,000 and 200,000 international edu-tourist by the end of the year 2015 and 2020 respectively (Cheung, et al., 2011; MOHEM, 2011).

3 CONCLUSION

The combination of education and tourism has become a multi-billion dollar business for many destination countries that promotes edutourism following the trend of other sectors. Edutourism occurs when a person traveling individually or in a group with the primary purpose to engage in an educational activity or program either inbound or outbound. This paper provides an in-depth review of concept and definition of edutourism and a review of previous literature on edutourism in Malaysia. Most of the researchers had focused their studies on the decision making behaviour and choice of universities among international students in Malaysia. However, there is limited research focusing on the perception from local edu-tourist and moreover, the concept and definition of the specific group should be highlighted. Furthermore, with the launched of Malaysia 101 Edutourism Packages (M1EP) which targeted not only international, but local students, there is a need for a study on this focus group. There is also the needs for the host government and education institutions to consider the importance of the factors that influence local students' study destination choice.

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Educational values in old mosque as a tourist attraction for historical and religious tour

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ABSTRACT: The article explains about the mosque as a tourist attraction for history and religion tour which has an educational value. The mosque under investigation in this research is the Grand Mosque of Manonjaya located in Tasikmalaya, West Java, Indonesia. It was built in the Dutch colonial period. The building is the combination of local and European architecture. The uniqueness of the architecture has become a tourist attraction for historical and religious tour. The method used in this research was historical method that emphasized the interpretation of historical sources which was the construction of the mosque itself. The interpretation was done by the theories which were inherent in the educational values. The result of this research showed that the Grand Mosque of Manonjaya has religious, harmony, multicultural, indigenous and historical values.

Keywords: values educational, old mosque, historical and religious tour

1 INTRODUCTION

The field of history tourism has been developing rapidly, especially since the 1980s. It also gives an important role in the growth and development of the tourism sector and economic growth in a city (John K, Walton, 2009: 783–793; Gulnara Ismagilova, 2014: 958–963). The history tourism objects provided in tourism sites offer some historical relics. One of the historical relics that can be visited by tourists until now is a building. Some historical relic buildings have a religious function. The place is used by adherents to do prayers.

One of historical relic that has a religious function is a mosque. Most of mosques in Indonesia were built by the society or the government. The mosque was built by the government in the past, usually located in the center of government office and commonly known as the grand mosque.

One of the grand mosques that still existed up to now is the Grand Mosque, located in Manonjaya Tasikmalaya residence, West Java, Indonesia. This mosque exists as part of the development of Tasikmalaya as a colonial city. The construction of the mosque has a uniqueness in which the combination of European (Western) and Local architecture can be seen in this old building. The uniqueness of the mosque will become a tourism asset with religious nuance. Therefore, the Grand Mosque of Manonjaya becomes a tourist destination with historical and religious nuance.

In this paper, the researcher aimed at presenting the results of the research on the Grand Mosque of Manonjaya as an important part of tourism attraction for history and religion tour. Then, the problem in this research is what kinds of the educational values that exist in the construction of the Grand Mosque of Manonjaya as a tourist attraction for history and religion tour.

2 LITERATURE REVIEW

Traveling is an activity of a person or group who travel outside the home to visit a tourism destination or a certain place with the aim of seeking for happiness (Benjamin, 2016: 1). Happy situation for someone is usually a situation which is free from work activities that burden him/her. So, they will find the leisure time to break. So, the main purpose of traveling is to seek for happiness. The happiness meant here is an inner atmosphere in a person to enjoy what he saw made him happy because it contains a value of meaningfulness. One can be a source of meaning is history. Therefore, history becomes one of dimensions in tourism.

A historical relic has an important role in the development of tourism area. It is an asset for a city which has a very beneficial and significant effect for the development of tourism for the city and can improve the economic growth of a region (Ismagilova, 2015: 157–162; Bujdosó, 2015: 307–315).

The occurrence of economic growth with history tour because it is one travel segment of the travel demanded by people. The tourists who visit historical objects will be taken on a journey of human life in the past. Historical tour is also a part of the cultural introductions of a society to become cultural tourism. In cultural tourism, people will get to know the identities of the locality as a culture which is owned by the local community (Canavan, 2015: 229–243).

One form of heritage sites can be a religious function such as mosques. The mosque is a building used by Muslims to pray. People do travelling to heritage historic mosques such as the Grand Mosque of Manonjaya in addition to historical tourism or cultural tourism, also perform religious travel. In religious tours, individuals who do travel will show the behaviors of the private behavior that showed appreciation of religious values they believed (Kirillova, 2014: 23–34; Kurmanaliyeva, 2014: 958–963).

History has a very important value for human life. The study of history is a study of human activity in the past. This study tries to understand the meaning and dynamics of the causal relationship of the whole development of human society life (Nassan, 2016: 1). Each historical event will leave a track of history or historical relics. The historical heritage trail or a building or a place. In the present context of the historical heritage trail or commonly referred to historical sites. The historical sites in the context of education will provide the purpose (LAL, 2008: 66)

3 METHODOLOGY

The Grand Mosque of Manonjaya is one of historical relics in Tasikmalaya. The mosque was built when the capital of Tasikmalaya whose name was Sukapura transferred to Manonjaya in 1837. The method used in this research was the historical study which consisted of four steps; 1) Heuristics is searching for sources, 2) Criticism is assessing validation from sources, 3) Interpretation is interpreting sources, and 4) Historiography is writing on the results of source interpretation (Marwick, 1992: 193–278). A source referred in this research was the Grand Mosque of Manonjaya.

For the first step, researcher used literature study and visited the mosque immediately in looking for historical sources (heuristics) of the Grand Mosque of Manonjaya. Second, researcher used criticisms in assessing the written sources that describe the Grand Mosque of Manonjaya. Third, the interpretation step was done by interpreting the physical construction of the Grand Mosque of Manonjaya with theories that was related to the value of edu-

cation. Forth as the final step, researcher used historiography to make narrative writing based on the interpretation of research reports.

4 FINDINGS AND DISCUSSION

4.1 *Description of the Grand Mosque of Manonjaya*

Grand Mosque of Manonjaya has some renovations since it was built. In 1837, during regent of R.T. Danuningrat period, the mosque was enlarged and equipped with *pawestren*. Even though, the mosque has been enlarged, it still did not have enough places to accommodate the pilgrims. Then, in 1889 during regent of R.T.A. Wiraadiningrat period, mosque was enlarged again to the east in order to build two towers and the east portico.

The architecture of the Grand Mosque of Manonjaya has a uniqueness and artistic value. Mosque architecture is a combination of traditional and colonial style. Colonial elements can be seen on the pillars, windows, thick and plastered walls, doors and towers with pilasters on each corner of the outer wall. While traditional elements can be seen on the square form, massive foundation, porch, and roof overlap. The description of the combination in architecture can be seen in the picture below.

The construction of the Grand Mosque of Manonjaya was built on the land area of 6159 m², surrounded by a wall as a hedge. Mosque courtyard entrance is on the east, north, and south with the direction toward to the east of the mosque. Manonjaya Grand Mosque was built at a height of ± 1 m from the ground with foundation *massif* and the schematics of a square in the western part of the viewer. Actually, the floor was made from red tiles but the floor in front of the *mihrab*



Figure 1. Grand Mosque of Manonjaya in 1890–1921. (Source: wikipedia).

was covered by a green carpet. The building is surrounded by walls on all four sides. The entrance to the main building is located on the east, north and south walls. In the eastern part of the corridor, it is connected to the viewer porch. The view of porch is the path to the main room. All in all, the mosque consists of the main room, porch, *pawastren*, warehouse, and a library.

Here are the descriptions of the parts of the Grand Mosque of Manonjaya:

4.1.1 *The main room*

The main room form is rectangular with a size of 22.8×16.7 m and it is bounded by a wall. On the wall, there is a door in the east, north, and south. On each door, it consists of two leaves of door. The east wall is the main door which is restricted by the east porch. The door is made from the wood. Each has two leaves of door and is divided into upper and lower ones. The top of it is made from frosted glass and the bottom of it is made from rectangular decorative carvings. The size of the door is 3.15 m height and 1.15 m width. There is curtain in door inside. The main door opens on certain days, such as on Friday and Eid al-Fitr.

On both left and right side of the entrance, there is a rectangular window with two shutters without any ornament. The window is a duplicate of the window made from glass with 1.82×0.81 m size. While the outer parts of the blades are mounted vertically board.

South wall *pawastren* and warehouse spaces are limited. On the wall, there are three doors consisting of a door connecting breezeway outside *pawastren* and two more without doors and the arch-shaped on top. This door is a door leading to *pawastren*. On the north wall, there is a room divider between the library and north porch. There are two doors in the wall. On left and right door which connect to the porch, there are two windows. There is a *mihrab* on west wall and on left—right wall there in the window and a west *mihrab*. In the main room, there are *mihrab* and *minbar* pillar.

4.1.2 *The pillar*

In the main room, there are 10 pillars consisting of four main pillars, four pillars between main pillar to support the roof, and two other pillar located in front of the *mihrab*. Octagonal main pillar with height 4 m and diameter 1 m is made of walls and the supporting roof. The pillars stand on the floor of the room without a pedestal. There is no decoration on pillar but in the top of pillar, there is semicircular seam and support seam. Six other pillars have a height of 4 m and a diameter of 0.70 m, standing on a square plinth and the top is decorated with semi-circular seam and bell seam.

4.1.3 *Mihrab*

Mihrab of the mosque is located in the northwest with rectangular-shaped room which has a size of 6.30×4.30 m. *Mihrab* has 4 m high. There are three rectangular doors with size 2.60×1.28 m (left, center and right) without doors in the front of the *mihrab*. The left door used to lead the prayers, the right is where the *muezzin* calls to prayer, and there is a *minbar* in the middle door.

At the top of the door, there is a semicircular arch with Arabic writing (calligraphy) “Allah”. The top of the *mihrab* roof was shaped as a pyramid roof with a dome-shaped *mustaka*.

4.1.4 *Minbar*

Minbar of the grand mosque of Manonjaya is located inside the *mihrab* and stands on the floor of *mihrab*, with the foundation as high as 1 m. It has a hexagon shape with a floor of red tile. There are five stairs as a way to go to the floor. On the sides of the stairs, there are two pillars with decorative spear in the end.

At each corner of the hexagon, there are four pillars that stand on a pulpit of wood *minbar*. The pillars are connected to the upper horizontal bar of wood such the roof is open. The top bar of the front decorated with golden tendrils. Other decorations on the *minbar* is kind of seam.

4.1.5 *Porch*

Porch on the grand mosque of Manonjaya is located in the north and east side. Both porches contain red tiles and rectangles. The size of north porch is 19.90×3.80 m. To go into the north porch is by using stairs with five steps. Besides, there is a wall with the height 0.60 m on the east side that



Figure 2. *Minbar* in Grand Mosque of Manonjaya. (Source: jabarprov.go.id).

stands above the pillars that support the roof. At the corner of the porch, there are three pillars to stand on a pedestal above the wall. Porch has a viewer with rectangle size 12.60×9.40 m. The viewer is an open building with a roof surrogate. On the fence of viewer, there are six double pillars stands on the eastern wall porch viewer. There are decorative grooves along the top of the pillar and a semicircular seam and side seam bell. The top of the roof has *mustaka* which is shaped like a lotus in full bloom with its petals. This viewer roof was cut by four pillars on the walls of the viewer. Among the roof level, there is a room with glass windows.

4.1.6 Pawestren

Pawestren is a special prayer room for women. *Pawestren* is on the south side of the main room and has a rectangular size $11,40 \times 3,80$ m. The floor was covered with red tiles size 30×30 m and has 4 m high wall from the floor. The west wall directly is adjacent to the warehouse.

There are three doors to enter to *pawestren*. It is in the north (the south wall of the main room) and on the east wall of *pawestren*. On the east wall, there are two windows which is a double window. Window shape is the same as the window in the main room. In the room, there is a wooden stair for going to the roof. *Pawestren* ceiling made of painted brown plywood.

4.1.7 Warehouse

The warehouse is west corner of *pawestren* with a square form. Warehouse wall is height of 4 m. The entrance is on the east side. On the south wall, there is a rectangular vent with blades of planks arranged vertically and there is a wire inside of it.

4.1.8 Library

The library is a new space that was founded in 1991. At first time, this room used for storing a coffin corpse. It is located in the north of main room with size 3.85×2.95 m. The wall of it is 4 m height. There is the entrance on the east wall connecting the north porch. Besides, on the south wall, there is also a door that connects the main room. On the north wall, there is a double window.

4.1.9 Roof

Manonjaya mosque roof has three-tiered and between these levels, there is a glass window. The roof is supported by pillars on the building. The roof is green. At the top of the roof, there is molding decorate with the cloud in the edge. The top of the roof is decorated with lotus and its petal.

4.1.10 Tower

Manonjaya Grand Mosque has two towers located in the south and north on the front of east porch.

Between east porch and tower connected with the viewer deck. The tower is divided into legs, body, roof and exterior of the tower. High foundation from the ground is 1 m which serves as the base building shaped octagonal. The floor of the tower contains red tiles and has the same shape as the foundation. The tower is divided into two levels. On the first floor, there is an entrance to the tower, measuring 2.26×1.20 m and two-leaved doors. The location of north and south towers door is facing each other and connected by a corridor. The tower has 12 windows, each tower has six windows. The shape is rectangular, with the size 1.80×0.80 m. The decoration on top of windows form a triangle, while on the other side is seam. In the inside of the tower, there is a room used for the wedding ceremony and for women listening to *khutbah*.

To go to the second floor, it has to use wooden ladders. Forms the roof of the tower to the top of the tapered cone and topped with umbrella-shaped gems covered with the moon and stars. Roof tile tower is green. Tower corridor is between the north and south towers connecting the two towers. Schematics rectangle with a length of 24.40 and a width of 3.30 m. The floor is made from red tiles and walled. At the top of the east wall, there is a double column of cement and in the middle of the wall, there is a staircase leading to the main building by five notches. The corridor has a pyramid-shaped roof of green tiles. On the west roof, there is another triangular roof such walls and the triangular faces coated triangles wood. Decoration on the wall of the east roof is the lotus and writing numbers in a tower construction.

4.1.11 Mosque equipment

Mosque equipment in the Grand Mosque of Manonjaya is the drum and gong. The place of the drum and gong is in the corner of the south of east porch. Drum was made of cylinders wood and



Figure 3. The Tower of Grand mosque of Manonjaya. (Source: Photo from jabarprov.go.id).



Figure 4. The Drum in the Grand Mosque of Manonjaya. (Sources: jabarprov.go.id).

perforated 1 m diameter. The right-left side of hole is covered with goat skin. The drum is above the foot of the table of plywood, while the gong is on wooden stands. Both the equipment is still new.

4.2 Education values

4.2.1 Religious

A religious attitude in education which is related to moral education is a process where students find out the meaning, value and purpose of life. This process is based on several certain beliefs. One of the believing which is used as the source of value is religion.

Physically, mosque is as a place of worship where Muslim establishes praying, studying and other religious activities. Usually, when people do the religious activities means they believe in the existence of God. Then, they will do what their God obliged such as praying in the mosque.

When people travel to the Grand Mosque of Manonjaya, they will enjoy not only on the beauty and the uniqueness of the art form in the mosque, but also they can instill the awareness of spiritualism by religious' attitude. People who do travel to the mosque can pray in the mosque as a form of obedience to God's commands.

4.2.2 Harmony

The construction of the building at the Grand Mosque of Manonjaya showed the art harmony of East and West architecture. Western architecture can be seen on the pillars and walls in the

shape of the tower. While, the Eastern architecture can be seen on the tiered of the mosque roof which showed the harmonization of Eastern and Western art combination in the Grand Mosque of Manonjaya architects. The combination between the Western and Eastern art value in the shape of the building has given a lesson to traveler about the harmonization of life between East and West.

4.2.3 Multiculturalism

Multiculturalism is a view which introduces differences of cultural values in an organization or community and put the differences in openness that each of these differences contributes the same organization or the community (Rosado, 1996: 2). Each element of the differences is placed in parallel and not placed on a conflicting condition. It is shown in the construction of the Grand Mosque of Manonjaya where Western and Eastern art are placed on parallelism. West and East is not disputed, both appear in the construction of parallel architecture of the mosque which have a significant artistic value. Then, tourists who come to visit will learn about the values of multiculturalism which appears in the construction of the mosque architecture.

4.2.4 Local wisdom

Local wisdom is the basis of the knowledge in balancing of human life and nature. The knowledge which absorbed from the experiences relate to culture in a community. The accumulation of knowledge will be a moral value held by the community. Local wisdom can be shaped in the form of abstract and concrete (Mungmachon, 2012: 176). The construction of Grand Mosque of Manonjaya has an element on local wisdom that is showed on the arrangement of terraces on the roof of the mosque. The existence of mosques in Indonesia is a part of heritage in Islamization process. When the process of Islamization occurs, there is cultural adaptation and the result of the adaptation is in the construction of the mosque. The construction of the mosque will give lessons to the tourists about the importance of local wisdom of the society by developing the local culture. It is important to show to the people to love their own culture as an effort to instill a national identity as Indonesian.

4.2.5 Historical values

Historical value is an understanding form in knowing of what happened in the past then what it means for the present and future (LAL, 2008: 67). Heritage will be something meaningful when it is viewed in the context of the present and the future. Therefore, that historical heritage becomes valuable or has historical values. The existence of

the Grand Mosque of Manonjaya is a part of the historical heritages in Tasikmalaya where the most constructions of mosque with old construction are built. Grand Mosque of Manonjaya construction has historical values. People who come to visit the Grand Mosque of Manonjaya will be invited to enter to the situation in the past. All in all, cultivating historical values becomes very important for people in order to be able to love the heritages, so they will be cultivated to the awareness of time and space on the importance of a history work.

5 CONCLUSION

Historical tour has not only the economic values but also has educational values, as well as historical tours not only teach knowledge of facts about the events that happened in the past, but also give the lessons for today. Usually, the historical tour activities are directed to visit the historical heritage. One of historical relic that can be used as a tourist attraction is the old mosques such as the Grand Mosque of Manonjaya in Tasikmalaya regency. The existence of this mosque has a great significance meaning in the development of travel with historical nuance and has educational values. The tourists who come to the Grand Mosque of Manonjaya not only enjoy the art works of mosque architecture, but also they will take educational values from history relic.

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Dimensional structure of rural tourism cultural attributes: A Confirmatory Factor Analysis (CFA) approach

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ABSTRACT: Previous empirical studies have treated tourism attributes as either a multidimensional or unidimensional construct. Limited study has been found to test the construct's dimensionality using Confirmatory Factor Analysis (CFA), specifically on rural tourism cultural attributes. To gain a better insight into the dimensional structure of rural tourism cultural attributes construct, this paper tests its dimensionality by using CFA on a set of data collected from 164 tour operators. The results of the measurement model indicate that rural tourism cultural attributes construct is unidimensional. This result helps resolving the problems that might arise from the lack of clarity concerning the dimensional structure of rural tourism cultural attributes. Future researchers may explore whether or not the model can be generalized to other populations of tourism stakeholders.

Keywords: Rural tourism, Cultural, attributes Confirmatory Factor Analysis (CFA)

1 INTRODUCTION

Rural Tourism is among the fastest growing sectors of the tourism industry (Kim, 2005). The rural tourism act as one of the solutions towards economic development (Rid, Ezeuduji & Haider, 2014) and a part of economic diversification strategies for the rural area (Othman et al., 2013). In Malaysia, the Ministry of Rural and Regional Development, for instance, spent RM 6.7 million in 2008 for infrastructure development related to rural tourism projects (Harun, Hassan, Razzaq & Mustafa, 2012). In addition, rural tourism development was the main agenda under the 10th Malaysia Plan for the year 2011 to 2015 (Economic Planning Unit, 2006).

The development of rural tourism product was expected to provide greater job opportunities to the rural community and trimmed down the poverty level (Nair & Hussain, 2013). Out of many initiatives, the Community-Based Tourism (CBT) was suggested in facilitating the rural tourism development. In addition, Jamal and Getz, (1997), Reed, (1997), Okazaki, (2008), Othman et.al (2013), Mohamad and Hamzah, (2013), Husin and Kunjumara, (2014) noted that CBT creates a direct employment opportunities as well as augment the

income levels and to reduce the degree of poverty in the rural communities.

Scholars started CBT project involves the local community in participating in the tourism development within the rural tourism area by taking advantage of the destination's cultural, natural, and historical attributes (Jamal & Getz, 1997; Reed, 1997; Okazaki, 2008; Othman et al, 2013; Mohamad & Hamzah, 2013; Hussin & Kunjumaran, 2014). Traditional culture, custom, local dishes, wildlife, the local farm productions, Homestay, rural landscape, and other are the examples of the rural Community—Based Tourism (CBT) products (Rid et al., 2014).

Despite those initiatives and projects undertaking by the government, an issue needs to be addressed regarding the efforts in promoting the rural tourism sites to the international tourists. In particular, the promotional effort was scarce, mostly by the local tour operators (Grosspietch, 2006). In fact, Ezeuduji and Rid (2011) revealed that many rural tourism products, particularly in the third world countries, are not internationally recognized less active in marketing efforts. In another word, any tourism products, therefore, cannot aggressively be promoted, recognized or able to attract the

international tourists in particular, with the lack of support and collaboration from government bodies, public agencies, travel agencies, and the tour operators without exception (Khairil & Yuhanis, 2011).

The understanding of tour operators perceived the importance of the rural tourism attributes is crucial in helping the government in promoting the rural tourism. From the notion above, questions arise especially related to Malaysian tour operators toward the rural tourism products. How the local tour operators perceived the importance of rural tourism cultural attributes? To be more specific: are the rural tourism cultural attributes perceived importance by the Malaysian tour operators? To date, despite the diverse dimensions of rural tourism have been studied by many researchers, little has been touched on the importance of the rural tourism cultural attributes from tour operator's perspective (Ćejvanović, Đurić, & Vujić, 2009) and limited attention is looking from the Malaysia tour operators.

2 LITERATURE REVIEW

The concept of culture has been one of the important ideas since the past 19th century, and it is interrelated with rural and tourism (Richardson & Crompton, 1988). Vela (2008) noted that tourists who travel from urban places to the rural area are attracted by the characteristics of the cultural appeals. He further reveals that cultural and historical wealth can be found in the rural destinations thus portrayed the strong image of the rural destination itself likes in Spain, Portugal, Greece, and Italy. McDonald and Jolliffe (2003) postulated the culture is a valuable resource, which is often well preserved in the rural areas and helpful in sustaining the local community economy. The integrating cultural attributes and rustic values of rural areas into tourism help in shaping the emerging form of the rural tourism (Liu, 2006).

Lawrence (1998) concluded that culture is consisting both "tangible" and "intangible" elements. Tangible cultural include arts and crafts, galleries, theaters and monuments while intangible are customs, beliefs, and languages. In the context of rural, culture is cultural symbols comprising art crafts, music, and folklore and many relevant others. In this sense, cultural life of rural people symbolized through a different way of life, and portrayed through various symbolic traditions, texts, art crafts, and others, which contrast to the urban life (George, 2004).

A study conducted by Ezeuduji and Rid (2011) in local Gambia revealed that there are seven rural tourism cultural items which consist of the traditional dances, local dishes/foods, local music, rural way of life, local handicrafts, local languages, and local festivals/rite. In China, cultural is encompassed of folk activity, performance, traditional knowl-

edge and skills, and the concerned instruments, hand-made art crafts (Wei, Ting, & Deyan, 2007). A rich resource of rural cultural treasures gives a comparative advantage in attracting tourist who in search of authentic new experience (Briedenhann & Wickens, 2004). Rural areas, in particular, involve of unique cultures and communities, which are promoted through images that will most, attract visitors (McClinchey, 1997). Hence, the incorporation of such alternative sources may help to sustain the local economies and to encourage local development (McDonald & Jolliffe, 2003).

Dorobantu and Nistoreanu (2012) discovered the cultural products such as costumes, music, dance, gourmet, special skills, arts, and crafts were proved as the essential items in attracting tourists to visit a rural tourism in Romania. Meanwhile, in the Thailand, the Songkran and tenth lunar month festivals are the important festivals promoted since they give the opportunity to the international tourists to experience them through the excitement and relaxation surrounded by the rural venues (Chaiyakot & Visuthismajarn, 2012). In addition, Wei et al., (2007) pointed out the efforts from the other industry players particularly tour operators in promoting the China rural customs and religious to the international tourists had help in increasing the economy of the communities.

Cultural products, on the other hand, are seen as the vehicle by which the tourist judges the quality and personal satisfaction of their experiences (Lawrence, 1998). The cultural products has its special role in teaching history, educating people, encouraging a nation's sense of pride in its tradition, and purifying the soul and nourishing the hunger for culture (Wei et al., 2007). He further revealed that the appropriate exploitation of culture attributes or products could bring huge profits to tourism. Therefore, it would seem necessary to ensure that the quality and integrity of the product is maintained and that cultural authenticity is well marketed.

3 METHOD

As this study is designed to discover the rural tourism cultural attributes, a descriptive study using a quantitative approach was preceded. Concerning the time horizon, this study is conducted in cross-sectional. Non-probability sampling specifically the Convenience sampling was adopted for this study in obtaining the data from the target population. The tour operators selling inbound and domestic tour packages within the Klang Valley (Shah Alam, Petaling Jaya, Subang Jaya, Damansara, Kepong, Ampang, and Klang) and Kuala Lumpur area were chosen as the unit of analysis. Respondents were asked to give feedback on a five-point Likert

scale ranging from 1 indicating strongly disagree to 5 indicating strongly agree.

Items in the rural tourism cultural attributes dimension were adapted from the previous tourism studies. Section (A) is strictly designed to obtain the basic socio-demographic information of the respondents. Section (B) is created to measure the tour operator's perceived importance of rural tourism cultural attributes. Items used for the rural tourism cultural attributes were adapted from Dorobantu and Nistoreanu (2012), Wei, Ting and Deyan (2007), and Chaiyakot and Visuthismajarn (2012). The instruments or items of variables were reviewed by prominent academicians with a doctoral degree.

The information obtained from questionnaire surveyed was entered into the Statistical Package for the Social Sciences (SPSS) Windows Version 21. Before hypotheses testing, the data were initially submitted for assessment of Confirmatory Factor Analysis (CFA). CFA allows the researcher to test the relationship between observed variables and their underlying latent construct (rural tourism cultural attributes).

4 MEASUREMENT MODEL RESULT

This paper followed the path of Snepenger et al. 2006 for the model evaluation process. Model 1 signifies all items forms one factor i.e. rural tourism cultural attributes. Ten items were proposed in the instrument. The measurement models of the underlying structure of rural tourism cultural attributes variables were assessed using Confirmatory Factor Analysis (CFA) within the AMOS framework. This procedure is intended to establish unidimensionality of the parameter estimates, the statistical significance of the parameter estimates and overall fit as recommended by Byrne (2008). Table 1 and Figure 1 display the measurement model 1 results.

To evaluate the measurement model in this study, it was necessary to use a variety of "goodness of fit" indices (Byrne 2008). Test on the revised measurement model showed: RMSEA = .095, RMR = .043, GFI = .854, AGFI = .742, IFI = .907, χ^2/df = 4.688, and CFI = .906 as tabulated in Table 4.17. Cronbach alpha coefficient, composite

Table 1. Measurement model 1.

No	Congeneric measures	Factor loading	t-values
	Rural Tourism Cultural Attributes		
FCFB6	Promoting the rural local festivals/rites to the international tourists (i.e. harvest festival)	0.89	—
FCFB1	Introducing the way of life of rural community to the international tourists (i.e. fisheries, growing and cultivating rice, carving)	0.85	10.084
FCFB3	Exposing the special skills of rural community to the international tourists	0.81	10.572
FCFB9	Experiencing the international tourists with the rural local dishes	0.79	10.821
FCFB7	Experiencing the international tourists with the local festivals/rites through the excitement and relaxation surrounded in the rural venues or countryside	0.77	14.008
FCFB5	Showcasing of the rural food and beverage produced to the international tourists	0.75	10.993
FCFB4	Showcasing of the rural food and beverage produced to the international tourists	0.74	9.866
FCFB8	Promoting the rural customs to the international tourists	0.73	10.192
FCFB10	Promoting the rural local dishes or gourmets to the international tourists (i.e. Keropok Lekor, Laksam, Tempoyak, etc)	0.72	9.116
FCFB2	Exposing the production rural food and beverage to the international tourists	0.70	8.338
	Goodness-of-Fit Statistics		
	χ^2	145.343	
	Degree of Freedom	31	
	P	.000	
	χ^2/df	4.688	
	RMR	.043	
	GFI	.854	
	AGFI	.742	
	IFI	.907	
	CFI	.906	
	RMSEA	.095	

Note: *: Item deleted after confirmatory factor analysis

b: Critical ratio (z-statistic) represents the parameter estimates divided by its standard error

reliability, and variance extracted were calculated to measure the reliability of each factor. Based on the indices, the proposed model is somewhat adequate or produced a fit measurement model. The factor loading for Model 1: rural tourism cultural attributes is ranged from .89 to .70. Subsequently, all ten remaining items were re-numbered accordingly. Overall, based on the examination of the absolute fit statistical indices, the hypothesized model represented a well-fitting model to the data, in that the hypothesized model fit the data for the calibration sample fairly well. Consequently, it can be suggested that further analysis such as structural equation modeling was possible and valid.

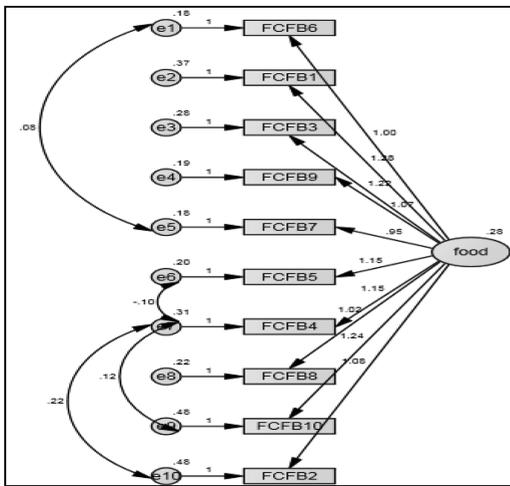


Figure 1. Path diagram for a measurement model 1.

4.1 Descriptive analysis

Based on Table below, the magnitude of the mean scores is range from 3.59 to 4.15, which indicates that majority of the tour operators' perceived importance with most of the items in this section analysis. As such, the majority of the tour operators perceived it is importance to introduce the rural community way of life to the international tourists such as fisheries, growing and cultivating rice and many others (M = 3.73, S.D = .914, FCFB1). Table 2 reported the mean scores of the rural tourism cultural attributes items.

Based on the descriptive results, the tour operators perceived exposing the production rural food and beverage to the international tourists (M = 3.71, S.D = .903, FCFB 2), exposing the special skills of rural community (M = 3.59, S.D = .841, FCFB 3), showcasing of the rural food and beverage produced (M = 3.87, S.D = .859, FCFB 4), introducing the rural community religious, culture and social custom practices (M = 3.85, S.D = .758, FCFB5), promoting the rural local festivals/rites such as harvest festival and others (M = 4.09, S.D = .684, FCFB 6), experiencing the local festivals/rites through the excitement and relaxation surrounded by the rural venues or countryside (M = 4.15, S.D = .664, FCFB 7) and promoting the rural customs to the international tourists (M = 3.94, S.D = .720, FCFB8) as an important attributes. In with the above notion, it is not surprising that the tour operators also perceived experiencing the local rural dishes (M = 3.94, S.D = .720, FCFB9) and promoting the rural local dishes or gourmets such as Keropok Lekor, Laksam, Tempoyak (M = 3.89, S.D = .959, FCFB10) as imperative too. Together these points clearly

Table 2. Reported mean scores and Std. Deviation.

Code	Items	Mean	S.D
FCFB1	Introducing the way of life of rural community to the international tourists (i.e. fisheries, growing and cultivating rice, carving, etc.)	3.73	.914
FCFB2	Exposing the production rural food and beverage to the international tourists	3.71	.903
FCFB3	Exposing the special skills of rural community to the international tourists	3.59	.841
FCFB4	Showcasing of the rural food and beverage produced to the international tourists	3.87	.859
FCFB5	Introducing the rural community religious, culture and social custom practices to the international tourists	3.85	.758
FCFB6	Promoting the rural local festivals/rites to the international tourists (i.e. harvest festival)	4.09	.684
FCFB7	Experiencing the international tourists with the local festivals/rites through the excitement and relaxation surrounded in the rural venues or countryside	4.15	.664
FCFB8	Promoting the rural customs to the international tourists	3.94	.720
FCFB9	Experiencing the international tourists with the rural local dishes	3.94	.720
FCFB10	Promoting the rural local dishes or gourmets to the international tourists (i.e. Keropok Lekor, Laksam, Tempoyak, etc)	3.89	.959

Scale: 1 = No Importance, 2 = Less Importance, 3 = Slightly Importance, 4 = Importance, 5 = Very Importance.

Note: (n = 164).

indicate that food, custom, and festival culture as part of the rural tourism attributes are importance towards the future behavior of tour operators.

5 CONCLUSION

Based on the summary of the research findings, the majority of tour operators agrees that Malaysia has vast rural tourism sites. They perceived its importance from cultural perspectives. The perceived importance of cultural attributes through positive perception, however, is still not fully translated by some of local tour operators into action behavior. In other words, visiting rural tourism sites as opposed to sky scrapers, city tour, and shopping tourism, just to name a few are started to receive attention or promotion among some of the Malaysia local tour operators. Therefore, it is not to exaggerate that visiting rural tourism sites should be included in the tour packages or as part of the company itineraries for some of the local tour operators. Many resources available related to rural tourism in addition to conventional tourism could be promoted and experience by the international tourists.

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Re-vitalising Port Dickson as a leading beach resort tourism destination in Malaysia: A benchmarking approach

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ABSTRACT: Benchmarking destinations in support with other empirical findings can be used as a guide for any tourism development. This qualitative approach was used in re-vitalising Port Dickson (PD) as a leading beach tourism destination for Malaysia. PD was a top beach resort tourism destination in her glory days of 1990s. Nonetheless, after series of challenges, the destination lost its positioning in Malaysia. Hence, the main aim of this research is to benchmark PD with best practice in Malaysia namely Penang and Langkawi, and also selected countries in the region, namely Phuket and Krabi in Thailand, and Bali in Indonesia, in the management of a beach resort tourism destination. This qualitative approach adopted in this study analyzes the best practice in other beach destinations. The findings of the study is used to make recommendations that can increase the potential of PD as a leading beach resort domestic tourism destination.

Keywords: Port Dickson, beach resort, tourism development, benchmarking, re-vitalising

1 INTRODUCTION

Benchmarking exercise in support with other empirical findings can be used as a guide for any tourism development. The principle of benchmarking is the process of identifying the highest standards of excellence for products, services, or processes, and then making the improvements necessary to reach those standards, commonly called “best practices” (Elmuti & Kathawala, 1997).

Using this approach, a study was carried out to revitalize Port Dickson (PD) in Malaysia, as a leading beach resort tourism destination. Despite PD losing its distinctness as a leading beach destination, efforts are currently in place to position PD more strategically. Thus, the main aim of this study is to benchmark PD with best practice in Malaysia and selected countries in the region in the management of a beach resort tourism destination.

The significance of the study is PD will be able to learn from the “best practice” and also take heed of the negative impacts on certain approaches of tourism development that has failed in some of these destinations in Malaysia, Thailand and Indonesia.

2 LITERATURE REVIEW

Planning for tourism is very important for tourism development to deliver positive social, economic, and environmental effects (Dredge & Jenkins, 2007). All stakeholders which include the local community, operators and tourist have a role to play in tourism development of any destination (Simpson & Bretherton, 2009). However, if not properly benchmarked, planned and managed, tourism development can also result in negative effects, especially upon host destinations (Keogh, 1990; Murphy & Murphy, 2004).

Various dimensions have been explored in the past to study the attractiveness of beach resort destinations that is essential for a sustainable growth of the destination. They include: (1) Residents' place image (Stylidisa, Biranb, Sitb, & Szivasc, 2014); (2) Economic impacts (Tyrrell & Johnston, 2001); (3) Socio-cultural impacts (Weiermair, 2000); (4) Environmental impacts (Hassan, 2000); (5) Support for tourism development (Enright & Newton, 2004); and (6) Stakeholders and Tourism Development (Byrd, 2007).

A number of related studies have been conducted using the benchmarking approach recently. They include to study destination development (Haugland, Ness, Grønseth & Aarstad, 2011), destination management (Lustický & Kincl, 2012), destination marketing (Assaf & Dwyer, 2013), destination competitiveness (Leung & Baloglu, 2013) and sustainable activities (Mura & Sharif 2015).

Despite this growing mentioning in the literature, there are limited studies that assess the development of a destination by benchmarking the sustainable growth using the dimensions of residents' place image, economic impacts, socio-cultural impacts, environmental impacts, support for tourism development and also stakeholders and tourism development.

3 METHODOLOGY

In the first part of the study, two sessions of focus group discussions were conducted to gather stakeholders' perceived image of PD, role of their engagement in developing tourism and its impacts.

A benchmarking exercise was carried out to adopt and adapt some of the best practices in other beach tourism destinations. For local benchmarking, the experience of Batu Ferringhi Beach, Penang and Chenang Beach, Langkawi was referred, whereas for regional benchmarking, the experiences of Patong Beach in Phuket and beaches of Krabi, Thailand; and also Kuta Beach in Bali, Indonesia were referred. These destinations were selected to be benchmarked as the efficient beach management has resulted in the township being well developed. Similar scenario is seen in PD. Using content analysis method, tourism development blueprints for each of these destinations were also scrutinized.

The opinions of the various stakeholders, namely the local community, the operators and the tourist were probed to make a general observation on a three quantum scale of "good", "fair" and "weak". Although the judgement maybe very subjective, the result of the general evaluation was coherent with the field observations of these destination for the five dimensions used to evaluate the quality of the destination, namely residents' place image; economic impacts; socio-cultural impacts; environmental impacts; and support for tourism development. The triangulation of these qualitative approaches in determining tourism development in PD will result in a more practical outcome.

The study area, Port Dickson, or PD to locals, is a beach and holiday destination that is centrally located—450 km from Penang (approximately 4.5 hours' drive), and 314 km from Singapore (approximately 4 hours' drive), and 90 km from Kuala Lumpur. PD is the closest beach for the resi-

dents of Klang Valley (which encompasses Kuala Lumpur). Hence, the strategic location makes PD to be ideal to become a leading beach resort tourism destination for Malaysia. Despite PD losing its distinctness as a leading beach destination, efforts are currently in place to position PD more strategically.

4 RESULT

A total of 12 respondents (stakeholders) participated in the focus group discussions. The stakeholders from PD which include leaders of hotels, tour agencies, CEOs, chairman's of homestays, museums, golf courses and waterfront establishments were interviewed to gather their perceptions of PD's image, their engagement in tourism development and its impacts. All the participants had different occupations making their engagement with the community varying.

4.1 Perceived image of Port Dickson (PD)

Focus group participants highlighted the strengths of PD as a "place to live", "place to work" and as a "tourism and recreational destination". Their responses can be summarised as follows: (a) PD as a place to live: PD is a good place to live with lower cost of living as compared to other near-by cities; (b) PD as a place to work: PD is a good place to work as there are no traffic congestions during the weekdays when local residents need to go to work. It was also acknowledged that during the weekends and public holidays, the traffic congestions is bad; and (c) PD as a tourism and recreational destination: PD is a nice holiday destination for local tourists. However, tourists' arrival (international and local tourists) have declined over the years. Nonetheless, it has a great potential as a tourism and recreational destination. The development and implementation of an overall strategy is needed to improve PD's image and offerings.

Further, the respondents also had the following views:

- a. 'Local stakeholders should be financially supported by the government to invest in tourism development' because financial support from the government is very important in order for them to invest in tourism development and equity with private sectors. It is also one of the most practical ways to develop and improve tourism industry in the country;
- b. 'Local stakeholders should have a voice in the decision-making process of local tourism development'. They stated that local stakeholders are given chances to voice out their thoughts/ideas regularly, however, no follow-up consideration or practical actions are taken;

- c. 'Local stakeholders should be consulted when tourism policies are being made' because these local stakeholders are the first agencies to receive the benefits or impacts from the policies developed;
- d. 'Local stakeholders should participate by any means in any type of the initiatives taken by the government to develop tourism' because developing tourism will need cooperation and supports from all parties. Moreover, local stakeholders play an integral role in attracting tourists following the policies developed;
- e. 'Local stakeholders should take the leading role for tourism development' because these local stakeholders are most likely to be the 'ambassador' of the local tourism and play a significant role in developing destination image; and
- f. 'Local stakeholders should be consulted but the final decision on the tourism development should be made by formal bodies' because it is necessary for the local stakeholders to provide their feedback about the actual problems and opportunities available.

4.2 Benchmarking other destination

Based on the benchmarking exercise that was carried out with various stakeholders, the following results were gathered for both national and interna-

Table 1. Comparative analysis of tourism development approaches in Chenang Beach, Langkawi and Batu Ferringhi, Penang.

Tourism development approaches	Chenang Beach, Langkawi	Batu Ferringhi, Penang
Residents' place image	Fair	Fair
Economic impacts	Fair	Good
Socio-cultural impacts	Good	Weak
Environmental impacts	Fair	Weak
Support for tourism development	Fair	Fair

Table 2. Comparative analysis of tourism development approaches in Patong Beach, Phuket; Krabi, Thailand; and Kuta Beach, Bali.

Tourism development approaches	Patong Beach, Phuket, Thailand	Krabi Beach, Thailand	Kuta Beach, Bali
Residents' place image	Good	Good	Good
Economic impacts	Good	Good	Good
Socio-cultural impacts	Fair	Fair	Poor
Environmental impacts	Fair	Fair	Poor
Support for tourism development	Good	Good	Fair

tional benchmarking. The results from the national benchmarking that was carried out in Chenang Beach in Langkawi, Kedah and Batu Ferringhi Beach in Penang are shown in Table 1.

The results from the international benchmarking that was carried out in Patong Beach, Phuket and beaches of Krabi, Thailand; and Kuta Beach, Bali are shown in Table 2.

5 DISCUSSION

Based on the analysis of the national and international benchmarking exercise carried out for PD, the following best practices that can adopted:

5.1 Best approaches in Chenang Beach, Langkawi, Kedah

The beach and the township has been re-vitalised to serve as the primary public beach for family fun on the island, complete with new dining, retail, entertainment and accommodation options. Similar to the star-ratings used for hotels, a rating and endorsement system for attractions would serve to inform tourists and help set their expectations.

These new and improved tourism products would be supported by the development of more luxury accommodation options from boutique resorts to villa rentals and a new commercial zone with retail, dining and entertainment options in the north western part of Langkawi targeted at higher spending tourists.

Given the development or redevelopment of compelling attractions and more accommodation, the beach could support a year-round MICE calendar targeted at small-to-mid-sized events and focused on core value propositions of nature and ecotourism.

A tourism academy driven by public-private partnership has been set-up to produce fit-for-industry graduates to meet the demand of the industry. There is a need to build local capabilities so that a larger section of the community would be able to participate in and benefit from the tourism industry.

More conservation efforts are undertaken to ensure that Langkawi's natural environment remains pristine and protected. In order to protect the Geopark status of Langkawi in general, close community engagement is carried out in all tourism development projects.

The creation of Interpretive Centres that serve as hubs for fun, experiential tourist activities as well as research and conservation work is being carried out. Park Rangers are appointed to bring both knowledge and passion to their role of educating others and protecting the environment.

Langkawi International Spa Academy was set up to prepare the local youths in Langkawi for the booming spa and wellness industry. The academy collaborate with institutions of higher learning and private beauty colleges in providing students with the latest knowledge and skills in spa management and services through skilled trainers recruited from the industry.

5.2 *Best approaches in Ferringhi Beach, Penang*

Batu Ferringhi comprises a mixed community of local Malaysians, MM2H (Malaysia My Second Homes) registrants, retirees and self-employed foreigners. Most opted to stay there as they had been assured of a green tranquil environment in the low-density residential part of the area, close to an international school.

As the sun sets, Batu Ferringhi comes alive with a carnival-like atmosphere with an open-air bazaar selling anything from ornate curios to enticing souvenir items. Watch local artisans demonstrate the intricate art of craft-making and batik-painting. Dubbed the Ferringhi Walk, the bazaar offers shoppers a host of attractions.

The draft of the state's Transport Masterplan already warns that as the population rises, travel demand will increase by 50% or more by 2030. Without significant improvements, the Ferringhi beach access roads will be more congested and traffic moving at reduced speeds. Due to such pressures, there will be a need to release more land for growth and also to look into more efficient traffic management and public transport.

5.3 *Best approaches in Patong Beach, Phuket, Thailand*

Local residents have been forbidden to make any changes to the island's beachscape. If anyone tries to alter the beach landscapes or is caught violating the details of this order, they will face legal action. The order also provided the sole circumstances under which the beach could be changed. Only government officials, who have been ordered to beautify the landscape, employ methods to combat coastal erosion, enhance beach safety by erecting surf warning signs, placing moorings for boats or carrying out an activity approved by the local council will be able to alter any new landscape from what it is now.

In order to overcome the traffic congestions, "tut-tuk" and motorbike taxis ply the roads along the beach front.

In order to promote wellness, high-end stand-alone spas and spas attached to resorts have been developed. These spas are well certified for its services and well trained local masseurs. In addition

Phuket also has set up the Phuket Spa Academy to ensure well trained profession spa therapist are in good supply.

5.4 *Best approaches in beaches of Krabi, Thailand*

The Thai government in 2015 has refocused on the development of the beaches in Krabi with the following focus: (a) Development of tourist infrastructure and facilities; (b) Development and rehabilitation of existing tourist sites; (c) Development of products and services supporting tourism; (d) Create confidence and promote Thai tourism; (e) Include public, private and local administrative organizational participation in tourism management. Security measures for tourists are heightened by including surveillance and lighting at tourist destinations across the township and beaches of Krabi, and a greater tourist police presence. Further, clean toilets and facilities for the disabled are emphasised in all the township and beach areas of Krabi.

5.5 *Best approaches in Kuta Beach, Bali, Indonesia*

Bali has issued a moratorium on new construction in certain built-up areas, and ensuring a more responsible growth. Building heights have been restrained by a rule that stipulates that no new buildings can be taller than the tallest palm tree.

The Balinese government has in more recent times begun to realize the dangers that unchecked development might bring and is now putting greater emphasis on the environment and sustainability. Building rules and regulations have gradually been tightened and the development criteria expanded.

The new highway is designed to divert traffic away from Bali's congested roads, much complained about by local residents and foreign tourists alike, and improve inter-connectivity between southern parts of Bali (Nusa Dua) with South Denpasar and Bali's Ngurah Rai International Airport.

Businesses wanting to develop hotels in the region need to meet strict environmental and sustainable principles to gain a license. This includes training and hiring local labour and conserving the environment, where two-thirds of any development plots must be left as forests or rice paddies.

Current government policy is to develop Bali is based on four noble principles—tourism must be pro-poor, pro-growth, pro-job, and pro-environment.

The findings from these best practices were further triangulated with a stakeholder and residents survey that was carried out in the same study area but not reported in this paper.

5.6 Recommendations

Based on the benchmarking exercise, the following tourism products and services can be considered for further development in PD. (a) In terms of accessibility, cruise taxi can ply in the coast line of PD beach. “Tut-tut” like auto rickshaws to ply the busy main roads of PD. These auto-rickshaws can be managed by the local youth associations of PD. Restructuring of the traffic with a one-way flow needs to be considered. Further, reviving the abandoned Seremban-PD rail link, and also introducing the ferry link between PD with Dumai in Sumatra, Indonesia can further enhance accessibility to PD; (b) The “PD Wellness Zone” can be revived by introducing world class Spa and Wellness establishment; (c) Introducing “boot-camp” like tour packages for kids and adults to experience life in an army camp; (d) Increasing the number of legal homestays that are registered and quality controlled by the Malaysian Homestay Association; (e) Authorities in the District Office of PD should make an educational tour to some of the benchmarks proposed in this study, namely Phuket, Krabi, Bali, Langkawi and Penang. With assistance from Tourism Malaysia and Negri Sembilan Tourism Promotion Board, PD should be well marketed in Southeast Asian nations; (f) PD’s uneven development has resulted in many abandoned projects that lay unfinished and hence an eyesores to the town’s populace. The roads and other infrastructures are also not befitting that of a popular tourist destination. Thus, the local government has to do the ‘clean-up’; (g) PD has to be more creative in branding the destination as the town is not blessed with other charms apart from its beaches, unlike other tourist destinations in Malaysia that have their own unique niche. Case in point, Penang which is well-known as the food heaven and Langkawi that is famous for its duty free shops and chocolates. PD needs to find their niche; and (h) PD must promote and raise visibility for MICE tourism activities by utilising existing hotel and institutional facilities in organising and attracting business events under the guidance or support from Malaysia Convention and Exhibition Bureau (MyCEB).

6 CONCLUSION

Tourism development is based on the argument that tourism has multiple impacts, i.e. economic impacts, socio-cultural impacts and environmental impacts. Success of tourism development and related consequences in a destination are dependent on understanding of stakeholders. The findings from these surveys highlighted various characteristics of PD as a place to live, work and also tourism

and recreation destination. With more political will to upgrade and elevate PD, it is hoped that this much potential beach town will again be a leading tourist destination and not regarded as a sunset destination.

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Tsunami hazard signage at beach tourism area in Indonesia

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ABSTRACT: Indonesia has the beach tourism area is always crowded visited by domestic and foreign tourists. But behind the charm beauty of its beach, it is very prone to natural disasters tsunami caused by an earthquake or volcanic eruption, one of the most appropriate way to provide education to tourists and the people who live tourist location is by convey information through signage. The problem is still a lot of coastal tourist area in Indonesia does not have signage designs according to the standard good signage design manufacture. The purpose of this research is observed and analysis of beach tourism area signage Anyer-Carita and Pangandaran beach to measure how precise that media is made according to the theories of signage. Obtained data showing that there is no uniformity on design signage in the Indonesian tourist beaches, still existence signage that do not meet the criteria of making signage correct. It required a design guide signage is good and right and can be used for tourist beaches in Indonesia. So that people can be educated and be alert to the signs of tsunami.

Keywords: Tsunami, signage, tourist beaches of Indonesia, *design*, *evacuation lanes*

1 INTRODUCTION

Indonesia is a country that located at the juncture of four tectonic plates. Due to the geographical location as an archipelagic nation, Indonesia is prone to natural disasters such as earthquakes and volcanic eruptions, which were resulted the tsunami. An expert on earthquake and tsunami, Hilman (2010) claimed that almost all regions of Java, Sumatra, Bali and the territories in Eastern is categorized as vulnerable. Only possible Central Kalimantan and West Kalimantan are relatively free from the earthquake and tsunami. Despite of these areas is prone to the natural disasters, many people who still live in did not much care and understand the dangers that threaten them, neither have they known how to handle it. This reason is might be because of the lack of media information and education given to them.

Despite of these vulnerable conditions, there are still many people who live in areas prone to natural disasters that did not much care and do not understand the dangers that threaten them even do not know how to handle it, this because still the lack of media information and education given to them.

Realizing the lack of information media tsunami that can provide knowledge about the signs of the tsunami and evacuation lanes are eligible,

then needed media information tsunami disaster which proper, based on previous research (Rezaldi, 2015). One of the media that is appropriate for this case needs to be made a model signage for Tsunami threat to the Tsunami disaster-prone areas.

Destination of this research is observed and analysis of signage tourist beaches area in Indonesia, in this research we collected samples in Anyer-Carita beach and Pangandaran beach. The parameters that we measure are how far signage in several locations is made by using theories criteria for making correct of signage.

2 THEORETICAL REVIEW

2.1 Signage tsunami evacuation

Warning signs, are signs used to denote a hazard warning or dangerous. Tsunami evacuation signs, is one of the fixtures streets form of emblem, alphabet, numbers, sentence and or a mix among others which states evacuation route guidance, the place and the building evacuation at the time of the earthquake and tsunami waves (AbuBakar, 2007).

Signage is a collection of individual signs that have been designed to identify or directing. Signs were used in a signage basically revealed of meaning the rules of the international standard, so it

will be easily understood by everyone (Boines, 2008; 17, as cited in Rezaldi et al., 2015: 3).

2.2 Standard of design for the Indonesian tsunami evacuation sign

In making the evacuation signs Tsunami in Indonesia there is rule that must be followed, to be easily understood and lack of uniformity in designing symbols. The rules are: (1) board signs must be made of aluminum (length 90 cm; width 45 cm; length in 75 cm), (2) Forming a such as arrows on one side, and the other side forms an obtuse angle, (3) The color of the background is orange with no edge lines and symbols white in color with ink lit up, so it could be visible in the dark, (4) Pole signs are made of a cylindrical iron pipe with a metallic base color, and height of 300 cm vertical, (5) Board signs cantied to tower or affixed to a wall, (6) Evacuation sign boards shall contain a symbol, the name of the evacuation area (*place of refuge*) and distance, (7) tsunami evacuation signs should be installed in accordance with the local evacuation plans and is put at the places that are easily seen and strategic, and (8) Selection of basic materials a long lasting and must payed to be able (Vidiarina, 2007).

3 RESEARCH METHODS

This research was initiated with the observation and study of literature namely in collecting relevant data, by using ordinary type of observation (Rohidi, 2011: 184). Observations carried out on the design of signage at each location beach tourism area as sample and the data collection literature done by reading literature from various sources such as books, journals, and articles on the internet.

Continued with the ethnographic approach, this approach carried for: (1) Exploring or researching social phenomena. (2) Data is unstructured. (3) Case or sample a little bit. (4) Do data analysis and interpretation of data about the meaning of human action (Atkinson & Hammersley, 1994).

In this study we took two beach tourism areas as a sample, namely beach Pangandaran Beach tourism and Anyer-Carita Beach tourism to make observations on signage that were there, which carried in October, 2015.

In the make observations on signage at the location, are done recording images using a digital photo camera, performing measurements high-pole signage, observing the construction material, measuring the amount and distance between each of the signage.

From the acquisition preliminary data, do analysis masterpiece of visual design signage which

exist in two locations Indonesia's tourist beaches by using a descriptive method, analysis, interpretation, and judgment (Feldman, 1992, as cited in Soewardikoen, 2013: 39). The results of visual analysis tailored to the theories making of good signage.

4 RESULTS AND DISCUSSION

Based on observations in the field, we get a visual data signage that was there for analysis with discussion as follows:

4.1 Anyer-Carita Beach area

Based on the observations we find there are signage with type directional sign, as illustrated in Figure 1 and as described in the Table 1. The signage design already looked even better, than we have ever encountered in the year 2003, from analysis color factor, sign size, shape board design, and high pole,



Figure 1. Analysis signage Anyer-Carita beach area.

Table 1. Analysis signage Anyer-Carita beach area.

Shape:	Four a square with one of the acute angle like an arrow
Size:	Length 90 cm, width 45, length inside 75 cm
Material:	Aluminum metal covered with paint
Background color:	Orange
Color Outline:	Without Outline
Symbol Color:	White
Typography Colors:	White
Symbol:	There are three elements symbol form of icon people ran, symbol of sea water, and symbol highland
Meanings Symbol:	Running away from the seawater to the highland

looks already appropriate with the existing theory. However, there are still several things that need to be repaired from design of signage, namely the type font used should be made much larger, thereby supporting visual understanding of the meaning from the icon, and can be seen from a distance.

There is only one type of design signage are made with type of directional sign as a guide directions evacuation, whereas for this case signage can not stand alone. Needs to be supported by some type of signage the other, That is: (a) informational sign which serves to provide information about what is tsunami, signs of what began when the occurrence of tsunami, and measures what to do if there is a tsunami, (b) orientational sign, an image evacuation route map the prevailing in the region. (c) orientational sign, that gives information how distance covered reaching rallying point, and (d) Directional sign, providing information to audience nya that was in the area who are at risk/ zone of direct impact of the tsunami, and a safety zone or rallying point.

For installation on a pole need to be considered to make part signage in the two faces, so it can be seen from the front or towards the back.

It needs to make the block plan, determination of rallying point, election rallying point, determining the distance, and determining alternative rallying point, the stored in the blue print.

4.2 Pangandaran Beach area

Design of signage at the beach area of Pangandaran seem more variety, there are more than one type of signage, the signage types of directional signs to guide the direction of evacuation, Directional sign, giving information to audience that was in areas at risk/Zone of direct impact of the tsunami, to high size pole is in conformity with the theory, However, quite a lot of records that need to be repaired, that is: Shape design, size, and colors used are not in accordance with the theory the making signage.

The lack of uniformity, seen from the text information being delivered, existing sign that provide



Figure 2. Analysis signage PantaiPangandaran.

Table 2. Analysis signage pantaiPangandaran.

Material:	Stainless Pipe
Height:	300 cm
Diameter:	2.5 inch
Color:	Metallic
Installation:	Casting on ground
Visibility:	It seems clear the visibility a maximum of 5 M

information 100B natural hill, however on another sign not to show the distance like on the sign building rescuer.

For information directions evacuation does not need to be made variety, such as: toward the grand mosque, towards the nature reserve, and building rescuer, because this is signage evacuation routes, not signage guide area.

Be supported by several other types of signage, such as standards have been is mentioned in the discussion of Anyer-Carita. For installation on a pole need to be considered create a part of the signage in two faces, so it can be seen from the front or towards the back. It needs to make the block plan, determination of a rallying point, election rallying point, determination of the distance, and determining alternative rallying point, that are stored in a blue print.

5 CONCLUSION

Based on observations in two locations of research and data analysis that was compiled, then we concludes that: First, the absence of uniformity in making signage natural disasters tsunami evacuation route on Indonesia tourist beach. Second, there is no seriousness from relevant parties in making the signage natural disasters tsunami. This can be seen from not yet use theories that exist in making the design or installation of the tsunami disaster signage.

Therefore we recommend that should be immediately created basic guidelines in making the design and location placement of signage is good and true, in relation to the tsunami disaster that threatens the tourist locations on the beach Indonesia. And ensuring that the basic guidelines is used, so it would be obtained uniformity of shape, types, and design signage evacuation route of natural disasters tsunami in beach tourism area Indonesia.

Thereby, for the future this signage can be the same with other signage, such as traffic signs

signage, for example traffic signs prohibited parking wherever the location of the installation throughout Indonesia certainly will be the same shape and design. Thereby meaning of the signage will be more easily recognized and understood by audience Nya.

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Assessing the effect of shopping experiences in creating landmark shopping destination

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ABSTRACT: Shopping is one of the main activities undertaken by tourists when travelling. With the recent development of premium outlets in Malaysia, this will support Malaysia's tourism aspiration as a top shopping destination which will complement the current multiple retail offerings the country already has. The purpose of this conceptual paper is to assess the factors impacting on shopping experiences in premium outlets by identifying the satisfaction level among shoppers. In addition, shopping attribute preferences and the intention to spend are of interest in this study. The expected outcome will contribute to the key indicators for premium outlets to improve on the tourists shopping experience and make premium outlet a landmark shopping destination in the near future.

Keywords: premium outlets, shopping tourism, shopping experiences, landmark, Malaysia

1 INTRODUCTION

Shopping has become a main tourist activity and accounts for a considerable amount of tourism expenditure. Bitner (1992) developed the SERVICESCAPES models that includes the physical attributes that are essential for shopping environments, but still there is limited study has investigated from the perspective of tourists. It should be noted that tourists might have different shopping behaviors from local customers (Turner & Resisinger, 2011). Creating a comfortable, attractive shopping environment is thus a key aspect of tourist industry development (Yuksel, 2004). Not only can the existence of a first-class shopping environment enhance tourists' overall satisfaction with the tourist destination as a whole (Yuksel, 2007), it can also encourage tourists to spend more money, thereby providing increased economic benefits for the tourist destination.

In recent years, the premium outlet concept is emerging in Malaysia as this outlet offer heavily discounted luxury items that include out of season or new luxury products for market testing.

According to the Economic Transformation Program (ETP) Annual Report 2014, establishing premium outlets in Malaysia will support Malaysia's tourism aspiration as a top shopping destination which will complement the current multiple retail offerings the country already has. In future

there will be few additional premium outlets in other locations in Malaysia. The addition is rather significant as these outlets would be serving different region. Therefore, this study is important to understand the tourists' preferences on premium outlet characteristics, which will contribute as the outline for the planning of premium outlets development in Malaysia.

2 LITERATURE REVIEW

2.1 *The tourist shopper*

Recreational shopping is an important research area in the social sciences and is often identified as a primary or significant travel motivation (Timothy, 2005). Shopping, while traveling, is associated with emotional motives such as having fun, enjoyment, and relaxation (Crick-Furman & Prentice, 2000). Enjoyment, novelty, and social interaction are heightened when shopping as a tourist because the stress of daily living is removed from the paradigm of product acquisition (Christiansen & Snepenger, 2002). Tourists wandering through shopping centers have time and the inclination to buy things they are too busy to shop for at home.

Shopping tourists can be categorized on the basis of which factors influence their behavior. Thus, they can be described from a product, destination, or price viewpoint. The first group of

shopping tourists travel in pursuit of specific products or luxury goods, well-known brands, and souvenirs, i.e. premium products that give social status to the buyer (Park et al., 2009). The second group attracted by well-known shopping regions, thematic shopping, and celebrated shopping malls, i.e. the destination itself is the attraction. The third group is motivated by high prices at home and low prices at the tourist generating destination, they are so-called “price hunters” or “bargain seekers” (Timothy, 2005).

Tourism demand is determined by many factors and one of them is shopping (Rosenbaum & Spears, 2009), which has increased in recent years (Westwood, 2006). Shopping has become a main tourist activity and accounts for a considerable amount of tourism expenditure. Choi, Yoonjoung, and Rob (2015) study has found that shopping tourists stay longer at a destination and spend approximately three to four times more than leisure tourists. Besides, the shoppers are becoming more selective due to the increasing number of malls, and therefore, they prefer malls that meet their preferences.

Turner and Reisinger (2001) identify cost, shop presentation, and product display as three main dimensions of tourist shopping satisfaction. Shop presentation consists of cleanliness, convenience, attractiveness, and the appearance of the sales staff, and product display. However, no statistical relationship between type of travel and overall satisfaction is reported. Wakefield and Baker (1998) report positive relationships for excitement, desire to stay in the mall, and involvement with re-patronage intention. This logic was extended by Huang and Hsu (2009) who found satisfaction, attitude toward visit, and revisit intention to be uni-dimensional. If a previously visited destination still appears novel or relaxing, then pleasure travelers may hold a positive attitude toward future visitation. Positive shopping perceptions by tourist shoppers have implications for re-patronage with tourists becoming an important segment for future shopping center revenue that extends to tourist demand for hospitality services and other tourist attractions.

2.2 *Shopping environment attributes*

Shopping facilities shape a destination image (Yuksel, 2004), and tourists often seek shopping experiences associated with certain shopping center images. Most recently, shopping centers are maximizing differentiation through branding and tenant mix strategies. Superregional malls (e.g. the Galleria in Dallas), theme/festival centers (e.g. Kemah in Houston), and super off-price centers (e.g. Sawgrass Mills in Sunrise, Florida) specifi-

cally target tourists in their marketing programs. Often, shopping centers are the tourist destination (Butler, 1991).

Some of the most important aspects of a successful shopping center are location, good value, range and quality of merchandise, and physical design (Timothy, 2005). Retail environments can create engaging experiences (Mehrabian, 1976), so that shopping, particularly when traveling to visit family and friends, becomes an enjoyable social behavior that can be satisfying for all parties regardless of age and gender (Christiansen & Snepenger, 2002).

Bitner (1992) proposed a model with three components related to environmental indications, which are based on the Baker’s model: ambient, spatial layout and functionality, and, signs, symbols and artifacts. The models developed in previous studies mainly examine the perceptions of general consumers.

Fitzsimmons and Fitzsimmons (2004) expanded the number of service package attributes from four to five: (1) Supporting facilities: The physical resources that must be put in place before a service can be offered, (2) Facilitating goods: The material purchased or consumed by the buyer, or the items provided by the customer, (3) Information: Operations data or information that is provided by the customer to enable efficient and customized service, and (4) Explicit service: The benefits that are readily observable by the senses, and that consist of the essential or intrinsic features of the service; (5) Implicit service: Psychological benefits that the customer may sense only vaguely, or the extrinsic features of the service.

2.3 *Shopping experiences*

Current shopping experiences involve more than consumer acquisition of goods. They also involve seemingly tangential experiences to acquisition of goods resulting from the broadly defined shopping environment, such as an elaborate store design, educational events, recreation, and entertainment (Ann & Jihyun, 2007). Various researchers have found that shopping malls are now regarded as highly organized social spaces for entertainment, interaction and other types of consumer excitement (Iksuk et al., 2005).

3 METHODOLOGY

Quantitative method will be used in this study. The survey will be targeting tourists who shop in premium outlets in Malaysia. Convenience sampling will be used. All the data gathered from the questionnaire will be processed and analyzed using several statistical tests to analyze all data and infor-

mation. A descriptive statistic will be used including means, standard deviation, frequencies and percentage to screen and describe the data distribution. Cronbach Alpha will be run to test the reliability of the instrument. In addition, correlation test will be conducted to measure the relationship between variables.

4 CONCLUSION

Establishing premium outlets in Malaysia will support Malaysia's tourism aspiration as a top shopping destination which will complement the current multiple retail offerings the country already has (ETP Annual Report, 2014). From the academic perspective, since there is lack of studies available in the Malaysian context, undertaking this study will definitely build the new body of literature of premium outlet in Malaysia. The expected outcome can form key indicators for the premium outlet to improve on the tourists shopping experience and make premium outlet a landmark shopping destination.

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Rural tourism destination accessibility: Exploring the stakeholders' experience

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ABSTRACT: Destination accessibility is an important construct in travel and tourism industry. Accessibility can be described as supporting factors and resources that contributes to the tourist experience. Accessibility is also one of the core rural tourism destination attractions. However, despite the strategic role of destination accessibility in the management, marketing and branding of a tourism destination, studies on rural tourism destination accessibility compared with destination image, identity, awareness, hard and soft factors are very limited. Bario, the study context, is a village in Sarawak, Malaysia. The theoretical framework of this study is built on stakeholder theory. Adopting a qualitative methodology with 30 respondents, findings indicate that air and land transport (including hiking or trekking) are the means of accessibility and attraction to Bario. The implications of these findings to theory, practice and the wellbeing of the host community are discussed further.

Keywords: Destination accessibility, rural tourism, Bario, stakeholder theory, sustainable tourism

1 INTRODUCTION

Destination accessibility is an important destination appeal which cannot be neglected in tourism destination. The United Nations World Tourism Organisation [UNWTO] (2007), suggests that a destination should be accessible to tourists irrespective of their numbers through road, air, speed boats or cruise ships. For example, destination accessibility to rural destination would include airplane (Bulan & Bulan-Dorai, 2004, p. 22; Lo, et al., 2011, 2012); roads and logging road (Moore, 2012); trekking or hiking (Jiwan et al., 2006; Lo et al., 2011, 2012); speed boat or canoe (UNWTO, 2007); and cycling (Berlin & Martin, 2004). It should be easier for tourist to move with ease within a given destination. However, despite the important role of destination accessibility and contribution to the visitors' experience especially in rural tourism destination it has been under studied as a component of destination appeal. This study is positioned to fill the existing gap in the rural tourism destinations research. Therefore, the aim of this study is to explore the views and opinions of stakeholders on accessibility to Bario as a rural tourism destination.

2 LITERATURE REVIEW

Ritchie and Crouch (2003) described accessibility as part of supporting factors and resources. When it comes to inbound tourists, visa requirements, ports of entry, and specific entry conditions that must be fulfilled by the would be tourists, easy destination accessibility should be considered as part of the attraction for visiting such a destination. In addition, regulation of the airline industry, route connections, airports hubs and landing slots, competition and safety concerns among the competitors in the airline industry affect the accessibility of a tourism destination more than the physical destination might suggest. Ritchie and Crouch (2003) also argued that the accessibility of tourism attractions is also a challenge that must be addressed. For example, the accessibility of attractions which include landscape, recreational forest, mountains, climate, beaches, scenic regions and national park are equally important at the tourism destination.

The underpinning theoretical framework for this study is built on stakeholder theory. Richard Edward Freeman is widely acknowledged to have conceptualised the stakeholder theory and give two definitions of a stakeholder. A stakeholder is

defined as “any group or individual who can affect or is affected by the achievement of an organisation’s objectives” (Freeman, 1984, p. 46); and those groups who are vital to the survival of the organisation (Freeman, 2010). This simply indicates that a group qualifies as a stakeholder if it has a legitimate interest in the activities of the organisation (Donaldson & Preston, 1995). However, Freeman’s (1984) definition of stakeholder is adopted in this study. This is because Freeman’s definition is widely used in tourism studies (Yuksel, Bramwell & Yuksel, 1999; Easterling, 2005; Marzano, 2007; Kayat, 2008, 2011, p. 119; Fyall, Garrod & Wang, 2012, p. 13; Musa, Noor, & Mohamad, 2013). The stakeholder theory has been used in tourism research as it affects stakeholders’ perceptions in relation to tourism impacts and tourism development (Kayat, 2008).

A review of the literature revealed that recent studies have applied the stakeholder theory to explain tourism planning, community involvement in tourism, and destination branding concepts. These studies include understanding stakeholders in rural tourism development (Kayat, 2008, 2011); stakeholder collaboration (Aas, Ladkin, & Fletcher, 2005); government’s role in tourism development (Akama, 2002); tourism planning (Sautter & Leisen, 1999); managing diverse stakeholders in destination marketing (Bhat & Gaur, 2012); community perceptions towards impacts and development strategies (Yuksel, Bramwell, & Yuksel, 1999); residents perception and attitudes toward tourism development (Easterling, 2005); tour operators (Toney, 2012); and sustainable rural tourism development (Joshi, 2012).

It should be noted that there are eight different rural tourism destination stakeholders who participated in this study. These are (a) tourist/visitor; (b) destination management and marketing organisation; (c) government agency, (d) residents/host community; (e) travel and tour operators—including airline operator; (f) non-government organisations and volunteers; (g) researchers; and (h) local tourism businesses or entrepreneurs (Adeyinka-Ojo, 2015, p. 61; Quilan, 2008, p. 63; Sautter & Leisen 1999, p. 315; Freeman, 1984, p. 55). Notably, Cooper (2012) argued that the development and maintenance of efficient transport system for easy accessibility is crucial to the success of tourism destination.

The mode of transportation in some instance could be a source of attractions to tourists in some rural tourism destinations. This is because visitor’s expectation is met and this could add to the memorable experience. However, there are limited literature sources featuring destination accessibility as part of destination appeal in rural destination which calls for further academic research.

3 METHODOLOGY

The main study context is Bario a village in Borneo in the northern part of Sarawak, Malaysia. This study adopted qualitative research methodology. Purposive sampling technique was used in recruiting the 30 participants interviewed. The number of participants in this study is determined by theoretical saturation in the data collection (Strauss & Corbin, 2008; Jennings, 2010). This study employed triangulation of data which includes in-depth interviews and participant observation (Robson, 1999; Puvnesvary et al., 2011).

The study main research question is ‘How did visitors come to Bario?’ There are also sub-questions generated during the interviews which are based on the participants’ responses (May, 2001). The in-depth interviews adopted semi-structured format. The purpose is to elicit rich, detailed data that can be used in the data analysis (Lofland & Lofland, 1995), and to provide rich information into people’s experiences, opinions, values, attitudes and feelings (May, 2001). Notably, this study has applied knowledge questions (Patton, 1987) and open-ended questions to explore large amount of data (Puvnesvary et al., 2011). The in-depth interviews was recorded by using a digital tape recorder which took an average of 35 minutes (Rasmussen, Ostergaard & Beckmann, 2006) and transcribed the interviews verbatim immediately after the conclusion (Gubrium & Holstein, 2001).

The seven steps that are necessary in participant observation developed by Cresswell (2007, pp.134–135) were followed in this study. Participant observation was adopted to complement the in-depth interviews because the participant observer associated with observed group to gather personal knowledge and a deeper understanding of the study context (Robson, 1999). Field notes were utilised to record information gathered during the field observation (Campelo et al., 2014). As part of the participant observation, one of the researchers had 10 flights to and from Bario from July 2012 to July 2014 to explore the destination accessibility of Bario.

The triangulation of data sources in this study is consistent with the suggestion of Yin (2009, p. 116) that the most important benefit of triangulation in a single case study is that finding or conclusion is likely to be more convincing and accurate if it is based on multiple sources of evidence or information; and to improve the credibility and validity of research findings (Puvnesvary et al., 2011).

Thematic analysis was adopted to analyse the in-depth interviews (Braun and Clarke, 2006; Fereday & Mui-Cochrane, 2006; Boyatzis, 1998), and

content analysis was found suitable to analyse the data from the participant observation (Berg, 2004, p.286). Findings from the two sources of data are presented in the next section.

4 FINDINGS AND DISCUSSION

The Kelabit highland (Bario) has been isolated for a number of years in terms of accessibility. Some of the influential indigenes of Bario and the Kelabit highlands have made several calls for the extension of the logging road for some years (Moore, 2012). Findings indicate there are a few means for tourists and visitors to reach Bario as presented in Table 1. For the purpose of the anonymity of the participants, codes are used instead of their actual names for example (participant number—PN).

Findings in Table 1 are derived from the views of the participants who are stakeholders in Bario on destination accessibility to Bario as shown in the following statements. When asked how visitors came to Bario, a tourist from Germany said:

Yah, after we decided to come here we asked how we can get to Bario. We were told to go to the Miri airport to buy our tickets so a day before our departure we bought tickets at the airline office at Miri and the following day we flew to Bario (PN19).

A local resident, one of the pioneers of homestay in Bario and co-founder of eBario website, while illustrating this point on accessibility to Bario as a rural tourism destination commented:

Visitors and other people coming to Bario can travel by a smaller aircraft operated by MASwings airline. In those days people do walk from Ba'kelalan to

Table 1. Rural tourism destination accessibility in Bario.

Means of destination accessibility in the literature	Means of destination accessibility uncovered in this study
Air transport 18 seater Twin Otter (Bulan & Bulan-Dorai, 2004, p. 22; Jiwan et al., 2006; Lo, et al., 2011, 2012)	Air transport 18 seater Twin Otter smaller aircraft, chartered helicopter
Land transport (a) 4WD on logging road (Moore, 2012; Bulan & Bulan-Dorai, 2004, p. 23) (b) Trekking (Lo et al., 2011, 2012)	Land transport (a) 4WD on logging road, truck, bike (b) Hiking or trekking

Source: Developed for this study.

Bario. From Ba'kelalan to Bario, it takes two days trekking. People still walk from Ba'kelalan to Bario. I just got one tourist yesterday (05/05/2014); he just walked from Ba'kelalan to Bario and is off now (06/05/2014) walking back to Ba'kelalan. People can also drive in from Miri on 4WD using the logging road, it is more than ten hour's drive from Miri to Bario (PN9).

Based on the participants' comments, it does seem that accessibility to Bario is mainly with a smaller aircraft. For example, a tourist from Florida in USA who spoke on behalf of her co-traveller affirmed:

We knew it is going to be a smaller aircraft; it is so exciting to see the landscape and the beautiful forest... we saw the tallest mountain in Sarawak, Mount Murud, and Borneo is exceedingly interesting to experience... (PN2).

These statements were also corroborated by a tourist from the Netherlands who was on a second visit to Bario between May and July 2014:

I like the small plane. I think it is exciting because you could see the pilot; it is a different experience most people would love to experience...From Miri to Bario... it is really beautiful because you could see the forest, then you land in Bario, you have mountains surrounding you, it is very nice (PN21).

These comments from the tourists were confirmed by a key informant at the Miri residence office and Miri Tourism Task Force (MTTF) group, a government agency in charge of development of tourism in Bario:

...Bario offers a unique experience in terms of accessibility, which is mostly by air. That alone is a unique experience for the visitor... (PN7).

This view is repeated by a local resident, homestay operator and one of the heads of the community's schools in Bario:

The main means of transportation is by plane except when the plane is fully booked when few people will come by land transport which is about 12 hours driving along the timber truck road (PN14).

In the case of Bario, accessibility by the smaller aircraft is unique and it enriches the visitor's experience because the smaller aircraft does not fly too high, so one can view and take photos of the beautiful and green forest from the air. In addition, the pilot can act as a tour guide by telling the tourists some of the attractions in the Kelabit highland, which includes the tallest mountain in

Sarawak called Mount Murud, which is located along the flying route to Bario and it can be viewed from the sky. This is made possible because there is no demarcation between the pilots and the visitors in the aircraft. This has potential to make a visit to Bario more memorable and experiential to tourists.

Therefore, it implies that the element of accessibility in the context of rural tourism and specifically in Bario can be conceptualised as destination appeal or attraction. This finding agrees with the past study that accessibility to Bario with a smaller plane from a tourist's standpoint is adventure tourism and rewarding (Adeyinka-Ojo & Khoo-Lattimore, 2013).

However, accessibility to Bario is still lacking due to the limited number of seats in the smaller aircraft and the poor road networks. Furthermore, a senior pilot in charge of rural air services in Bario said:

The easiest way to get to Bario is by flight which takes about 55 minutes...people can also go to Bario through the logging road but it takes up to 12 hours or even more because the road is meant for timber lorries (PN3).

A volunteer from World Challenge in United Kingdom commented:

There are two means of transporting people to Bario...you can fly from KLIA to Miri and from Miri to Bario on a smaller plane. You can also do an uncomfortable journey by four wheel drive (4WD) vehicle on the logging road (RCN6).

Moreover, findings from the in-depth interviews were compared with the findings from the participant observation in order to identify how these two data collection sources corroborate themselves. It was found that most of the findings in participant observation support findings uncovered in the in-depth interviews. For example, visitors' accessibility to Bario is majorly relied on smaller aircraft of 18 seaters.

5 CONCLUSION AND IMPLICATIONS

To sum up, findings show that accessibility to Bario by road is a serious challenge as pointed out by the participants due to poor road networks. This finding agrees with the literature sources that accessibility to Bario by road is still a major concern and, as a result, the geographic mobility of visitors and the local people in Bario is very limited (Moore, 2012). This view is consistent with Bala (2002), and Lo, et al. (2012) that access to Bario is difficult due to the limited number of passengers the aircraft could

fly, and the weather condition is very cloudy most of the time. It is important that there is further development of road networks and increase in the number of daily flights in making Bario more accessible from the current two flights per day of between 20–30 passengers, depending on the gross weight of passengers and their luggage. This is because the carrying capacity of the aircraft is limited to a gross weight of 1000 kg (Bala, 2002). The logging road between Miri and the Kelabit highlands (approximately 480 km in length) was built by a logging company—Samling Global Sdn Bhd [private limited] (Moore, 2012). The logging road was extended and it reached Bario in July 2009; the cost was borne by Samling Company (Moore, 2012). However, it seems the accessibility challenge by road in Bario and other Kelabit communities is being addressed by the government. According to Moore (2012 p.46), in March 2009, the Malaysian government provided a sum of RM60 billion (or \$20 billion as of 2009) over two years as an economic stimulus package. This Thrust 2 of the government programme is of importance to Bario and community in the Kelabit highlands. This is contained in the Economic Stimulus Package Thrust 2 (ESPT):

“Easing the burden of the Rakyat (ordinary citizen), in particular, the vulnerable groups. Providing basic amenities in rural areas especially electricity and water supply, roads and it includes Sabah and Sarawak” (Malaysian Government, 2009).

The implications of these findings to theory, practice and the wellbeing of the host community in Bario are important to rural tourism development. From the theoretical point of view, findings show that the mode of transportation to Bario is mainly through the Twin Otter aircraft. Accessibility to Bario through smaller plane is considered unique as a destination attraction to the tourists. It is also viewed as a ‘wow’ experience to trigger a repeat visit to Bario and recommendation to friends and relatives by the tourists. The practical implication is that policy makers and destination practitioners should ensure that rural tourism destination is accessible to the visitors in order to satisfy their expectations of travelling to a given rural place. Likewise, for the local community, easier accessibility will improve their social, economic and cultural development in terms of exchange of goods and services. More importantly, for a rural tourism destination to increase the number of tourist arrivals and receipts accessibility of visitors, local residents, other stakeholders, goods and services should be made easier. These findings are consistent with previous studies in places other than rural tourism destination like Bario where tourist accessibility is considered as part of appeals

and memorable experiences for visiting a destination (Ritchie & Crouch, 2003, UNWTO, 2007), and part of successful factors of a tourism destination (Cooper, 2012). Conclusively, we recommend that future studies should focus on multiple rural tourism destinations with different mode of transportation in order to compare with the findings of this study.

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Travel constraints affecting young tourist traveling domestically

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ABSTRACT: Young travelers can be representing as a domestic tourist. Student and youth travel is an extremely fast-growing, important tourism market segment which contributes to about 20% of all global travel. This study aimed to determine the travel constraints and to identify the most travel constraints toward young tourists travelling domestically. A survey was created containing basic questions about travel constraints in order to determine the most constraints among intrapersonal, interpersonal and structural constraints. A total of 400 respondents from selected districts in Selangor were surveyed. When asked to identify the constraints to travel, intrapersonal constraints are cited rarely as compared to interpersonal and structural constraints. Instead, lack of time from structural constraints was identified as the most critical constraints by respondents.

Keywords: Young tourist, travel constraints, intrapersonal, interpersonal, structural

1 INTRODUCTION

One of the incomes contributions in tourism industry comes from domestic tourism. Domestic tourism in Malaysia has become a new trend among Malaysian people. Domestic travels were promoted after Malaysia faced the financial crisis toward the end of the 20th century. Since then, government encouraged Malaysians to spend their money domestically either to visit local destinations or purchase local products.

There is no widely accepted definition of domestic tourist (Inskip, 1991). However, the commonly used definition was a guideline from World Tourism Organization (Chadwick, 1994), which defines a domestic tourist as any person or resident of a country visiting his own country or traveling to a place within his country other than his usual residence for a period of not less than 24 hours or one night but less than one year for the purposes of recreation, leisure, holidays, sport, business, meetings, conventions, study, visiting friends or relatives, health, mission work or religion.

Young travelers can be representing as a domestic tourist. Student and youth travel is an extremely fast-growing, important tourism market segment which contributes to about 20% of all global travel. Confirmed by the UNWTO most young people see their trips as a chance to enhance positive values. The main reason for holidays by young tourists is to gain more knowledge of the world and to experience and learn about other cultures. This shows that students clearly see travelling as an important and enriching experience. In fact, travel is increas-

ingly becoming a part of young people's lifestyle (Richards & Wilson 2003). Population statistic from Department of Statistic Malaysia shows that, there is 28.25 million of young traveler in Malaysia as in 2010.

Even though there are a lot of promotions and events have been carried out throughout the country to increase domestic spending, but still some of the young travelers traveled less in terms of domestic. This is because there are some constraints for young tourist who does not travel domestically which are intrapersonal, interpersonal and structural constraints.

"UNWTO estimates that around 20% of the 940 million international tourists travelling the world in 2010 were young people" (UNWTO 2013). The WTO declares young traveler as a person between 16 and 25 years old who spends at least one night at the destination (Boukas, 2007). The Youth Tourism Consortium of Canada (2004, as cited by Boukas, 2007) classify two classification of youth tourists which are young adult tourists which travel with their school and youth group tourists (the holiday is arranged by the school, districts and groups) or non-school youth group tourists where the holiday is arranged by organized clubs like church group, sport team or independent young adult tourists who travel on their own or in a small group and organize everything by their own.

This market is a rapidly growing one and Richard and Wilson (2003) discussed that young adults are likely to travel more often and for a longer duration and only one fifth of all holidays worldwide are done by young travelers. Furthermore, the

price sensitivity of young travelers is a key component. Resulting from the limited budget which the average young traveler has available but still the high expectations, the young traveler can be seen as a demanding customer who searches for the best value for its money (Moisa, 2010).

2 LITERATURE REVIEW

2.1 Travel constraints

Page and Hall (2003) emphasizes the constraints towards travelling function as filters for tourism demand, preventing the decision makers from engaging in travel even though the motivation may exist. Leisure constraints can be used as it provides a conceptual framework that may help to understand why young travelers or individuals do not participate in travelling or any form of tourism activities. The hierarchical model suggested by Crawford and Godbey (1987) and Craford et al. (1991), is the most accepted theoretical framework of leisure constraints (Nyaupane et al., 2004).

Based on the hierarchical model above, the studies are categorizing leisure constraints into three hierarchically organized levels which are: intrapersonal, interpersonal, and structural constraints. Moreover, taking part in leisure activities is seen as a process of overcoming these various constraints.

2.2 Intrapersonal constraint

Fredman and Heberlein (2005) define the intrapersonal constraints as stress, anxiety, attitudes, and perceived self-skill that might inhibit one from participating in leisure activities. These elements exist when individual fail to develop leisure preferences or misconceptions due to problems associated with personality needs, prior socialization, personal ability and perceptions of reference group attitudes (Chena, 2008). Intrapersonal constraints are mostly concerned with subjective perceptions or assessments of appropriateness and relevance

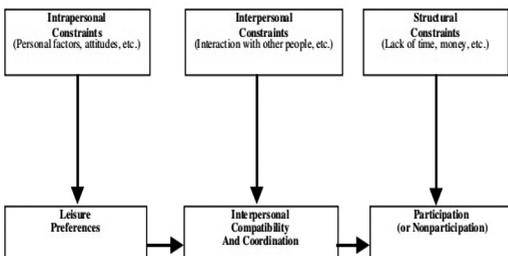


Figure 1. A hierarchical model of leisure constraints. Sources: Crawford et al. (1991).

of participation in a given leisure activity by the individual in question (Godbey, Crawford, & Shen, 2010). The foundation for discovering such appropriateness and relevance may arise in a form of psychological, cultural or from genes. This factors may be vary when it come in terms of different countries, religions, by personality, by gender, ethnicity, physiological attributes and so on. Intrapersonal constraints is one of the three pillars of travel constraints that will be faced by individual when they choose not to travel domestically in Malaysia. The constraints may differ from one person to another as Malaysia is made up from different races and religions. The critical question is whether or not the individual decided to choose whether he or she want or not to engage in the activity, to enjoy or to experience the travel.

2.3 Interpersonal constraint

Interpersonal barriers or constraints are the result of interpersonal interactions or the relationship between individuals' characteristics (Crawford & Godbey, 1997). The interpersonal constraint also results from social interactions with friends, family and others or relate primarily to a lack of travel partners. Hawkins et al. (1999) extended the definition of interpersonal constraints, which may have multiple meanings depending upon where one is situated relative to the dependence of an individual. For example, Hawkins et al. (1999) argued that dependence of mentally retarded people on caregivers has confounded the meaning of interpersonal constraints since their access to friends is determined by the caregivers. However, since the subjects of the Hawkins et al. (1999) study are adults with mental retardation, who have significantly lower intelligence than ordinary people (Godbey, 1999), the results could not be generalized with the general population.

2.4 Structural constraint

According to Crawford and Godbey (1987), structural constraints are defined as the factors that intervene between leisure and participation. They represent constraints as they are commonly conceptualized. Structural constraints are the most important, most researched, and most challenging constraints for researcher to investigate (Jackson, 2005). Element of structural constraints is lack of time, lack of money, family commitment and lack of transportation. Cost and time related rank among the most widely and intensely experienced constraints (Jackson, 2000). Jackson (2005) also reported young people's leisure is affected by opportunities and cost. During middle adulthood, their constraints decline, but often time eventually

emerges as a major constraint due to family and employment.

2.5 Domestic tourism

According to UNWTO (2013), domestic tourism is defined as main destination in the country of residence of the traveler. According to South Africa the definition of domestic tourism is the tourism of resident visitors within the economic territory of the country of reference. According to World Tourism Organization (2008), Domestic tourism is comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip.

According to Ministry of Tourism, Arts and Culture (2013), the numbers of domestic visitors increased 15.5 million or 13.4% from 115.5 million in 2010 to 131.0 million visitors in 2011. Domestic tourism in Malaysia is influenced by seasonal for example public holidays and school holidays. On an average, 46.8% of Malaysia residents aged 15 years and above made domestic tourism trips in 2010 (Ministry of Tourism, Arts and Culture, 2013). Domestic tourism accounts for around 15 million trips per year of which more than 8 million overnight trip that generating a total estimated spending of some RM 2.4 billion (Ministry of Tourism, Arts and Culture, 2013).

As in developing destination like Malaysia, the Ministry of Tourism Malaysia is responsible for promoting and developing tourism. Malaysian Fest and Shopping Carnivals, and Malaysia Airlines and the Malaysia Association of Tours and Travel Agents (MATTA) have developed domestic holiday's package to promote the growth of domestic tourism (Ministry of Tourism, Arts and Culture, 2013). Ministry of Culture, Arts, and Tourism realized that domestic travels and products for local tourists must be developed and diversified (Badaruddin & Yusnita, 2008). Varieties of travel programs are offered to tourist to boost the domestic tourism in Malaysia. In September 11, 1999 Malaysia Government introduced Cuti-Cuti Malaysia as a tagline for domestic campaign.

The lack of research created difficulties for establishing a proper definition for young tourists. According to Nelson (2005) a survey of 150 nations indicated that 60 percent of them did not have a proper definition of youth tourism. This indicates the complexity of the determination of youth tourism and the complexity of the determination of youth tourism and the different interpretations that this term can have. However for the need of this study a reference on some definition for young tourists has been considered as necessary.

The WTO declares young traveler as a person between 16 and 25 years old who spends at least

one night at the destination (Boukas, 2007). In addition to the age also the behavior is seen as a characteristic of defining the young tourists. Car (1998 as cited by Boukas, 2007) suggested that people may be older than the defined youth tourist but their behavior may classify them as young tourists. Nevertheless, as Seekings (1995) suggests, there are no valid definitions as to who can be seen as young. Schott (2004: 365) suggests that 'despite the complex and contested nature of youth, the need to establish a common understanding of the term is an obvious one and the most accessible and administrable measure of youth remains to be age'. Under these circumstances age may define who is young and who is not.

Moreover, research found that youth travel has become an extremely fast-growing important tourism market segment which contributes to 20 percent of all global travel, according to a recent report about youth travel behavior by UNWTO and WYSE Travel Confederation (2011). About 190 million international trips are made by student and youth travelers per year, a number which is estimated to double within the next ten years. This market segment generated about 165 billion US\$ in 2010 and with the forecasted growth rate one can see that the student and youth travel market has become quite a lucrative segment (Richards, 2011).

Generally, youth travelers travel for a longer period of time than other travelers and are willing to save before starting their trip or work during their travels in order to be able to cover their travel expenses. This shows that students clearly see travelling as an important, enriching experience. In fact, travel is increasingly becoming a part of young people's lifestyle (Richards & Wilson, 2003).

3 METHOD

Descriptive method was used and this study was undertaken in cross-sectional studies, in which data are gathered for only one period of time through the questionnaire. In this study, we also used probability sampling technique since the elements in the population have a known, nonzero chance of being chosen as subjects in the sample, we resort to a probability sampling design. The sampling location which is the population for this research is in Selangor Darul Ehsan with the total population of 5,462,141 million based on (Department of Statistics Malaysia, 2010). We divided our samples into four groups which are from graduate degrees, diploma, secondary school and employees. Those groups will be randomly selected in five big districts which are Petaling, Hulu Lan-

gat, Klang, Gombak, and Kuala Langat. The age of our target samples from these four categories should be between 16–25 years old as to fit with the young tourist definition by the WTO (World Tourism Organization) where the WTO declares young traveler as a person between 16 and 25 years old who spends at least one night at the destination (Boukas, 2007).

Cluster sample are sample gathered in groups or chunks of elements that, ideally, are natural aggregates of elements in the population. Therefore, the samples are divided into four categories, and random sample will be picked from these categories (Sekaran & Bougie, 2013). Personally administered questionnaire is used in this study. The items used in this study are five point Likert Scale; 1 = Strongly Disagree, 2 = Disagree, 3 = Unsure, 4 = Agree, and 5 = Strongly Agree. These scales were used in Sections 2 to 4. Section 1 consists of questions about the general demographic information of the respondents such as gender, age, and race by mean a categorical scale. For Sections 2 to 4, it focused on the independent variables, i.e., the travel constraint towards young traveler that consists of interpersonal, intrapersonal, and structural constraints.

Four hundreds questionnaires were distributed to respondents in Selangor (i.e., Petaling, Hulu Langat, Klang, Gombak, and Kuala Langat). The data were analysed and interpreted by using Statistical Package for the Social Science (SPSS). Descriptive Statistics was used for the contradiction and presentation of the research findings.

4 FINDINGS

4.1 Respondent profiles

Based on the descriptive analysis, the highest gender of the respondent is female, 205 = 51.3% and male, 195 = 48.7%. The range the age of the respondents fall into three categories: 16–18 (28.8%), 19–21 (24.8%), and 22–25 years old (46.5%). Thus, it can be concluded that most of the respondents were young people from graduate degree, secondary school, and workers. The highest respondent race was the Malays (62.3%), followed by Chinese (21.5%), Indians (14.5%) and other races (1.8%). The highest level of education of respondent is graduate degree which is 37.0% followed by diploma which comprise of 34.5%, and secondary school which is 25.3%. The lowest level of education is others which are only 3.3%. We can concluded that at the age 16 to 25 years old, most of the respondent are still study rather than work because the top three level of education of respondent are from secondary school, diploma and degree. However, there are also respondent that have higher level of education such as master

degree and PhD. The highest respondents were students which is 74.8% and the second highest were service which comprise of 9.0% and for education and construction give the same percentage which are 4.5%, followed by others field of occupation 4.0% and the lowest is manufacturing or production which are only 3.3%. Student goes to the first place because at the age of 16 to 25 years old, a lot of respondents are still studying rather than working.

4.2 Major findings and discussion

Based on the first study objective which is to determine the travel constraints towards young tourist, we are able to determine what the travel constraints are. Page and Hall (2003) emphasizes constraints towards travelling function as filters for tourism demand, preventing the decision makers from engaging in travel even though the motivation may exist. Thus, the hierarchical model suggested by Crawford and Godbey (1987) and Crawford et al. (1991) was used in this study. Based on the hierarchical model, those constraints are intrapersonal, interpersonal, and structural constraints. In fact, the hierarchical model it's the most accepted theoretical framework of leisure constraints (Nyaupane et al., 2004).

The first constraint that might affect young tourist from travelling is Intrapersonal constraints. Fredman and Heberlein (2005), define the intrapersonal constraints as stress, anxiety, attitudes, and perceived self-skill that might inhibit one from participating in leisure activities.

The first element is stress (33.8%) of the respondents disagree that stress is the constraint because young tourist in Selangor may have a positive living environment as stress is not the constraints for them to travelling domestically. The second element is anxiety (33.0%) of the respondents also disagree that anxiety is the constraint. It can be conclude that young tourist in Selangor area did not feel any anxiety of emotions such as nervous, fear, apprehension and worrying when they are travelling. The third element is attitudes (36.8%) of the respondents also disagree because young tourist in Selangor area do not have attitudes problem when they want to travel as they are all ready to travel. The last element is perceived of skill (35.5%) of the respondents disagree and It can be concluded that young tourist in Selangor area have interest to travelling domestically as most of them disagree that travelling domestically is the less thing that they want to do.

Secondly is an interpersonal constraint. Interpersonal barriers or constraints are the result of interpersonal interactions or the relationship between individuals' characteristics (Crawford & Godbey,

1997). Based on the findings, it is found that most respondents agreed that lack of travel partner have affecting them from travelling domestically which contribute of 44.8%. This is because the level of satisfaction gained from travelling alone will not be the same as compared to travel by groups such as with family and relatives or friends.

Furthermore, 40.0% of the respondents agreed that by travelling alone will cause him/her to feel demotivated as there are no travel partners that can accompany them along the trip. Some of the respondents feel that at the age of 16 to 25 years old they are still not independence whereby they still rely on someone in certain things they do. Next is feeling scared (38.5%) to travel domestic without any travel partner because some of the young tourists have difficulties in selecting their travel partner and they found that by having a wrong travel partner might affect their whole trip. According to Stefan Chan, choosing a correct travel partner is the most important part before travelling because having a wrong travel partners may ruin the whole trip.

Last but not least, in this finding 39.5% of respondents strongly agree that travels will becomes dull without any travel partner. The reason is the young tourists in Selangor areas feel that without any travel partners their trip will become dull as there is no one that they can share their happiness and experiences along their trip.

The third constraints are structural constraints. This constraint is the most important, most researched, and most challenging constraints for researcher to investigate (Jackson, 2005). The elements of structural constraints are lack of time, lack of money, family commitment and lack of transportation. The first element is lack of time contributed 47.0% which is strongly agree where the most of respondent are agree that they have not enough time to travelling domestically because they are busy with school issues, typical work and family care giving.

The second element is lack of money where the respondents contributed 39.3% which most of the respondent ticked agree with the statement lack of money affecting young tourist not travelling domestically because most of the respondent are still studying and do not have own income and for employees they have to spend more on cost of living and paying debt that caused young tourist not traveling domestically. The third element is family commitment where respondents contributed 33.8% because their parents are limiting them to travel and have to take care of their children. Fourth element is lack of transportation where respondents contributed 28.8%, limited access of transportation affect young tourist travelling domestically because they think that is not widening of transportation to certain destination that make them getting hard to access that destination.

The second objective of the study is to identify the most travel constraints towards young tourist travelling domestically. Based on the finding, in the first constraint which is intrapersonal constraint, 34.5% of the respondents disagree that Intrapersonal constraint is the constraint that affect them from travelling domestically. This is because due to the findings, most of the respondent disagree rather than agree about the Intrapersonal constraint is the constraint that affects them from travelling domestically. So, in conclusion, this constraint does not affect young tourists in Selangor areas from travelling domestically.

In the second constraint which is the interpersonal constraint contribute to 44.3% of the respondents agreed that interpersonal constraints is the constraints that affect them from travelling domestically. For the overall perspective, the interpersonal constraint indicates the highest percentage among the other constraints. This shows that young tourists in Selangor area agreed that lack of travel partners is the factor that affecting them to travel domestically.

Next, in the third constraint which are the structural constraints contribute to 39.3% of the respondents agreed that structural constraints is the constraints that affect them from travelling domestically. Even though the overall percentage of interpersonal constraint is the highest, however it do not represent the most travel constraint element that affecting young tourists from travelling domestically.

To support that, the elements of the most travel constraints which are lack of time symbolize the structural constraints that indicate 47.0%. It shows that this travel constraints is the most constraints that affecting young tourist from travelling domestically. This research were supported with previous study by Nyaupane (2007) that stated cost and time are among the most widely rank, and intensely experienced constraints studied by Jackson (2000). Therefore, it can be concluded that the structural constraints are the most travel constraints that affect young tourist from travelling domestically in Selangor, Malaysia.

5 CONCLUSION

As a conclusion, youth travel market has been identified as one of the major contributors to the growth of the world tourism sector. Youth travel is one of the fastest growing and most dynamic markets of the global tourism sectors. But there are some constraints for young tourist who does not travel domestically which are interpersonal, intrapersonal and structural constraints. All of these constraints are affecting young tourist to travelling domestically.

The main objective of conducting this research is to determine the travel constraints towards young tourist and what are the most travel constraints towards young tourist travelling domestically. After conducting this research, we can see what made the majority of young tourist do not travel, is it due interpersonal, intrapersonal or structural constraints. The purpose of this study is to gain the knowledge and increase the understanding of a particular issue on travel constraints affecting young tourist travel domestically in Selangor. This study is significant because it will provide the necessary facts about the travel constraints that affect young tourist travelling domestically.

The findings had proven that the travel constraints that affect young tourist travelling domestically are interpersonal constraint and structural constraint while intrapersonal constraint had no effect to young tourist from travelling domestically. This is because young tourist in Selangor area disagreed for the intrapersonal constraint to be their travel constraints from travelling domestically while interpersonal and structural constraint is agreed to be their travel constraint from travelling domestically.

Besides that, it was found that lack of time from structural constraint to be highest constraint that agreed by young tourist in Selangor area. This finding can be supported by Jackson (2000) research as cost and time are related rank among the most widely and intensely experienced constraints. In a nutshell, there is a relationship between the travel constraints towards young tourist and the most travel constraints towards young tourist travelling domestically. These issues do affect young tourist in Selangor area from travelling domestically. Thus, the relationship between travel constraints towards young tourist and the most travel constraint will indirectly affect the decision for them to travelling domestically.

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Film-induced tourism: Young Malaysian traveller motivations to visit a destination

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ABSTRACT: The primary objective of this study was to identify the push and pull factors that the most influence young travelers to visit a destination, focusing on film induced tourism context. The theory of push and pull factors was discussed thoroughly. Data were collected through the self-administered approach to the local young travellers in several places in Kuala Lumpur. The sample was collected through convenience sampling method. A total number of 384 respondents were involved in this study. The result of this study revealed that there is varieties of push and pull factors motivating young traveller to visit a destination. Findings show that unique experience makes the most contribution in push factors in explaining the young traveller to visit a destination. For pull factors, the most influence young traveller to visit a destination is associated with the celebrity status. For the future research, it may suggest to expand and explore more on other factors that may influence young traveller to visit a destination, in which no theoretical model been developed yet. Finally, this study promotes filmmakers, DMOs and also local authorities to enhance films as powerful marketing tools by fulfilling the motivations which may drive the local young travellers to visit a destination.

Keywords: Film induced tourism, push and pull, motivation, young travellers

1 INTRODUCTION

Today, the market for youth travel is growing and becoming increasingly important to tourism marketers (Ting, Chiu, & Kayat, 2015). Young travellers are no longer seen as a small part of the tourism industry. Their power on spending has also increased and youth travel generated USD182 billion in international tourism receipts in 2012 (UNWTO, 2013). According to Richards and Wilson (2006), young people has now travelled more to explore new destinations during their holiday. They are more interested in seeking new experience in new places. This showed that young people are interested in traveling to destinations that have activities which can give them new experience that they can share with others (Horner & Swarbrooke, 2016; Richards & Wilson, 2006, 2007).

One of the activities that provide a new experience which is the subject of this study is film tourism. Film tourism includes experience in travelling to places where their favourite films or box office films are being shot, a trend that is getting familiar (Hudson & Ritchie, 2006). The intangible visual language is strong in influencing them to make it into a more realistic experience by visiting the film location itself (Rewtrakunphaiboon & Oppewal, 2008). According to Wang (2007), Film tourism

is a type of experience-related destination activity where the tourists are influenced to visit film sets, movie locations, movie tours or film theme parks as a result of a destination being fascinating in a movie. Quite some researchers have studied on the relationship between film and tourism, as the film tourism gained recognition and influenced the tourism discipline (Gjorgievski & Trpkova, 2012; Kim & Wang, 2012). Upon agreeing that a film can motivate tourists to travel to a destination (Gjorgievski & Trpkova, 2012; Kim, 2010, 2011; Su, Huang, Brodowsky, & Kim, 2011) and indirectly, then it can be deduced that films can become a free marketing tool to promote the destination.

1.1 Issues

To date, it was proven that films played a great role in inducing tourists to visit the destination after they have seen it in the films, leading to the increased number of tourist. Based on this reason, there are some countries which aggressively support the film industry in the effort to boost the economy through tourism activities such as New Zealand, who was actively promoting The Lord of the Rings (LOTR). Singh and Best (2004) had studied on motivations of visitors to the Hobbiton Movie Set as featured in Lord of The Rings

and it was evident that the destination became a favourable location after it was depicted in the film. O'Connor, Macionis, and Hudson (2011) also stated that after the release of the film *The Beach* in 2000 which was filmed in Thailand, the tourist numbers had directly increased, particularly the youth market by 22 percent.

Film tourism can enhance destination awareness, creating place familiarity, appeal and profitability (Beeton, 2010; Croy & Heitmann, 2011; Di Cesare, D'Angelo, & Rech, 2009; Macionis & Sparks, 2009). Vagionis and Loumioti (2011) also give evidence that film tourism phenomena had to contribute the local economies to the country that been famous for their film. It has also proved that film would be valuable activities in providing income to the country in welcoming tourist to visit the location indirectly.

Research in the area of film-induced tourism has discussed topics such as the link between film tourism and destination marketing (Beeton, 2010; Croy & Heitmann, 2011; Di Cesare et al., 2009; Macionis & Sparks, 2009), the impacts of movies on a tourist arrival at a destination (Li-li, 2005; Mercille, 2005; Tasci, 2009) and the experiences of film tourists (Busby & Klug, 2001; Carl, Kindon, & Smith, 2007; Kim, 2012). With this gap, it is warranted for further investigation on motivations that drive young travellers to visit local films' location as their holiday destination. Therefore, the aim of this study is to investigate the motivation factors that influence young travellers to visit the destination featured in a film being shot locally.

2 FILM INDUCED TOURISM

Film-induced tourism has become one of the new phenomena in the tourism industry. There has been a growing research interest in the relationship between media in particular film and tourism (Connell, 2012). Parallel with Connell's statement, Riley, Baker, and Van Doren (1998) also reported in their study that film and television tourism has been recognized and reported. Within the last decade, film induced tourism has gained increasing attention from both the academic field and the tourism industry. Connell (2012) claimed that there has been a growing research interest in the relationship between media, in particular, film and tourism. As film tourism gained more attention among researchers, they have used many terms in describing film tourism. The term used for describing film tourism in scientific articles include "Movie-Induced Tourism" (Riley et al., 1998); "Film-Induced Tourism" (Beeton, 2005); "Film Tourism" (Hudson & Ritchie, 2006); and "Screen Tourism" (Connell & Meyer, 2009).

Some researchers had studied on the influence of film-induced tourism which affects the increment of some tourist arrival, as Pan (2009) discussed that media play a role as a vehicle of awareness that can expose millions of people to the destination. This was supported by earlier film tourism research which suggested that movies can lead to increased tourist numbers for destinations appearing or being represented therein (Frost, 2006; Hudson & Ritchie, 2006; Mercille, 2005; Young & Young, 2008), and it has been growing like a field of study ever since.

Meanwhile, Bolan and Williams (2008) perceived that film tourism plays a role of, for example, keeping with traditional place promotion, such as high art, postcards, photographs, and posters, because it relies on visual media and it became indirect marketing towards the destinations. This statement is parallel with the study done by Rewtrakunphaiboon (2008) and Gjorgievski and Trpkova (2012) where they also mentioned that a person desires to visit a destination which is as attractive as they seen it in a film even if it is not directly promoted.

3 MOTIVATION

Studies on push and pull factors suggests that travellers look for their perception and expectation such as novelty as a result from the attractiveness of the destination (Baloglu & Uysal, 1996; Oh, Uysal, & Weaver, 1995; Pesonen, 2012; Uysal & Jurowski, 1994). In this context of film-induced tourism study, the study done by Macionis (2004) categorized the motivations that influence respondents in visiting the destination into six dimensions which consist of three push factors and three pull factors. The push factors chosen by the respondents are the personal connection with the film, unique experience and status symbol (glory).

Macionis (2004) found that respondents commented that when they were at the film destination, they were motivated by the nostalgia, romance, personal pilgrimage and fulfilling personal dreams. All of the motives were related to the high personal connection with the film that they have watched. This is also supported by the previous research by Beeton (2005) who claimed that film induced tourists visit the destination depicted in the film as one of their personal attachment to the film. This indirectly makes them choose the place even if it is not directly promoted as a tourism destination. Meanwhile, Crompton (1979) found that people are motivated to do something as they are pushed by their inner side to show their prestige and status. Macionis (2004) also revealed that film tourists are driven by the element of status or glory

as well as being able to brag to friends about their experience.

Uysal and Hagan (1993) found that pull factors are the external forces related to natural and historical attractions, people, activities and marketed image of the destination. Gjorgievski and Trpkova (2012) found that places seen in the film become attractive to the audience to visit the destination. Khan, Safri, and Pazil (2014) supported Gjorgievski and Trpkova (2012) claim in their study that places seen in the film had drawn the intention of Malaysian viewers to visit the film location. The beauty scenery, landscape, cultural and pleasant people depicted in *The Amazing Race in India* is also proven by Tessitore, Pandelaere, and Van Kerckhove (2014) attracted tourists and gained their attention to visit India. In fact, an earlier study stated that films can change regular places into tourist destinations. For example, the filmed site of *Lord of the Rings* at Matamata has been transformed into a famous travel destination (Beeton, 2001).

Macionis (2004) listed out performance as a pull factor which is the plot, theme, and genre in the film, have directly induced tourists to visit the destination. Pearce and Lee (2005) agreed that visitors always enjoyed the activities and recreation that they saw in the film. Besides the natural scenery and entertainment as a motive to visit the destination, Gjorgievski and Trpkova (2012) stated that tourists are also influenced to visit a place where famous actors played memorable scenes.

4 METHOD

Descriptive research design using a quantitative method through cross-sectional approach was used. Convenience sampling method is applied to samples among young travellers who were actively watching any film in a period of 6 months. The questionnaire survey was developed and adapted based on the variables stipulated in the framework of the previous study. Section (A) look at the information on the respondents' behaviour towards watching a film/movie. Part B investigates the motivations that influence young travellers to visit a destination. The questions in this section were adapted (Beeton, 2010; Macionis, 2004; Riley & Van Doren, 1992) which consist of 29 questions that represent six dimensions of motivation which are three push motivations and three pull motivations. A Five-point Likert scale without the middle category representing a neutral position (neither) was chosen to give no option to the respondents.

From about 420 questionnaires distributed, a total of 392 response were received and collected, but only 384 were usable for analysis. Statistical

Package for the Social Science (SPSS) version 22 was used to analyze the collected data of the study. Cronbach's Alpha value obtained to test the reliability of data. Descriptive analysis was used to explain the research outcome.

5 FINDINGS

384 respondents participated in this study. Out of 384 respondents, 223 respondents (58.1%) were females and the remaining were males which were 41.9%. Most of the interviewees' were between 18–25 years old which is 53.6% and the majority the respondents are single 64.8%. The majority of the interviewees are Diploma holder (46.9%).

5.1 *Film viewing behaviour*

The percentage of respondents going to the cinema once every 2–3 month are 27.6%, followed by 25.0% going to the cinema once a month, 24.2% are once a year or less, 13.8% are once every two weeks and there are only 9.4% of the respondents going to the cinema once a week or more. Next, 28.6% of the respondents watch a DVDs or video at home once a week, followed by 21.0% watched once every 2 week, 20.1% are once a month, 16.9% for every 2–3 month, and there are only 13.3% of the respondents watch a DVDs or video at home once a year or less.

Next, more than a half (69.8%) of the respondents watch a movie on TV at home once a week or more, followed by 19.3% watch a movie on TV at home once every 2 week, 4.7% are once every 2–3 month, 3.6% are once a month, and there are only 2.6% of the respondents watch a movie on TV at home once a year or less. Finally looking at the genre of movie, the majority of the respondents like to watch romance or drama movie, followed by 23.8% of the crime or action movie.

5.2 *Push and pull factors*

The objectives of this study were to identify the push and pull factors that influence young travellers to visit a destination after viewing a film. These analyses are divided into six sub-sections which are a personal connection, unique experience, status, scenery/physical icons, entertainment, and celebrity. Each sub-section represent a dimension of motivation that influences young traveller to visit a destination. **Table 1** shows the descriptive output of the push factors.

Table 2 shows that the respondents rate the highest mean scores for the item of Personal Connection under the variable of Push Factors with 3.92 ± 0.71 slightly agreed that motivation that

Table 1. Result of mean score and standard deviation of push factors.

No	Push factors	Mean	Std. Deviation
	Personal Connection		
1	To bring the film to life (make it real)	3.66	1.03
2	To make personal connection with the film	3.57	0.91
3	To make a pilgrimage to sites seen on film	3.33	0.81
4	To fulfill a personal dream	3.63	0.86
5	To personally experience the storyline of the film	3.92	0.71
6	To experience personal growth by visiting the site	3.60	0.84
	Unique Experience		
7	To have a unique experience	4.19	0.77
8	To escape from ordinary	4.17	0.80
9	To add something special to my holiday	4.26	0.81
10	To experience something novel and new	4.08	0.88
11	To experience the film location	3.97	0.92
	To gain experience with the film	3.69	0.94
	Status		
12	To talk about it when I returned home	3.82	0.96
13	To bathe in the glory of having been there	3.75	0.86
14	To go to famous places, my friends haven't been to	3.85	1.02
15	To buy film memorable/souvenirs of the location	3.90	0.95

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Agree, 4 = Agree, 5 = Strongly Agree). Note: (n = 384).

Table 2. Result of mean score and standard deviation of pull factors.

No	Pull factors	Mean	Std. Deviation
	Scenery/Physical Icons		
1	To take photos at the film sites	4.19	0.95
2	To see the scenery and landscape in real life	4.18	0.81
3	To feel excited to be on a film site	3.95	0.97
4	To get a sense of the film's atmosphere	3.91	0.87
	Entertainment		
6	To have fun and feel entertained	4.02	0.88
7	To relive the scenes from the film	3.73	0.89
8	To have a satisfying tourism experience with the film	3.86	0.87
9	To reminisce about the film	3.64	0.85
	Celebrity		
10	To fantasize that I was in the film	3.57	1.06
11	To feel close to my favourite actor	3.53	1.15
12	To fantasize that I was an actor in the film	3.26	1.14
13	To feel romance and nostalgia of a film	3.50	1.03
14	To see behind the scenes of the film	3.91	0.96

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Agree, 4 = Agree, 5 = Strongly Agree). Note: (n = 384).

influence to travel to a destination is to experience the storyline of the film personally. Whereby the lowest mean scores is 3.33 ± 0.81 agreed that the motivation for travel to a destination is to make a pilgrimage to sites seen on film. Meanwhile, the highest mean scores for Unique Experience is 4.26 ± 0.81 respondents motivate to visit a film destination is to add something special to my holiday. However, the respondents rated the low-

est for the item that they are to gain experience from the film with 3.69 ± 0.94 . Lastly, the highest mean scores for status is to buy film memorable/souvenir of the location with 3.90 ± 0.95 . Based on the same table, the lowest mean scores is 3.82 ± 0.96 whereby the respondents slightly agree with to talk about it when I returned home. Next, [Table 2](#) shows the descriptive output of the pull factors.

Table 3 shows that the highest mean scores for scenery/physical icon under the pull factors are 4.19 ± 0.95 where the respondents agreed that they motivate to visit film destination because they want to take photos at the film site. On the other hand, the lowest mean is 3.91 ± 0.87 where the respondents slightly agreed that they visit a destination is to get a sense of the film's atmosphere. In term of entertainment, to have fun and feel entertained is the highest mean scores, 4.02 ± 0.88 . Meanwhile, the lowest mean scores are 3.64 ± 0.85 whereby the respondents slightly agree with to reminisce about the film. Finally, the highest mean scores for celebrity is 3.91 ± 0.96 which the respondents somewhat agree to see behind the scenes of the film as the pull factors that influence them. Then the respondents rated to fantasize that I was an actor in the film as the lowest mean scores with 3.26 ± 1.14 .

6 CONCLUSION

In motivating tourist to visit the destination, various factors could explain their reason. Referring to the result of the study, it can be summarized that the push factors which motivate young travellers are to be considered as some other variable which a study should be conducted or done in the future with regards to these elements. The personal connection does not support the relationship between the young travellers to visit a destination; there should be any other factors such as fantasy/escape, romance, education and nostalgia (Macionis, 2004).

The result shows that young travellers mostly influenced by push factors to fulfill their desire to gain unique experience through choosing to add something special to their holiday as the main contribution for them to visit a destination. On the other hand, the pull factors that strongly encourage young travellers to visit a destination is celebrity factor. The other factors are they are most likely agree that to feel close to their actor which directly pull their attention to revisiting a destination. Other than that, the beauties of location can be the contribution factor for them to visit film site. The attractive of the place induced them to visit a destination.

In conclusion, to make tourism industry more colourful and vibrant with a variety of tourism product, film factors cannot be isolated for this is to be considered as one of powerful marketing tools. The filmmakers, DMOs and local authorities should have a good co-operation among themselves and to give a full commitment to producing a high-quality film. This involves the film shooting location to (or "intending to") induce more tourist to visit these places of interest. Indirectly, this relation will benefit both parties.

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Revolution towards competitive tourism: An integration between cultural spatiality, creative city and Information Communication Technology (ICT)

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ABSTRACT: Tourism development mostly is based on comparative advantages, and the development of tourism destination needs competitive advantages, aiming to capture larger market. This study delves on the concept of competitive tourism based on cultural spatiality and ICT by analyzing the cultural spatiality itself, creative city, ICT in tourism to generate competitive tourism. Several objectives are elaborated with content analysis to construct the concept of competitive tourism based on cultural spatiality and ICT, including analyzing cultural spatiality phenomena, ICT, creative city, and tourism; and conceptualizing the competitive tourism based on ICT, cultural spatiality, and creative city.

Keywords: tourism, competitiveness, cultural spatiality, creative city, ICT

1 INTRODUCTION

Tourism has been gaining revenues and profits, providing job opportunities, and developing local economy in several cities or regions around the world. This is caused by the cutting cost of international travel, the rising spending power of a growing international middle class and its constant search for new experiences compels more and more places around the world to brand and market themselves as tourism destinations (Anholt, 2007). Tourism development mostly is based on comparative advantages, since tourists look for new experiences in their destination. Later, the development of tourism destination needs competitive advantages which are basically consisted of human capitals, investments, and technologies. Human capitals are not only needed in tourism destinations and industries as front-liners and hospitality, but also in tourism marketing and institutions as planning actors. This capital is corroborated with investments which are used to build amenities and support facilities in tourism destination. Then, technology is served as in providing access for tourists in tourism destination and to catch potential tourists from other cities and regions.

Combining these capitals to increase competitive advantages aims not only at providing new experiences for tourists, but also to provide a memory with the expectations that the tourists will come back in the future as well as to create tourism branding as efficient as possible. The transition from using comparative advantages into competitive advan-

tages uses a marketing process—which is also used in urban area as the growth enhancer of economic sectors. Tourism destinations need a clear, distinctive and economically sustainable brand strategy essential so that they can compete effectively in the international marketplace (Anholt, 2007). This so called branding needs a strong capacity of related actors, cemented through networks, and desired to result in larger number of tourists and revenues to local government of tourism destination.

This paper delves on the concept of competitive tourism based on cultural spatiality and ICT by analyzing the cultural spatiality itself, creative city, ICT in tourism to generate competitive tourism. Several objectives are elaborated to construct the concept of competitive tourism based on cultural spatiality and ICT, including analyzing cultural spatiality phenomena, ICT, creative city, and tourism; and conceptualizing the competitive tourism based on ICT, cultural spatiality, and creative city. This study conducts literature review in summarizing the cultural spatiality, ICT, tourism, and competitiveness to attain several variables. Through content analysis, several findings will be concluded this study, and to initiate further discussions, several questions will also be presented.

2 MEMORY, IDENTITY, AND CULTURAL SPATIALITY

Place correlates with memory, and place is connected to other places to create networks of

memory (Hayden, 1997 in Neill, 2004). Identity does not only depend on the context of present; identity needs continuous narration; it creates a sense of continuity between past, present, and future. Collective memory can take various forms which are institutionalized, cultural and ritualized yet it also constituted spatially (Neill, 2004).

Landry (2008) sees that culture is able to develop cities and regions in two ways. The first is that culture is a platform of action which begins to realize that culture is an asset and 'a driving force into a more imaginative city'. Culture emerges from a location enriched by people living in that location, and finally transforms into three components which are behavior as 'a set of settled traditions, that are continually contested and reinvented' (Landry, 2006); talent that develops into specific aptitudes required in production activities; and particular built form as the combination of behavior and talent—amplifying the cultural spatiality itself. This leads to second way, which sees culture as resource. Landry (2008) proposed that culture should be the essence of contribution in integrated development of a locality. Cultural resources can be the very heart of policy-making, encouraging inclusive development, and linking citizens from every background (Jeffres, 2010). In utilizing cultural resources, Bianchini and Ghilardi (1997, in Landry, 2006) abridged several necessary traits which are "holistic, flexible, lateral, networking and interdisciplinary; innovation-oriented, original, and experimental; critical, inquiring, challenging and questioning; people-centered, humanistic and nondeterministic; cultured, and critically aware of the cultural achievements of the past" (Landry, 2006). This results in the ability to creatively synthesize aspects related to the city and prescribe the important urban infrastructures. His conclusion on cultural resources and a platform of action is marked in his interpretation of cultural planning as "*process of identifying projects, devising plans and managing implementation strategies based on cultural resources. It is not intended as 'the planning of culture'—an impossible, undesirable and dangerous undertaking—but rather as a cultural approach to any type of public policy.*" (Landry, 2006).

From several aforementioned propositions, it notices the importance of collaborative and communicative action in preserving memory, identity, and cultural spatiality. In his work, Neill (2004) summarized the importance of place-making, citing Castells (1997) and Healey (1997) that the local importance of place to compete in regional even global economy by strengthening the collaboration between local stakeholders should be prioritized. Jeffres (2010) later made a concept of 'communicative city' which is defined as "community whose environment facilitates development of a commu-

nication system that integrates its residents into a dynamic whole, that enables its citizens to get involved in civic activities and participate in a variety of roles, and makes possible a balance between mobility and stability" (Jeffres, 2010). He argued that a city should employ communication pattern to foster community attachment; link together citizens from different backgrounds; help the most disadvantaged members of a city; stimulate economic activity; support preservation act of culture and art; and engage new residents into tradition and local values. As Neill (2004) said, "One must be careful in 'mapping' cultures crudely onto places, given that multiple cultures and identities frequently inhabit a single place and contribute to its character". In conclusion, unique values and local contents can create a sense of belonging in a place, yet strong will from local residents is needed to preserve it.

3 CULTURE AND CREATIVE CITY IN TOURISM

From cultural spatiality, it can be agreed that creativity can be distinguished since every locality gives specific context and condition. However, several developments using cultural creativity give us lessons to learn. Landry (2008) has summarized that his findings in what factors causing the creativity process are not optimal—or as he said "uncreative urbanism". He noticed that there are uncreative ideas in level of urban leaders and managers translated into actions and policy-making. Hence, they give creativity process a discouraging—if not hostile—environment. This is caused by several factors which are abused by sectional interests—a perfect example of exclusive development; inertia and thoughtlessness in executing effective and efficient development in creative way; failure in formulating strategy of branding—causing the cities around the world become indistinctive; the state of not-know-what-you-do-not-know in employing local assets and resources; and erasing memory by explicitly eradicating several spatial heritages in a city, transforming them into more common and indistinctive focal points around world (Landry, 2008).

This phenomenon begins at the inner logic of uncreative ideas (Landry, 2008) where several factors play roles in generating uncreative urbanism. These inner logics are:

- a. Creativity depends on public policies which initiate national ideology and governance system;
- b. The nature of being accountable actually slows down the pace of Government's response to problems which tends to be faster in private enterprise;

- c. Statutory system which encapsulates governance, law, and authorities results in the incapability of bureaucracies to adapt;
- d. Urban change is irrevocable, yet people tend to solve the problems only when the problems have arose;
- e. People want something big and real momentum as fast as possible;
- f. They obstruct access to power and information, yet it is contrasted to several cases which showed that cities excluded from higher technology are more creative;
- g. Several actors don't realize their roles in urban management, which is prone to open, flexible, and fast-paced dynamics;
- h. The internal languages of different professions make communication with outsiders difficult and constrains their thinking;
- i. Planning still centers on land use issues rather than the social dynamics of cities;
- j. Contemporary complexities prevent simple control; forcing us instead into partnership and joint action while actors have their own domain of operation, purposes, and values;
- k. There is a self-evident need for local authorities and universities to collaborate in order to soften the blow of economic change, yet how many universities are closely involved in identifying local needs, arresting decline, getting involved with local manufacturers and bringing them into the new world?;
- l. Little faith in people or their motivation cause urban leaders to tend to be pessimistic in what might be achieved.
- m. If it is not strictly regulated, the land use will change from lower to higher values and promote indistinctive development, thus it limits the creative process.

From these conditions, Hartley (2005) perceived that creative industries as the augmentation of creativity vary geographically. Creative industries in USA are market-driven while European countries secure traditions of natural culture in developing creative industries. Commonwealth countries are early adopters of creative industries, while creative industries in China are dormant due to the austere atmosphere of development policies. It can be deduced that creative industries depend on market, culture, national relations, and development policies.

Hartley (2005) noticed that there is a process in which creativity is fostered. This process consists of four elements covering infrastructure, connectivity, content, and creativity. Infrastructures are needed in the movement of goods, services, people—distributing from producers to consumers. In the age of technology, infrastructures are

supported by ICT, involving communication network and Internet—improving connectivity. This connectivity is important in fostering content, yet sometimes local contents are contested in the massive flow of information and culture transformation. Augmented contents result in creativity as the last elements of the process. However, contents and creativity is believed to be 'a better long-term bet' (Hartley, 2005). It is based on the social changes in temporal scale—resulting in different context and condition time after time. Although the new economy is characterized by intensified knowledge in a locality (Graham & Marvin, 2000), technology, and innovation (Hartley, 2005), there are also new opportunities to enhance economic performance based on cultural spatiality and creativity. These opportunities offer local cultures and enterprise chances to challenge themselves and grow, considering they are the main actors in economic development.

This leads us to the concept of creative city. First of all, Florida (2005) correlated locality and creative class, and successful in identifying three factors: tolerance, cultural diversity, and the concentration of high technology. Locality plays a big role since adaptability of urban residents will invite talents and have consequences on government to create and nurture business environment and formulate relevant strategies. These findings develop to the concept of creative city, which is defined by Landry (2008) as a city which creates values simultaneously; transforms hardware-based solutions to software-based solutions; does more with less resources; provides an intercultural living environment; values varied visions; recombines the old and the new imaginatively; and keeps on learning. This definition is elaborated by Richards and Wilson (2007) by their concept of 'creative space', which is every space and corners in a city possessing the traits of creativity. In bigger scale, this locality is expanded to the concept of creative region (Cooke and Schwartz, 2007), and defined as a region nurturing knowledge entrepreneurship to the utilization of capabilities by working out their own deliverance through knowledge accumulation and innovative thinking, centered to regional assets and needs. By investigating the innovation system in Finland, Raunio (2007) concluded that creative regions do not only employ knowledge-intensive business services or training organizations—which may provide the contents—but also provide social capital and also engage local ethnic and multi-cultural organizations in the process. From these definitions, human resources is the most principal capital that creative city should have in developing knowledge and innovative ideas.

Landry (2008) constituted several precondition indicators towards creative city. These indicators

are personal qualities; will and leadership; human diversity and access to varied talent; organizational culture; local identity; urban spaces and facilities; networking dynamics. Based on these indicators, he defines ten capitals related to creative cities (Fig. 3), not only attributes of precondition but also ensuring its own sustainability. These indicators do not only center on human-related capital, but also environmental capital—as the comparative advantage, and financial capital.

In addition to Landry's study (2008), he found that Local cultural identity is essential pre-condition in achieving economic, community, and environmental regeneration, yet in the age of superfluous information human should embrace diversity and tolerance. Investment, empowerment and education are also needed in inducing the creative abilities in all people. In contrast, it should be noted that local culture is dynamic, not static, and therefore change and development are an essential partner to protection and conservation. Landry (2008) also advised that since local culture takes long time to develop, it still can go down in a night, preservation and conservation of local culture is a must.

4 ICT IN TOURISM: AN OVERVIEW

In tourism, ICT should enhance the uniqueness of each tourism destination. In this age of technology when boundaries can be actually neglected, Bordell et al. (2011, in Sutriadi, 2015) pointed that competitive advantages can be sustainable or 'sustained competitive advantages/SCA'. SCA can be achieved by innovating in ICT sectors which consider local contents, possessing traits such as *valuable*, achieved by constructing certain environment to implement effective and efficient strategies; *rare*, a condition when implementing unique strategies with less competitors hence creating higher competitiveness; *imperfectly imitable*, which will be attained if the inputs are unique to produce same features and quality; and *non substitutable*, since the strategic resources is not easy to replicate.

5 CONFLATING CREATIVITY, CULTURAL SPATIALITY, AND ICT TOWARDS COMPETITIVE TOURISM

Efforts in generating a competitive tourism should think through several elements. The first is that tourism is spatial phenomenon which implies that there are administratively-bounded areas such as city, province, and nation; consequently there are authorities in different level of jurisdiction. The second is that the competitiveness should be based on cultural spatiality in order to induce creativity.

The last element is that the growth of ICT is better to galvanize the network between tourism stakeholders, in perspective of communicative city.

Since tourism is phenomenon which occurs spatially, it should be noted that there is a jurisdiction which actually limits and groups tourism into administrative areas. This fact is used by government as the main justification to claim tourism as the main sector in gaining economic benefits. Governments on city and regency level, provincial and even national are expected to contribute to the nation economically. Therefore they compete with other regions to maximize their current comparative advantages.

It should be noted that tourism is not the only sector to develop, regarding to its own characteristic as tertiary sectors. In urban area, it may be appropriate to develop tertiary sectors since the human capitals are sufficient, both in quantity and quality. Tertiary sectors are supported by infrastructures and transportation, which amplify high accessibility. The flow of capitals towards the urban area tends to be higher and more concentrated. Nonetheless, tourism destinations are limited to options—such as heritage tourism and cultural tourism—and in this age of technology, urban area around the world will lose their own uniqueness. Thus, they also lose their capabilities to attract tourists. In contrast, rural areas tend to have comparative advantages, such as wonderful landscapes and other nature wonders. It is potentially able to invite tourists to spend their leisure time, and several tourism destinations in rural area have proven this. How governments in rural areas employ their comparative advantages sometimes are not supported by infrastructures and more importantly, capitals. Human capitals in rural area tend to be concentrated on primary sectors such as agriculture and mining sectors. The development in tourism destinations needs a forward leap from primary sectors to tertiary sectors, and since tourism development does not merely focus on the tourism destinations but also tourism hospitality; it forces government to prepare required human capitals whether they want to develop a certain level of tourism destination.

From discussions above, tourism development can be territorially executed, with regards to area of jurisdiction. Aside from comparative advantages, several variables are needed to take into account in developing competitive tourism. Human capitals as the subject in tourism development, high access to tourism destination, and investments should be leveraged and this leads to the question: how should we improve these capitals?

Anholt (2007) proposed that regions should employ their own competitive identity, specifically those who count on tourism sectors. Competitive identity has three characteristics that actually

underline the benefits of implementing competitive identity. The first is that it attracts people to come, whether they are consumers, tourists, talent, and investors or rather respect and attention. This attraction causes the widening magnetism to certain objects—it is more likely to relate products to where they come from and even the cultural attributes they possess. Other characteristic of competitive advantage is that it actually is powerful to organize things out of turmoil (Anholt, 2007). It is necessary for government to consider these traits to enhance performance of cities and regions, especially tourism destinations.

The basic strategy in creating competitive identity in tourism development is actually taking the simplest form of vision and making it as the shared goals. This needs further elaboration and Jeffres (2008) set several methods in obtaining the shared goals by auditing current communication system in society. The actors and stakeholders will be identified and on what side they are on; insinuating what actually keep some actors away from participating in tourism development. After that, government can actually build the consensus among the actors and stakeholders. Thus, the shared goals are then achieved. It should be noted that the goal has to be clear, so each actor and stakeholder are able to operate by their own roles. It is important for government to cultivate transparent, just, and effective process of transforming current tourism into the goal. These strategies should be followed by high quality of marketing which exemplifies consistent messages (Anholt, 2007).

6 CONCLUSION AND FURTHER DISCUSSIONS

From previous propositions and debates, it can be concluded that components analyzed—cultural spatiality, creative city, and ICT—are important in building competitive identity as the main part of competitive tourism. Cultural spatiality is constructed based on local contents which form memory of a place, which result in the construction of culture hence it distinguishes a place to another. This uniqueness should be upheld by cementing the networks among local stakeholders in the framework of creative city. Conversely, the advancement in technology provides communication channels which should be utilized to support the actor networks in tourism development. The communication among the actors also needs to be inclusive, therefore local people can benefit from tourism development.

However, there are several issues to address in building competitive tourism. From Figure 5, the correlation between locality and revolution should inspire planners and local stakeholders to brand

their uniqueness as tourism destination by utilizing the capitals as the fuels of creative city. This leads to the relationship between revolution and network which reveals the priority to connect each tourism destination with tourists by occupying and interlinking every communication channel, such as promotion websites, travel itineraries and accommodation, and the websites of culturally-related tourism destinations. However, the relationship between network and locality should be emphasized by enriching local contents yet preserving it and tying every local actor towards strong networks in tourism development. By addressing these relationships, it is hoped that tourism development can evolve into revolutionizing one.

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Parameters that facilitate tourists' acceptance in using wearable augmented reality smart glass in Geotourism hotspots

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ABSTRACT: Tourists' behaviours in terms of technology acceptance in tourism destinations varied. Geotourism as a novel kind of tourism focused on main geological destinations that were called 'Geopark'. Recent technologies, such as Augmented Reality (AR) enhanced tourists' experience in a sustainable way. The main goal of this study was to scrutinise determinants of tourists' behavioural intention to accept AR wearable smart glass in Langkawi Geopark, Malaysia. Adoption of technology required empirical research to evaluate human behaviours. One of the dominant frameworks that considered human behaviour was the Theory of Planned Behaviour (TPB). In addition, the moderating effect of individual's national cultural differences was adopted in this study. Results indicated that, three main predictors of intention in proposed TPB framework, attitude, subjective norm, and perceived behavioural control were significant. Further, the outcome demonstrated that social norms were more powerful determinant of intention to accept AR for individuals with feminine cultural values.

Keywords: Geotourism; theory of planned behaviour; Augmented Reality (AR); technology acceptance; national culture; Langkawi Geopark

1 INTRODUCTION

Geotourism is a particular category of tourism which concentrate on geosites, such as a landscape, outcrops, fossil bed or other significant geological formations (Dowling & Newsome, 2006). According to Dowling and Newsome (2010), "tourism is going 'high tech' and geotourism as a niche form of tourism is also embracing a range of technology advances" (p. 238).

The constructive role of Information and Communication Technology (ICT) in tourism has been argued over the last decades. According to Buhalis and Pistidda (2008), the fast growth in ICTs have had a significant effect on tourism industry for more than twenty years. Due to the fact that the practicality of ICTs specifically mobile technologies has augmented tourists' experiences, crucial strategies are required to determine the enablers of tourists' technology acceptance. Augmented Reality (AR) is a supplementary technology that superimposes computerised and virtual objects to the physical world (Van Krevelen & Poelman, 2010). According to tom Dieck and Jung (2016), tourism industry has witnessed growth in tourists' AR acceptance. Therefore, the necessity to consider determinants of tourists' acceptance for new technologies with dominant behavioural models such as Theory of Planned Behaviour (TPB) can play

a key role to understand merits of AR in tourism destinations before final implementation. In addition, since the human models generally vary across cultures (Srite & Karahanna, 2006), the study has scrutinised cultural differences in an individual level as for the moderating effect in technology acceptance. Hence, the purpose of this study is to examine constructs that impact on visitors' behavioural intention to accept AR application in Langkawi Geopark.

The contributions of this study will be of interest to researchers, tourism stakeholders as well as tourism governmental agencies. In order to establish a successful AR application in other destinations, the conceptualized framework can be used to carry out feasibility study on the acceptance of the technology. In terms of theoretical implications, the study will determine the constructs that fit to the adoption of AR application, mainly on Performance Expectancy (PE) and Effort Expectancy (EE). For cross-cultural behaviour in tourism, "culture" as a moderator will be investigated in this research for both domestic and international tourists. Managerially, the outcome of this study can be used to apply technologies to improve customer service, enhance operational efficiency and ultimately increase revenue. Tourist can be enabled to experience a novel and interactive method in order to get invaluable information in an enjoyable way.

2 LITERATURE REVIEW

2.1 Geotourism and technology

Geotourism is one of the forms of nature based tourism and has specific characteristics:

“It promotes tourism to geosites and the conservation of geo-diversity and an understanding of earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view-points, guided tours, geo-activities and patronage of geosite visitor centres” (Newsome & Dowling, 2010, p. 4).

Visitors' experience can be developed with new mobile technology; “It allows tourists to interpret the natural and cultural heritage and creates immersive geotourism experiences” (Dowling & Newsome, 2010, p. 238). Wearable devices such as smart glasses and smart watches will impact on the tourism industry in the future (Fountoulaki, Leue, & Jung, 2015). Hence, AR wearable smart glasses can enhance tourists' experience in geosites.

2.2 Augmented Reality (AR) in tourism

In tourism industry, Augmented Reality (AR) plays a complementary role with the previous methods in tourism destinations. AR has various characteristics which can improve tourists' experiences. The functions of navigation that superimpose virtual elements in a sustainable way without making trouble for the environment (Van Krevelen & Poelman, 2010) are an invaluable capacity in tourism industry. Likewise, AR which presents nearby attractions for hikers and tourist (Azuma, 1997), can be a navigation guide for international tourists in museums (Lin & Chen, 2015).

Moreover, the capability of AR in tourism is noticeable with specific applications that transmit knowledge on cultural heritage (Mairescu & Sabou, 2013) and create location-aware itinerary for tourists in tourism destinations (Gavalas, Konstantopoulos, Mastakas, & Pantziou, 2014).

2.3 The Theory of Planned Behaviour (TPB)

Describing human behaviour is a hard and complicated task (Ajzen, 1991). Ajzen also asserted the Theory of Planned Behaviour (TPB) as a theory which is designed to predict human behaviour in particular subjects. TPB is an adjunct to the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) that includes a new determinant of intention-Perceived Behavioural Control (PBC)-the condition that represents humans' comprehension of the simplicity or complexity of performing the actual behaviour based on recognised resources (Ajzen, 1991).

The two other determinants of intention in the theory of planned behaviour, attitude and subjective norm represent the assessment of individual's level of satisfaction or dissatisfaction of the behaviour in question and social factor that emphasises the impact of social pressure whether do the behaviour or not, respectively (Ajzen, 1991, 2006).

Theory of planned behaviour considered individual's behaviour in wide range of researches. According to research on the structured review in TPB studies, variety of issues in TPB studies such as technology adoption and usage, activities related to fun and leisure and decision for purchasing food (Hassan, Shiu, & Parry, 2016) indicate the applicability of TPB in various disciplines.

2.4 Role of culture in technology acceptance

Hofstede (2001) defined culture as “the collective programming of the mind that distinguishes the members of one group or category of people from another” (p. 9). He also argued five dominant cultural dimensions: individualism/collectivism, power distance, uncertainty avoidance, long-term orientation, and masculinity/femininity (Hofstede, 2001). The convergence theory asserts that the world's cultures are becoming generalised and in this vein, there are several factors such as technological development, cross-national and ethnic marriage, travel and tourism impact on the phenomenon in which the world becomes global (Reisinger & Crotts, 2009).

In 2010, Hofstede, Hofstede and Minkove argued that in the acceptance and use of ICT, 3 cultural dimensions, individualism/collectivism, uncertainty avoidance and masculinity/femininity, impact on the level of adoption. In addition, from the study that considered the importance of espoused national cultural values in technology adoption, moderating role of masculinity/femininity among the individuals demonstrated that the relationship between social norms and behavioural intention to accept technology is stronger in such individuals (Srite & Karahanna, 2006).

2.5 Research model

One of the principal fields that has not been considered adequately in previous research is the role of culture in TPB constructs and correlations (Hassan et al., 2016).

Three conceptually independent determinants of intention in the theory of planned behaviour were adapted to predict and see tourists' intentions in new technology acceptance.

The proposed research framework presented in [Figure 1](#), incorporates individual's cultural value into TPB to indicate the impact of cultural value on tourists' behavioural intention to accept AR wearable smart glass.

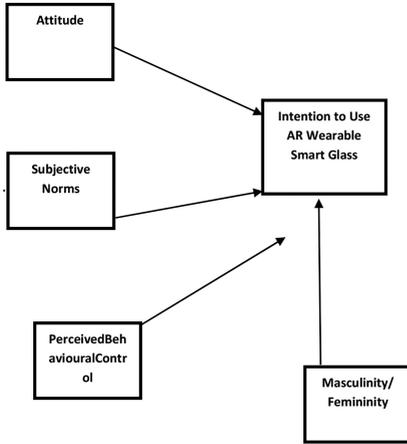


Figure 1. Research model.

The following hypotheses was posited:

- H₁: Attitude has a positive impact on intention to accept AR wearable smart glass.
- H₂: Subjective norms have a positive impact on intention to accept AR wearable smart glass.
- H₃: Perceived behavioural control has a positive impact on intention to accept AR wearable smart glass.
- H₄: The effect of subjective norm on intention to accept AR wearable smart glass is moderated by the masculinity/femininity such that relationship is stronger for individuals with espoused feminine cultural values.

3 METHODOLOGY

The survey was conducted from 15 to 21 December 2015 in Langkawi interpretive centre in Malaysia. A short demo was shown and demonstrated the AR smart glass specs as well as its application in tourism destination to inform tourists about AR smart glass and evaluate their opinion and behavioural intention.

Two versions of questionnaire in English and Malay language were used in this study. Out of 302 filled questionnaires with the proportion of 284 usable responses were applied in this study. The survey was administered in paper and pencil approach like the most cross-cultural projects for the study of national culture (Minkov, 2013).

From 284 respondents, 56.7% and 43.3% were males and females, respectively. Respondents' nationalities were 62.3% Malaysians and 37.7% from 21 different countries. For the measurement of the questionnaire seven-point Likert-scales were adapted that the value of 7 indicated higher level of agreement and in contrary, the value of 1 indicated total disagreement.

Table 1. Main effects.

	β (Standardized)	p
Attitude	.170	.003
Subjective Norm (SN)	.345	<.001
Perceived Behavioural Control (PBC)	.359	<.001
R ² Adjusted	.494	
R ²	.499	
ANOVA (p)	<.001	

4 RESULTS

In this study Structural Equation Modelling (SEM) was applied to analyse the results. First, for evaluating the model fit, a Confirmatory Factor Analysis (CFA) was conducted. The outcomes from the CFA manifested that the measurement model fit the data well ($\chi^2 = 349.063$, $df = 177$, $p < 0.001$, Comparative Fit Index (CFI) = 0.957, Normed Fit Index (NFI) = 0.918, root mean square error of approximation (RMSEA) = 0.059). Factor loadings were all significant, ranging from 0.57 to 0.95.

Table 1 manifested the main effects. The outcomes supported hypotheses and explained that attitude, Subjective Norms (SN) and Perceived Behavioural Control (PBC) ($\beta_{\text{Attitude} \rightarrow \text{Intention}} = .170$, $p = .003$), ($\beta_{\text{SN} \rightarrow \text{Intention}} = .345$, $p < 0.001$) and ($\beta_{\text{PBC} \rightarrow \text{Intention}} = .359$, $p < 0.001$) had a significant and positive impact on intention to accept AR wearable smart glass in Langkawi Geopark. Three independent variables explained 49.9% of the variance of intention.

In addition, for the moderating effect of masculinity/femininity on the relationship between subjective norm and intention to accept AR wearable smart glass, a significant relationship between subjective norm and intention to use AR wearable smart glass was achieved.

For the subjective norms both direct and interaction relationships were significant ($\beta = .092$; $p = .044$) and ($\beta = -.152$; $p < .001$), respectively. Overall, the findings supported hypotheses in the proposed model and explained the notable proportion of the variance of intention to accept AR wearable smart glass in Langkawi Geopark.

5 CONCLUSION

The objective of this research was to determine the predictors of tourists' behavioural intention to accept AR wearable smart glass and the impact of national cultural value at individual level. All of the independent predictors in proposed TPB framework were significant and the moderating effect of masculinity/femininity also supported the hypothesis. Therefore, from the results in this

study, valuable concepts could be considered also having direct managerial implications. Implementation of new technology applications were influenced by cultural values, specifically masculinity/femininity. For instance, for individuals who are high on femininity, the use of methodologies that attracts social environment would enhance adoption and employment of technologies.

6 LIMITATIONS

Similar to many research, there were number of limitations in this study. The place for the data collection was located in the opposite part of main attractions in Langkawi and the amount of tourists that visited this place were less than other places in Langkawi Geopark. In addition, due to the limited understanding of the visitors on AR technology and the only method that has been adopted for tourists to acquaintance with this technology was a short demo of AR technology, from the of Ajzen (1991) perspective, when a person has few information and knowledge about new concepts, PBC could be partially realistic and therefore it might evaluate the perceptions with part of inaccuracy.

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Why adopting digital business technologies for Small and Medium sized Hotels (SMHs) matters?

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ABSTRACT: This study aimed to explore the real practices of digital business technologies by hoteliers and the factors influencing digital business technologies adoption by Small-and-Medium-Sized Hotels (SMHs). Using structured observations, a set of checklist of digital business technologies application have been developed to examine the level of digital business technologies adoption by SMHs. This article reported that the findings of current state of digital business technologies adoption by SMHs in Kuala Lumpur. The study provides useful insights for guiding SMHs Owners/Managers for digital business technologies adoption and application decisions at the hotel. The results show that majority of hotel websites among SMHs in Kuala Lumpur are fully interactive website. Two out of six SMHs in Kuala Lumpur, already adopting mobile hotel applications. Finally, this study presented the limitations of study and proposed some future directions of research.

Keywords: digital business, technologies, adoption, Small-and-Medium-Sized Hotels (SMHs)

1 INTRODUCTION

The rapid growth of digital business technologies in Malaysia is determine by the Information and Communication Technologies (ICT) which is an initiative by the Malaysian government for online businesses in the country. The key drivers for ICT development in Malaysia are the increasing rate of internet users, online purchases and adoption of digital business. Furthermore, the impact of internet usage, internet disclosure, internet experience and the improvement of ICT have positive implications on development of digital business in Malaysia (Jehangir et al., 2011).

The adoption and use of digital business technologies by the hotel industry has not been uniform, but rather it has varied in different countries and among different businesses. Digital business technologies can enhance company competitiveness, offer better access to markets, provide increased business opportunities and contribute towards economic growth. Developing countries have a problem of lack of knowledge on how to develop a competitive edge and how to invest in digital business so that they can benefit (Maswera et al., 2006).

This study, therefore sought to examine factors that determine digital business technologies adop-

tion among SMHs in Kuala Lumpur. It was guided by the following research questions:

- RQ1: What is the current state of digital business technologies adoption among SMHs in Kuala Lumpur?
- RQ2: What are the key determinants of digital business technologies adoption among SMHs in Kuala Lumpur?

This research will give significant benefits to the SMHs Hotel Owners/Managers in Malaysia for adopting digital business technologies as to be competitive in the industry.

2 LITERATURE REVIEW

2.1 *Definition terms of digital business, adoption and Small and Medium Sized Hotels (SMHs)*

Digital business is defined as how businesses apply Information Communication and Technology (ICT) to improve the competitiveness of their organization through optimizing internal processes with online and traditional channels to market and supply (Chaffey, 2014).

Rogers and Shoemaker (1983) has defined adoption as “a decision to make full use of innovation as the best course of action available”. Adoption

represents a particular stage of the technological innovation adoption process in an organization (Alonso & Fitzgerald, 2005; Daniel et al., 2002). Adoption generally is operationalizing when an organization has a specific plan or intention to accept an innovation.

According to Cerović-Milohnić and Cerović (2007), there are different definitions for SMHs worldwide. The categories of the hotel accommodation including small hotels (5–50 rooms), medium sized hotels (51–200 rooms) and large hotels (more than 200 rooms). While the UK hospitality uses the number of employees as its key indicator along the following brands small (one to 10 employees); small to medium-sized (11 to 24 employees); large (at least 25 employees) (Lee-Ross, 1999).

2.2 A Framework of digital business technologies adoption among Small-and-Medium-Sized Hotels (SMHs)

The Technological Organizational Environmental (TOE) framework provides a place to begin. The TOE is a meta-framework that has been applied in different ways and with varying degrees of specificity in identifying and describing its main constructs (Rowe et al., 2012).

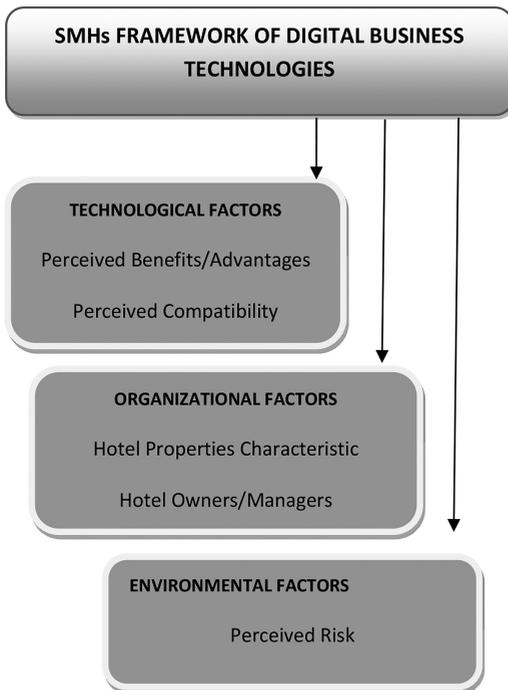


Figure 1. A Framework of digital business technologies Adoption among Small-and-Medium-Sized Hotels (SMHs).

The TOE framework has been seen to be a widely accepted framework for the organizational adoption of digital business technologies. It is one of the best alternatives to the other theories being used for digital business adoption research.

2.2.1 Technological factor

Rogers (1995) defined relative advantage as the degree to which using technology is perceived as being better than earlier practices. SMHs in Malaysia which have greater perceived advantages from the adoption of digital business are more likely to pursue its adoption than those that have low relative advantage perceptions. For example, SMHs in Malaysia adopt online reservation now compared to earlier practices using conventional booking by telephone, fax and email.

The adoption of digital business technologies in SMHs may be technically incompatible or expensive or require drastic changes in an organization's operation such that they are unlikely to be successfully adopted at the same time. Thus, this study will have evaluated the success factors of SMHs that had adopted digital business technologies for their hotel operations.

2.2.2 Organizational factor

In this study, researchers will be analyzing the impact of hotel property characteristics (size, rating, ownership structure) and hotel owner's/managers decision-maker characteristics (age, education level, job tenure) in the hotel industry. Organization size has repeatedly been found to impact decision to adopt an innovation. A small number of studies indicated that smaller firms are more likely to be early adopters because of their desire to become more competitive with larger firms (McDade et al., 2010) and because of their flexible organizational structure (Zhu et al., 2003). However, the majority of the studies in the field of organizational adoption have found that large firms are more likely than smaller firms to adopt the technology innovation.

Hotel Owners and Hotel Managers are decision-makers that support and improve their hotel's performance (Frambach, & Schillewaert, 2002). The use of technology to distribute hotel products or rooms through as many channels as possible (a revenue perspective); and the use of technology to automate specific processes and tasks in an operational environment. Since information between front-office systems and back-office systems is being shared, hotels develop their own policies in technologies. This long-established use of technology in hospitality enterprises is reflected as a tool in revenue management, financial analysis, interfacing systems between back and front offices, and networks involving point-of-sales data, electronic

customer relationship marketing as well as managing social networking. In the hotel industry, Hotel Technology Next Generation (HTNG) is a global trade association dedicated to enhancing the deployment of technology in hotels. Despite the touted advantages of this new technology, evidence suggests that not all companies are rushing to adopt digital business.

2.3 *Environmental factors*

Perceived risk strongly affects online purchase intention; this can be explained by the fact that Internet communication is virtual in nature. For the hotel industry since the service industry is intangible, customers are incapable of obtaining necessary additional information about the hotel's physical state to evaluate the hotel on a physical and emotional basis. Thus, hoteliers create a hotel website to create a good impression to the customer about the hotel. From the hotel website, the customer will build an impression and make a booking online for the hotel based on what they find through the hotel website (Ayob & Manaf, 2015). This can be explained by the fact that Internet communication is virtual in nature with no face-to-face interaction.

More travelers now use Online Travel Agencies (OTAs) to search for and purchase travel products since the increase of internet users and the popularity of e-commerce. OTAs are a cost-effective way of one of the online distribution channels (Leung et al., 2014). In order to remain competitive in digital business environment, SMHs in Malaysia may feel pressure to adopt the technology especially if they want to sell the room using a third party website Ahmad et al., 2014). Most hotels encourage consumers to book the hotel directly via the hotel website for a cheaper price compared to booking via traditional methods such as by phone or travel agencies, but at same time third party websites (e.g. Booking.com, Travelocity) offer discounts with customers booking directly to the website. With the rapid growth of internet based distribution channels, the relationship between these channels is getting more complicated (Tso & Law, 2005). In this situation, SMHs in Malaysia will face competitive pressure from other hotels as well as pressure from third party websites, which is a trading partner on the business environment.

3 RESEARCH METHOD

A qualitative research method using structured observations was used to collect data for the study. The selection of hotels was made solely based on convenience sampling. The field-work began with

making contact to all hotels two weeks prior to a visit. To ensure consistency of data being observed one researcher has been assigned to carry out the field-work at all selected hotels. Pre-visit: Information pertaining to the hotel—particularly on hotel website. During the visit: The observed items included hotels policies and procedures, the use of digital business technologies in hotels. Post-visit: Communication with manager via email and observed using hotel social media such as Facebook, or TripAdvisor especially on guest satisfaction on hotels. This section reports in detail the fieldwork carried out at the selected hotels within six months.

4 FINDINGS

4.1 *Hotel A*

Hotel A was opened in the year 2007. It is categorized as 3-star rating hotel by Malaysia Association Hotels (MAH). *A Hotel* has 171 rooms and managed by group hospitality management based in Headquarters in Bangkok, Thailand. This group's managed others brand hotels located in several destinations in Thailand, Malaysia and United Kingdom. The group management have developed a very highly interactive website as well as adopting mobile applications. They have eight social media applications including Facebook, Twitter, LinkedIn, Google, Instagram, Pinterest, YouTube and SinaWebo. The hotel is equipped with high technology for guests staying in the hotel properties. The hotel has adopted a cloud computing technologies system. Besides rooms, the hotel also provides facilities such as a restaurant and meeting rooms. The restaurant adopting technologies and POS system and the meeting rooms equipped with modern high technology for the business customers. The hotel's also selling rooms to third party booking agents such as Booking.com, Agoda, Wotif and many more. The adoption and use of digital business technologies in the hotel have significantly improved the hotel's performance especially to sales revenue, employees' productivity and guest satisfactions.

4.2 *Hotel B*

Hotel B located next to Malaysia's prime exhibition and convention venue; Putra World Trade Centre (PWTC). Opposite PWTC is the Sunway Putra Mall, a mega shopping complex. *Hotel B* provides 130 rooms and has been operating for more than 15 years. The hotel's website is being out sourced from Fastbooking.com. *Fastbooking* makes the *Hotel B* websites interlinked with a reservation system. In the hotel's operations, the hotel system has

adopted GDS booking system and they're using an interface system to connect the front-office and back-office. *B Hotel* did not connect to any social media networking. Based on observation, *B Hotel* Owners/Managers do not rely on technologies applications in the hotel. Whether already operating for more than 15 years, the hotels make a good business in term of sales revenue especially for rooms if there is a big function and events in PWTC. They invest more on hotel facilities such as rooms, restaurant and employees' benefits.

4.3 *Hotel C*

Rebranded from *Hotel S* in year 2005, *Hotel C* is managed by a distinguished branded hotel in Kuala Lumpur. *Hotel C* is currently closed for renovation after almost 10 years of operation in the heart of Kuala Lumpur. *Hotel C* has adopted mobile applications and customers are able to reserve the room via online applications. *Hotel C* also sells rooms via Online Travel Agents (OTAs). Besides that, the hotel offers express check in and check out to the customers. *Hotel C* is connected to social media marketing which is Facebook. The website of *C Hotel* is developed and maintains by the group management headquarters. *C Hotel Group* has a few locations, which are in Penang, Kota Kinabalu, and the latest is in Ipoh. *C Hotel* is known for its modest accommodations, simple décor and convenient facilities. All four properties under *Hotel C Group* in Malaysia are categorized under SMHs since they are 3 star hotels. The digital business technologies provide more benefits to Group of Hotels or chains since it reduces the cost especially when to adopt digital business technologies such as hotel cloud booking, website, mobile applications and etc.

4.4 *Hotel D*

Hotel D is located in Chow Kit, Kuala Lumpur and it is one of the six branches of *Hotel D* group in Malaysia. *Hotel D* had operated since year 2013 but the hotel features well-appointed modern luxurious guest rooms with complimentary internet access with individual LAN network in each room and a Meeting room which designed for global corporate travelers and family vacations. *Hotel D* has its own website however; it does not have the mobile application. *Hotel D* does liaise and engage with the social media marketing, such as Facebook, Twitter, YouTube and Google. *Hotel D* is equipped with current software and technologies for the booking system in the hotel operations. *Hotel D* has an IT Department which is responsible for maintaining the IT systems operations for the properties across Malaysia.

4.5 *Hotel E*

Hotel E is located in heart of Jalan Raja Laut Kuala Lumpur which is one of the popular tourist attractions in Kuala Lumpur. *Hotel E* has a website but does not have online reservation facilities for customers to use. The hotel only provides online forms for customers to make a booking in their hotel website. The hotel has not adopted the latest Property Management System (PMS) in the business operations. It only uses Hospitality Information System (HIS) software in the room division department. This hotel is categorized as a 2-star hotel rated by the Malaysian Association of Hotels (MAH) in year 2013. *Hotel E* has adopted simple internet technologies such as email, intranet and internet. There is not much of a plan for investment and to grow digital business technologies for the hotel. The hotel owners are targeting budget tourists or backpackers to stay in the hotels and they are more focused on selling rooms to Online Travel Agents (OTAs) websites such as Booking.com, Agoda, and Wotif.com.

4.6 *Hotel F*

Hotel F is known as a budget boutique hotel for travelers in Kuala Lumpur. Within 10 years in the hotel business, the owners have successfully operated eight branches of *Hotel F's Group* in Malaysia. The hotels have installed guest related devices technologies such as a telephone system in guest rooms, WIFI, electronic key door lock-system and in house movies facilities. *Hotel F* have a basic hotel website about hotel information and facilities. *Hotel F* does not have their own reservation system that enable customers to make bookings online using the hotel's own website. Customers are being advised to book using Online Travel Agents (OTAs) such as booking.com, Agoda and Wotif.com. The hotel owners have planned to upgrade the hotel website for convenient use to the guests, or customers in the future.

5 CONCLUSION

Although quite a small sample of SMHs have been selected for this study, this article present current state of digital business technologies adoption among SMHs in Kuala Lumpur. From the structured observation carried out at six hotels, two hotels which are *Hotel A* and *Hotel C* are considered at Highly Integrated. These hotels also provide relationship marketing with customers and facilitating the full range of marketing exchanges. A customer loyalty program is available on the hotel website and the customer is able to register and sign up for the membership online via the

website. The hotel website also provides 24 hours' online customer service support and online chats. The customer will get the response to their inquiries immediately. Both, *Hotel A* and *C*, have adopted mobile applications. *Hotel D* is the newest hotel among six hotels. The hotel has only been operated for less than 3 years. The hotel has performed very well since the hotel had developed a website and the customer is able to make an online reservation as well as online payment. Last, but not least, all six hotels in Kuala Lumpur, have adopted digital business technologies in advanced stages. There are not only reliant on email or basic internet adoption. Those hotels were using high technologies, latest software for booking, consulting with professional website developers and investing to develop digital business technologies for the hotel.

6 LIMITATIONS AND FUTURE RESEARCH

This study is subject to several limitations. The purpose of this study was to ascertain to identify current state of digital business technologies adoption and the factors of adoption digital business technologies among SMHs. The findings may be used as exploratory data for further multiple case study research such as using in-depth interviews and survey. Also, due to time constraints the observations were carried out at only six hotels in Kuala Lumpur. Therefore, generalization of the findings reflects the state of digital business technologies adoption among SMHs in Malaysia and will be addressed.

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The mapping of landslide proneness in mountain based tourist destinations: An overview of remote sensing and Geographic Information System (GIS) method

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ABSTRACT: Efforts to overcome landslides disaster are vital to be implemented on nature-based tourist destinations. However this particular area of study is often neglected when comes to the setting up of nature-based tourist destination management policies. The purpose of this study was to develop a landslide hazard map by utilizing remote sensing technology and GIS. The map will be beneficial as a reference in preparing land use planning and mitigation system. The current study was conducted by overlaying multiple parameter map and data scoring, to categorize the level of landslides-prone areas from high to very low. The results of the study indicated that 55% of natural tourist areas in Bandung, Indonesia, have a high level of proneness. Nevertheless, the results should be further analyzed using more detailed mapping, which involves high-resolution remote sensing data. Such highly accurate data will provide more precise information in preparing evacuation routes and disaster mitigation program.

Keywords: Tourism proneness, Landslide, Zoning, GIS

1 INTRODUCTION

The implementation of security procedures at tourists' destinations is the priority for managers or areas operators to minimize the risks that may occur due to natural disasters that can strike at any time. Particularly for tropical regions, landslides are known as a frequent disaster that hit the areas. This type of disaster commonly occurs in mountainous areas and can cause huge losses (Hansen, 1984; Chung & Fabri 1999). Recent landslides in April 2016, that hit a resort in West Java, Indonesia, had buried more than ten people who were in the region. This incident could have been anticipated, through the implementation of natural disaster security procedures to disaster, or the by applying a natural disaster mitigation system.

In building a natural disaster mitigation system, one of the initial stages is to conduct an analysis of the potential hazards, by creating a multi-hazard vulnerability mapping. This map can provide information and agglomerate areas based on their danger level (low or high), so that mitigation efforts can be prepared to adjust with the risk levels. The identification and analysis process have become a prominent task in nature-based tourism destinations, due to their high potential and unpredictable natural disaster threats (Chung & Fabri, 1999).

There have been many studies of landslide vulnerability analysis. However, not many studies have

been specifically examines the risk at natures tourism or ecotourism areas. Whereas nature mountainous region is currently one of the main tourism destinations and have a high level of tourists traffic, which become a melting pot area for tourists (Cole 1989; Harris & Leiper 1995; Doggart & Doggart 1996). One thing that need to be considered is that mountain-based tourist destinations have a high level of landslide vulnerability and could threat the visiting tourists.

In relevance to the threats, this study was conducted to provide an overview of the importance of landslide vulnerability analysis in the mountain-based tourist destinations as well as identifying the nature and parameters in preparing landslide hazard zonation maps in the areas.

2 LITERATURE REVIEW

2.1 *Remote sensing and geographic information system*

Since the mid-1980s, Geographical Information System (GIS) becomes a very popular technology used in calculating and managing natural hazards, including landslides (Coppock, 1995). Some of these GIS-based hazard analyses focus on earthquake-induced landslides (Luzi et al., 2000), and some on hydrological-condition-induced landslides (Miller & Sias, 1998). GIS analysis has also

been proposed to produce landslide hazard map (Cancelli & Crosta, 1994). However, the reliability of the hazard analysis does not depend on which GIS software or platform we used but on what analysis method we employ (Carrara et al., 1999). Therefore, various methods of analysis have been proposed by many different authors (Dikau et al., 1996).

On satellite images and SRTM DEM 30 m, the appearance of landslide indication is shown by its distinctive shape like a horseshoe shape, a steep escarpment, a fracture pattern in a row with the cliff landslides, soil moisture on the slope under the cliff, and topography steps along the river bank. Although these types of landslide are not always recognizable in the images, preliminary estimates can still be assumed from the form of landslide product that shows the appearance of a form of ground movement on the satellite image (Noor, 2005).

2.2 Landslide hazard assessment

Landslide is a natural movement of land mass which occurs in a short time and large volume (Crueadn, 1991). In principle, the factors causing the landslide occurrences depend on the characteristics of the terrain. Generally, these factors can be divided into two categories, intrinsic variables, such as geological conditions and slope structures; and extrinsic variables, such as rainfall and human activities. Landslide hazard zonation consists of two groups namely, assessing the conditions of the landslide-prone slopes and explaining the probability of the external factors that can trigger the landslide occurrences (Carrara et al., 1999). In particular, these triggering factors which cause

the landslide occurrence on the certain slope or terrain are grouped into two categories, preparatory and triggering. Partially, the triggering factors can promote a number of probabilities towards the landslide occurrences. In an attempt to make an assessment of the landslide hazard in regional scale, it can be taken into account the level of vulnerability to the landslide as a probability of landslide based on the subsequent occurrences and triggering factors that can cause the landslide occurrences (Dai & Lee, 2002).

3 METHOD

Table 1 indicates the parameter used to develop the landslide map. In order to assess the potentials of landslide hazard, it is necessary to conduct a study directly which in respect to this study will take place in Bandung Regency, West Java Province, Indonesia. In general, Bandung Regency is widely known as a mountainous area which indeed has a number of potentially natural tourisms and is considered as promising destinations in West Java. There are several natural tourist sites administered by the government and private sectors. In addition, it cannot be denied that Bandung Regency has a type of *Am* climate (tropical monsoon climate) in Koppen classification system which can potentially cause high risks of landslide.

The mapping method applied in this study uses parameter map which is overlaid with the distribution map of a slide as the result of an image interpretation. Furthermore, the calculation will be operated using geological unit data, grade slope, and the unit of land-use that put effects towards the landslide occurrences. In respect of the process,

Table 1. The parameter used to identified landslide hazard zone in Bandung District, Indonesia.

Parameter	Weight	Classification	Score
Rainfall (mm/3 days)	25%	(1500–2000, 2000–2500, 2500–3000, 3000–3500, >3500) mm/year	1–5
Slope (%)	15%	<8%, 8–15%, 15–25%, –40%, >40%	1–5
Geology (rocks)	10%	Alluvial Land, Limestone hilly areas, granite hilly areas, Sediment rock hilly areas, Clayshale	1–5
Fault existence	5%	Exists and does not exist	1/5
Soils type	5%	<i>Aluviall/Latosoll/Brown Forest Soil, Non calcic brown/Andosol, Grumusol, Podsol/Regosol, Litosol, Organosol</i>	1–5
Land usage	20%	Natural Forest, Bush, Plantation, Meadow Field/Settlement	1–5
Infrastructure (if the land slope is <25% = score 1)	15%	No shortcut, Landslide is split by road	1/5
Population Density (person/km ²) (if the land slope is <25% = score 1)	5%	2000, 2000–5000, 5000–10000, 10000–15000, >15000	1–5

the arrangement of the map is based on the estimation of landslide density and weight value of each geological unit, grade slope, and unit of land-use (for each parameter map). The weight values obtained are summed and consecutively grouped into four classes utilizing the upper limit of each class. These class categories cover the shallowest landslide-prone zone, shallow landslide-prone zone, intermediate landslide-prone zone, and deep landslide-prone zone.

4 RESULTS AND DISCUSSION

The result of overlay analysis through GIS on landslides potential areas in Bandung regency shows that the region is composed of high vulnerable categories (3.8%), medium vulnerable (37%), low vulnerable (58.43%) and very low vulnerable (13%). In the meantime, the tourist areas distribution mapping related to their hazard potential can be seen in Figure 1. These results were highly influenced by the weight of soil, rainfall and slope parameter in the region. Land use factor is also very influential. Nature tourism attractions in Bandung regency are dominated by forest-based areas. Although they are located at a high level of steepness, the areas have been covered by forest areas, in which supporting the stability of the land from potential landslides. However, due to the use of land which increases

the burden of land such as buildings with heavy construction, non environmentally friendly tourist facilities layout, can increase the hazard potential of the land (Dai & Lee, 2002; Carrara et al., 1999). Moreover, some natural tourism areas due their natural potential are acknowledged as conservation areas. Thus the design of the landscape cannot be altered. The identification results indicate 55% (11 out of 20 locations) are at high risk condition due to the massive number of visitors but a low aspect of disaster management. Therefore, tourists area operators and local governments need to consider the implementation of landslide-vulnerable area management on their stipulated area planning and management.

However, these results cannot wholly describe the detailed conditions of each nature-based tourism area. Ideally, a high resolution remote sensing data will provide better results for mapping landslides hazards in mountain-based tourism destinations. The coverage area of nature-based tourists' destinations is not that broad. Thus, in developing a landslides hazard map we need detailed information with high accuracy and precision. The higher resolution of the remote sensing data, the more detailed the spatial information will be produced.

Remote sensing is a method of data acquisition that can support GIS and produce aerial photographs and satellite imagery. The benefit of satellite image is its coverage at a wider area repeatedly in a

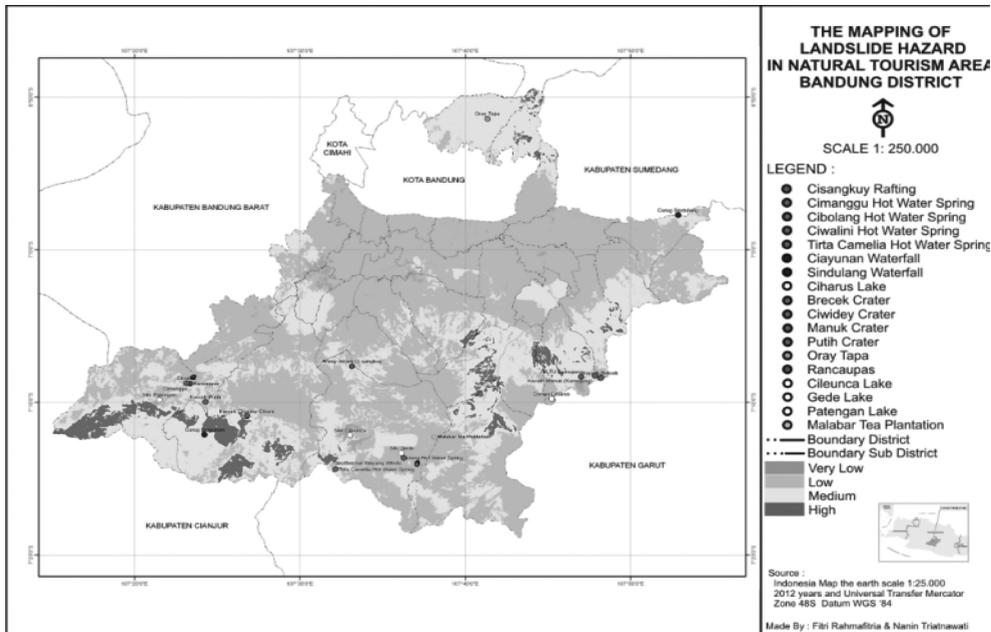


Figure 1. The mapping of landslide hazard in natural tourism area of Bandung District.

short period of time. The satellite image has a large area of coverage. It has a relatively high spatial resolution (0.6 m to 10 m) and high spectral ranges, which made it a reliable source of information (Jaya, 2005). At the present time, the presence of Landsat and DEM SRTM 30 m imagery and others such as ALOS, IKONOS, SPOT 5 and Quickbird satellite imagery have a relatively high spatial resolution and have been widely used in various fields of study. In addition, Remote sensing technique can also be used to determine the zoning of landslide-prone areas, especially to observe areas that are remote and difficult to reach.

The utilization of remote sensing and GIS in this case are considered to be an effective method for spatial analyzing, such as identifying the landslide main causes, classifying the landslides potential hazards, digitalized mapping process, and overlaying process. An overlay process is the main analysis process in developing a map. The output of mapping process will be fundamental in determining an early warning system of landslide disaster in mountain-based tourism area. This map could also help the management in organizing tourism space, developing the infrastructure and encouraging people awareness in utilizing and managing the land.

5 CONCLUSION

The study thus demonstrates the role of remote sensing technique is an effective method for interpreting and delineate landslide-prone areas in form of image that can be beneficial in creating landslides distribution maps. This landslide distribution map is an important parameter as well as other parameters (lithology, slope, and land) in compiling a map of landslide-prone zones. By utilizing GIS approach, it will contribute positively for the overlap analysis of landslide distribution maps by the map parameters (lithology, slope level and land-use) for mapping landslide-prone zones.

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The image of Bandung Basin national strategic area through Instagram

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ABSTRACT: Bandung Basin is important because this area is one of National Strategic Area (NSA) in Indonesia. Its social media popularity is shown in the use of #explore bandung Instagram hashtag that has reached millions of photos. The purpose of this study is to describe the Bandung Basin image from the user side that uses #explorebandunghashtag. The study used a qualitative design with a descriptive approach using purposive sampling technique. The data were collected through in-depth interviews and observation from various informants, both the original Bandung residents and tourists visiting Bandung. The data were analyzed using Miles and Huberman's model. The results indicate that the image KSN Bandung Basin is good and positive. In addition, the form of the activities using #explorebandunghashtag related to Bandung Basin mage is to attend the activities of Worldwide Instameet (WWIM) that held is by Explorebandung community.

Keywords: image, hashtag, social media, Instagram

1 INTRODUCTION

Instagram hashtag #explorebandung is an important hashtag that can be used to classify new, unique, and interesting places from all over Bandung. Messages posted using this hashtag are related to adventure, exploration and trip. Since new media like Instagram has gained popularity recently, this hashtag already introduce many new popular trip destination places like Tebing Keraton, Bukit Moko, Lawangwangi Artspace, Stone Garden, etc. Those places became popular with the help of creative Bandung youngsters that promote Bandung image as one of tourism destinations in West Java using Instagram hashtag.

Bandung is part of Bandung Basin area that also is one of important National Strategic Area (NSA) in Indonesia. National Strategic Area is an area that its land use is prioritized since it has important impacts on sovereignty, defense and security, economy, social, culture and/or environment. It is an area that is assigned as the world heritage (Indonesia Government, 2008). There are five cities/districts in this area, including Bandung City, Cimahi City, West Bandung District, South Bandung District, and Sumedang District.

Those areas in Bandung Basin have many potential tourism destination that can be developed further like Cikole-Jayagiri Woods, Tea Plantation at Pengalengan, Kawah Putih Crater at Bandung District, Taman Hutan Raya Ir. H. Juanda, Bandung City Square, Braga, Bukit Moko, Stne Garden, and Cimahi Waterfall. Those places gained popularity

recently especially among local tourists. Even though those areas are separated in various cities/districts, but the use of similar #explorebandung hashtag has made their tourism image stronger.

This image will have an impact on investor interest to put their money in a particular city/area. When an area has a bad image, either physically or human resources quality who work in that area, investors will be reluctant to invest and furthermore will affect economically. Image is important aspect for infrastructure development in an area.

Image of an area is a result of various interaction between citizen and their environment. That interaction may happen indirectly with the help of media. Media is divided into two categories, controlled by area government (web site, promotional video, brochure, etc.) and media uncontrolled by area government (social media, television, newspaper, etc.). In reality, image from uncontrolled media could have bigger effects. Yananda and Salamah (2014; 133) mentioned that Jakarta has 1557 news with 621 positive tone news, 838 negative tone news and the rest of it are neutral news. In that case, news are retrieved as object to measure image in media, since media is the source of area identity. Based on that tone comparison, Jakarta could be said to have a lot of images. The dominant image is bad image especially related to crime, traffic jam, accident and disaster.

Even though areas in Bandung Basin also have similar problems like Jakarta, but authorities in this area also get the benefit from the existence of Instagram. This phenomenon is indicated by the

amount of uploaded photos. Those photos mostly taken from an angle that emphasizes the beauty of many spots around Bandung Basin area.

West Java has the highest social media users in Indonesia. This means that people in this area aware about Instagram and its usage to share information in photo or video format and at the same time could increase image of tourism destination. People from outside this area also multiply the effect. All of those benefit come from uncontrolled media #explorebandung hashtag on Instagram.

Considering those phenomenon, it is important to understand more about #explorebandung. This research focuses on studying what kind of activities that #explorebandung hashtag users have, how is Bandung Basin image from those users' point of view, and which places that frequently become photo object using that hashtag.

2 THEORETICAL BACKGROUND

2.1 *Communication*

According to West and Turner (2008: 5), communication is a social process where individuals use symbols to create and interpret meaning in their environment. The goals of communication are, (1) to change the attitude, (2) to change the opinion, (3) to change behavior, and (4) to change the society.

2.2 *The internet*

The Internet is a global network system that connect computers around the world. The Internet brought a new way to distribute services and combining how radio, movie, and television deliver their contents. Everything seems to blur when it comes to the Internet. Almost everyone who has access to computer can connect to the Internet. Accessing information and entertainment from all over the world is as easy as clicking on a mouse.

Additionally, with the Internet people can communicate interactively. The Internet has the capacity to improve people capability to communicate, not only could they receive information, but they could also do it in real time (Vivian, 2008: 262).

2.3 *New media*

New media meaning is still debatable among scientists and researchers. At the beginning, this term refers to interactive media by using computer. The next meaning of new media give a broader coverage. Croteau (2003:12) says that new media emerge as a result of technological innovation in the field of media which include cable, satellite, fiber optic and computer technology. With such devices,

users can interactively make choices and provide responses in diverse media products.

2.4 *Social media*

Social network or social media (some others view social network as part of social media), is a web-based service that allows users to create profiles, see the list of available users, as well as invite or accept friends to join the site (Somad, 2014:231).

2.5 *Image theory*

Kenneth Boulding interprets the image as follows "The image is built up as a result of all the past experience of the possessor of the image" which means that the image is formed as a result of past experience (Boulding, 1956:6). Boulding divides the image into ten different classifications, namely (1) The image of space/place, (2) The image of the time, (3) The image of a rational, (4) The image of the individual, (5) The image of value, (6) The image of emotional, (7) The image of consciousness or unconsciousness, (8) The image of confidence or uncertainty, (9) The image in reality dimension and not the reality that the image associated with his world with something beyond reality, and (10) The image of a general nature, i.e. personal image corresponding to the image shown by the will of others. Furthermore, the image is a map of the world. Without the image, someone will be in an uncertain situation. The image is the picture of the reality and should not always correspond to reality. From the tenth image classification elaborated by Boulding above, this research only use three as reference. The three selected image classification are the image of the place, time imagery and image consciousness or unconsciousness.

3 METHODOLOGY

The paradigm used in this study is the interpretative paradigm. The authors believe that research on the image of National Strategic Area Bandung Basin from a perspective #explorebandunghashtag user on Instagram is a social reality that is built in Bandung audience thanks to the new media. Interpretive paradigm according to Crotty, (in Gunawan, 2015: 56) is a paradigm that is based on the belief that the individual (human) beings are socially and symbolically form and maintain their own reality.

The approach used in this study is a qualitative approach. According Sugiyono (in Gunawan, 2015:83), a qualitative study examines the participants with strategies that are interactive and flexible. The method used in this research is descriptive.

Qualitative descriptive study is a study that describes or depicts a phenomenon systematically as it is to find information about the current state without controlled treatment as in experimental study that tend to test hypothesis, but rather trying to explain the real situation to answer the proposed formulated problem (Dantes, 2012:51).

The object of this research is the #explorebandung hashtag user on Instagram. A traveller who uses #explorebandung hashtag on Instagram is someone who travels and uploads photos using Instagram by adding the hashtag #explorebandung.

Data collection techniques used in this communications research include questionnaires, interviews, observations, documentation and record field experience (Pujileksono, 2015:120). In this study the authors conducted data collection using in-depth interviews and observations. Validity was accomplished by using triangulation of sources and triangulation of time.

Data analysis techniques used in this research is the analysis of the data model from Miles and Huberman. Pujileksono (2015:152) explained that the analysis of this model is done in three stages namely Data Reduction, Data Display, and Conclusion Drawing and Verification. The conclusion of the study may be able to answer the formulation of the problem, because the problem in qualitative research is still tentative and evolving as researchers in the field. Conclusion The new finding of qualitative research is presented in the form of a description or picture initially unclear and could be a relationship casual/interactive and hypotheses/theories. Conclusion and verification is done after field work finished.

4 RESULT AND DISCUSSION

The research conducted for six months from September 2015 to February 2016. The informant was chosen based on the following criteria: live or ever visited Bandung, using Instagram actively for 2 years, ever used #explorebandung hashtag in their uploaded photos at least 5 times during the last month, and willing to be interviewed.

There were five informants involved in this research. Three informants were main informants comprising of one #explorebandunghashtag founder, another one Bandung native and a tourists from Bekasi. The other two are supporting informants, an #explorebandung admin and a student that studying in Bandung. Interviews with those informants are held in various places, while observations are at Bandung Square and Bukit Moko.

In general, people think that images only owned by somebody, or perhaps in the realm of

communication science, image only related to an institution or organization. But now, image already covers almost all aspects of the world, starting from the image of a brand, an object, an event, and even a place. Therefore, this study discuss the image of place, since a place closely associated with the dynamics of life that occur therein.

The image of space/place that emerged from hashtag #explorebandung is that Bandung Basin is an area that has a diversity of places, such as landscapes, parks, places to hang out/cafes and other interesting things. All in one City, as mentioned by Renaldi and Ferrian when asked about the image of National Strategic Area Bandung Basin. However, there is one thing that stands out from all the interesting things that exist in this region that all five informants agree about, the landscape presented in almost all areas National Strategic Area Bandung Basin. It is not surprising that all informants mentioned nature as the image of the place/space of Bandung Basin because Bandung Basin is located in the highlands surrounded by mountains and hills so then this region as the name implied.

Time image is center to credibility based on time period. The time image of Bandung Basin a few years ago is one of fashion centers in Indonesia. This is confirmed by Andre as a tourist from Bekasi, who previously claimed he knew Bandung merely as a "place to buy clothes", "where to buy T-shirts" or "warehouse distros". A similar view is also expressed by Ahmad Renaldi and Iqbal who had long lived and settled in Bandung. They call Bandung as a fashion city in Indonesia. The informant said that, because there are many shopping centers in the region such as Paris Van Java in Bandung, Cimahi Supermall in Cimahi and Jatinangor Square in Sumedang. Additionally, the predicate is emphasized due to the existence of two main roads that almost have all stores selling fashion products namely Jalan Cihampelas and L.L.R.E Jalan Martadinata-also known as Jalan Riau. If Cihampelas is famous for a variety of distributors, the Riau region is famous for its range of factory outlets. Some well-known clothing brands were originated from Bandung, such as Peter Says Denim, Ouval Research, UNKL347 and 3SEC-OND. Not to mention the well-known series of factory outlets along the way L.L.R.E Martadinata and some on the street Ir. H. Juanda. No wonder the first National Strategic Area of Bandung Basin has an image as a fashion city in Indonesia.

Moving forward, the time image shown by Bandung Basin today is also a tourist destination area. This is due to the emergence of a variety of tourist attractions that exist in National Strategic Area Bandung Basin. If the previous mindset of Bandung is just to satisfy shopping desires, now people come to Bandung for more than just shopping but

also to visit the tourist attractions in Bandung, like Andre and Anet who visited Tebing Keraton. Even Andre himself admitted that he will visit Bandung again if someday there are new things that can be visited in Bandung. As for the Bandung residents themselves, they greatly helped by the opening of public places to hang out. Iqbal who grew up in his hometown of Bandung see Bandung now as when he was a kid and one that he really felt was the procurement of gardens. If the first parks comes with rudimentary, but now the parks resurfaced with themes unique and attractive in order to encourage people to visit. One of the parks in National Strategic Area Bandung Basin that newly refurbished and inaugurated by the local authorities recently is Cikapundung Terrace.

The next to be discussed is the image of consciousness and unconsciousness. This image classification emerged from the response on the person in dealing with something, whether he realized it or not. A wide variety of responses expressed by informants consciously or unconsciously. National Strategic Area Bandung Basin image that emerges from this classification is crowded, slang/fun, and every place has its own story. The image of the bustling area and slang emerged from Anet who consciously feel it. Before she stepped in Bandung, she thought that it was not too busy with normal crowd level. When she arrived in Bandung, she realized that this area is very crowded with a variety of life in it. Both Anet and Andre-informer from the standpoint of immigrants or tourists-see Bandung as a fun area to be explored further. As for Iqbal and Ferrian who are natives of Bandung, some places in Bandung have their own story for them and they did not realize that they really enjoyed their time when they were at the venues. Judging from the responses, they, unconsciously, shape their own perceptions in their minds about Bandung Basin, although many also told to the interviewer.

Besides loves to explore places in National Strategic Area Bandung Basin independently, some of the informants often participate in a group of joint hunting activities organized by Instagram called Instameet or Worldwide Instameet (WWIM). Instagram in his History of Instagram's book mention Instameet definition as follows:

“Connecting online and in the real world. Since the earliest days of Instagram, people have been meeting up offline and forming relationships in the real world. The forms that Instameets take are as diverse as the community in which they exist. They can rekindle an appreciation for one’s town or city, provide an excuse to explore someplace new with a friend or offer an opportunity to connect with locals while traveling aboard. In a community where people inspire and

Table 1. Image of national strategic area Bandung Basin.

No.	Image classifications	Image	Supporting component
1.	The image of space/place	Having a variety of places, the majority of the landscape.	Ridwan Kamil
2.	The image of time	Before—fashion center After—tourism destination	
3.	The image of consciousness and unconsciousness	Crowded, slang and every place has a story each for the visit	–

Source: Processed by researchers.

share moments with one another, Instameets offer another opportunity to connect, whether it be to exchange photo-taking tips or share a great spot to capture the last bit of light at dusk.”

Additionally, Worldwide Instameet have shorter definition as follows:

“Instameets occur organically all across the globe at any given time. Several times a year, however, Instagram will encourage people to synchronize their meet-ups for a Worldwide Instameet, and organizers around the world will put out the call to their local Instagrammer communities.”

WWIM activity mainly is the Instagram photo hunting event that followed by participants globally. Explorebandung itself hit record three times in carrying out activities in the area of National Strategic Area Bandung Basin, namely WWIM 9th in 2012, WWIM 10th in 2013, and WWIM 11th in 2014. According to the founder, Ahmad Renaldi, in 2015 Explorebandung did not organize WWIM because now the purpose of WWIM is no longer appropriate. As for the previous Explorebandung in the 10th WWIM at Saparua Sport Center, Renaldi said that he was surprised by the number of participants that achieved more than 1000.

Referring to the great enthusiasm, Renaldi and Ferrian-who then come to be two of the participants—agree that Worldwide Instameet can improve the image of National Strategic Area Bandung Basin. It is indicated by the exposure of previously unknown places from uploaded photos to Instagram using the hashtag #explorebandung. At that time, hashtag #explorebandung is required for all hoto upload by WWIM participants. With that activity and so many uploaded photos on Instagram, certainly the image of Bandung Basin

with the plurality of sites in it are expected to be stronger in the future.

One of the places in Bandung Basin which has a very strong image among the informants was Tebing Keraton. This cliff has a strong image for each of the informants. They consciously mention the existence of this place on their explanation or example of their description. Almost all informants had ever visited Tebing Keraton, so it is clear that this cliff has a very strong image. Tebing Keraton itself is an unusual cliff that juts from the mainland with a view of the hills of Taman Hutan Raya Ir. H. Juanda. This Tebing Keraton, according to Ahmad Renaldi and Ferrian, was found by Instagram users. Initially the existence of this cliff was kept as if it was a secret beforehand by them, but over time this cliff is finally revealed to the public and its echo can still be heard today. Even today the street that was formerly ugly and rocky now has been polished using concrete. There is also a parking lot for vehicles and already set the tariff to enter the territory of this cliff. In essence, Tebing Keraton has become one of the tourist destinations in National Strategic Area of Bandung Basin.

5 CONCLUSION

Forms of activities performed by the user in relation #explorebandung hashtag users in National Strategic Area image of Bandung Basin are to follow the activities of Worldwide Instameet (WWIM). WWIM itself is a form of hunting with the scope of participants globally initiated by social media Instagram. WWIM held around the world, including in Indonesia. For the National Strategic Area of Bandung Basin itself, one of the pioneer and organizer of WWIM is Explorebandung. Explorebandung has succeeded three times in WWIM implementations which began in 2012 to last in 2014 and have benefits for the image of National Strategic Area of Bandung Basin. One important benefit is the growing recognition National Strategic Area of Bandung Basin area as one region of WWIM implementation.

In general, the image of National Strategic Area of Bandung Basin based on the data summarized in this study and after going through the stages of data analysis using three image classifications is good and positive. Various places mentioned by each informant ranging from the famous to the ordinary are mentioned by the informants. From the whole of the places mentioned, Tebing Keraton is mentioned several times by all informants.

After learning the conclusions of this study, the results can be submitted to local governments in the region of National Strategic Area of Bandung Basin to build the image of the region and to integrate it with other venues. Not only that, the results of this study can also be used as a reference for our government to begin to focus on leveraging social media as a means of building the image, conveying public information and interact directly with citizens.

As for practical advice, considering the conclusions of the study and discussion above is that in the future it is necessary to develop a strong synergy and collaboration between creative actors in the region of National Strategic Area Bandung Basin with local authorities in organizing this WWIM. Judging from the results of the study which concluded that there is a positive impact arising from the implementation WWIM advance of Instagrammers in Bandung and local authorities work together to continuously enhance the positive image of National Strategic Area Bandung Basin through creative events like this. Local authorities need to mingle with the people, and empowering creative communities in order to encourage them to care more and maintain good image of Bandung Basin area.

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Embedding psychographic traits into UTAUT2: A conceptual paper on Online Travel Agency (OTA) users

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ABSTRACT: Online Travel Agencies (OTA) has been considered as an innovative technology that was designed to improve users' reservation experiences. However, this business partnership of hotels and online travel intermediaries create the situation where maintaining profitability in the long term is a battle for hotels. This paper conceptualizes a new model that Technology Readiness Index (TRI 2.0) and Unified Theory of Acceptance and Use of Technology (UTAUT 2) by using Information Integration Theory. A new integrated model will be developed to improve the understandability and deeper insight of consumer general belief of technology and attitudes towards specific technology. This study would provide an insight on the behavior of the guest who uses OTA.

Keywords: Technology readiness, technology acceptance, psychographic traits, consumer behavior

1 INTRODUCTION

Hotels have been making great efforts to encourage travelers to book their rooms online. These efforts include providing lowest guaranteed rates, in which hotels claim that the lowest rates on the Internet are only available on their websites (O'Connor & Murphy, 2004). Additionally, Online Travel Agencies (OTA) website has been considered as innovative technology that was designed to improve users' reservation experiences by creating an environment characterized by usefulness, convenience and fun (Morosan & Jeong, 2008).

From a study conducted by Pilepic, Šimunic & Car (2013), it was found that the online booking business for hotel industry is a logical way to extend bookings to their central reservation centers. OTA such as Booking.com, Expedia, last-minute, HRS and Travelocity are among many others have gained a large amount of visitors looking for a one-stop-shop for hotels all over the world. Pilepic et al. (2013) also stated that, in order to meet the needs, many consumers go to OTA websites to compare travel choices and to find the best solution.

According to Morosan & Jeong (2008), by selling their hotel rooms through online travel intermediaries its seem to be resulting in brand erosion

since there are deep discounting and rate disparity among distribution channels. In order to avoid this, hotels have encouraged travelers to make their reservation through hotel-owned websites. However, the challenge now is on attracting potential buyers to make their travel booking on the hotel-owned reservation website. With the fast development of e-commerce in hotel and tourism industry, capitalizing revenue and maintaining customer relationship is a challenge to the hotels due to the growth of OTA (McCartan, 2013).

It is debatable that the business partnership of hotels and OTA create the situation where maintain profitability in the long term is a battle for hotels (Green & Lomanno, 2012). Moreover, hotels need to keep the room rate very low pressure by the price transparency from the online distribution channels. To survive with these problems, hotels' pricing strategies, value proposition from consumers, consumers' responsive behavior toward deal offerings and hotels' sales and promotional tactics need to be revised and improved. (McCartan, 2013).

In order to address the above mentioned gaps, customer acceptance studies towards OTA websites need to be done. According to Chuttur (2009), the characteristics of the technology can be the possible determinants influencing the technology

acceptance. According to Rogers (2003), research on technology acceptance has been long documented that the properties of technologies can influence its acceptance. However, not all technologies are similar and understanding how technology-specific characteristics influence acceptance is a fundamental question in acceptance research. Nevertheless, most of the recent technology acceptance studies have failed to address the consumers' psychological traits or general belief that the researchers' point of view are very crucial. Conventionally, most social science researchers will adopt various kind of models that specifically study the perception of customers on a specific system and relate them with their behavioral intention and actual usage of the systems. Therefore, the purpose of this study is to enhance the understanding on technology acceptance and user perception by embedding psychographic traits and general attitude of consumers into the recent acceptance model.

2 LITERATURE REVIEW

2.1 *Consumer behaviour and technology*

Several studies have mentioned the differences of belief and psychographic traits of human are important in determining their attitude towards certain matters. According to Rock & Swartz (2006), neurologically, relevant brain circuitry can be dynamically alive if high concentration of attention been given to the specific mental experience such as thoughts, ideas or fears. From this scientific explanation, Salleh & Ahmad (2008) concludes that humans need to give more attention and concentration on the changes they wish to effectuate so that a change in the brain structure would take place and lead to a more lasting change in behavior.

In another perspective, Davies (2005) argued that, people will often support what they generally believe, rather than checking rationally through the evidence while making decision. But there is some conclusive confirmation that even indirect mood-influencers like the weather can change what we remember and believe. Human behavior is mostly controlled by the rules that govern specific circumstances and surroundings. Humans are always indulged to act in a certain way, or to avoid particular behaviors. Behavior has been generally facilitated by attitudes. Traditionally, it was believed that behavior will change in line with the changes of someone's attitude. Howarth (1988) argued, those changes in behavior are not as great as one would expect. The concern is that there are a huge variety of things that prevent us from behaving in the way we say we would like to behave. One of the strongest influences that may affect the behavior is habit.

According to Ronis, Yates & Kirscht (1989), habit is the way humans have behaved in the past when a specific set of situations has already happened. It is expected that a collection of habitual responses will be established to a diversity of elements in the environment. Gollwitzer (1996) described it as mind-set. This mind-set will direct our conscious attention only towards particular types of relevant information in the environment.

In addition, Parasuraman (2000), stated that there is also an indication on customer frustration when handling certain kind of services such as through new technology. Some of them felt the complexity made them withdrawn with the brand. Diverse psychological responses will happen when customers encounter technology and it depends on their feeling towards it (Meuter, Ostrom, Bitner & Roundtree 2003). Customers' beliefs and behavior towards technology can be affected by the feeling of anxiety (Meuter et al., 2003; Venkatesh, Morris, Gordon & Davis, 2003) and fun (Agarwal and Karahanna, 2000). Due to the advancement of technology-based service and the indication of crucial issues associated with customer acceptance towards it suggest an academic investigation that needs to be done. However, studies on how consumers accepting technology-based services, focusing on behavioral antecedents is still lacking (Venkatesh, Davis & Morris, 2007), and resulted to the inability of marketers to understand and forecast the behavior of today's consumer (Nysveen, Pedersen & Thorbjørnsen 2005a).

2.2 *Unified Theory of Acceptance and Use of Technology (UTAUT)*

According to Godoe and Johansen (2012), when introducing new technology system, the hotel need to test the system before it is adopted by the hotel as it will help the hotel to take necessary action before commencing the implementation of the technology. There have been several studies within the area of review. One article emphasizes on the individual acceptance of technology by using the intention the dependent variable (Venkatesh et al., 2003). Other study have examined on organisation-level application of technology (Frambach and Schillewaert, 2002). Existing clarifications of why users perform in specific behaviors toward technology have mainly been organizational-based and have focused mostly on instrumental beliefs as drivers of individual usage intentions (Venkatesh et al., 2007). Addressing these issues on a consumer basis is a key factor of this study.

Theoretically, Venkatesh et al. (2003), formulated Unified Theory of Acceptance and Use of Technology (UTAUT) in an effort to integrate the main competing user acceptance models

and consequently improve the expectedness and understanding of technology acceptance. Later he developed an extension of UTAUT and called it UTAUT 2 (Venkatesh, Thong & Xu, 2012) and it is more towards the customer usage rather than organization. This model explains the user's intention to use an information system and to define the user's subsequent usage behavior. By consolidating eight key models from the previous theory (i.e. The Theory of Reasoned Action, Technology Acceptance Model, Motivational Model, Theory of Planned Behaviour, The Combined Theory of Planned Behaviour/Technology Acceptance Model, Model of PC Utilisation, Innovation Diffusion Theory, and Social Cognitive Theory), the model used to predict usage behavior in relation to information systems. The main variables in the model were facilitating conditions, social influence, effort expectancy, performance expectancy, hedonic motivation, price value and habit. All the variables will directly determine behavioral intention.

However, psychographic traits were not the consideration of the model. Customer psychological traits and general attitude towards technology has become increasingly important to understand, where most technology-based service create anxiety to those who lacked experience in using most technology (Claffey & Brady, 2009). According to Lovelock & Wirtz (2004), E-service cannot be separated from customers' active participation. To apply UTAUT 2 in marketing settings, it may not explain enough about consumers' technology adoption behaviors, mainly because great contribution of customers to co-produce the service. Therefore, to identifying and qualifying the psychological process of customers' perception, it is necessary to incorporate some individual difference variables.

2.3 *Technology Readiness Index (TRI)*

The term Technology Readiness Index (TRI) discusses about the person's inclination to embrace and use new technologies for accomplishing goals both in home life and at work (Parasuraman, 2000). TRI comprises four dimensions which are optimism, innovativeness, discomfort and insecurity. Optimism relates to a positive view about a technology and a belief that technology offers people greater control, flexibility and efficiency in life (Parasuraman, 2000). Optimistic customer tends to get involved when the emerging of new technology products because they are less worried about the negative outcome and more likely to accept the technology more openly. Therefore, an optimistic customer is able to utilize new technology more frequently and attempt to use a range of innovative functions as well as basic functions.

Innovativeness often refers to a person's tendency to try out new things (Parasuraman, 2000). Customers that have a high tendency of innovativeness have a propensity to feel more comfortable to use the new technology product and require little proof on the outcomes of the technology (Agarwal & Prasad, 1998). Innovative customers positively influence usage variety because they are more comfortable to try and use diverse technological products. Optimism and innovativeness are the drivers whereas insecurity and discomfort are the inhibitors of technology readiness. Insecurity involves the distrust of technology for security and privacy reasons (Parasuraman, 2000). An insecure customer tends to have a negative input towards new technology thus it reduces their capability to try and consequently will avoid new technology (Meuter, Bitner, Ostrom, & Brown, 2005). Discomfort consist of a perception of lack of control over technology and feeling overwhelmed by technology (Parasuraman, 2000). Discomfort corresponds to the common fear that people have toward technological products and services whereby the usage of product and services will direct to learning costs and understanding complexity. Thus people who have discomfort may use the product or services less often. Later, Parasuraman and Colby (2014) refined the items in TRI and created TRI 2.0.

3 RESEARCH FRAMEWORK

3.1 *The Integration of TRI and UTAUT*

Previous research studied on how consumer characteristics influence technology acceptance (Dabholkar & Bagozzi, 2002) but the role of Technology Readiness Index (TRI) by Parasuraman (2000) within the Technology Acceptance Model (TAM) by Davis (1989) has been under-explored. Jiun-Sheng and Hsing-Chi (2011), verified that it is important to incorporate TRI into TAM because it plays an important role in consumer technology adoption. Apart from that, Lin, Shih, and Sher (2007) said that it is important to integrated TAM and TRI as they are interrelated and measurement of usefulness and ease of use in TAM is specific for particular system (system-specific) and TRI is for general technology belief (individual specific). Walczuch, Lemmink & Streukens (2007) also added that little effort has been made to combine personality-based and cognitive antecedents to technology in one model. Therefore, this study aims to form better understanding on the effect and relationship of personal characteristics of technology by implementing TRI 2.0 and technology acceptance by using UTAUT 2 towards OTA users.

To explain the integration of TRI 2.0 and UTAUT 2 in this study, the researcher used

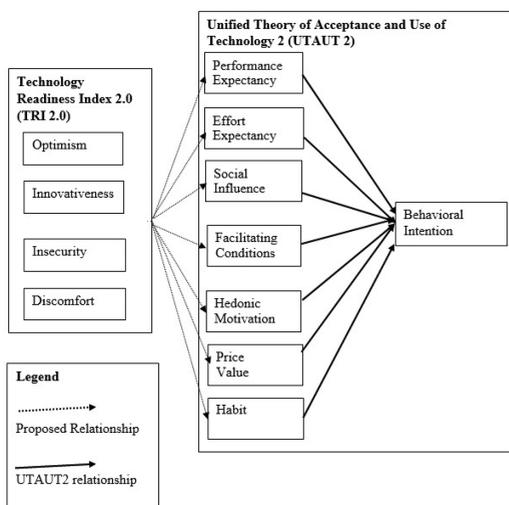


Figure 1. Proposed research model—Integration of TRI2.0 and UTAUT2.

Information Integration Theory which explores how attitudes are formed and changed through the integration (mixing, combining) of new information with existing cognitions or thoughts (Kaplan & Anderson, 1973). Information Integration Theory states that when we obtain new information (often from persuasive messages), those new pieces of information will affect our attitudes. Furthermore, Information Integration Theory tells us that each bit of information has two important qualities which are weight and value. Both factors influence our attitudes. Information that is (1) high in value, highly favorable (or highly unfavorable), and (2) high in weight (is very important to us) will have more influence on our attitudes than information low in value or weight. Information with low value (slightly favorable or slightly unfavorable) and low weight will have the least influence on our attitudes. In this case TRI 2.0 will be the customers' existing attitude or general belief towards technology. By the integration with UTAUT 2, the model acts as new information that may influence the changes in acceptance or behavioral intention towards specific technology which is OTA.

4 CONTRIBUTION AND CONCLUSION

The findings from this study are expected to contribute to the extension of knowledge on Technology Readiness Index and Unified Theory of Acceptance and Use of Technology which focus on the hotel industry. A new integrated model will be developed to improve the understandability and

deeper insight of consumer general belief of technology and attitudes towards specific technology. In addition, integrating the TRI 2.0 with the UTAUT 2 will also broaden the scope of current research and generalizability of present technology acceptance models, by adding the dimension of psychographic characteristics, thereby improving the amount of variance explained in the dependent variable.

The finding of this study is applicable to hotel managers to form strategies in retaining guest loyalty. The benefit of this study is beneficial for the hotel which implemented online travel intermediaries as one of the distribution channel. This study would also provide an insight on the behavior of the guest who uses third party hotel websites. Knowledge about the effect of TRI can be beneficial for the managers in identifying potential adopters and heavy/light users of their technology based offering. Such knowledge can benefit the managers to fine-tune their product positioning and communication strategies to match with the TRI profiles of potential customers in different stages of the product life cycle.

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How does product type, trust, risk and perceived value affect online purchase intention?

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ABSTRACT: Internet shopping is continued to rise significantly each year. In the beginning, online shopping is dominated by products in search category such as books and CD's, what interesting is in the last few years one of the most increasing number of products purchased online are clothing products, an experience product that is considered high risk for online purchase, along with that reason is the fact that research about value and perceived trust in internet shopping is still limited, this research is going to investigate how product type, trust, risk, and perceived value affect the consumer online purchase intention. Using online questionnaires, findings shows that few criteria can be applied for both product category; book and clothing. Perceived value have significant impact in increasing purchase intention for both product categories. Perceived Risk turns out to be not negatively impact purchase intention for both products/website. The role of trust doesn't give a significant impact in this model And there are a strong evidence that pleasure have a significant effect to perceived value on both of the product category. Results and the complete finding of this research can be read in the full paper.

Keywords: Online shopping, product category, online perceived value

1 INTRODUCTION

Online purchasing has becoming an interesting topic, for one its relatively new compares to the conventional way of buying, and it's very dynamic. On one hand it offers many advantages for both consumers and seller, but on the other hand it also creates certain risks and disadvantages (Dai, et al., 2014) these factors also impacting the consumer behavior on online purchasing, consumer tends to assess value differently when it comes to online purchasing (Chen & Dubinsky, 2003; Hong, 2015).

Perceived value has been proven to be one of the most important factors in purchasing behavior, how the consumers calculate perceived value is also an interesting point that has been mentioned in several research topics. The concept of perceived value has been evolving over time, and considered to be dynamic. In terms of online purchasing, and due to the nature of online buying, whereas the consumer didn't see the product in person, elements such as risk and trust becoming even bigger. (Zeithaml, 1988; Sánchez-Fernández & Iniesta-Bonillo, 2007).

The aim of this paper is to investigate the different behavior of online purchase by the consumers,

by taken into consideration the product category and other factors such as trust, risk and perceived value. This research is going to measure on how the people asses online shopping for two types of product, which is books (kutukutubuku) and clothing (rumahoutlet). Using an online survey the respondents were asked to visit the website and fill in series of questions.

2 THEORETICAL BACKGROUND

Zwass (2006) define electronic commerce as shared use of business information, maintaining business relationship and the act of doing business transaction using telecommunication network. Ecommerce is also defined as modern business methods to meet the organization, merchants and consumers needs, to be able to reduce cost while increasing the quality of product and service, whilst improving delivery time (Kalakota & Whinston, 1996). Meanwhile, Keeny. R. L. (1999) defines ecommerce as sales and purchasing products and service through the internet.

Trust is a psychological condition, that posse many points of view, which consists cognitive and

affective trust. One may possess cognitive trust which usually the kind of trust that based on rationale why an object is considered to be trustworthy. The other kind of trust often used is an affective trust which motivated by positive feelings for what he believes (Chang & Chen, 2008; Weigert, 1985; Corritore et al., 2003) or it can also be defined as credibility and kindness to other party (Ganesan, 1994; Kumar et al., 1995).

Chen and Dubinsky conceptualized perceived value as overall assessment by consumer of a product based on what has been received, and what the consumer has given. Perceived value then is a multi-dimensional and context-dependent construct, where received value can change according to a person's condition and/or their condition when consuming the product. Therefore, the new context in consuming, which is buying through the internet will affect the value for the customer compares to other means and method of buying (Chen & Dubinsky, 2003). Teas and Agarwal explain that the perception of value is based on trade offs between benefit and sacrifices Therefore the new context in consumption, which is buying through internet is going to affect customer value relative to place and other methods of buying (Chen & Dubinsky, 2003).

Further more this study is going to focused on online purchase intention by consumer especially on transaction utility and total utility. Mental accounting has three main component, the first is how outcome feels and experienced, how decision is take and evaluated. The value of shopping varied for each individual, several researches divided into two which is hedonic and utilitarian. For utilitarian the shopping activities was held for functional purpose, whereas for hedonic the shopping itself was done for something that is more related to fun and playfulness, so that the pleasure aspect of online shopping is often linked to hedonic characteristics.

Convenience is one of the main excellence of internet shopping, this is also supported by Brashear et al. (2009) which implying that the internet shopper shares a main characteristics, one of those character is convenience seeker. Shopping through internet has also give convenience in several ways, either through websites aspects, methods to choose a product, payment method, up to flexible product delivery (Berry, Seiders & Grewal, 2002).

Price has been known for one of the predictor for consumer's choices, in internet shopping consumers can be easily compared a a vendor's price with another, therefor making it easier for consumer to compare prices between one vendor and another, and choose the cheapest price. (Kim, et al., 2012). Cox (1967) conceptualized perceived

risk as something that represent uncertainty and consequences which is borne by consumers. Perceived risk is also represent subjective expectation of a loss or a sacrifice from doing a transaction through internet (Sweeney, Soutar, & Johnson, 1999). Some other research stated that perceived risk is one of the strong factor to explain consumer behavior, consumers often times are more motivated to avoid mistakes rather than to maximize value of a purchase. (Chang & Chen, 2008; Mitchell, 1999). Perceived risk is also define as a consumer trust over negative potential that occurs from doing online transaction.

3 RESEARCH METHOD

This research uses basic model as implemented by Gupta and Kim (2010), where this research seeks to measure purchase intention based on perceived value, where the perceived value are consists of four components, namely: convenience, pleasure, perceived price, and perceived risk.

In carrying out this study, Researcher will add important variable that's often scrutinized in terms of on-line purchasing, namely Trust. There are seven variables consisted in this research, namely Purchase intention, Perceived value, Trust, Convenience, Pleasure, Perceived price and Perceived risk. To ensure the content validity of each variable, the operationalize and the measurement of these variables is compiled to refer to earlier studies (Sekaran & Bougie, 2011).

In accordance with the background, resulting in some of the hypothesis in this study, namely: **H₁**: Increase in perceived value will affect the increase of purchase intention for online shoppers; **H₂**: Increase in perceived price will affect the decrease of perceived value for online shop consumers, **H₃**: Increase in perceived price will affect the decrease of purchase intention for online shop consumers, **H₄**: Increase in perceived risk will affect the decrease of perceived value for online shop consumers **H₅**: Increase in perceived risk will decrease purchase intention for online shop consumers, **H₆**: Increase in convenience will affect the increase of perceived valuefor online shop consumers, **H₇**: Increase in convenience will affect purchase intention positively for online shop consumers, **H₈**: Increase in pleasure will affect the increase of perceived valuefor online shop consumers, **H₉**: Increase in pleasure will affect the increase of purchase intention for online shop consumers, **H₁₀**: Trust will affect purchase intention positively for online shop consumers, **H₁₃**: There is an influence of moderation based on product categories sold by the website, **H₁₁**: Trust will moderate the relationship between perceived value towards the purchase intention,

H₁₂: Trust will moderate the relationship between perceived risk towards the purchase intention.

The data collected in this research are the primary data. The data obtained by the online survey, in which the researcher send emails to the responders; consist of a link to the online questionnaire and links to the websites who become the object of research, which in this study will use kutukutubuku.com and rumahoutlet.com.

The method to be used in testing the hypothesis of this research is structural equation modelling technique. Structural Equation Modelling-Partial Least Square (SEM-PLS) is a statistical model that is beneficial for explaining the relationship between several variables.

After done with the pre-test to ensure validity and reliability this research carries on to the main research, With number of respondents as much as 72 and 68 respondents, for kutukutubuku.com and rumahoutlet.com, where the majority of the respondents are women, ages 21–30 years old, is a private company employee, with earnings from 2 to 5 million per month, the majority of respondents also uses the internet more than 4 hours per day, and nearly every respondent ever makes a purchase online.

4 RESULT AND DISCUSSION

4.1 *The impact of perceived risk towards the purchase intention and trust regarding purchase intention*

The fifth hypothesis state that the increase of perceived risk will lower the purchase intention for online shop's consumers, this hypothesis was rejected and the data show what can be seen as counterintuitive results because the coefficient is positive valued and significant. This is contrary to previous studies. However, some literature able to give an explanation, that the risk in online purchases can be divided into two, namely the risk of product category, where this risk is related to the product itself, and the second risk is financial risk or risks associated with financial loss. (Bhatnagar & Misra, 2000), from the earlier study also stated that consumers are not very price sensitive until a certain price level. (Moon et al., 2011).

4.2 *The impact of convenience towards the perceived value and purchase intention*

The sixth hypothesis in this research stated that the increased convenience will influence the improvement of perceived value to the online store consumer. For kutukutubuku site, this also confirms previous findings. But for rumahoutlet it is not very influential for the consumer. One of the causes

for this could be due to the convenience explained contain two main elements, namely time and effort, in which to experience product, it takes more time and effort to study and learn the product, where for books it is more minimalistic.

The findings in hypothesis six also related to the research's hypothesis seven. The increase of convenience will influence positively towards purchase intention for online store consumers. The data in this study show that this hypothesis are not accepted and it is contrary to some previous research whom suggested that convenience is the main reason consumers shopping online. It is also supported by Brown et al. (2001) finding which said that, contrary to some previous findings, convenience, though it is an important aspect in shopping online, is not the most important thing, what is more important is the main goal of consumers do online shopping and factors such as product category, or content from the website itself (Ha & Stoel, 2011) so the convenience alone is not directly affect consumer purchase desire.

4.3 *The impact of pleasure towards the perceived value and purchase intention*

The eighth hypothesis was accepted on both websites, where it is indicate pleasure as a vital component that contributed significantly to the value of shopping online for the consumer, it also confirm previous finding (Kim & Gupta, 2010; Sweeney & Soutar, 2001). Where pleasure is a hedonic aspects of consumers which turns out contributing important value for a website, regardless of any type of product sold.

The hypothesis of nine reads The increase of pleasure will affect the purchase intention for online store consumers. This hypothesis is in line with previous research for rumahoutlet site, but are not significant for kutukutubuku site. This is actually also found in studies that learn about hedonic aspects in online purchasing. Where the results of this study indicate for apparel products that are sold online, the aspect of entertainment and pleasure became more related to purchase intention and the intention to use (Kim & Forsythe, 2007). Thus, in the apparel products category aspect of pleasure has the ability to be a catalyst for higher purchase intention compared to books.

4.4 *The influence of trust*

This study shows, even though trust was an important variable, it did not affect directly to purchase intention (H10). Hypothesis 11 and 12 states that trust have a moderating influence between perceived risk and purchase intention as well as the perceived value and purchase intention. Its use a

Table 1. Summary of hypothesis result.

	Kutukutu Buku (book)	Rumah outlet (clothing)
Convenience -> perceived value	H6 Accepted	H6 Declined
Convenience -> purchase intention	H7 Declined	H7 Declined
Perceived price -> perceived value	H2 Declined	H2 Declined
Perceived price -> purchase intention	H3 Declined	H3 Declined
Perceived risk -> perceived value	H4 Accepted	H4 Declined
Perceived risk -> purchase intention	H5 Declined	H5 Declined
Perceived risk * trust -> purchase intention	H12 Declined	H12 Declined
Perceived value -> purchase intention	H1 Accepted	H1 Accepted
Perceived value * trust -> purchase intention	H11 Declined	H11 Declined
Pleasure -> perceived value	H8 Accepted	H8 Accepted
Pleasure -> purchase intention	H9 Declined	H9 Accepted
Trust -> purchase intention	H10 Declined	H10 Declined

ground as delivered by Sirdeshmukh et al. (2002), that trust can have a role which can minimize the risk, and also increase the benefit for the consumers. However, in this case, trust did not have a significant impact.

A few things that can cause this are the possibility of the respondents profile factor, whom already very familiar, and most have already done online shopping so they understand how to differentiate a professional website and a scam website. Another explanation is that trust is a very complex concept. In this study, trust was triggered more toward initial trust, and cognition based trust (Gefen et al, 2003; Corritore, 2003; Chen & Barnes, 2007). Whereas several studies have also shown that more often than not institution-based trust and experience based trust have larger role in consumers trust.

Trust in this study showed no significant value, there are some explanations that might cause this, first is the possibility that the majority of respondents has already made an online purchase and often interact with the internet makes them already savvy about web sites that are indeed reliable. Another possibility that may be affecting the trust as the antecedent of risk as expressed by Heijden et al. (2003). Or was the antecedent of the value as indicated by Sirdeshmukh et al. (2002) Although this is not yet conclusive. Furthermore, as depicted

on the literature foundation of Chapter 2, trust in this research lean more to trust based on initial trust, where trust can be triggered from someone's personality side or emotional side, and not based on experience or the reputation of the company. Gefen et al. (2003), Corritore et al. (2003), and Chen and Barnes (2007). It can also cause less significance of trust occurring in this research.

5 CONCLUSION

Trust shows no significant effect on this model, this founding is quite counter-intuitive because several research indicates that trust has been an important factor, there are several possibilities, one is that consumer don't consider the price as prices that carries big risks, secondly trust as a predictor in general there are several type and levels of trust (Gefen, et al., 2003). Trust that is activated on this research is initial trust, not reputation, or experience trust. Which also can explain why trust is not a significant factor in this model (Corritore et al., 2003). Lastly, there had been some evidence that shows trust has many different level and types, in this research the trust triggered is trust that don't really has many risks at stakes. (Lewiki & Bumker, 1996; Corritore et al., 2003).

Pleasure, however is an important factor that affect significantly to perceived value for both product category, this indicates that the element of "fun" is important to add value in online shopping experience. But it only affects Purchase Intention directly for clothing product.

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The effect of social media on tourists' decision to travel to Islamic destination: A case of Malaysia

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ABSTRACT: This paper explores the attributes of social media and investigates the impact towards decision to travel to Malaysia. Furthermore, this study explored the tourist perception of Malaysia as an Islamic destination. The sample of this study was inbound international tourists, mainly from the African, Asian, Australian, European and American continents. Convenience sampling was applied and the questionnaire instrumentations were adopted from tourism literatures. Reliability test, descriptive analysis and multiple regressions were used to explore the relationship between the variables. This paper found that communication and virtual tour presentation have significant effect towards tourist decision to visit Malaysia as an Islamic destination. However, the second hypothesis was rejected as the relationship between information and tourist decision was found to be insignificant. This paper benefited the government and tourism related bodies in terms of understanding the inbound tourists' profiles and the effect of social media, which in return would help them in developing better promotional policies in endorsing Malaysia as an Islamic destination.

Keywords: Social media, attributes, tourist, islamic destination, decision to travel

1 INTRODUCTION

Nowadays, the increasing number of social media users shows just how important it is for people. Social media is defined as a series of technological innovations of both hardware and software that facilitate inexpensive content creation, interaction, and interoperability by online users (Berthon et al., 2012). Social media is a new way for people to connect socially, by uniting the information and communication technology (such as mobile and web-based technologies), social interaction, and the construction of words, pictures, videos and audio. It is an online environment built on participants' contributions and interactions. Because of the issue of travelling to Islamic destinations, social media plays an important role in understanding the attributes of social media for Islamic destinations and decision-making process for tourists to travel to Malaysia as an Islamic destination. Malaysia consists of many Islamic components such as Islamic art and heritage and therefore has the potential to be a popular Islamic destination (Fatemah et al., 2015). If tourists have a positive perception on Islamic destinations based on social media reviews, they will be encouraged to revisit the destinations in the future (Bonn et al., 2005).

Currently 4.2 billion people are accessing social media sites using mobile devices (Chung & Koo, 2015). Due to the extensive usage of social media

by users, information related to current issues was being spread faster globally. Because of this, social media has become a required tool in restructuring the tourism industry since it is able to create an impact, especially in marketing and promoting strategies (Xiang et al., 2008).

Previous studies have concentrated on issues of motivation factors in Islamic tourist destination loyalty (Rahman, 2014) and also factors that influence tourists and their choice of Malaysia as an Islamic tourism destination (Khan, 2013). However, there were a minimal number of studies done in understanding the social media attributes on tourists' decision-making to travel to Malaysia as an Islamic destination and how effective social media attributes is in attracting the tourists. Even though other studies have been conducted on past issues, the result however, could be different because of different conceptual settings and the study intention itself.

Thus, this study aims to explore the influence of social media attributes in encouraging higher arrival number of international tourists to Malaysia as an Islamic destination.

2 LITERATURE REVIEW

In terms of tourist arrivals, Malaysia has been the top most Muslim tourism destination in the world, having Indonesia and Singapore as its top

market countries (Dinar Standard and Crescenting LLC, 2012). The study of Islamic imagery of Malaysian tourist destination websites included ten official websites and six official state sites which promote tourism (Hashim et al., 2007). Islamic offerings such as hotel services for Muslim tourists, Muslim friendly healthcare facilities, rich architecture and Islamic art, seasonal Muslim festivities, access to wide choices of halal food and Islamic funding and financing have been the major attractions thus contribute to the tourists' decision making. The following three major social media attributes has been identified as vital tools for decision making.

2.1 *Social media attributes*

Social media has played a vital role in marketing and promoting the tourism industry worldwide. In fact, social media makes it possible for individuals to interact with each other based on their interests. It also changed the nature of communication amongst people, especially tourists (Litvin et al., 2008).

The evolution of social media has affected the tourism sector in various aspects such as the explosion of travel-specific online communities or groups and social networking sites, the changing behaviours of travellers with regards to information search and travel planning and the integration of social media into the marketing approaches of travel organizations for the growth of more customized and effective strategies (O'Connor, 2010; Pantano & Di Pietro, 2013).

Nowadays, leisure tourists can make decisions about chosen destinations through social media. This phenomenon has transformed thought and decision-making processes. The tourism industry should take into account the attitudes of tourists towards social media, and approaches to popularizing the existing information on social media.

2.1.1 *Communication*

Social media has different abilities in quality whether it may provide precise, comprehensive and latest information to the online user (Mithas & Krishnan, 2007). Hence, social media communication is important in order to determine tourist feedback, enhance their understanding and the effectiveness of the content quality that may lead to tourist satisfaction (Agarwal & Venkatesh, 2002; Daft & Lengel, 1986; DeLone & McLean, 2003).

A good quality of communication in websites will influence tourists to make online bookings and enhance online experience satisfaction. An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posting messages about specific destinations.

2.1.2 *Information*

Travel information is important in the destination-choice process, to assess theoretical developments, as well as the considerations regarding the impact of travel information on tourists' actual destination choice (Buhalis & O'Connor, 2000). In most decision-making processes of planned trips, the information-collecting stage takes place before probable decision alternatives have been established. The assessment of information provided in websites should be useful and up-to-date, matching user needs and linking relevant sites to users (Loncaric, 2013).

Travel has become both informative and intensive industry that allows tourists have access to information easily through the Internet (Qu & Lee, 2011). Social media help tourists to arrange trips themselves and gain knowledge-based information. According to Xiang & Gretzel (2010) for tourists to plan their trips and decision-making process, travel information search is crucial because of growing information on the Internet. Search engines are becoming very important in facilitating tourists' access to the social media website related to tourism.

2.1.3 *Virtual tours presentation*

Virtual tour presentations are defined as computer-generated displays that allow users to live in an environment other than the one they are actually in, and have an interaction with the surrounding environment (Schroeder, 1996). Virtual tours are also defined as virtual tourist experiences of visiting and being submerged into virtual destinations through web environments (Cho, 2002). Novak (2009) stated that a virtual tour is a simulated environment retrieved by several users over an online interface consisting of six features including shared space, immersive three dimensional worlds with graphical user interfaces, direct interaction, interactivity or communication with users, persistence, and social community network. A virtual destination is a destination that does not physically exist but appears through software that represents a tourism destination.

Virtual tours help present outlooks to unreachable areas, provide exciting and excellent alternatives to fieldwork when expenses, time or logistics are an issue. As noted by many researchers, virtual tours are a virtual experience where tourists are immersed in virtual environments and a virtual tour presentation application will navigate and interact with users through three-dimensional worlds.

Huang et al. (2013) said that the virtual tour presentation offers diverse benefits for tourism players, including creating informative and entertaining virtual surroundings, immersive and attractive virtual experiences, multimedia communication and

universally social interaction. The level of immersion offered by a virtual tour presentation application is one of the factors that stimulate a user's response toward image of a destination (Banos et al, 2004).

2.2 Tourist decision

The decision processes in tourism industries have three main components namely the tourists, the destination and the information sources. Tourists will start searching for information about the destination, set the alternatives, evaluate the alternatives and lastly choose the destination. The major elements in the decision process are clearly outlined in the consumption behaviour of the tourists and classify the theory of solving problems to which a tourist will use the existing information to select the destination that satisfies their needs (Minciu & Moisa, 2009).

In general, a tourist's decision to visit a particular destination can be attributed to two categories of motivation: the 'push' and 'pull' factors (Uysal & Jurowski, 1994; Baloglu & Uysal, 1996; Kim & Lee, 2002; Naziman et al., 2012) that are often described as intrinsic and extrinsic motives, respectively (Godall, 1991). A number of studies have established that the decision to visit a tourism destination is derived from a combination of push and pull factors (Goeldner & Ritchie, 2003). According to Peter and Olson (2004), knowledge on the tourist behaviour towards the product is the key process in tourists' decision making.

3 METHOD

A descriptive research design using the quantitative approach through cross sectional study is used to explain the research attributes. For this study purpose, researchers used non-probability sampling with convenience sampling method. Convenience sampling was used and the questionnaire instrumentations were adopted from tourism literatures. Reliability tests, descriptive analyses and multiple regressions were used to explore the relationship between variables.

Questionnaires for this study had three sections. Each section contained questions and measured variables to meet research objectives. The three sections were i) Demographic Information; b) Social Media Attributes and c) Tourist Division for Travelling to Malaysia as an Islamic Destination. Prior to administering the survey, a pilot test involving 20 respondents were conducted to test the validity of the instrument. 385 questionnaires were distributed to international tourists. Questionnaires were collected immediately upon completion. From the

385 questionnaires distributed, a total of 340 responses were received and only 320 were usable for analysis. The collected data were processed and analysed using Statistical Package for the Social Science (SPSS).

4 FINDINGS

4.1 Descriptive analysis

Among those respondents, 31.9 percent ($n = 102$) were in the range of 21–30 years old, 27.5 percent ($n = 88$) were in the range of 31–40 years old. Meanwhile 23.4 percent ($n = 75$) were in the range of 41–50 years old, 9.7 percent ($n = 31$) were in the range of below than 20 years old and 7.5 percent ($n = 24$) were in the range of above 51 years old. The derivation from the result showed that most tourists who visited Malaysia were young travellers, aged from (21 to 30 years). These groups had significant interest in travelling, and also travelled frequently as compared to the older group segment, individuals aged 60 years and above (Schroeder & Borgerson, 2006).

On the other hand, the table showed that the majority of the respondents were females with 52.2 percent ($n = 167$), as compared with males with 47.8 percent ($n = 153$). The table also showed marital status of the respondents that were married respondents, were the highest, with 48.1 percent ($n = 154$) followed with single respondents, 45 percent ($n = 144$) and those who were divorced, 6.9 percent ($n = 22$). Majority of these respondents were Asian, as Islamic tourists mainly derived from Asian countries such as the Middle East, Indonesia, Brunei and etc. This was true as the highest percentage of tourists in this study based on Figure 4.1, were from Asian countries, which accounted for 49.7 percent ($n = 159$) as opposed to 16.6 percent ($n = 53$) from European countries and 14.1 percent ($n = 45$) from Africa regions. The smallest portion was from Australasia (Australia and New Zealand) that possessed 11.9 percent ($n=38$) and followed by the Americas (North and South America) with 7.8 percent ($n = 25$).

4.2 Multiple regression

The sub-hypotheses were divided into communication, information and virtual tour presentations. This is to know the relationship of each attributes of tourism websites and also to know which attributes were the strongest influences towards tourists' decision-making for travelling to Malaysia as an Islamic destination. By using multiple regressions, each of the sub-hypotheses were tested to determine the relationship of each dimension

towards the dependent variables. The results are shown in Table 1 below.

Based on the above table, standard coefficients (Beta) showed positive relationships within communication attributes of social media and tourists' decision for travelling to Malaysia as an Islamic destination ($\beta = 0.322$). Furthermore, this result indicated that there was a significant positive relationship between communication and tourists' decision. Remarkably, communication attributes scored the highest beta value that is 322 ($\beta = 0.322$), as compared to the other two attributes. The value also shows that amongst the three attributes, communication had the highest contribution towards tourists' decision for travelling to Malaysia as an Islamic destination. Communication through social media is important to determine tourists' feedback, enhance their understanding and the effectiveness of the content quality that may lead to their satisfaction (Agarwal & Venkatesh, 2002).

Based on the multiple regression result analysis within tourists' decision for travelling to Malaysia as an Islamic destination, and the second social media attributes tested which is information. Referring to the Table 1 shown, the standard coefficients (Beta) showed a negative relationship within information attributes of social media and tourists' decision for travelling to Malaysia as an Islamic destination ($\beta = 0.059$). Furthermore, this result indicated that there is a no significant relationship between information and tourists' decision ($t = 0.919/0.359$). The value showed that among the three attributes, information had the lowest contribution towards tourists' decision for travelling to Malaysia as an Islamic destination. Hence, the sub hypothesis of communication attributes of this study is not accepted. Based from the analysis, there are more factors that need to be uncovered in order to explain social media attributes on tourists' decision for travelling to Malaysia as an Islamic destination.

Lastly, referring to Table 1, the standard coefficient (Beta) showed a positive relationship within

virtual tour presentation attributes of social media and tourists' decision for travelling to Malaysia as an Islamic destination ($\beta = 0.260$). Furthermore, this result indicated that there was a significant positive relationship between virtual tour presentation and tourists' decision at 99 percent ($t = 4.120 / 0.000$). Hence, the sub hypothesis of virtual tour presentation of this study is accepted. The attractive design occupied with useful information made usage of social media more enjoyable. The more perceived enjoyment in social media gain by tourists was the highest tendency for tourists to make a decision for travelling to Malaysia as an Islamic destination.

5 DISCUSSION

The findings obtained in this study were based on current situations pertaining social media and a tourists' decision for travelling to Malaysia as an Islamic destination. The outcome of this study provided some contribution to the Islamic destination in Malaysia in order to improve and encourage tourists to visit Islamic destinations. As for the theoretical implication, this study provided an in-depth knowledge and a better understanding about the influence of social media attributes on tourists' decision for travelling to Malaysia as an Islamic destination. In addition, as for practical implications, this study gave opportunities to respective authorities such as the Ministry of Tourism Malaysia and the managerial side, in monitoring posted information in social media, which can enhance the image of the tourism industry in Malaysia. Thus, it is recommended that social media links more to tourism websites in order to allow tourists' task easier when searching information online. It is essential that the social media itself encourages the use of technology by highlighting the attractiveness of image and photos, simplicity and friendliness of its online applications.

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Table 1. Multiple regression analysis result.

Dependent variable	Independent variables		
Tourist decision for travelling to Malaysia as an Islamic destination	Communi-	Informa-	Virtual
	cation	tion	tour
			presen-
			tation
Unstandardized B coefficients	0.401***	0.088	0.366***
Std. error	0.070	0.095	0.089

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Relationship between travel websites attributes and tourists' travel decision making

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ABSTRACT: Drawing on the literature in decision-making, the current study attempted to reveal the relationship between travel websites attributes and tourists' travel decision-making to Kuching, Sarawak. The research focuses on an extended Technology Acceptance Model (TAM) which integrates the constructs perceived trustworthiness and perceived interactivity. This paper focuses on travel websites, in order to deeply understand to what extent tourists accept the usage of this technology to assist them in travel decision-making. A total of 224 respondents, consisting of domestic and international tourists are obtained through convenient sampling. Questionnaires are distributed at tourists' hotspots in Kuching, Sarawak. This study offers a more comprehensive insight into the travel websites attributes that will influence tourists' travel decision-making. In this study, it has been identified that perceived trustworthiness have no significant relationship with tourists' travel decision making. Tourists still travel and buy online regardless of trust issues as online transactions are parts of daily routine.

Keywords: Perceived ease of use, perceived usefulness, perceived trustworthiness, perceived interactivity, tourists' travel decision-making, travel websites

1 INTRODUCTION

Planning a getaway is crucial either for potential or future tourists as there are many aspects that need for them to be considered before the actual travelling activities being undertaken. Booking flights, selecting suitable accommodation, food, and most importantly budget are the obvious examples. In this sense, potential tourists are always in the position of making decisions. In other words, to choose between two or more alternatives before they travel (Djeri, Plavska & Cerovic, 2007).

Out of various information tools, the Internet is one of the newest medium used by travelers. Tourists nowadays can easily browse the Internet to get enough information before making decision for a trip. With the existence of the internet, it causes lots of social media sites growing online which act as information sharing medium including user-generated content website such as TripAdvisor.

There is no doubt that technology plays an important part in tourism and travel industry (Tarlow, 2011). Nowadays, most tourists use technology for booking airline ticket and making room reservations through travel websites. With the help of these technologies, it allows organizations to save on workers and at the same time giving power to tourists to make their own decisions. New advances in technology helps to create opportunities to the industry as tourism industry is

becoming more and more active online, especially on social media (Noti, 2013).

This study focuses on travel websites. Tourist websites are referring to the Internet-based applications that build on the ideological and technological foundations of Web 2.0. This allows the creation and exchange of User-generated Content, enabling individuals to express and share their thoughts which will indirectly influence others, in this context, on their travel or holiday related decisions (Fotis, Buhalis & Rossides, 2012). Generally, tourism industry has been adopting and developing Information and Communication Technology (ICT) as a key application within the industry (Noti, 2013). Tourists are able to interact with tourism providers directly, exposing them to the tourism product virtually. The Internet is also becoming a platform to communicate and disseminate information to potential tourists effectively and efficiently.

Decision process is likely to begin earlier before the actual purchase occurred when potential traveler have a thought of going to a destination for a holiday. According to Gretzel (2006) and Gretzel and Yoo (2008), travelers check on social media when planning their vacation or holiday. A large number of studies focused on the impacts of social media consumption for travel planning and decision-making (Ye, Law & Gu, 2009; Xiang & Gretzel, 2010; Ye, Law, Gu & Chen, 2011). From

these studies, the researchers only focus on social media to represent the technology. Researchers also conducted studies to view the impact of social media on the travel planning process from the perspectives of usage level, the scope of use, level of influence and trust (Fotis, Buhalis & Rosides, 2011) but fewer study is conducted viewing from different perspectives of travel websites and decision-making.

There are also studies on engagement with social media for vacation planning focused on traveler characteristics such as demographics (Xiang & Gretzel, 2010; Yoo & Gretzel, 2012) and also psychographics (Parra-López, Bulchand-Gidumal, Gutiérrez-Taño, & Díaz-Armas, 2010). There are still a limited number of researches on geographical differences. Based on previous studies, the study area is more focus on western markets such as in the United States and Russia (Fotis et al., 2011; Yoo & Gretzel, 2012). Thus, this study intends to determine the relationship of travel websites attributes and tourists' travel decision-making in Sarawak and hypothesized that;

H_j: There is a significant relationship between travel websites attributes and tourists' travel decision-making

2 LITERATURES

During the Web 2.0 era, travel websites came to increase in popularity enabling its users' to express and share contents online. Due to this notion, it causes numerous source of information enabling users to get information online. With the help of travel websites, it assists people to gain information and also communicate with each other far more easily compare to previous years. The technology that we have nowadays had taken tourism experiences to a new level. Technology is becoming an important tool in searching related travel related information, providing access to other travelers' experiences (Jenkin, 2010).

Davis (1989) defined perceived ease of use as to what extend a person believes that by using technology medium, it would be easy and can be conducted effortlessly. This follows from the definition of "ease", which means easy, no difficulty when confronting technology. In other words, when using an application, the user perceived that it is easier to use than another application, causing the earlier application to be accepted by the respective user. Easy in users' aspects probably depending on their individual self whenever browsing through travel websites such as availability of another language other than English, easy to understand captions, clear instructions before using the websites and other related travel website attributes.

Based on previous research by Liu and Park (2014), the study was conducted by looking into perceived usefulness of a website in understanding on travel information search behaviors. The study focuses more on pictures and videos available on a website which assist tourists in their decision making. Perceived usefulness can be define as the degree to which technology users believe that by using a particular system, it can enhance his or her job performance (Davis, 1989). Other than that, Muñoz-Leiva, Hernández-Méndez & Sánchez-Fernández (2012) conducted a study testing the relationship between TAM and trust elements towards attitudes and also behavior of online consumers. When tourists perceived that websites are useful for them, they will use the technology available to make decisions.

The study by Islam, Arif, and Islam (2012) found out several elements in a website that can boost perceived trustworthiness towards online shopping websites. By developing higher trust toward a website, it will create more favorable attitudes towards online shopping. In the study, the researchers did mention on the relationship of perceived trustworthiness towards attitudes. Perceived trustworthiness of online travel information from travel websites affects consumers socially and legally. Trust in this research context refers to a belief or expectation about another party's trustworthiness, referring to the creator of the travel websites or the author of the contents available online. One of the concerns arises especially when planning a trip is how a consumer can be assured that the reviews in the travel websites are in fact independent and hence trustworthy.

According to Doney and Cannon (1997), a consumer must feel confident that the website provider will deliver the products and services before they enter a transaction (cited in Kolsaker & Payne, 2002, p. 207). This is to develop trust for their purchase decisions. According to Kolsaker and Payne (2002), trust is important in business transactions as it defined as the segment of a business link that determines whether the promise offered by the other party is reliable or not. Trust in using technology affects tourists' attitudes whenever the transactions involve money where they will feel insecure when doing the transactions. Their attitudes may depend on words of mouth or previous bad experience that will affect them in using technology.

Interactivity is viewed as a characteristic or the capability of a technology such as the existence of hyperlinks in a website, clickable maps or graphic designs that can be modified by its users. Perceived interactivity involve three distinct dimensions (Kim, Spielmann & Mcmillan, 2012; Kirk, Chiagouris, Lala & Thomas, 2015) which are active control, two-way communication and synchronicity (responsiveness).

There are several studies on interactivity towards attitudes and behaviors (Kirk et al., 2015; Dholakia & Zhao, 2009; Wu, 1999; Zafiroopoulos, Vasiliki & Despoina, n.d.). According to Kirt et al. (2015), the study revealed that having control of technology is significant with attitudes and intentions to use the technology. Having control over the websites create significant relationship with tourists attitudes when they are using the websites for decision-making process.

When it comes to using technologies nowadays, trust and interactivity are key elements of a website. For this reason, the researcher propose four dimension of travel websites attributes, consisting of TAM (perceived usefulness and perceived ease of use) with perceived trustworthiness and perceived interactivity. The TAM model posits that perceived usefulness and perceived ease of use determine users' attitudes towards technology. While attitude then will explain behavior (decision-making). Trust and interactivity are included in accordance with the technology advances.

3 METHODOLOGY

The data for this study are collected for 2 weeks (7 November 2015–21 November 2015) at the departure/arrival hall of Kuching International Airport and also at the main tourists' attractions in Kuching including Kuching Waterfront, Gambir Street and Visitor Information Centre. Other than that, online questionnaires are distributed online for four days through Facebook, Twitter, TripAdvisor and blogs. The researcher used Qualtrics as a platform to manage and distribute the data online. A total of 224 questionnaires are completed out of 243 during data collecting process in Sarawak. 19 responses are rejected due to missing data.

Convenient sampling technique is used to collect data from international and domestic tourists at famous tourists' attractions in Kuching and also at the airport to complete the survey. Convenient sampling refers to the process of collecting data from the population that the researcher thought that they will conveniently provide the data for the study (Kumar et al., 2013). This process involves choosing any set of respondents convenient for the researcher to use.

The data collected is later analyzed using Statistical Package for Social Sciences (SPSS) version 21.0. For demographic profiles data, frequency tabulation data is used to have a view of different gender, age, marital status, occupation and others. The mean is used for Likert scale data in order to identify the average result of the data collected, which consists of the travel websites attributes and tourists' travel decision making in Kuching, Sarawak. Cronbach's Alpha is used to the test the reliability of the instruments. Multiple regressions

analysis is used to test the relationship between two or more variables for this study.

4 RESULT AND ANALYSIS

4.1 Descriptive statistic

Majority of the respondents agreed that perceived usefulness ($M = 4.04$, $S.D = 0.483$) is the most common attributes that tourists experience when using travel websites. With the rise of young travelers and technology usage, tourists rely more on searching information online because it is convenient for them (Nusair et al., 2012). Tourists found that online itinerary is helpful for them to select and plan their journey based on their travel preferences. Mostly, the respondents agree that usefulness attributes of a website allow them to find more travel related information. This is supported by few researches on travel information search behaviors (Liu & Park, 2014).

The next attributes is perceived trustworthiness ($M = 3.65$, $S.D = 0.499$). The respondents felt that it is not secure when doing online transactions and filling online form that requires their personal information. However, the respondents mostly agree that the information provided are "reliable", "not biased" and it is safe for them to read other users' feedbacks.

There is also a high level of agreement on perceived interactivity ($M = 3.62$, $S.D = 0.466$). Majority of the respondents already expect that travel websites are interactive with its hyperlinked images and texts. They enjoy the characteristics on websites interactivity including instantaneous display of information, quickness to jump from one page to another and delightfulness to choose a link and what to click.

There is a moderate level of agreement from perceived ease of use ($M = 3.28$, $S.D = 0.359$). Most of the respondents disagree that travel websites are inconvenient to use, interacting with websites often frustrating, requires a lot of mental effort and requires a lot of effort to become skillful at browsing travel websites. However, the respondents agree that it is easy to navigate the websites and to get information from it. The researcher also found that it is easy for tourists to remember the steps to search for information online.

Table 1. Mean and standard deviation for travel websites attributes.

Item	Measurement	M	S.D.	N
1	Perceived usefulness	4.04	0.483	224
2	Perceived ease of use	3.28	0.359	224
3	Perceived trustworthiness	3.65	0.499	224
4	Perceived interactivity	3.62	0.466	224

Table 2. Hypothesis 1.

Predictor	Model/ Std β
Travel Websites Attributes by each dimension	
– Perceived Usefulness	.204*
– Perceived Ease of Use	.453***
– Perceived Trustworthiness	-.146
– Perceived Interactivity	.330**
Adjusted R ²	.249

Dependent variable: Tourists’ travel decision-making.

Table 3. Hypotheses summary.

Hypothesis	Remarks
H ₁	Partially supported
H _{1a}	Supported
H _{1b}	Supported
H _{1c}	Not supported
H _{1d}	Supported

4.2 Hypothesis testing

Multiple regression analysis is used to confirm the relationship between variables in the study.

H_{1j}: There is a significant relationship between travel websites attributes and tourists’ travel decision-making.

H_{1a}: There is a significant relationship between perceived usefulness and tourists’ travel decision-making.

H_{1b}: There is a significant relationship between perceived ease of use and tourists’ travel decision-making.

H_{1c}: There is a significant relationship between perceived trustworthiness and tourists’ travel decision-making.

H_{1d}: There is a significant relationship between perceived interactivity and tourists’ travel decision-making.

Based on the analysis, perceived ease of use indicates that it has the most relationship with tourists’ travel decision-making, followed with perceived interactivity and perceived usefulness. Perceived trustworthiness indicates that it has no significant relationship with tourists’ travel decision-making.

5 DISCUSSION

With the emergence of the Internet, it enables tourists to find information desired by browsing the Internet. Technology has changed the way an individual to plan and travel (Fotis & Buhalis, 2011). Both domestic and international tourists find that travel websites are useful for traveler to find travel

related information online. This includes flights ticket, accommodation information, places to visit and many more.

With the existence of Web 2.0, it enables tourists to read reviews and ask questions to the online community regarding a destination or tourists attractions to help them in decision-making (Noti, 2013). By using travel websites, it helps tourists to improve their quality of searching information.

When it comes to decision-making, the websites attributes are the key factors to influence their attitudes towards using the technology. Usefulness, ease of use, trust and interactive are the attributes. However, the results are not sufficiently conclusive as perceived trustworthiness not found to have a significant relationship with tourists’ travel decision making. This results are supported with few studies (Muñoz-Leiva, Hernández-Méndez & Sánchez-Fernández, 2012; Nusair, Bilgihan, Okumus & Cobanoglu, 2012) stating that trust have no significant relationship with behavior.

Trust is an important factor for a new website, however perceived trustworthiness have no significant relationship with attitudes (Muñoz-Leiva et al., 2012). The more a consumer trust a service provider, the more likely the consumer to continue using the websites. This allows consumer to develop their own attitude based on preferences, not according to the attributes of a technology (Nusair et al., 2012). Trust is something within an individual, referring to their attitudes towards being loyal to a website as they are relationship between the user and the technology.

As parts of norms, tourists travel whenever they wanted to regardless of what reasons; either on leisure or business purposes. Tourists can easily check the availability of flights online and purchase almost immediately through internet banking or credit card. With the advantage of having online booking, tourists feel secure in doing business transactions to travel websites which they trust as trust can be influenced by broader context and one of it is the industry itself or by web design features (Sparks & Browning, 2011). Trust may be enhanced by building a relationship between users and technology through communication such as company background and policies (Kolsaker & Payne, 2009). Most tourists trust in doing transactions only to travel websites that they familiar with.

From the data analysis, the researcher discovered that perceived trustworthiness have no significant relationship with tourists’ travel decision-making. This shows that regardless of the information that they get from travel websites, they still have the urge to travel to a destination. Although tourists search travelling information online, it might not affect their decision-making as they have their own definition of travelling. Perhaps they have been to the destination, and they gain good experience

from there and decided to go back. This is based on the previous experience of the tourist himself.

Looking into security of a websites, mostly online users know they should look for the HTTPS (HyperText Transfer Protocol with Secure Sockets Layer) in the URL and the lock icon in their browser when they are making a transaction (Kyrnin, 2015). Knowledgeable tourists will be able to detect which websites can be trusted by checking at the links provided at the address bar. For example, AirAsia website is secured with HTTPS link; that promises secure transactions for its users.

6 CONCLUSION

The current advances in technology are useful in a way that it can provide a tool to ease the decision-making process of tourists before they travel to a destination. Moreover, the attention to using travel websites for tourism purposes is increasing drastically. In particular, the survey results provide few important insights. Travel websites attributes have a significant relationship towards tourists' travel decision-making. Looking into the attributes of travel websites, it enables tourists to make decision-making easily only by searching information online. Through various online platforms established enabling readers to gain information needed through wordings, pictures, videos and audios.

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The influence of Instagram communication attributes on Generation Y sharing travel photo behavior

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ABSTRACT: It has become a norm today for tourists to share travel photos and experiences through social media as it acts as proof that one has visited a place. Instagram is one of the most popular and preferred social media and the platform for Generation Y to express and share experiences. Possessing similar attributes such as consist of participation, conversation, and persuasion, this study aimed to examine the extent these attributes influence their intention to share and behavior in sharing travel photos. Findings found that not all attributes influenced Generation Y's intention and behavior in sharing travel photos. Interestingly, the study found no mediation effect of intention to share travel photos toward the relationship between Instagram communications attributes and Generation Y's sharing travel photo behavior. This study will help the tourism marketers and managers to better understand Generation Y's behavior in order to capture these generations for the growth of tourism industry in Malaysia.

Keywords: social media, communication attributes, Instagram, travel photo behavior, Generation Y

1 INTRODUCTION

The technology advancement and social media emergence have changed tourism industry on how tourists seek information, their traveling behavior and decision-making (Lenhart, 2015). A study by LeadSift (2013), examining the influence of social media in the tourism industry, reported that 74% travelers use social media while traveling and in the 74%, 48% of travelers use social media to share videos and photos. The numbers are increasing year by year as according to Morrison (2014), where 476 million of people uploaded and shared photos online, 329 million of people posted comments about daily activities, and 287 million of people shared a link to an article.

Instagram, launched in 2010, is a media-sharing network allowing users to snap or upload a photo, edit and share it online. As of June 2016, the number of Instagram users has increased to 500 million active users (Instagram, 2016). In line with the increase in users, an act of posting travel photos and experiences in Instagram as an evidence of visiting a place has become a norm among its users (Hillman, 2007). Sharing travel photos and experiences instantly through social media accounts has become much easier (Nusair, Bilgihan, Okumus, & Cobanoglu, 2015).

Bolton et al. (2013) posited that Generation Y is technology savvy and a visually sophisticated generation making them easy to adapt to use

technology for tourism as they are born along with the introduction of technology. Therefore, with the unique characteristics of Generation Y, travel pattern and behavior when traveling have changed along with the rapid change and growth of technology.

However, researchers argue on how Generation Y uses social media; for instance Lenhart and Madden (2007); Palfrey and Gasser (2008) claimed that Generation Y contributes, shares, searches and consumes content while Pempek, Yermolayeva, and Calvert (2009); Park, Kee, and Valenzuela (2009) and Bolton et al. (2013) posited that Generation Y did not contribute anything in return and only relying on social media for entertainment, interaction, information, leisure and socializing.

Importantly, Generation Y and social media today are inseparable: They like to share and post pictures in Instagram especially while traveling (Barton, Haywood, Jhunjunwala, & Bhatia, 2013). A recent study made by Jang, Han, Shih, and Lee (2015) revealed that 91% travelers choose to share their travel experiences via photos, and over 50 million travel photos have been shared on Instagram since it was launched in 2010. In Malaysia context, Sparks, Perkins, and Buckley (2013) discovered that Instagram is indeed a popular and most preferred social media among Generation Y after Facebook and Instagram. In spite of its popularity among Generation Y, the extent to which

factors influence Gen Y to share travel photo in Instagram and their behavior in sharing it is not addressed. Do participation, conversation and persuasion in communication plays an important role in influencing their intention and decision in sharing travel photo?

There is still limited understanding to what extent social media; specifically Instagram communication attributes influence Generation Y's sharing travel photo behavior. Previous studies investigated on the relationship between social media and technology towards the behavior of traveling among Generation Y (Rubegni, Gerardi, & Caporali, 2007; Simms & Gretzel, 2013; Wang, Park, & Fesenmaier, 2011) but very limited research has focused on Instagram specifically communication attributes and sharing travel photo behavior (Fotis, Buhalis, & Rossides, 2012; Sorokina, 2015). Therefore, to address the gap; this study warrants an empirical investigation in order to identify the influence of Instagram communication attributes on Generation Y's sharing travel photo behavior.

2 BACKGROUND OF THE STUDY

2.1 *Social media*

There is still a lack of agreement on what social media is as it is evolving very fast. Bolton et al. (2013) defines social media as an online service users can create, edit and share an array of content for the view of thousands of people. McCann (2008) describes it as the "applications, platforms and media which aim to facilitate interaction, collaboration, and the sharing of content". Salko and Brake (2009) define it as "activities, practices, and behaviors among communities of people who gather online to share information, knowledge and opinions using conversational media which are Internet applications that allow users to share words, photos, videos and files" (p. 290). All definitions are more or less similar highlighting social media as a form of communication where users can create, edit and share content with other online communities.

Possessing similar attributes like any other social media, Instagram has been the top social media used by the Generation Y (Fromm, 2014). As evidence, Ezumah (2013) reported that 90% of pleasure travelers snap photos and almost half of them (45%) posted it on social media seeking thoughts and ideas from social media while searching a potential destination to visit. This statement is further supported by Bergh (2013), where Generation Y is an active contributor to social media content where 54% do post information mainly about products, brands and companies as compared to other generation which only contribute

only 45% in social media content. These statistics show the significant role of social media is towards travelers, especially for Generation Y.

2.2 *Communication attributes of Instagram*

Serving as a communication channel between people, there are few characteristics and attributes in Instagram: participation, conversation and persuasion. Participation refers to 'the extent to which senders and receivers are actively engaged in the interaction as opposed to giving monologs, passively observing and lurking' (Burgoon et al., 2000). In line with the proceeding notion, social media allows people to participate in a conversation with each other to contribute information and knowledge to others (Koh & Kim, 2004). It is a medium for people to communicate to express their ideas, emotions and opinions (O'Reilly, Berger, Hernandez, Parent, & Seguin, 2012). It as a place that people can be entertained, communicate and participate in a social environment where Generation Y contributes, shares, searches and consume content by creating and combining information from multiple sites thus makes them an active participant in social media (Bolton et al., 2013).

Research has defined persuasion in many ways where Perloff (2003), summarize the definitions into a symbolic process in which communicators try to convince other people to change their attitude or behavior through a message without any coercion. Manning (2012), adds the definition by stating that persuasion is naturally linked with reasons where it is an act of convincing people by using argument and reasons. For instance, when a tourists search for information from online review sites about a certain destination, they are likely to form impressions whether the review is useful, informative and accurate as stated by Sen and Lerman (2007). In line with the preceding notion, Pendergast (2010) states that as for Generation Y, their friends and families' opinions are highly valued and have a great influence on their decision-making, behavior and attitude.

As technology continues to expand and integrate in everyday life of Generation Y, more choices and options are available for them to choose in such fast and efficient way thus affecting their behavioral, attitudes and decisions. Hence, Generation Y now can be said to be impatient and intolerant for delays due to the easy and quick access to information from the Internet (Raunio, 2014) but at the same time as according to Moscardo and Benckendorff (2010) Generation Y is said to be more tolerant for diversity, different lifestyles and multiculturalism. This study, therefore, investigated on Instagram communication attributes, which include participation, conversation and persuasion, and their

influences in the behavioral intention to share and Generation Y's sharing travel photo behavior.

3 METHODOLOGY

3.1 Data collection

To investigate the influence of Instagram communication attributes on behavioral intention to share and Generation Y's sharing travel photo behavior, a self-administered online questionnaire survey (Qualtrics) using convenient sampling technique via Facebook and Twitter was developed in order to obtain quantitative information from Generation Y Instagram user. In addition, the study distributed paper-based questionnaires at three youth events to enrich the data collection process. A total of 412 completed surveys were collected throughout the data collection period. The questionnaires were coded and keyed using Statistical Package for Social Sciences (SPSS) version 21. The reliability test result showed that the instrument and items used were reliable as the Cronbach's Alpha for all instruments are higher than 0.70. Correlations and regression analysis were used to test the hypothesis and relationship.

4 RESULT AND ANALYSIS

4.1 Descriptive statistic

The majority of the respondents were female which accounted to 66% ($N = 271$) whereas the remaining 34% ($N = 141$) are male respondents. As previously stated, this research follows Brosdahl and Carpenter (2012) categorization of Generation Y which age range are from 16 years old to 30 years old. Therefore, the age data was divided into three categories, which are 16–20 years old, 21–25 years old and 26–30 years old. Almost half (49%) of the respondents are from the age range of 21–25 years old ($N = 203$) followed by 26–30 years old that holds 28% ($N = 114$) and the balance of 23% of the respondents ($N = 95$) are from the age range of 16–20 years old.

4.2 Hypothesis testing

In the context of this study, the Instagram communication attributes, which include participation, conversation and persuasion, are conjectures to have influenced in the behavioral intention to share and Generation Y's sharing travel photo behavior. Four main hypothesis was formulated and tested in the study:

H_1 : *There is a significant relationship between Instagram communication attributes and Generation Y's sharing travel photo behavior.*

H_2 : *There is a significant relationship between Instagram communication attributes and intention to share travel photo.*

H_3 : *There is a significant relationship between intention to share travel photo and Generation Y's sharing travel photo behavior.*

H_4 : *Intention to share mediates the relationship between Instagram communication attributes and Generation Y's sharing travel photo behavior*

Based on Table 1, Instagram Communication Attributes explained 37.6% ($R^2 = 0.376$, $F\text{-Change} = 81.980$, $p < 0.001$) of the variance in Generation Y's sharing travel photo behavior. Beta coefficient value ($\beta = 0.381$, $p < 0.001$) for persuasion dimension indicates that it had the most influence on Generation Y's sharing travel photo behavior followed by the participation dimension ($\beta = 0.274$, $p < 0.001$). However, conversation dimension was not significant with the lowest beta coefficient value of ($\beta = -0.005$). This indicates that conversation is not one of the factors that influence the behavior of Generation Y in posting travel photo. Since that, H_1 was partially supported. Meanwhile, Table 2 shows that Instagram Communication Attributes explained 63 percent ($R^2 = 0.630$, $F\text{-Change} = 231.440$, $p < 0.001$) of the variance in intention to share travel photo.

Table 1. Hypothesis testing 1.

Predictor	Model/Std β
Instagram communication attributes	
– Participation	.274***
– Conversation	-.005
– Persuasion	.381***
R^2	.376
Adjusted R^2	.372
R^2 Change	.376
F-Change	81.980***

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Table 2. Hypothesis testing 2.

Predictor	Model/Std β
Instagram communication attributes	
– Participation	.347***
– Conversation	.464***
– Persuasion	0.62
R^2	.630
Adjusted R^2	.627
R^2 Change	.630
F-Change	231.440***

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Beta coefficient value ($\beta = 0.464, p < 0.001$) for conversation dimension indicates that it had the most influence on the intention to share travel photos followed by the participation dimension ($\beta = 0.347, p < 0.001$). However, surprisingly persuasion dimension was not significant with the lowest beta coefficient value of ($\beta = 0.062, p > 0.05$). This indicates that persuasion is not one of the factors that influence the intention to share travel photos in Instagram among the Generation Y. H_2 was partially supported.

Table 3 shows that intention to share travel photo explained 17.8 percent ($R^2 = 0.178, F\text{-Change} = 88.885, p < 0.001$) of the variance in Generation Y's sharing travel photo behavior. Beta coefficient value ($\beta = 0.422, p < 0.001$) for the intention to share travel photos indicates that it significantly influence the travel photo sharing behavior. Thus, the result of H_3 was supported.

The beta coefficient value of the relation between Instagram communication attributes and Generation Y's sharing travel photo behavior with the effect of intention to share has increase from $\beta = 0.547^{***}$ to $\beta = 0.712^{***}$ (Table 4). On the other hand, the R^2 only increased 1% after the effect of intention to share travel photos as the mediator ($R^2 = 0.299$ to $R^2 = 0.309$) (Table 4). This

signifies that there is no mediation effect of intention to share travel photos toward the relationship between Instagram communication attributes and Generation Y's sharing travel photo behavior. This could be due to the behavior of Generation Y in sharing travel photo that resulted from little or no thought. Majority of the respondents in the study are active Instagram users, and has spent 6 to 20 hours per week in Instagram alone, which could increase the probability of posting travel photos without intention.

5 DISCUSSION AND CONCLUSION

The main focus of this study was to examine the relationship between Instagram communication attributes and Generation Y's sharing travel photo behavior while considering their intention to share as the mediating variable. From the research findings, Instagram communication attributes were able to explain 37.6% of the variance in Generation Y's sharing travel photo behavior. These findings are similar with Bolton et al.'s (2013) study where it was found that the social media users specifically Generation Y contributes, shares, and searches and consume content by creating and combining information from multiple sites thus makes them an active participant in social media.

The results from this study also documented that participation dimension ($\beta = 0.274^{***}, p < 0.001$) influenced Generation Y's sharing travel photo behavior where the relationship are the second highest and significant, after the persuasion dimension ($\beta = 0.381^{***}, p < 0.001$). The findings also revealed that even though they are active users in Instagram, they do not always talk/share/post things that a lot of people talk/share/post about travel on Instagram. This result is consistent with past literature where Bruns (2009) has stated that some users of Generation Y primarily use Instagram to be informed or entertained which makes them passive and non-participating.

As for conversation variable in Instagram communication attributes, findings shows that there is a high response towards that feels Instagram is a good place for Generation Y to communicate with other people and to engage in a meaningful conversation. A study conducted by Cabral (2011) support the findings as Generation Y form the highest percentage of social media users due to the feel that they need to be constantly in contact with their friends, and they see social media as a medium to strengthen relationships. There is a possibility that they communicate and converse in Instagram about other things but not specifically about travel. This could be true as the findings are consistent with a research made by Bergh (2013)

Table 3. Hypothesis testing 3.

Predictor	Model/Std β
Intention to share travel photo	.422***
R^2	.178
Adjusted R^2	.176
R^2 Change	.178
F-Change	88.885***

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Table 4. Mediation effect.

Dimension	Without the effect of intention to share travel photos (Mediator)		
	Beta (β)	Adj. R^2	Sig.
Instagram communication attributes	.547***	.299	.000
Instagram communication attributes	With the effect of intention to share travel photos (Mediator)		
	.712***	.309	.000

Independent variable: BEHAVIOR

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

where the researcher found that 54% of Generation Y post in Instagram mainly about products, brands, and companies.

Meanwhile, the study revealed that most of the respondents are easily influenced by the persuasion of travel photos posted by their family and friends on Instagram due to trust. This statement is supported by Pendergast (2010) that states as for Generation Y, their friends' and families' opinions are highly valued and have a great influence on their decision-making, behavior and attitude. In addition, the findings also revealed that their decision to share travel photo on Instagram has resulted from the persuasion from their family and friends. The results are consistent with a study made by Teng, Khong, Goh and Chong (2014) that conducted a study focusing on Facebook where the researcher found that half (52%) of it users are influenced by their friends' photos that are posted online. It is true as the result of this research revealed that the persuasion dimension shows the most influence on Generation Y's sharing travel photo behavior.

Nevertheless, there are still limited studies on the relationship between the Instagram communication attributes and Generation Y's sharing behavior. Understanding Generation Y's sharing behavior will help the industry, the government, the tourism marketers and managers understand this new emerging market as they will be the potential tourists as well as the future generation that will further develop the tourism industry. Due to that, it is important to understand Generation Y behavior as the industry and tourism marketers can fully utilize their resources in achieving profit maximization with minimum cost through develop new strategies for social media communication as well as enhancing and promoting destination through the platform of Instagram.

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Factors influencing visual electronic Word of Mouth (e-WOM) on restaurant experience

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ABSTRACT: This study aims to identify the key factors influencing young consumers to post visual e-WOM about their experience as restaurant customers using social media. In this exploratory qualitative study, 30 young consumers who have posted visual information about their restaurant experience were invited and participated in in-depth interviews. The collected data was analyzed using QDA Miner software version 4.1.23. It was found that four major factors influencing young consumers to post visual eWOM in social media i.e. 1) personal, 2) social concerns, 3) social benefit, and 4) helping the company. The implication to restaurateurs were also discussed.

Keywords: Visual, e-WOM, restaurant experience, social media, viral marketing

1 INTRODUCTION

1.1 *Background of the study*

Internet technology has transformed the way consumers search for information, purchase products or services, and interact with other consumers. Recently, social media has become one of the most important components in an integrated marketing communications. It has enabled business operators to build a strong relationship with their customers (Mangold & Faulds, 2009). Social media is an Internet-based application developed on Web 2.0 technology (Kaplan & Haenlein, 2010). It can be classified into sharing sites (e.g. YouTube and Flickr), cooperative websites (e.g. Wikipedia), Social Networking Sites (SNSs) (e.g. MySpace, Facebook, and Friendster) and micro blogging sites (e.g. Twitter) (Mangold & Faulds, 2009). It provides benefits to both organizations and customers through information exchange about ideas, views, products and services. Due to the collaborative and social characteristic of social media, marketing scholars have recommended further research to explore the potential of social media as an emerging platform for customer-to-customer interaction, generally known as Word of Mouth (WOM) (Ratchford, 2015).

The role of WOM in consumer decision making has been widely recognized in marketing literature. Litvin, Goldsmith, and Pan (2008, p. 459) define WOM as “the communication between consumers about a product, service, or a company in which the sources are considered independent of commercial influence.” The existence of internet-based media has transformed traditional WOM communication into electronic Word-of-Mouth (eWOM) communica-

tion. eWOM has been defined as positive or negative statements about a product or company that has been created by customers or users through the Internet (Hennig-Thurau & Walsh, 2003). eWOM occurs in a variety of online channels, such as blogs, emails, web site user surveys and forums, communities, virtual users, and social media. VFM Leonardo (2013) reported that 43% per cent of travelers read online reviews (eWOM in textual form). The report highlighted that this online reviews will continue to influence consumer decision-making process in the future. Hence, the study on eWOM communication has gained serious attention among scholars in the field of marketing (Cheung & Lee, 2012). In their recent article, King et al. (2014) reviewed various studies on eWOM communication, particularly the antecedents and consequences of eWOM from both senders and receivers perspective (King et al., 2014). However, the problem here is that most of the existing studies on eWOM focuses primarily on the text-based rather than visual form of eWOM (Lin, Lu, & Wu, 2012).

The advancement in digital communication technology has made posting photos or video clips in social media much easier for consumers to share their experience on product purchased or service encountered (Lin et al., 2012). In support, Townsend and Kahn (2014) highlighted that consumers perceive visual presentation format to be easier, faster, more enjoyable than other form of communication. It implies that visual form of eWOM might also influence consumer perception and purchase decision (Lin et al., 2012). Therefore, in line with the spirit of viral marketing, marketers need to understand the factors influencing consumers to generate visual eWOM, especially in social media.

According to King et al. (2014) visual eWOM is an emerging area of study that has received no attention among researchers. In support, Ratchford (2015) highlighted that research topic on communication between consumers in social media are high potential and merits further research. While many studies have examined the consumers' motivations to engage in eWOM communication, relatively only few studies of eWOM have explored the potential of visual eWOM. As a result, little is known about the factors influencing visual eWOM posting.

Sekaran and Bougie (2009) suggested that when some facts are known, but further information is needed to develop viable theoretical framework, exploratory studies are necessary. Moreover, exploratory studies are also important to further understand the interested phenomenon. In line with the nature of the research problem, therefore, the main objective of this study is to explore the factors influencing young consumers to generate or to share visual information (visual eWOM) in social media about the restaurant experience.

2 LITERATURE REVIEW

2.1 *Social media and viral marketing*

A survey from WeAreSocial.net reveals that the use of social media around the world continues to grow and now reach more than 30% penetration rates (Ajmera, 2013). The advances in smart mobile devices technology has contributed to this achievement. Statistics shows that by November 2015, there are more than 1.5 billion of Facebook users, 400 million of Instagram users, and 316 million Twitter users are actively using the social media worldwide (Statista, 2015). These statistics clearly demonstrate the potential roles of social in promoting business success. Because of that, many business organizations are now leveraging social media to create brand awareness for their products and services. While some business organizations have created their own social media teams, others have outsourced their social media functions. Other than creating brand awareness, social media provides businesses with many other benefits including increased search ranking and website traffic, increased customer engagement, and more efficient customer service.

Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan & Haenlein, 2010, p. 61). There are various types of social media such as like Blogs, Wikis, Social Bookmarking, and Social Network Sites, status-update service, virtual world content and media-sharing sites. Social media enables users to share photos and videos, spreading

the latest news, exchange opinions and participate in online discussion. Besides, social media connects everyone and opens up opportunities for collaboration among many people in online environment. In addition, social media could be used anywhere as long as Internet connection is available. Therefore, many marketers have employed social media in their marketing strategy.

2.2 *WOM and eWOM*

Marketing scholars have interested in Word-of-Mouth (WOM) communication for more than five decades. It has been defined by Harrison-Walker (2001, p. 63) as "informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service." WOM has shown its influence on consumer attitudes and behaviors. Studies also reported that WOM is more effective in influencing consumer decision making compared to printed advertising media.

The WOM communications is also known as one of the most influential and powerful marketing resources (Arndt, 1967). That is why, lately, there has been an extensive amount of research investigating WOM, especially in online context. Similar to traditional WOM, electronic WOM such as book reviews also influences purchase behaviour (Chevalier & Mayzlin, 2006). The rapid development of Internet technology led to changes in the WOM communication (Bickart & Schindler, 2001). It leads to a face to face communication and has turned into a self-communication online (Sun, Youn, Wu, & Kuntaraporn, 2006).

2.3 *Antecedent of eWOM*

Before identifying the factors influencing young consumers to generate visual eWOM, it is essential to reviewed previous studies on the antecedents of eWOM in general. This initial review can help researcher to grasp some potential factors influencing visual eWOM. Thus, the process of coding and categorizing collected data will be easier. Typology of eWOM motivation in Bronner and de Hoog (2011) is similar to the context of the this study. However, this study is concerns on visual form of eWOM instead of textual. Perhaps, there will be similar motivations behind contributing factors of visual eWOM. Thus, it can serve as an initial idea about what the factors will be discovered in this study.

2.4 *Visual eWOM and social capital theory*

Visual information such as pictures, photos, images and videos are some form of pictorial representation of a product (Kim & Lennon, 2008). Besides textual and verbal information, consumers typically

search for visual information before make purchase decision. Shopping sites normally presents product information in a combination of textual, audio and visual forms to promote consumers' awareness about products and to stimulate sales.

Online consumers require a multitude of information to make purchase decision. Some of the information may be obtained from sellers of products or service providers alone. However, some information can only be acquired through the help from other consumers. Source of information to support better decision are considered as social capital and serve as building block to a successful utilization of social media (Ellison, Steinfield, & Lampe, 2011). Social capital refers to the resources and outcomes of a network membership (Nahapiet & Ghoshal, 1998). The fundamental notion of social capital theory is the social connections that can be used to obtain resources (Lin, 2001). Social capital theory assumes that an online consumer leverage network relationships when needed (Ellison et al., 2011). Social capital enables members in the network to gain economic resources, experts' opinion, and advices (Lin, 2001). Therefore, the social capital theory is considered as justifiable underlying theory to be considered as platform for this research.

3 RESEARCH METHODOLOGY

3.1 Research design

In line with the nature of the research questions, this study employs an exploratory qualitative approach. According to Creswell (2009), qualitative research is designed to gain an in-depth knowledge of a particular phenomenon. Qualitative research is ideal to explore feelings, thoughts, emotions and perceptions of individual from a variety of sources. These sources include people, environments, texts, artifacts, and events. Sekaran and Bougie (2009) pointed out that an exploratory study is suitable to be carried out when nothing much is known about a particular situation. This approach is important to gain familiarity with the phenomenon of interest and to understand what is happening before a theoretical model is developed and tested empirically. Hence, even though some facts about the antecedents of eWOM is known, this exploratory study is necessary to gain more information for developing a viable theoretical framework for visual eWOM usage in social media context.

3.2 Research participants, instrument and data collection

The participants in this study were young consumers who have experienced in posting visual form

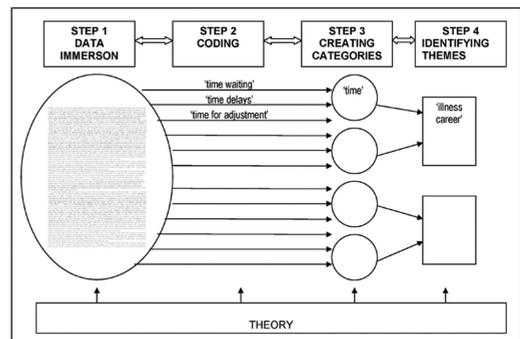
of eWOM about restaurant experience in social media. Therefore, the criteria for this study were that participants must be young consumers aged from 18 to 40 years old and have posted visual form of eWOM in social media for at least once. The participant were university students pursuing undergraduate studies at Universiti Teknologi MARA (Penang), Taylor's University (Selangor), and Universiti Malaysia Terengganu (Terengganu), located in major cities of Peninsular Malaysia. The specific interviews locations were depending on the convenience of the participants.

The instrument used in the data collection for this study was a semi-structured interview question guide. Unlike questionnaire survey, semi-structured interviews allow participants to share their thought, insights and experiences on the topic without much limitation. The interviews were conducted face-to-face. Schedule for the interviews were discussed individually with each participant and based on their personal preferences. Interviews were digitally recorded and transcribed by the researcher.

3.3 Data Analysis

Green et al. (2007) proposed four critical steps in doing a good qualitative data analysis: 1) immersion in the data; 2) coding; 3) creating categories; and 4) identification of themes. The four steps approach is depicted in Figure 1.

Data analysis were carried out with the aid of QDA Miner software, version 4.1.23 developed by Provalis Research. QDA Miner is an easy-to-use software package for coding, annotating, retrieving and analyzing small and large collections of qualitative data including documents and images. QDA Miner qualitative data analysis tool is suitable to be used to analyses interview transcripts, journal articles, legal documents, speeches, as well as photos, paintings, and other visual documents.



Source: Green et al. (2007)

Figure 1. Four steps of data analysis to generate best qualitative evidence.

4 FINDINGS

To enhance the validity and reliability of the instrument used and data collected in this research, each participant was invited to participate in the study if only after they have been explained and understood the purpose of the study and pass the screening process to fit pre-determined sample criteria. The interviews were digitally recorded by the researcher and transcribed carefully. The researcher ensured that each participant was comfortable during the interview. After the interview, each interview transcript was sent to respective participant through e-mail or by hand for verification to ensure its accuracy.

Table 1 presents the demographic data of the study participants.

Table 2 shows the most commonly used social media platforms to post visual eWOM by the study participants.

4.1 Factors influencing e-WOM posting

As presented in Table 3, generally, eight categories were recorded as the factor influencing young consumer to post visual eWOM about their restaurant

Table 1. Participant demographics.

Demographic	Number of participants (%)
Gender:	
Male	14 (47%)
Female	16 (53%)
Age:	
Between 19–21	5 (17%)
Between 22–25	22 (73%)
Between 26–30	3 (10%)
Races:	
Malay	15 (50%)
Chinese	7 (23%)
India	3 (10%)
Others	5 (17%)
Education level:	
Pursuing diploma	8 (27%)
Pursuing degree	22 (73%)

Note: There were 30 participants in this study.

Table 2. Type of social media used by study participants.

Social media	Cases	Percentage
Facebook	16	53.3%
Instagram	24	80.0%
Twitter	3	10.0%
YouTube	4	13.3%
Pinterest	3	10.0%
Blog	1	3.3%

Table 3. Factor category and specific category.

Themes	Categories (influencing factors)	Percentage (%)
Personal	Attention seeking	30.0%
	Self-enhancement	13.3%
	Revenge	6.7%
Social concern	Being helpful to others	30.0%
	Concern for other consumers	10.0%
Social benefit	Sense of belonging	23.3%
	Reference group	10.0%
Helping the company	Promote the company	20.0%

service experience. Following Green et al. (2007), these eight factors were grouped into four themes. The most influential factor for young consumers to post visual eWOM is personal factor. The personal factor is represented by three factors i.e. attention seeking (30%), self-enhancement (13.3%), and revenge (6.7%). The attention-seeking behavior refers to the need for attention from others. Some of the young consumers highlighted that they want to show to others about what they have experienced. Self-enhancement refers to customers who want themselves to feel good and maintaining self-esteem (Sedikides & Strube, 1995). Some young consumers mentioned that they posted visual eWOM to show evidence of their disappointment with restaurant service experience.

Young consumers also posted visual eWOM due to social concern factor. 30% of them wanted to be helpful to others by sharing fruitful information about dining places. About 10% of them felt concern for other consumers. This factor relates to sharing unfavorable feedback about restaurant service experience. They normally post pictures of foods that was poorly presented or dining places that was poorly maintained in term of cleanliness.

The third factor is social benefit. Social benefit refers to specifics factor such as sense of belonging and reference group. Sense of belonging refers to the human emotional needs to be accepted by a group (Fiske, S. T., Rosenblum, K. E., & Travis, 2009). Some participant responded, "I posted the picture because everybody is doing it. It is now a trend." 23.3% of the young consumer post visual eWOM to feel important to community. They wanted to play an important role of telling other what they know. So that other consumer can be use visual eWOM as their reference toward themselves or another consumer.

Some of them post visual eWOM to help the company by promoting the company. 20% of young consumers like to promote dining place if they were happy with the foods and service experience. One of the young consumer say, "I if we post the picture,

my friends will come and get what I have experienced. That is how we support a good business.”

5 CONCLUSION

There are four main factors influencing young consumers to post visual eWOM about their restaurant service experience in social media, 1) personal factors (attention seeking, self-enhancement, revenge), 2) social concern (being helpful to others, concern for other consumers), 3) social benefit (sense of belonging, reference group), and 4) to help the company (promoting the company).

These findings can have also implications for two players in the food and beverage industry, restaurateurs and online marketers. Since most of the customer feedback about their satisfaction on restaurant service experience are shared on independent review sites and social media, restaurateurs and online marketers need to make themselves also exist in the virtual environment to respond to the consumer-generated content. Therefore, by understanding these factors, restaurateurs would be able to plan, evaluate and take corrective action on their services.

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Tour operators' information and communication technology adoption in Malaysia

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ABSTRACT: The major shift in the international travel industry business strategies is attributable to the progress of Information and Communication Technology (ICT). Conversely, the capability of Tour Operators to remain in the travel industry, regardless of the fast changes in ICT, has become a current debateable issue. Therefore, the objective of this paper is to determine the type of ICT adoption patterns among Tour Operators in the Central Region of Malaysia. Descriptive research designs were employed using questionnaire as the data collection method. Predefined questionnaires were distributed to Tour Operators through random sampling, via online surveys and face-to-face, located in Wilayah Persekutuan and Selangor, Malaysia. SPSS software application assists in data analysis process. The result reveals the types of ICTs adopted by Tour Operators in the Central Region of Malaysia according to the five categories of ICT adoption.

Keywords: Malaysia, Central Region, Tour Operators, ICT

1 INTRODUCTION

Tourism is among the largest and most significant sector for both economic globalization and e-commerce (Yusoff, 2015). The progress of ICT within e-commerce is deemed important in order for companies to discover new technologies and potential for business advancement (Hashim, 2007). However, through the extended usage of new convenient technology services, it has triggered major changes in the company strategies as well as drastic consumer's behaviour as travel services are now being offered rapidly via wide ranges of channels and devices.

As mentioned by Oever (2015), travellers from Malaysia also shows a significant amount of behavioural changes as they are slightly keen to be engage in online services compared to offline services. Such occurrence happened due to the fact that online services are readily available through numerous mediums, including online travel agencies, travel advisor engines, agent websites, online airline platforms and websites, mobile e-commerce applications, blogs and forums, Facebook travel groups and pages, and social media platforms. The fast transformation in consumer behaviour and ICTs has recently penetrated to the tour operator

business in which consumers are now able to engage in online services to make travel plans and consult for travel advice.

Previous studies discuss greatly on ICT adoption of small to medium size enterprises (SMEs) (Consoli, 2012; Ongori & Migiro, 2010; Selamat et al., 2011) but lack in the context of the tourism and travel industry (Ma et al., 2003; Spencer, 2011). Majority of the discussion on this sectors are related to supply chains (Guo & He, 2012; Spasic, 2012), challenges faced by tour operators (Nkonoki, 2012; Xin et al., 2013), tour operators' roles (Lumsdon & Swift, 1999; Sigala, 2008; Zotz, 2008), and sustainable theories for travel destinations (Khairat et al., 2012; Khairat & Maher, 2010; Spasic, 2012). Therefore, the primary concern of this study is to add literature value by determining ICT adoption patterns among Tour Operators in Wilayah Persekutuan and Selangor, Malaysia. Thus, the formulated research question is "What are the types of ICTs being adopted among Tour Operators in the Central Region of Malaysia?"

Its aim is to provide evidence to five categories of ICT pattern adopted by Tour Operators in Malaysia's Central Region due to high volume of Tour Operators there compared to Malaysia's other regions.

2 LITERATURE REVIEW

2.1 *Information Communication Technology (ICTs)*

ICTs have currently become a catchphrase but with different interpretations and perspectives among experts. Adu (2002) and Osterwalder (2003) provide a formal definition for Information and Communication Technology as “a form of technology that helps in the facilitation of the processing, transfer and exchange of information and communication services”. With such assistance provided, improvements in technology has led to a significant impact on the business operations and effect the manner by which both consumers and business operations communicate when new efficiencies are integrated into the available services (Osterwalder, 2003).

2.2 *Tour Operators*

By the end of 2000s, the roles of Tour Operators face some hardship due to overwhelming transformations in business practices (Assaf et al., 2011; Schwartz et al., 2008). During this period, Tour Operators packages were comprises of various tourism components subsequently expanded into exclusive tours that were later facilitated into structured holidays. On a global scale, Tour Operators are classified into five main types: mass, specialist, domestic, outbound and inbound market with the latter three being the most common classification focused (Cooper, 2012). In contrast, there exist contradiction in meaning between Malaysia Investment Development Authority (MIDA) and the global term. The former group defines tour operating industry as a business that provides a particular service, specifically;

- a. Arranging all sales and commissions for any tours, accommodations, transportation services, and incidental services, for tourists in or out of Malaysia;
- b. Carrying out and organizing sales for outbound or inbound tours;
- c. Offering transportation services to tourists in any set of incidental conditions.

With the travel industry gradually blooming worldwide, currently there are around 4,900 registered travel agencies and Tour Operators in Malaysia.

2.3 *Adoption of ICTs*

The technological development has shown that more players, including Global Distribution Channels (GDSs) and Computer Reservation Systems (CRSs), have emerged to facilitate the distribution of tourism products. In agreement, Buhalis

and Ujma (2002) noted that the tourism sector is undeniably suitable to implement ICTs. For example, the implementation of internet has created a revolution in purchasing patterns and information provision on a global scale. As a consequence, this has enabled both intermediaries and principals to implement e-commerce techniques and adopt various online distribution channels.

Large travel suppliers, for instance, implemented e-commerce as a strategy to enable direct sales and reacting towards online retailers' competition. Furthermore, direct contact is even simplified via the Internet, additional requirements made potential to be discussed immediately via telephone or email, and wide application of credit cards simplifies global financial transactions. With such influence, travel suppliers has formed alliances with ICT in order to greater empower their positions and expanding ranges of products offer (Buhalis & Ujma, 2002).

3 METHODOLOGY

The survey population focused on the Central Region of Malaysia, since, based on recent statistics from the License Department, Ministry of Tourism and Culture Malaysia; there are currently 2,334 registered Tour Operators within this region, making it the largest population compared to other regions of Malaysia. Probability random sampling was used in this study, in which, only registered Tour Operators in the list were chosen. Those who were not listed are excluded from the sample. The list of Tour Operators was gathered from License Department, Ministry of Tourism and Culture in Malaysia. By using 0.5% standard error with 95% confidence level, 330 Travel Agents were selected as respondents. Self-administered questionnaire s was applied to gather the data. Multiple method of data collection was employed including through e-mailed and personally administered.

Survey Monkey online was used to formulate a link to the survey, which could be sent via email, social messages and social media platforms. Reports from the survey were responded by permanent staff Tour Operators, including top managers, middle manager, executives and clerks. The method of distribution and collection of questionnaires was carried out for almost three months. A total of 87 questionnaires were deemed valid and useful for further analysis translating to about 26% response rate. Although several journal editors agreed that a response rate of 20% is too low, and that 80% is a standard requirement for good response, but in most instances, there is a considerable gap between the percentages, depending to the justification of nonresponses and the outcome of the result (Johnson et al., 2014). This paper faced the case of

missing questionnaire, partially answered and not willing to respond to the questionnaire voluntarily due to perception that the information asked are private and confidential. Moreover, details of Tour Operators in the database obtained from the Ministry of Tourism, Malaysia were not updated, causing great difficulty to the researcher to reach Tour Operators in the Central Region.

The predefined questionnaire was employed to obtain sufficient results required to measure Tour Operators competitiveness and development. Questions were formulated using a technique that satisfies the main criteria, and was structured as follows: closed-ended questions with several response categories, and closed-ended questions in a set of statements using a scale. These questions were later simplified for a more understandable questionnaire, and for preserving the degree of complexity that enables for direct comprehension of the questions considered.

A pilot test was carried out two independent times to allow additional examination of the instrument's reliability to investigate the topic at hand. Cronbach's Alpha was used to test the overall consistency and reliability of the proposed dimensions. In order to carry out the pilot test, 30 respondents were perceived as sufficient (Moser & Kalton, 1989). For this study, the Cronbach Alpha value achieved was 0.910. Hence, the proposed dimensions are deemed acceptable (Hair et al., 2007) due to the Cronbach Alpha value is more than 0.600. Data was further analyzed using Statistical Package for Social Sciences (SPSS) using percentage, frequencies, means, standard deviations, chi-square and cross tabulation statistical tools to identify ICT pattern adopted by Tour Operators thus leading to the explanation of issues being studied.

4 FINDINGS AND DISCUSSION

Referring to Figure 1, based on the demographic section, the result indicates that the Tour Operators in the Central Region are mostly small size with a percentage of 54%, followed by micro 25%, large 13% and the least medium 8%.

The measure is based on the scale gained from Small Medium Enterprise Malaysia, which is according to the number staff employment; 1 to 4 (micro size), 5–29 (small size), 30 to 75 (medium size) and 76 staff and above (large size).

Figure 2 illustrate the company's age which is the number of years the company has existed in the travel industry. The result revealed that most Tour Operators in Centre Region of Malaysia has established for about 6 to 10 years (48%), followed by 0 to 5 years (26%), more than 21 years (12%), 11 to 15 years (9%) and the least 16 to 20 years (5%).

Figure 3 presents the pattern of ICT adoption among Tour Operators in Centre Region in Malaysia consisting of two states of Selangor and Wilayah Persekutuan. There are five categories of ICT adoption, namely Computer Application Skills (word processor and presentation software),

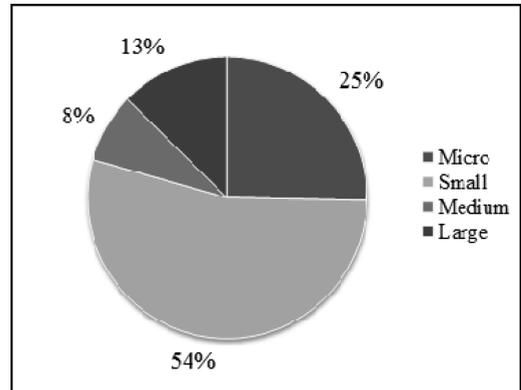


Figure 1. Size of tour operator.

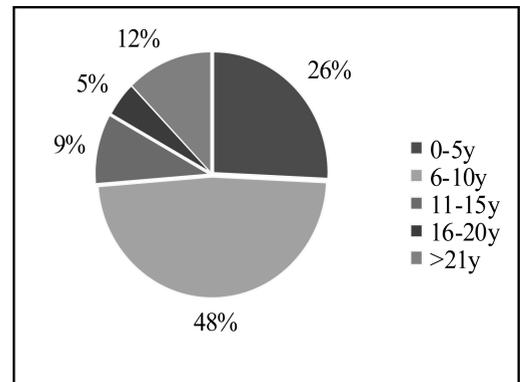


Figure 2. Company age.

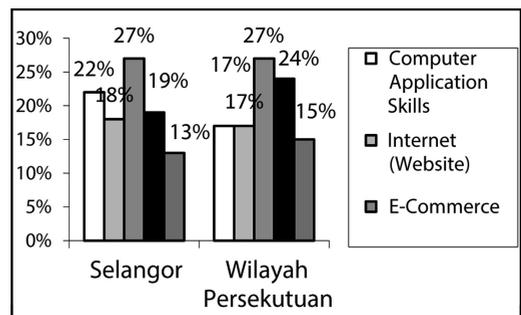


Figure 3. The pattern of ICT adoption among tour operator in Center Region.

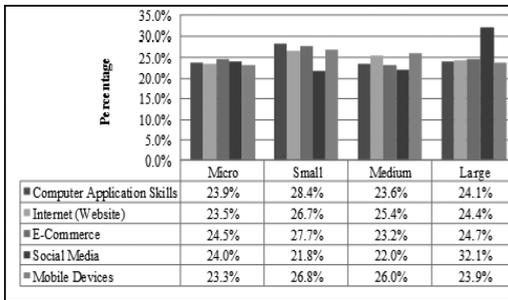


Figure 4. The pattern of ICT adoption according to size of tour operator.

Internet (company website and supplier booking website), e-commerce (online marketing and viral marketing), social media (e.g., Facebook and Instagram), and mobile device (mobile phone and smartphone) focused on for this study gathered from previous literature and books by Turban et al. (2008). In Selangor, the highest category of ICT adoption is e-commerce (27%), followed by computer application skills (22%), social media (19%), internet (website) (18%) and mobile device (13%). On the other hand, Wilayah Persekutuan recorded that top ICT adoption used were e-commerce (27%), followed by social media (24%), computer application skills and internet (17%) and mobile device adoption (15%).

Based on the result in Figure 3, it is concluded that e-commerce is the highest ICT adoption among tour operators in the Centre Region Malaysia and mobile device as the least preferred ICT adopted. The low percentage is probably due to the fact that adoption in mobile device categories is still a new innovation in the travel industry to be implemented into tour operator business.

Figure 4 shows the pattern of ICTs adoption according to the size of Tour Operators. It clearly illustrate that different size of Tour Operators adopt different major type of ICT. Micro Tour Operators mostly adopt e-commerce (24.5%) while small Tour Operators adopt Computer Application Skills (28.4%) the most. Medium and Large Tour Operators also adopt different main ICT adoption; with the former prefer Mobile Devices (26.0%) and the latter, Social Media (32.1%). From the finding, the reason for different ICT adopted was due to its necessity and requirement as well as the cost to apply them.

5 CONCLUSION

The main objective of this study is to determine the ICT adoption patterns among Tour Operators

in the Central Region of Malaysia. This is because of previous literature on ICT adoption mostly concentrates on Small to Medium Enterprises (Consoli, 2012; Ongori & Migiro, 2010; Selamat et al., 2011) but lacking on research focusing the travel and tourism industry. Only a couple of studies recovered on Jamaica (Spencer, 2011) and China (Li & Suomi, 2008; Ma et al., 2003), but studies in the context of Malaysia remain lacking thus making it difficult to determine ICT adoption patterns among Tour Operators in Malaysia.

Therefore, the aim of this paper is to reveal ICT adoption patterns among Tour Operators in the Central Region of Malaysia, assist the government to achieve the Digital Communication Plan, moving Malaysia towards a developing nation by 2020. To achieve this, the digital community must be empowered to gain maximum benefit in engaging in Internet services (Rahim, 2015). Based on the result gained, it is worth mentioning that both e-commerce and social media are currently the most trending tools adopted by Tour Operators in the Central Region of Malaysia. They are used as a weapon to remain competitive in the travel and tourism industry. The pattern of ICT adoption according to the size of Tour Operators reveals that Large Tour Operators tend to adapt more updated trend of ICT while Micro Tour Operators are more adhered to e-commerce instead.

Tour Operators should also give more insights regarding the positioning of ICT adoption in their business strategies to ensure their businesses survival in the current industry, where an overwhelming volume of online travels platforms such as Booking. Com, Trip Advisor and Agoda is ready to compete for the market. In the future, further work should concentrate more on the level of ICTs adoption changes among Tour Operators in the country to create a benchmark on the most effective ICT techniques should be used to remain resilience in the increasingly competitive industry.

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Conceptualising a framework to study behavioural intention of tourists of distinct cultures towards wearable Augmented Reality (AR) application

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ABSTRACT: The tourism industry has been revolutionized by novel technologies in the form of gadgets and applications. The surge in the use of mobile technology applications in tourism could further enhance tourists to have valuable experience. Augmented Reality (AR) is one such innovative concept that has been recognized for its recent applications in many industries. AR is an emerging new technology that superimposes virtual information on the user's view of the physical world. Hence, the aim of this paper to develop a theoretical framework that demonstrates the fundamental aspects that drive behavioural intention of tourist of distinct cultures towards wearable AR application. The findings can provide guidance to stakeholders in tourism destinations on implementing wearable AR application to enhance destination competitiveness.

Keywords: Augmented Reality (AR), framework, behavioural intention, culture

1 INTRODUCTION

1.1 *Study contextualising*

Technology has the great advantage of empowering its users. Application of innovative technology for tourist provides flexibility and influences them to gain precise knowledge and information about a destination.

McCabe et al. (2012) asserted that the rapid uptake of mobile and digital technologies in tourism has transformed experiences of tourists in travel destinations. Buhalis and O'Connor (2005) argued that "leisure time is used more for 'edutainment' (the exploration of personal interest for both personal and professional development)" (p.11). Thus, some travellers need more than a sightseeing holiday as they seek for specific themes or learning objectives. Tourism activities can also be influenced by mobile Augmented Reality (AR) applications with two functional concepts: (a) vision-based; and (b) location-based.

In the vision-based concept, the prevalent applications such as AR for tourist guide, is able to display cityscapes and sites (Kounavis et al., 2012). Quick Response code (QR) application reader, application used by tourist to obtain direct information adjacent to any historical building without needing to search online is the vision-based application. According to case study reviewed by Chen

et al. (2009), QR code and mobile tour guide are two examples of the technology adoption that changed Japanese travel pattern.

As regards to the location-based concept, GPS-based (Global Positioning System) AR application is used to point the mobile device at the front of any physical surroundings for the user to navigate and discover crucial spots (Yovcheva et al., 2009). The location-based application can also be used as a virtual camera to follow the path along the route until a point of interest where the building's perspective image rises vertically over the map. Hence, the tourist will get a 3D view feel (Fino et al., 2013). Conclusively the features in AR applications prepare tourists for ideal experiences and additional information in tourist destinations.

Hence, the main aim of this paper is to develop a theoretical framework that demonstrates the fundamental aspects that drive behavioural intention to use wearable AR application on tourists with distinct cultures.

1.2 *Significance of the study*

Tourist arrival forecasting has a significant role in destination planning and predicting revision of tourism demand. Cho (2003), argued that the augmentation of tourism would be much accessible if it were probable to analyse pre-sent and former tourist traffic and estimating the forthcoming tourism demand.

According to the forecast of tourist arrival by the United Nations World Tourism Organization (UNWTO) in its 19th assembly in 2011 for the tourism trend towards 2030, most of the growth in new tourist arrival will be experienced in Asia and Pacific regions (UNWTO, 2011). Thus, adaptation of technology is essential if the region is to benefit from this surge in the tourist arrival. Hence, studies on technology adoption, acceptance and use are the base areas of research in the field of information technology, to which this research study would be significant.

Lebe & Milfelner (2006) acknowledged that, "it is no longer possible to simply think of isolated products for naive clients, but rather it is necessary to consider integral experiences in tourism destinations of excellence" (p. 1136). Novel methods and applications also play significant role in a competitive tourism market globally. According to Cho (2003), "the arrivals of information highways and visible changes in the mass media have enhanced the appeal of tourism, and there is a greater demand for quality service at competitive prices" (p. 323).

Therefore, due to high proportion of tourist arrival within the next decades with new expectations, applying advanced technology such as AR wearable technology can play a key role for the success of a tourism destination.

Hospitality and tourism managers' key challenge are to integrate regional resources and implement technology to assist tourists in accessing cultural and environmental knowledge and information in order to provide higher value for them (Chen et al., 2009). Managers, in hospitality and tourism have attempted to apply technologies to improve customer service, enhance operational efficiency and ultimately increase revenue (Lebe & Milfelner, 2006).

Additionally, travel time length increases so tourists can explore and learn about the culture and ecology of local environment, in addition to traditional sightseeing activities. Technologies especially mobile devices and AR applications are enhancing tourists to explore and determine historical monuments (Chen, 2014), and also use the combination of QR code and mobile device as an interactive tourist guide (Fino et al., 2013).

2 MAIN LITERATURE REVIEW

2.1 *Augmented Reality (AR)*

Tom Caudel, first used the term "augmented reality" or AR in short, to describe blended virtual graphic onto a physical reality in a digital display used by aircraft electricians (Caudel, 1990). AR is

a variation of Virtual Reality (VR) that contrary to VR technology which entirely immerse user's inner an artificial environment.

Three main characteristics of AR systems that is important in its application in tourism include its ability to: (a) mix physical environments and virtual information; (b) reflect in 3-D; and (c) interact in real time (Azuma, 1997). In addition, AR technology has the capability to superimpose computer generated virtual elements onto the real world (Kesim & Ozarslan, 2012) and modifies technology applications. According to Kounavis et al. (2012), AR application superimposes computer generated data, such as text, video, Global Positioning System (GPS) data and other multimedia patterns on top of the real world view.

2.2 *Augmented reality in tourism*

AR has been used in other broad range of applications in the tourism related industry. AR has the ability to: (a) annotate neighbouring environments for hikers and tourists (Azuma, 1997); (b) navigate international tourist as an e-guide at museums (Lin & Chen, 2014); (c) augment city guides that deliver entirely novel experience for tourists (Ritzel, 2011); (d) send out the knowledge about heritage assets via specific AR application (Maiorescu & Sabou, 2013); and (e) create location-aware itinerary for travel destinations (Gavalas et al., 2014). All these applications highlight the unique characteristics of AR that is useful in tourism.

In addition, AR applications require that the user absolutely be at the position where the function occur which is obtained by portable equipment (Azuma, 1997). Between portable devices, smart phones are attractive for outdoor AR (Weng et al., 2013). AR applications in smart phones also describe the routes (Fino et al., 2013), guide and support travellers with information (Ritzel, 2011) and use emerging technologies such as GPS, compass and gyroscope, provide advantage to mobile users to discover their environments (Weng et al., 2013).

Tourists using smart phones with an installed QR code reader can scan QR code for attractions and transportation timetable and be instantly accessed to information by the web link (Scott, 2013). Wearable technologies also could enhance tourists in the future. Fountoulaki et al. (2015) argued that, "the emergence of wearable computing such as smart watches and Google Glass will affect the way tourism businesses operate in the future ..." (p. 679).

In summary, AR could enhance tourism development in various aspects. As mentioned by Scott (2013), "Mobile Augmented Reality (MAR) can enhance visitor fulfilment, cultural richness,

economic viability, local prosperity, local control, resource efficiency, biological diversity, physical integrity and environmental purity” (p. 59).

2.3 *Tourist behaviour*

Steinbauer and Werthner (2007) conceded that “tourism as an information intensive business” (p. 65), has been influenced by the fast changes in technology and the major result is the changing in traveller’s behaviour.

For instance, Lee et al. (2015) assessed factors that affect behavioural intention to use AR in cultural heritage tourism sites. Given the current research focus on tourist behaviour and acceptance of AR application, it is critical to consider prior research and theories of consumer behaviour in order to determine the factors that affect consumer adoption of technology and the relevant acceptance models that can be applied to the tourism domain.

2.4 *Theory of Planned Behaviour (TPB)*

Ajzen (1991) explained issues regarding various aspects of the Theory of Planned Behavior (TPB) in previous research. Ajzen further argued that the variance in actual behaviour explained by two factors, perceptions of ‘behavioural control’ and ‘intentions to perform behaviours’.

TPB is an extension of the Theory of Reasoned Action (TRA), which is based on the expectation that an individual’s intention is established by a personal factor and the person’s attitude of social pressure to perform or not perform a particular behaviour (social influence), formed by the original model’s limitations in dealing with behaviours (Ajzen, 1991). TPB reflected that attitude and subjective norm are determinants of behavioural intention and it introduced Perceived Behavioural Control (PBC). PBC is individual’s belief about how easy or hard it would be to perform a behaviour, as an extra element which plays an important part in TPB and can be used to project behavioural achievement (Ajzen, 1991; Scott, 2013). According to Ajzen further, “attitudes toward the behaviour, subjective norms with respect to the behaviour, and perceived control over the behaviour are usually found to predict behavioural intentions with a high degree of accuracy” (p. 206).

2.5 *Cultural dimensions and new product acceptance*

Hofstede (2001) defined culture as “the collective programming of the mind that distinguishes the members of one group or category of people from another” (p. 9). Culture is a broad issue which must

be studied precisely and in a specific framework. Srite and Karahanna (2006) asserted that “culture is a macro-level phenomenon; it often lacks precision in explaining behaviour at the individual level” (p. 680). Hofstede (n.d.) in his website discusses the four dimensions of national cultures.

The first dimension, ‘power distance’, represents member of society that accept that power is distributed unequally. As for the second dimension, ‘uncertainty avoidance’, refers to how members of a society sense appropriate or inappropriateness in disorganized situation. Next, ‘individualism versus collectivism’ is the intensity to which individuals are unified into groups. The fourth dimension, ‘masculinity versus femininity’, refers to dissemination of emotional roles between the genders. ‘Long—versus short-term orientation’ and ‘indulgence versus restraint’ are the fifth and sixth dimensions respectively. As for the fifth dimension, long-term oriented societies advance pragmatic virtues oriented towards future benefits and for the last dimension indulgence refers for a society that allows relatively fulfilments and inspires human to enjoying life and having fun. Hofstede et al. (2010) argued that the use of ICT among individualist and collectivist societies demonstrate remarkable differences; in addition, masculinity and uncertainty avoidance play notable role in the use of ICT.

3 METHODOLOGY

Secondary data analysis was carried out to analyze the existing literature using a qualitative approach of conventional content analysis, with the aim to describe a phenomenon, in this case the behavioural intention of the tourist. Academic papers investigating on the use of technology in enhancing tourist experience were analysed. Based on the analysis, various constructs were established in the development of the conceptual framework.

4 FINDINGS AND DISCUSSION

According to Ajzen (2006), and conforming to the theory, human behaviour is managed by three aspects: behavioural beliefs, normative beliefs, and control beliefs.

For the first aspect, behavioural beliefs impact on positive or negative attitude toward the behaviour. Normative beliefs generate subjective norm; and control beliefs result in perceived behavioural control.

Three main variables in the theory, attitude, subjective norm, and perceived behavioural control, lead to development of a behavioural intention. Hence the following hypothesis were explored in the study:

- H1: Behavioural beliefs have a positive impact on attitude.
- H2: Normative beliefs have a positive impact on subjective norm.
- H3: Control beliefs have a positive impact on perceived behavioural control
- H4: Attitude has a positive impact on tourist intention to accept AR wearable device.
- H5: Subjective norm has a positive impact on tourist intention to accept AR wearable device.
- H6: Perceived behavioural control has a positive impact on tourist intention to accept AR wearable device.

In addition according to Hassan et al. (2015), a significant area which has not been sufficiently studied in the previous Theory of Planned Behaviour (TPB) modules and interrelationships is the effect of national culture. Cultural differences effects on the strength of Information Technologies (ITs) acceptance; “Cultural differences between countries impact the effectiveness and efficiency of international IT deployment” (Srite & Karahanna, 2006, p. 679). Hence the following hypothesis will be probed in the study further:

- H7: Cultural dimensions moderate the relationship between independent variables and tourist intention to accept AR wearable device.

According to Ajzen (2006), behavioural beliefs produce a positive or negative attitude towards the behavioural intention. On the other hand, normative beliefs and control beliefs is determined by subjective norm and Perceived Behavioural Control (PBC), respectively. PBC refers to the extent to which people consider the performance of a behaviour to be under their voluntary control.

Ajzen also argued that the more pleasing the attitude and subjective norm and more considerable the perceived control, individual’s intention to perform the behaviour should be more powerful. Figure 1, shows the proposed theoretical framework and the moderating effect of cultural dimensions that can be adopted for this study.

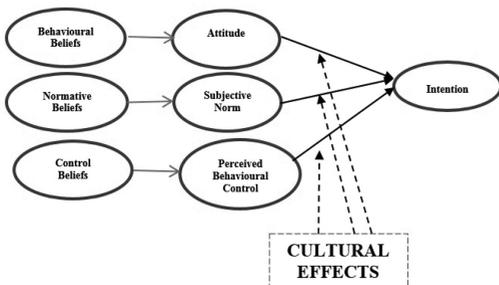


Figure 1. Proposed theoretical framework.

5 CONCLUSION

This study applies TPB to examine tourist behaviour of technology adoption specifically AR application in tourism destinations. The study shows that cultural dimensions are important in individual’s acceptance behaviour of using AR technologies. Previous studies in the field of tourism shows that there is a scarcity of research which considered cultural dimensions as moderators of the effect of TPB variables on tourist intention behaviour. This study successfully developed a theoretical framework that can be adopted to investigate technology acceptance behaviour among domestic and international tourists.

For future research in enhancing digital technology in tourism, relative framework such as Technology Acceptance Model (TAM) by Davis (1989) and the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003); (2012), could be further used to understand tourist behaviour of acceptance and use of technology in tourism destinations.

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Airport self-service check-in: The influence of technology readiness on customer satisfaction

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ABSTRACT: The self-service check-in technologies have been an integral part of the basic airport facility around the world. Therefore, it is important to understand the factors affecting customers' attitudes towards these the self-service check-in technologies and their post behaviour. Technology Readiness (TR) refers to people's propensity to embrace and use new technologies based on four factors: innovativeness, optimism, discomfort, and insecurity. This study investigates how TR affects customer satisfaction on the self-service check-in technology. Airline passengers who used Self-Services Technology (SST) at KLIA2 were the sample of this study. Multiple regressions were used to analysed the relationship between variable. The study findings show that innovative factors significantly affect consumer satisfaction.

Keywords: self-service, check-in, technology readiness, satisfaction

1 INTRODUCTION

It is a universal understanding that a customer does not like to wait. Davis and Vollmann (1990) stated that majority of marketing research has identified that satisfaction level will decrease when waiting time is increased. Also, Antonides, Verhoef, and Van Aalst (2002) also argued that the service quality is not acceptable if the waiting duration incurred a lot of time. To undertake the waiting time issue, many service firms and service provider have adopted a wide range of technologies in the process of service delivery; from the internet, through interactive voice technology to the public kiosk (Alcock & Millard, 2006). One of the technologies used in service delivering is self-service. Self-service technologies (SST) indicate any technological application, but the most typical SST is interactive kiosks which refer to computer workstations for public access (Rowley & Slack, 2003). Air passengers these days are encouraged to use SST, and Malaysian travellers are experiencing the same situation. It is expected able to avoid airport congestions, long queues and reduce waiting time.

Even though the widespread introduction of SSTs is apparent across industries, yet relatively little is known about why customers decide to try SSTs. One of the major issues of the adoption of technology into service business is customers'

readiness and willingness to use the system. Technology readiness refers to individuals' propensity to embrace and utilize new advances for achieving objectives in home life and at work (Parasuraman, 2000). Experimental studies recommending that individual beliefs about innovation can be sorted into four unique measurements: optimism, innovativeness, discomfort, and insecurity (Parasuraman & Colby, 2007). Optimism and innovativeness are the contributors, while discomfort and insecurity are the inhibitors of technology adoption (Parasuraman, 2000).

The success of new technology adoption such as SST is impacted by the readiness of the user in embracing the technology. There are studies, for example, by Meuter, Ostrom, Roundtree, and Bitner (2000), Lin and Hsieh (2006), and Bitner, Ostrom, and Meuter (2002) that take a look at the impact of different elements on consumer loyalty with SST as a rule or in different kind of technology adoption, however particular research on airplane terminal SST did not pick up much consideration. Some study on air terminal SST, for example, by Abdelaziz, Hegazy, and Elabbassy (2010) utilized case study method to answer the research questions. Their study also did not take a look at technology readiness as an impacting variable. Therefore, empirical research that looks at the impact of technology readiness on SST adoption is needed for further understanding. Based on the

above scenario where the use of SST is expected to increase in the future and discussion on some gap identified in the literature, this study is conducted to find out the relationship between technology readiness index towards customer satisfaction.

2 LITERATURES

2.1 *Optimism and innovativeness*

Optimism refers to a constructive perspective of innovation and a conviction that it offers individuals expanded control, adaptability, and proficiency in their lives (Parasuraman & Colby, 2001). Innovativeness is an inclination to be a technology pioneer and thought pioneer. Innovativeness measures the degree to which an individual accepts he or she is going for new technology based items and/or administrations and is considered by others as a sentiment pioneer on innovation related issues (Parasuraman & Colby, 2001). Individual with high optimism and innovativeness is relied upon to have stronger characteristic inspiration to utilize the new technology and appreciate the incitement attempting innovation, consequently bring about consumer satisfaction. Innovativeness is purchaser inclination to receive online exchange practices prior then rest of his/her social framework (Rahman, Saleem, Akhtar, Ali, & Khan, 2014).

Individual with high innovativeness have stronger inherent inspiration to utilize the new technology and appreciate the incitement attempting innovation. Past studies demonstrate that innovativeness has a solid positive impact on the behavioural expectation to utilize innovation related item or administration, for example, IT-based advancement (Lewis, Agarwal, & Sambamurthy, 2003; Yi, Fiedler, & Park, 2006), mobile data service (Jaradat & Al-Mashaqba, 2014; Yang, 2010) and web-casting (Lin, 2004, 2008). Thus, it is guessed that innovativeness positively influences customer satisfaction when utilizing airplane terminal SST.

2.2 *Discomfort and insecurity*

Discomfort is an apparent absence of control over technology and an inclination of being overpowered by it (Parasuraman, 2000). This speaks to the degree to which individuals have a general neurosis about innovation based items and administrations, accepting that they have a tendency to be exclusionary instead of comprehensive for various types of individuals (Tsikriktsis, 2004). In the connection of SST, discomfort travellers may require a fitting direction when utilizing SSTs since the methodology may trigger disappointment particularly when travellers need to face a complicated gadget

(Rahman et al., 2014). Insecurity, on the other hand, is the inclination of doubt of technology and scepticism about its capacity to work legitimately. This measurement concentrates on particular parts of technology-based transactions, rather than on a lack of comfort with technology in general (Tsikriktsis, 2004). Feeling of insecurity may bring about individuals' safety towards the utilization of technology, for example, dismissal, deferment, and restriction that will impact business operation. Customers may likewise remove themselves on the off chance that they have a negative perspective towards the technology and accept that the advancement may be unsafe, unfortunate or may cause harm (Kleijnen, Lee, & Wetzels, 2009).

Insecurity is the consequence of the absence of trust in technology and its capacity to work legitimately. An apparent absence of security towards the SST framework will bring about a slower rate of reception among purchasers (Parasuraman, 2000). Buyers may oppose advancement and presentation a negative behaviour, for example, rejection, postponement or even opposition if they expect that the development may be unsafe, undesirable or may cause damage (Kleijnen et al., 2009). In the connection of this study insecurity and discomfort are the negative feelings that trigger negative practices, which may obstruct clients from utilizing SST when performing their check-in. Consequently, it is expected that insecurity and discomfort will have a negative association with consumer satisfaction.

2.3 *Customer satisfaction*

Customer satisfaction is an important aspect in the measurement of a service. Service providers' ultimate goal is to maximize customer satisfaction. This comes from the strong belief that high customer satisfaction level leads to high business as well as financial performance (Morgan, Anderson, & Mittal, 2005). Through a previous literature, it was found that customers' experience of satisfaction and dissatisfaction is critical because of it could give an impact on the expectations of one's next purchase decision (Sanchez-Gutierrez, Gonzalez-Urbe, & Coton, 2011). Customers that encountered positive service experiences are more likely to loyal to one service provider, and they tend to promote the service to others. Customer satisfaction can be defined as the customers' evaluation of the service encounter based on their expectation and actual performance (Tse & Wilton, 1988). As indicated by Java, Ueltschy, Laroche, Eggert, and Bindl (2007), different customers express diverse levels of satisfaction for the same or similar service encounters because of the way customer satisfaction is evaluated based on individual's views such as culture and previous experience. Therefore, it is

necessary to identify the features of the technology that customers consider most essential to increase customer satisfaction and to improve the effectiveness of self-service check-in technology.

3 HYPOTHESIS DEVELOPMENT

The main focus of this study is on the influence of technology readiness on the self-service check-in technology and customer satisfaction. Prior research suggested that individuals' technology readiness included both basic concepts and attempts to use a new technology. Studies also found that consumers with higher technology readiness had a better acceptance of new technologies (Lin, Shih, & Sher, 2007; Lin & Hsieh, 2007). Technology readiness has also been demonstrated to significantly influence satisfaction (Lin et al., 2007; Lin & Hsieh, 2007; Massey, Khatri, & Montoya-Weiss, 2007). Additionally, Lin et al. (2007) confirmed the impact of technology readiness on technology service adoption. Lin and Hsieh (2006) summarized three points in their study. First, technology readiness significantly affected satisfaction technology services. Customers with high technology readiness thus would have greater satisfaction when using self-service technology. Second, customer technology readiness significantly and positively impacts their behavioural intentions toward self-service technology. Finally, when consumers had a satisfactory experience with self-service technology, they were more likely to use that technology again, and to recommend it to others.

Chen, Chen, and Chen (2009) indicated that the optimism and innovativeness of customers positively affected satisfaction; high satisfaction could increase continuance intention. Conversely, an uneasy individual who feels inconvenience in an obscure innovation environment has a tendency to get overpowered by new capacities and instruments. An in number feeling of lacking control confines his or her ability to manage vulnerabilities and prompts over-estimation of the multifaceted nature of the site properties and capacities (Nadkarni & Gupta, 2007). Such an abnormal state of uneasiness can prompt doubt, and consequently, apply a negative impact on his or her fulfilment of the interface execution. A person lacking a sense of security in a technology environment may avoid the use of a Web innovation because of an intrinsic trepidation of innovation. Studies in administration and brain research (Lin & Hsieh, 2007; Walczuch, Lemmink, & Streukens, 2007) demonstrate that individuals with such an identity attribute have a tendency to be suspicious of the execution of a Web advancement and disparage its usefulness and convenience; they could without much of a stretch get to be fearful of the dangers and

threats reported online and, in turn, affect their satisfaction. Based on the discussion above, this study hypothesized the following:

- H₁: Technology Readiness Index has positive influence on Customer Satisfaction
- H_{1a}: Optimism has positive influence on Customer Satisfaction
- H_{1b}: Innovativeness has positive influence on Customer Satisfaction
- H_{1c}: Discomfort has negative influence on Customer Satisfaction
- H_{1d}: Insecurity has negative influence on Customer Satisfaction

4 METHOD

This study is quantitative and correlational in nature. The populations for this study are all air passengers who travel inbound and outbound at KLIA2 and use the airport SST available, especially during check-in. It includes those who use kiosk check-in, online check-in, and mobile check-in. The sampling technique used in this study is purposive sampling. In this case, only passengers who use SST system during check-in were selected. During the actual data collection process, the researcher approached respondents at the Kuala Lumpur International Airport II (KLIA2) departing area. 420 questionnaires were distributed to ensure the higher return feedback from respondents.

About the instruments, the survey questionnaires were divided into three major sections. Section A focused on the demographic profiles, while Section B look on the technology readiness level, adopting instruments from Parasuraman, A., (2000). Meanwhile, Section C look into respondent satisfaction towards the self-service check-in technology. The American Customer Satisfaction Index (ACSI) instruments were adopted. The five-point Likert-style scale was used. All data collected are keyed in for analysis using IBM Statistical Package of Social Science software (IBM SPSS), version 21.0. To determine the underlying dimensions of technology readiness, an exploratory factor analysis was conducted. Multiple regressions were then used to investigate the relationship between the predictor variables and the criterion variable as posited in the research hypotheses.

5 RESULT

5.1 Respondent profiles

Respondents ranged in age from 26–30 years old with 23.4%, and most of the total respondents are non-Malaysian at the time surveyed which is 51.9%.

Female is the largest respondent which represents 52.9% rather than males which are 47.1%. 43.5% of entire sample travelling frequency are once a year. Most of the respondents are degree holder which is 31.8% and most of them use Web check-in for their check-in transaction which is 33.8%

5.2 Exploratory factor analysis

To assess the validity of TRI, exploratory factor analysis was undertaken. There were initially 24 items for the TRI dimension: 6 items relating to optimism, six items reflecting innovativeness, six items measuring discomfort and six items relating to insecurity. Principal components factor analysis with varimax rotation was used to determine how many factors were appropriate and which items belonged together. Initial results of the analysis on the 24 items in TRI revealed that six items had low factor loadings (.50 or below). These items were eliminated from further analyses due to low factor loadings or high cross-loadings. Factor analysis was rerun for the remaining 18 TRI items. The KMO measure of sampling adequacy value for the items was 0.836 indicating that the items were interrelated, and they shared common factors. Bartlett's Test of Sphericity was also found to be the correlation matrix and thus the appropriateness for factor analysis.

Meanwhile, six items were used to measure customer satisfaction. Initial results of the exploratory factor analysis on the five items came out with a single factor. The KMO measure of sampling adequacy value for the items was 0.819, indicating that the items were interrelated, and they shared common factors. Bartlett's Test of Sphericity (1341.916) was also found to be significant indicating the significance of the correlation matrix and thus the appropriateness for factor analysis. The analysis resulted in a single factor solution with an eigenvalue of 3.601, explaining 72.02% of the variance in the data. Factor loadings for six items ranged from 0.760 to 0.910. Since only one component was extracted, the solution could not be rotated

5.3 Regression

The items comprising each dimension were summed to form an average measure for that dimension. Table 1 shows the multiple regression analysis results between TRI and customer satisfaction.

Based on the results presented in Table 1 indicates that the R2 value is 0.289. It shows that TR is able to explain 28.9% of the variance in customer satisfaction. Optimism has the greatest influence on customer satisfaction ($\beta = 0.302^{***}$), followed by discomfort ($\beta = -0.232^{***}$). Based on the above

Table 1. Regression analysis output.

Model 1	Coefficient	Significance
Constant	1.851	.000***
Optimism	.302	.000***
Innovative	.064	.042**
Discomfort	-.232	.000***
Insecurity	-.022	.632
R ²	.289	
Adj R ²	.281	
F-change	39.380***	

***significant at $p < 0.01$; **significant at $p < 0.05$.

findings, H1a, H1b and H1c are accepted while H1d is rejected.

6 CONCLUSION

The results show insecurity did not posit significant influence to customer satisfaction. Meanwhile, optimism is identified as a significant motivator of satisfaction towards the continuous use of SST services. The higher optimism of customers possessed, the higher the satisfaction and continuance intentions of SSTs that are generated. In line with Parasuraman (2000), a person with optimism and innovativeness and little discomfort and insecurity are more likely to use a new technology. Moreover, as SSTs spreads and labor costs rise, more enterprises will offer customers with self-service opportunities, replacing manual labor with technologies (Lin and Hsieh, 2007). This means that SST service providers should stimulate more certainly the positive drivers of technology readiness to reach the business goals for satisfying customers and increasing benefits.

From the practical perspectives, the results of this study offer several suggestions to a company that provides or want to provide self-service technology for their customer. As work expenses rise and data innovation spreads, more endeavours are supplanting difficult work with innovation, giving clients self-service opportunities. By doing this, organizations plan to diminish work expenses and raise benefits. In any case, aside from expense diminished, company likewise need to consider how to raise consumer satisfaction. This is the place technology readiness index plays a critical part and why it ought to be a key thought at the point when SST suppliers design and provide services. The study comes about additionally demonstrate that technology readiness makes a huge positive impact on clients when they use SST, and further impacts customers to have positive (ideal) behavioural intention.

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The influence of third party website online reviews on hotel online booking intention

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ABSTRACT: This study investigated the influence of third party website online reviews on hotel online booking intention in Malaysia central region including Kuala Lumpur, Selangor and Putrajaya. Besides, the most aggregable third party website online review attributes also were determined. Questionnaires were used to obtain the aforementioned objective from hotel guests who are familiar with hotel third party websites. The result shows that the third party website online reviews does influence the hotel online booking intention. Besides, the study found that the volume of online reviews is the most influential factor on booking intention. From this study, it provides further understanding on the emerging behavior of travelers who tremendously rely on online travel community to influence their purchase decision.

Keywords: Third party websites, online reviews, hotel booking

1 INTRODUCTION

Online reviews provide customers with information about products and services based on experiences of other customers. Reviews may appear on the internet platform such as websites and social media. Tobin (2013) mentioned that, 71% of online users agreed that online reviews enable high confidence in purchase behavior. Consequently, customers tend to rely on online reviews to gain information on products and services rather than facts provided by business organizations in the form of advertisements and customer care hotline. This is due to the fact that online reviews are perceived to be independent, more reliable and transparent.

Online reviews can be good intermediaries to influence consumers' booking decision. According to Dickingers (2011), hospitality industry such as hotels uses online review as tools to attract information seekers and prospect buyers by distributing travel-related information on third party websites such as Agoda, TripAdvisor and Trivago. This third party websites normally allow users to publish travel reviews and comments on their travel experience. This spontaneously will encourage virtual interaction and electronic Word of Mouth (eWOM) among the online travel communities, and may influence each others' purchase decisions.

Based on the survey conducted by Nielsen Global Survey (2014), six out of ten Malaysians agreed that they would often read third party website online reviews before deciding to purchase a product and services. Additionally, flight tickets is revealed to be the highest online purchase activities globally. While, hotel and tour reservation is at the second place popular among the online travel communities. Therefore, it can be concluded that online reviews is significant to determine the purchase behavior among online travel communities.

Numerous researches have been conducted to comprehensively understand the impact of online review attributes towards online travelers' booking intention (Ma & Lee, 2014; Yang & Zhang, 2014; Zhao, Wang, Guo & Law, 2015; Zhong, Zhang, Ma & Cartwright, 2013). It is generally accepted that travel reviews have either positive or negative impacts on a hotel reputation and, consequently, could possibly enhance or lessen potential customers from booking a hotel (Sparks and Browning, 2011).

However, some reviewers might post false information and an exaggerated negative comments and complaints pertaining to their experience. Additionally, some reviews also may post a very limited information on their experience where it could not be convincing enough to influence others in deciding to book a hotel for instance. Therefore,

it is important for hotels to understand how online reviews can influence hotel online booking intention.

1.1 Purpose of the study

The purpose of the study is firstly to examine the influence of third party website online reviews on hotel online booking intention among travelers in Malaysia central region including Kuala Lumpur, Selangor and Putrajaya. Secondly to identify the most agreeable attributes of third party website online reviews on booking intentions among aforementioned target respondents.

2 LITERATURE REVIEW

2.1 Third party website online reviews

Third party website online review which also known as e-WOM is an emerging of traditional word-of-mouth communication that enable customer to get information and relay opinion to other consumers' without having face-to-face interaction. Examples of third party website are Trivago, Booking.com, Agoda and Tripadvisor. All these third party websites were designed to simplify customer booking decision. Tobin (2013) postulated that, travelers spend an extensive amount of time researching hotels online. On average, hotel consumers made twelve visits to an OTA's website (third party website), requested 7.5 pages per visit, and spent almost five minutes on each page before booking.

Commonly, the roles of third party website are to show comparison of hotel prices and aspect of the hotel experience, enable efficient searching process which customer can search by location, dates and type of room that they prefer. Moreover, customers are able to specify their search by using search parameters in terms of availability amenities, entertainment facilities or other features. Customer also can view the hotel rating, user submitted review to make a booking decision, and they can add their comments on that review site of third party website.

2.2 Attributes of third party website online reviews

Based on the review of past literature, it can be seen that hotel booking intention is not affected by smaller sets of attributes (Bradley, Spark & Weber, 2014; Lee & Ma, 2012; Li-Ming & Wai, 2013; Mauri & Minazzi, 2013; Zhang, Ma & Cartwright, 2011 and Zhong, Yang & Zhang, 2014). Besides, past researchers have explained numerous attributes on the influence of third party website online review on hotel booking intention. [Table 1](#)

Table 1. Tested attributes by past researcher.

Authors	Set of attributes
Ma & Lee (2014), Zhao, Wang, Guo & Law (2015), Zhong, Yang & Zhang (2014)	1) Valance 2) Number of online review
Zhao, Wang, Guo & Law (2015), Zhong, Yang & Zhang (2014), Zhang, Ma & Cartwright (2013)	1) Usefulness of online review 2) Source/review expertise 3) Volume 4) Trust 5) Number of comment 6) Comprehensiveness
Zhang, Ma & Cartwright (2013)	1) Timeliness 2) Average review rating 3) Price 4) Information processing confident

shows the different set of attributes by category from past researchers.

The current study identified six prominent online review attributes based on the review of past literatures namely Usefulness of Online Review (UOR), Reviewers Expertise (RE), Timeliness of Online Review (TOR), Volume of Online Review (VOR), Valence of Online Review (VAOR) and Comprehensiveness of Online Review (COR).

According to Zhao, Wang, Guo & Law (2015), usefulness of online review refers to the degree which every information provided online can be highly trusted and utilized as a basis of decision making. Hence, the more the online reviews are connected (virtually) to the travel online communities, the higher the degree of usefulness of the online reviews.

Another online review attributes is reviewer expertise. It is generally accepted that people will look for travel information from others who engage in a similar activities. For example, when an individual who loves to stay in eco-resort will normally search information from others who have experience staying in that particular accommodation and this behavior enable confidence in decision making.

Timeliness of online review is another important attribute of third party website online reviews which simply means how latest and up to date the reviews, messages or comments posted online. It is important for the travel information seekers to read the latest reviews to ensure that the information on a particular hotel rooms are relevant and current.

Next is the volume of online reviews that measures the total amount of interactive reviews and messages posted online. It is suggested that the customer purchase behavior is heavily depends on the extensive number of comments posted.

Message valence focusses on whether the comments are positive or negative (Zhao, Wang, Guo & Law, 2015). The higher the number of positive comments, it will lead to a positive purchase behavior and vice versa. It is important for the marketers to identify message valences and by knowing them, hotels can make instant improvement on their products and services.

Lastly is the comprehensiveness of online review. The online reviews contain various types of messages and comments ranging from simple recommendations with several evaluative key points to more complex comments and factual descriptions. This relates to comprehensiveness, which is a measure of how detailed and complete the messages are (Cheung, Lee and Rabjohn, 2008). Hence, the comprehensiveness of online reviews could be a key factor for consumers to consider whether to buy a product or service online.

2.3 *Theoretical foundation of third party website online review on hotel booking intention*

Three theories have been identified to develop deepen understanding on the influence of third party website online reviews on customer booking intention.

Firstly is Social impact theory. Anderson & Holt (1997) mentioned, customer will imitate the previous behaviour of others and disregard their own information. This behaviour can be derived from rational implications based on the decision information of others that dominates individual intention. In addition, the behaviour can reduce risk when consumer made decision to purchase a products or services. Thus, consumers will be influenced by majority of other consumers' opinion whether it is positive or negative (Kwon, Bae & Phelan, n.d.).

Secondly, herding behavior. According Van Dam (2009), the information flow makes consumers follow previous consumers' opinions. Whether positive or negative opinion, consumer tend to influence by other consumers' opinions. Likewise, consumer trusts that other consumers have better information rather than them. Thus, given that consumer's trust what the majority recommends, consensus could influence consumers in interpersonal communication more than non-consensus information (Deutch & Gerard, 1955). Park, Lee & Han (2007) concluded that, it is reasonable to connect the number of reviews and number of products sold as a large number of consumer online reviews that represent the popularity of the products.

Lastly is the theory of reasoned action (Ajzen, 1991). The reasoned action is to predict attitudes and concerned with behaviour intention. It also discussed the factors that limit the influence of attitudes or behavioural intention on behaviour.

3 METHODOLOGY

3.1 *Sample and data collection method*

This study employed self-administered questionnaire to describe the characteristics of the variables of interest. Four hundred questionnaires have been distributed among hotel customers in Malaysia central region including Kuala Lumpur, Selangor and Putrajaya. Central region was selected because majority of hotels in Malaysia are located in these areas and the sample is believed able to represent the population. A convenience sampling was chosen as the study is heavily depending on the willingness and availability of respondents to participate. Questionnaires were distributed by approaching hotel customers once they checked out from the hotel. However, only 31.78% response rate were obtained.

3.2 *Questionnaire design*

The questionnaire was designed based on the study of Zhao, Wang, Guo & Law (2015). The questionnaire consists of three sections. The first section asked about respondents' demographic profile such as gender, age, monthly income, occupation and travel purpose. Meanwhile, the second section investigated the attributes of third party website online reviews that influence booking intentions. Last section of the questionnaire examined the willingness of respondents to book a hotel when reading online reviews. These sections used seven points Likert Scale on the level of agreement (1) "strongly disagree" to (7) "strongly agree".

A pilot study has been conducted prior to the real study to examine the clarity and understandability of the questionnaire. Data appeared to be reliable with the Cronbach Alpha value of 0.95 for the attributes of third party website online reviews and booking intention.

3.3 *Questionnaire analysis*

Descriptive statistics were used to observe the data distribution through mean, standard deviation, frequencies and percentage. Cronbach Alpha was run to retest the reliability of items. Lastly, multiple linear regression was used to investigate the influence of third party website online reviews on hotel booking intention.

4 RESULTS AND DISCUSSIONS

Data appeared to be reliable with the Cronbach Alpha value of 0.840. Based on the respondents' data, most of them were males (57%) in the age group between 35 to 44 years old and most of them are visiting Malaysia central region for leisure purposes.

4.1 *Determining the influence of third party website online reviews on hotel booking intention*

A multiple linear regression was used to determine the influence of third party website online reviews (independent variable) on hotel booking intention (dependent variable). Table 2 and 3 illustrated that the model was significant [F (6,115) = 23.81, p < .001] with the predictors explaining 55% of the variation in booking intentions among hotel customers in Malaysia central region.

4.2 *Determining the most agreeable attributes of third party website online reviews on booking intentions*

Thus, in terms of the agreement ranks, Volume of Online Review (VOR) ($\beta = .41, p < .001$) made most contribution to the model compared to other attributes.

Based on the results, it is revealed that third party website online reviews does influence hotel online booking intentions. This finding were in support to previous researches on the same subjects (Bradley, Spark & Weber, 2014; Lee & Ma, 2012; Mauri & Minazzi, 2013; Zhang, Ma & Cartwright, 2011 and Zhong, Yang & Zhang, 2014).

Moreover the results also were in support to the social impact theory and herding behaviors discussed earlier. According to the social impact theory, customers tend to have an imitative behavior which can be derived from information of others that dominates individual signals (Anderson &

Holt, 1997). Similarly, herding behavior suggested that customers tend to heavily depends on opinion of others (Van Dam, 2009). In the current study context, these theories applied when comments appeared on the third party website online reviews will be used as the basis on purchase decisions. Regardless of positive or negative comments, customer purchase decisions will be influenced by the majority of the commenters. Consequently, the potential customers will follow others' opinions and imitate their behavior to stay in the same hotel.

Besides the current results also suggested that volume of online reviews is the most aggregable attribute of third party website online reviews. This finding was consistent with various past studies (Zhong, Yang & Zhang, 2014; Zhang, Ma & Cartwright, 2011; Lee & Ma, 2012 and Li-Ming & Wai, 2013) which found that volume of online reviews played a major role in determining the influence of third party website online reviews on hotel online booking intention. Volume of the online review is the number of comments post from reviewers about a specific product or service. The more comments posted on the online reviews, the higher the confidence of other potential customers to imitate the same behavior. Therefore, the current study suggested that it is important to encourage hotel customers to leave a comment on the third party website online reviews just after they checked out from the hotel. This is to ensure that the volume of comments can encourage other potential customers to stay at the same hotel.

5 CONCLUSIONS

This study identified the influence of third party website online reviews on hotel booking intention among hotel customers in Malaysia central region. Generally, most of the respondents agreed that the third party website online review does influence their hotel booking intention. Among all of the attributes, volume of online review is the most important attribute to influence their booking intention.

The result of this study is hoped to help hotel managers to strengthen their internet marketing strategy, marketing skills and ultimately enable them to increase room sales especially via their third party website. This is due to the fact that customers currently are heavily depending on online communities opinions to make a purchase decision as suggested by social impact theory and herding behavior theory.

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Table 2. Table ANOVA.

Model	Df	F	Sig.
Regression	6	23.81	0.00
Residual	115		
Total	121		

^a Dependent variable: Booking Intentions.

^b Predictors (constant): Usefulness, Reviewers Expertise, Timeliness, Volume, Valance and Comprehensive.

Table 3. The influence of third party website online reviews and hotel booking intention.

	B	SE B	β
Constant	13.28	3.31	0.00
UOR	0.41	0.45	0.07
RE	0.37	0.16	0.17
TOR	0.42	0.49	0.07
VOR	0.62	0.12	0.41
VAOR	0.71	0.22	0.27
COR	0.35	0.22	0.11

Note: R² = 0.55, *p < 0.01.

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Customers' technology readiness and customer information satisfaction on tablet-based menu ordering experience

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ABSTRACT: Tablet-based menu ordering has been considered as the best replacement for the traditional paper-based menu card due to its capability to reduce the number of service failures, controlling labour cost as well as providing a new experience to the customer these days. The number of the restaurant with this system in this country is critically low although the benefits of the system are well documented. This ordering system has raised a few questions to the study especially on customers' technology readiness state which is crucial to determine their acceptance level towards the system. Their acceptance will in turn influence their satisfaction level, referred as customer information satisfaction in this paper reflecting the usage of technology in the system. A survey questionnaire among customers who exited the restaurants with this ordering system in seven shopping malls in the Klang Valley region has been undertaken on July 2015 with a total of 421 respondents where all the data were found usable. Results revealed that majority of the respondents were optimist with new technologies but they have slight concerns with the issues of security while using it. Most of the respondents were also satisfied with all the items measuring their customer information satisfaction level on the tablet-based menu ordering system. Findings of this study will at least contribute to the knowledge in technology readiness particularly in the foodservice realm. This study also provides some hints on the success and the efficiency of the system thus could be beneficial as a reference point for other foodservice operations with ambitions of adding technologies to the existing facilities.

Keywords: Menu, tablet-based menu ordering, technology readiness, customer information satisfaction

1 INTRODUCTION

It is well-known that menu is the catalyst of a foodservice operation (Barrish, 2012). In fact, it is the menu that will draw the attention of customers to a particular restaurant. From the restaurateurs' perspective, the list of items offered in the menu must be sellable. It is therefore important for them to have a good communication with the customers or guests about their menu which will help the guests to make a quick, decisive and right decision during the menu-ordering encounter. The most popular way of 'speaking' the menu to the customer is through the use of conventional paper-based menu card or menu book.

According to McVety, Ware and Ware (2009), a good menu card should be able to describe and to sell the menu item thus 'descriptive wording' is very important especially to the most popular and profitable items in the list. Descriptive wording is also crucial to peculiarly-named items and also items that are written in foreign languages such as Italy, Japan and many more. Space restriction on the menu cards however has prompted many res-

taurants to limit the usage of descriptive wording and rely upon their waiters to verbally explain the menu to the customers. Due to the restrictions and problems, many restaurants have turned to technologies in improving the menu ordering experience and the service delivery system as a whole (Nyheim & Connolly, 2011; Nykiel, 2001). In this context, the use of tablet devices such as iPad which is also called as tablet-based menu ordering system was the central focus of the study where menu is presented in a more meaningful ways with additional information and visual on menus, their nutritional values and origin of ingredients. The facts that customers can place orders, play games, pay the bills and even watch movie trailers with the gadgets on the tables (Buchanan, 2011; Wang & Wu, 2014) make it worthwhile to be studied. The tablet-based menu ordering is also said to be the best approach in combating issues regarding human errors and service failures exposed by the traditional method of taking and delivering the order (Wang & Wu, 2014).

Dixon and Kimes (2012) contended this system can alleviate a restaurant's financial burden in a

longer run and generating higher level of customer satisfaction and behavioral intention. Having said that, customer satisfaction on the menu ordering experiences especially on information quality and user interface quality is vital for successful adoption in restaurants (Wang, 2012). Kim, Christodoulidou, and Choo (2013) deduced that failing to address the above matter would lead to undesirable experiences psychologically (confusion, annoyance, frustration, panic or stress and boredom) and physically (partial or indirect use of the system). Wang and Wu (2014) also claimed that if the customers do not think the experience with the system is interesting and useful, then promoting its usage in other restaurants would be meaningless. For this reason, it is interesting to investigate the customer satisfaction on this tablet-based menu ordering experience especially the customer information satisfaction where the knowledge on this matter is still scarce (Buchanan, 2011).

Addressing customers' technology readiness is also important for businesses that invest in technology as customer satisfaction as well as behavioural intention are influenced by customers' technology readiness (Yieh, Chen, & Wei, 2012). Curran and Meuter (2005) claimed that the challenge with acceptance and satisfaction to any kind of technology is not the technology itself but rather its use among customers. Thus, to understand the complexity of the relationship between customers' usage and the system, technology readiness must be incorporated in one's research (Parasuraman, 2000).

In the technology readiness realm, many empirical studies have been undertaken in various settings such as, airline check-in kiosks, e-learning, e-human resource management, banking technologies and e-shopping. There is only one study by Buchanan (2011) that addressed technology readiness issue in tablet-based menu ordering system in a specific manner.

From the above discussion, it is clear that the implementation of tablet-based menu ordering has not been empirically examined to any great extent in both developed countries and developing countries like Malaysia where the implementation of this kind of menu ordering system is still in the early stage. With this gap, it is therefore important to gain an in-depth understanding on the system by examining technology readiness and customer information satisfaction on the tablet-based menu ordering experiences.

2 LITERATURE

Technology readiness is an overall state of mind, resulting from a gestalt of mental enablers and inhibitors that collectively determine a person's

tendency to use new technology rather than a measure of technical competency or ability (Parasuraman & Colby, 2001). The exhibitors and the inhibitors of technology readiness are divided into four distinct dimensions, namely optimism, innovativeness, discomfort and insecurity.

'Optimism' is defined as the tendency to believe that, one will generally experience good versus bad outcomes in their life (Walczuch, Lemmink, and Streukens, 2007). These customers have the inclination to accept and confront the situation rather than hide away from it. 'Innovativeness' meanwhile is viewed as the people propensity to be a thought leader and technological pioneer (Parasuraman, 2000). In general, they are among the first in their groups to get hold of new technology when it comes out on the market (Karahanna, Straub, & Chervany, 1999; Tsikriktsis, 2004). These groups of people usually act as consultants on technology-related issues in their circle of friends.

One of the inhibitors is 'discomfort' which refers to the situation in which the individual is unable to manipulate technology and gets intimidated with his or her incompetence (Parasuraman, 2000). Tsikriktsis (2004) meanwhile referred discomfort as perceived lack of control over technology and a feeling of being overwhelmed by it. These people are likely to get intimidated or uneasy when they deal with someone who knows more about technology than they do. 'Insecurity', on the other hand is defined as the level of distrust among individuals towards technology and its potential to function properly. Karahanna et al., (1999) referred the dimension to the anxiety among individuals who have fears of using technology due to their scepticism. This dimension actually emphasizes on specific aspects of technology-based transactions, rather than the technology in general (Tsikriktsis, 2004).

The effective measure of technology-mediated service and marketing must incorporate different aspects of customer satisfaction to become an analytical instrument for practical and theoretical use which is obviously cannot be achieved by using single item scale (Wang et al., 2001). Ba and Johansson (2008) in their study assessing online customer satisfaction had proven that apart from the interface design factors (aesthetics, graphics presentation, visual effects), firms' emphasis on embedding the system with procedural and process design capabilities is also important. It is the whole system design, the technological capabilities and service that decide how satisfied the customers are.

Customer information satisfaction is the most appropriate construct in this regard replacing the traditional 'user information satisfactions' and 'end user computing satisfaction' on technology which are only suitable for organizational end user (Buchanan, 2011; Wang et al., 2001). Due to

the weaknesses of both, different dimensions of customer information satisfaction are critically needed to assess customer satisfaction with technology-mediated service or self-service technologies. This is in line with Delone and Mclean (2004) who defined customer information satisfaction as the satisfaction that a customer receives from an overall information technology service experience including information quality and the user interface quality.

3 METHODOLOGY

The number of restaurants with this system is critically low in Malaysia it has prompted the researcher to choose a leading sushi restaurant chains in the country to collect all the evidents. A descriptive research design which was cross-sectional in nature was the main approach of the study. Customers from seven outlets in major shopping malls in the central region made up the study population because the concentration of the outlet is higher in this region.

Assuming that a minimum of all 120 seating capacity is fully occupied for lunch and dinner apiece based on the average number of seats available in all outlets, a total of 240 customers would patronize the outlet on a normal day. From the figure a total population of 1680 customers are the patrons of all seven (7) outlets on a daily basis. Relying on the works by Kivela, Inbakaran, and Reece (1999), which was supported by Mhlanga, Hattingh, and Moolman (2014), this research intended to draw a percentage of customers from the total seating capacity of each outlet. Kivela et al. (1999) derived their sample from 25 percent of seating capacity during lunch and another 25 percent for dinner. Mhlanga et al. (2014) meanwhile took 22 to 23 percent of restaurants' seating capacities. A proportional sample of 25 percent of the total seating capacity per outlet was applied in this study which enables the researcher to obtain at least 420 completed questionnaires after data collection process.

A non-probability sampling through convenience sampling was chosen as the sampling method where the evident needed to answer the research questions could only be provided by those who had the experience using the iPad ordering system so that their technology readiness level and customer information satisfaction can be measured. This study had tapped the respondents who exited the restaurants to avoid diners' annoyance of being disturbed while patronizing the restaurant, and perhaps invited a more friendly and honest answers for the research. All the shopping malls management was first contacted through phones and formal letter asking for their permission of using their premises to collect the data from their customers. A total of 421

respondents were obtained at the end of the month (July 2015) for data analysis process. No missing data was found throughout the entire entries since Google Form was used to create the questionnaires the survey was conducted using tablet devices. The researcher set every item as compulsory in which the respondents could not proceed to the next question before answering the earlier one.

The technology readiness state among the customers was probed through 16 items adopted from the Technology Readiness Index 2.0 (Parasuraman & Colby, 2015). Meanwhile, for the customer information satisfaction, 12 out of 15 questions adapted and modified from Wang et al., (2001) and three (3) more from several other authors (Ba & Johansson, 2008; Davis, 1989). All the data were then analysed using Statistical Package for the Social Science (SPSS) version 20.0.

4 RESULT AND ANALYSIS

4.1 Demographic profiles

With regards to gender distribution, 60.6 percent of the respondents were female (n = 255). The majority of the respondents were aged below 25 years old or between 25 to 34 years old accounted for 77.7 percent of the total number of respondents (n = 327). Based on the age, it is easy to relate to the marital status of the respondents where those who were single dominated the total number of respondents with 73.2 percent (n = 308). They were also asked on the highest educational level and it was found that 62.5 percent of them (n = 263) were undergraduates. As for the occupation of the respondents, 61.8 percent of them work in the semi skills and other sectors (n = 260) apart from the other answers in the list; professional, businessman and administrative.

4.2 Technology readiness state

All the combination of scores on the four technology readiness dimensions represents respondents' overall technology readiness to use or to accept technologies (Parasuraman, 2000; Parasuraman & Colby, 2015). From the table it is clear that most of the respondents were optimistic towards new

Table 1. Respondents' technology readiness.

	N	Mean	Std. Deviation
Optimism	421	3.9145	0.79776
Innovativeness	421	2.9531	0.93749
Discomfort	421	2.7399	1.10507
Insecurity	421	4.0546	0.89359

technologies (M = 3.91) that indicates that they were willing to accept and confront the any new technologies if they believe the technologies will improve or enhance their activities. Despite being optimist, their level of innovativeness were somewhat neutral (M = 2.95), around the scale's midpoint. This result depicts that not many of them were really the first adopters of new technologies without much hesitation.

In line with their score on the optimism dimension, the respondents show a low level of discomfort with new technologies (M = 2.74) thus signalled their confidence in taking control of new technologies. Nonetheless, they have the biggest concern with the security of internet technology (M = 4.05) probably due to the increasing number of cases regarding the online transaction and other cyber-crime activities.

4.3 Customer information satisfaction

The results in Table 2 were based on the five points Likert scale of agreement. The highest range

Table 2. Customer information satisfaction.

Items	N	Mean	Std. Deviation
Customer support			
... the customer support provided...	421	3.54	1.16566
... understanding my requests	421	3.50	1.16010
... quick responds to my requests	421	3.58	1.15530
Ease of Use			
... that is user friendly.	421	3.71	1.17055
... output format that is easy to read.	421	3.69	1.17589
... system's ease of use	421	3.68	1.20090
... my interaction that was clear and understandable	421	3.67	1.16678
Digital services			
... the digital ordering experiences	421	3.65	1.15909
... the digital services	421	3.64	1.16961
... the efficiency of the service provided by the tablet-based menu	421	3.62	1.17659
Information Content			
... the information that fits my needs	421	3.62	1.14815
... the information accuracy	421	3.58	1.18749
Innovation			
... the innovative service of the system	421	3.67	1.14585
... system's "up-to-date" information	421	3.65	1.17713

*Questions started with 'I am satisfied with...'

of mean scores was attained by the 'ease of use dimension' with the highest mean score (M = 3.71) was given to the item 'I am satisfied with the tablet-based menu that is user friendly'. The range of score attained by both 'digital services' and 'innovation' was almost identical thus telling that customers are somewhat satisfied with the digital service provided by the tablet-based menu which was efficient and they also liked the innovativeness of the system. A similar view can be given to the information content of the tablet-based menu ordering system where customers were fairly satisfied with the information accuracy and necessity provided by the restaurants. From the customer support point of view, all the respondents were practically satisfied with all three items but their mean scores were the lowest among the other items.

5 LIMITATIONS

A few limitations can be reported from this research. Given that the research is cross-sectional in nature, it can be assumed that the respondents' state of technology readiness might eventually change overtime which was supported by Lai (2008). Generalization of the results cannot be applied as the respondents were chosen among the customers of the similar restaurant brand in different locations due to the fact that this ordering system is new in this country.

6 CONCLUSION

This research reveals that majority of the respondents were not among the first group to possess new technologies but they generally believe that technologies can improve control, flexibility and efficiency in their lives. As a result, they will accept the situation with an assumption that they will eventually get used to the technologies especially among the younger generation; 25 to 34 years old. They don't have much hesitation to use new technologies as their discomfort level suggests but they have layers of doubts regarding the security of technological transaction particularly via the Internet.

The results also suggested that they were somewhat satisfied with all the items reflecting the system efficiency in terms of customer support, ease of use, digital service, information content and innovation.

Looking at the overall results on the state of respondents' technology readiness and their satisfaction towards the system, this ordering system can be a success or a big hit in the future. People are getting used to technologies like never before in the country thus investing in this kind of technology

would be beneficial to restaurants. The system will not only solve the issues of labour costs, service failures, customer indecision and waiting time but also serves as a statement of intent that restaurants are keeping pace with the technologies to meet their customers' requirement and expectation.

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Perceived ease of use towards Point of Sales (POS) system: Four and five star hotels in Kuala Lumpur

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ABSTRACT: Technology can be defined as a device or machine that helps to fulfill tasks easier and simpler. The universal used of technology has been accepted as one of the reasons which helping hotel employees to accomplish their task productively and efficiently. This study examines employees' acceptance on the usages of technology in daily hotel operations. At this intensity, employees were required to express their involvements of using the technology application installed within the operations of their hotel organization. This study focused on the Point of Sales (POS) system utilized in the coffeehouse outlet. Frontliners who work in coffeehouse operation have been selected as the sample of this study. Questionnaires were distributed to 31 hotels located in Kuala Lumpur (Four and Five stars rating). A series of analyses looking at the mean score, multicollinearity, frequencies, standard deviation through descriptive and parametric statistic were undertaken. Results reveal that, most of employees' perceived the ease of use of POS system in Coffeehouse operation. Frequent training was identified as the best solution to make employees perceived usefulness of technology. Eventually, it helps to decrease barriers between employees and the system.

Keywords: Technology, career fit, perceived ease of use, TAM, technology acceptance

1 INTRODUCTION

Technology can be defined as a tool or machine that helps to fulfill tasks easier and simpler (Walley & Amin, 1994). Besides, as mention by Jensen (2004), technology has developed a significantly over the past decade. Also, technology has been used in almost every sector in the world. In line with that, he also mentions, benefits such as communication, networking, and database technology can also be gained from the application of technology. It clearly shows that massive volumes of information can be accessed and controlled by using the technology. Moreover, technology also means that huge amount of data can be obtained and sent securely, received instantaneously and stored efficiently (Jensen, 2004). In relation to that notion, Reza Davarpanah (2001) mentions that technology is a must in any organization since it is necessary for rapid business development. It clearly defines that all business environments require technology in order to improve their business operation.

Also, Fine (2008) highlights the skill of the staff may also be enhanced through the implementation of technology system; minimize the administration problem and improve performance monitoring. Furthermore, as according to Uzoka and Famuy-

iwa (2004), weighing evidence, evaluating alternative, predicting outcomes and making complex decisions are the major factors that influence the organization to apply the technology system in the business environment. Based on the description and notion highlighted above, there are many positive impacts to the organization if the management understands the importance of technology in their daily business. In line with that, as a general understanding, most of the previous researchers agree technology is one of the essential tools in any form of business organization.

While the world is rapidly applying technology as the medium of achieving effectiveness and efficiencies and productivity, the service industry is parallel with that mission. According to Law and Jogaratnam (2005), the investment of technology benefits the hotel if it enables the customer to have a better experience and the hotel staff to work more efficiently to assist the customer better. The technology adoption also may give benefit to the hotel operation. However, based on Wagner and Flannery (2004), employees are the ones who determine the success or failure of the usage of technology. As technology is used in Malaysian Hotels, so it is important to discover the system application, especially towards employees' acceptability.

Most of the staff members are less likely to be given any form of training. Employees who are illiterate may feel inadequate to adapt the system compared to their literate colleagues (Davies, Taylor & Savery, 2006). Therefore, they will face some difficulties in using the system during an operation period. Employees will only fully utilize technology if they are familiar with that system, and they will be more likely to select the application which they perceive is easier to use. In general, only three out of nine individuals might not be computer literate and know how to utilize the system (Wagner & Flannery 2004). Therefore, there is a need to examine and investigate the employees' acceptance level towards F & B technology in the hotel business. Due to this reason, this research will examine to what extent the employee perceives the ease of use of Point of Sale System (POS) and to examine the factor influence to perceived ease of use, specifically on the application of Point of Sale (POS) system in F & B department operation.

2 RESEARCH METHODOLOGY

This study was conducted at four and five stars hotel located in Kuala Lumpur. As the four and five stars hotels are more willing to offer the best quality of services, the scenario had encouraged the organizations to adopt and practice a high technological system in their operations. Customer satisfaction is the top priority for four and five stars hotel business. This study focused on the individual level of analysis. In this case, the relevant unit of analysis was the frontliners working in F & B department, specifically in Coffeehouse.

This study used self-administered questionnaires for the quantitative data collection method. Permissions were requested from each participating hotel and "drop-off/pick-up method" has been adopted. The researcher with the assistance of the Coffeehouse Manager distributed the questionnaires to their employees. The respondents were asked to indicate their perceptions on technology usage and their level of acceptance. A week later, the researcher collected the completed questionnaires from each participating hotel.

In planning the research instrument, considering the difference in customers' profiles and experience levels, the questionnaires had to be straightforward and easy to understand with minimum reading and writing. Questions were therefore composed as understandable as possible with simple language to reduce any potential uncertainty. The use of Bahasa Malaysia and English versions is appropriate as both languages are widely used in Malaysia and because some respondents might have a poor understanding of either language. The questionnaires were divided

into three sections which are, demographic, evaluation on perceived ease of use and question regarding career fit from the view of workers.

3 RESULT AND ANALYSES

Due to the different star rating of the hotels involved in this study, it was assumed that employees who are working in four and five stars hotels might have different perception towards POS system applied in their organization. A comparative analysis between all hotels was initially undertaken to determine the homogeneity of the data. The result of One-way ANOVA and posthoc (Scheffe test) showed that no statistically significant differences appeared on any of the 30 items with a significant level of $p > 0.05$, $p > 0.01$ and $p > 0.001$. In other words, there were no fundamental underlying differences between any perceptions of the respondents. Therefore, regardless of the hotels' star ratings, respondents' perception of POS system was identical.

3.1 Respondent profile

Out of 128 questionnaires, 60 respondents were male, and 68 were female. This is evident as each hotel hired more female workers than male workers in the Coffeehouse operation. In addition, the majority of the respondents came from the age of group between 25 years and below ($n = 76$, $\% = 59.4$). It can be assumed that hotels are more likely to hire young workers in the Coffeehouse operation. In addition, working in food and beverage operation requires a high level of physical activity and the working hour is not fixed. Thus, it is not suitable for senior citizens who have a family and kids. Next, the age group were between 26–35 years ($n = 43$, $\% = 33.6$), 36–45 years ($n = 8$, $\% = 6.3$) and age between 46–55 years ($n = 1$, $\% = 0.8$).

In the meantime, the position of waitress recorded the highest number of respondents ($n = 68$, $\% = 53.1$) followed by the waiter ($n = 60$, $\% = 46.9$). Based on the data recorded, it reveals that there is an equivalent number of gender and position in Coffeehouse operation. Next, academic qualification has become an issue in coffeehouse operation. This can be seen through the percentage score highlighted in Table 1, as the number of workers who has high school education ($n = 86$, $\% = 67.2$) is greater compared to the Certificate ($n = 14$, $\% = 10.9$), Degree ($n = 14$, $\% = 11.7$), and Diploma ($n = 13$, $\% = 10.2$) holders.

Last but not least, it cannot be denied that high job turnover still becomes one of the most critical problems within the hotel industry. The notion relates with the next percentage score as the staffs who has worked there for more than ten years are only 2.3 percent ($n = 3$). Working within 2 to 5 years is the highest with 50 percent ($n = 54$),

Table 1. Respondents descriptive analysis: Gender, age, position, working experience and education background.

Variables	ALL	
	n	%
Gender:		
Male	60	46.9
Female	68	53.1
Age:		
25 Years and below	76	59.4
26–35 Years	43	33.6
36–45 Years	8	6.3
46–55 Years	1	0.8
56 Years and above	0	0
Position:		
Waiter	60	46.9
Waitress	68	53.1
Supervisor	0	0
Other	0	0
Work Experience:		
2 Years	53	41.4
2–5 Years	54	42.2
5–10 Years	18	14.1
More than 10 Years	3	2.3
Education Background:		
SPM	86	67.2
Certificate	14	10.9
Diploma	13	10.2
Degree	14	11.7
Others	0	0

followed by two years 41.4 percent (n = 53) and 5–10 years with 14.1 percent (n = 18).

3.2 Analysis of career fit

Based on Table 2, it shows that most of the employees agreed that it was easy to get assistance by using the POS when they needed it. This can be reveal from the high mean score (item 5, m = 4.36). At this point, it shows that there is a strong believes that employees will only use POS system when they need assistance. It can be conclude that they might using a traditional way in order to perform a task, however, if there is some difficulty occur, they required technology in order to make the task done. At this stage, they will require POS system to process the task and produce a good result. Before this matter, it maybe can be assumed that perceived ease of use will probably mediate the relationship between career fit and employees' acceptance. This is in line with the magnitude of mean scores (item 4, m = 4.34).

In addition, the third highest mean score is item number two, (item 2, m = 4.27). Most of the

respondent agree the definition of the option available in POS system were easy to find. Followed by the POS system were easy to use when I need it (item 3, m = 4.24), the POS were consistently functioning and available when I needed them (item 6, m = 4.22), the available POS functions had the appropriate level of details for my use (item 1, m = 4.13) and the functionality of the POS was consistent with other users (item 7, m = 4.11).

3.3 Perceived ease of use

The second objective was to identify employees' perception towards ease of use. As mentioned earlier in the previous section, perceived ease of use can be defined as people who tend to use or not to use an application to help them to perform their job better. By looking at the table, the respondents

Table 2. Mean scores for the items on career fit of POS reported by respondents.

No.	Item	n	Mean	S.D
1	Appropriate level of details for my use	128	4.13	0.804
2	Option available is easy to find	128	4.27	0.811
3	Easy to use when I need it	128	4.24	0.820
4	Easy to access	128	4.34	0.758
5	Easy to get assistance when I need it	128	4.36	0.830
6	Consistently functioning and available	128	4.22	0.651
7	Functionality is consistence	128	4.11	0.758

Table 3. Showing the mean score for the items on respondents' perceived ease of use towards POS.

No.	Item	n	Mean	S.D
1	Appropriate level of details for my use	128	4.13	0.804
2	Option available is easy to find	128	4.27	0.811
3	Easy to use when I need it	128	4.24	0.820
4	Easy to access	128	4.34	0.758
5	Easy to get assistance when I need it	128	4.36	0.830
6	Consistently functioning and available	128	4.22	0.651
7	Functionality is consistence	128	4.11	0.758

agree that they perceive the ease of use of POS system.

The above table revealed that the highest mean score is for item 6, ($m = 5.12$). It shows that most of the respondent would find POS system is easy to use. Even though not all employees can fully utilize the POS system, but most of the employees in Coffeehouse operation agree that POS system is easy to operate. In line with that, respondent also agreed that learning to operate POS was easy for them. This can be seen in item number one and two which shows the second highest mean in perceived ease of use. It can be considered that employees' knowledge towards POS is still shallow. This is maybe because they are in a "comfort zone" while dealing with POS system and most of them are not realize that POS may do many another task in order to assist and perform their job better.

In addition, most of the employee in Coffeehouse operation also agreed that their interaction with POS would be clear and understandable (item 3, $m = 5.01$) and they would find POS to be flexible to interact with (item 4, $m = 5.01$). It shows that the only factor that may lead to the acceptance of POS system is the ways of employee believe the functionality and the benefit of POS system itself.

Last but not least, according to the survey, respondent belief that it will be easy for them to become skillful by using POS system (item 5, $m = 4.98$). At this stage, it cannot be argued that most of the employees did perceived ease of use of POS system in the Coffeehouse operation.

3.4 Result of hypothesis testing

Table 4 below shows the result of hypothesis testing. The result confirmed that there is a positive relationship between an external variable and perceived ease of use.

Table 4. The result of hypothesis testing.

Model summary					
Model	R	R square	Adjusted R square	Std.Error of the estimate	
1.	.561a	.211	.208	1.01526	
a. Predictors: (Constant), EFxx					
Coefficients ^a					
Model	B	Std.Error	Beta	t	Sig
1 (Constant)	3.869	.771		5.018	.000
EFxx	.606	.020	.421	6.945	.000
a. Dependent Variable: Total_PEOU.					

The R Square measures the percentage of variance in perceived ease of use (Dependent Variable) is explained by the predictor that is the (External Variable). The R Square value score is 0.211 which in means that the predictors are able to explain 21.1% of the dependent variable. Moreover, there is a positive relationship between the external variable and perceived ease of use when it refers to standard coefficient ($\beta = 0.606$). In addition, the p-Value score is 0.00 which is less than 0.05. Thus the data can be confirmed as statistically significant.

4 CONCLUSION

What can be said from the preceding analyses is that, most employees in Coffeehouse operation perceived usefulness and perceived ease of use of POS system optimistically. Some of the employees are capable enough with the system and believe that without the POS system in Coffeehouse operation, it might affect their job performance.

In the meantime, career fit and task fit are the factors that contribute to the perceived usefulness and perceived ease of use towards POS system. Based on the conclusions gathered, it shows that career fit might lead to the perceived ease of use of POS system, whereby task fit might influence to the perceived usefulness of POS system.

However, as mention previously, not all employees agreed with the usefulness of use for the POS system. This might affect job performance. Therefore, managers must not overlook into this matters since it will give a negative impact to the organization. In addition, even though there are different perceptions towards POS system in Coffeehouse operation, most employees agrees to use POS system in the future. Therefore, the managers must be aware on this particular matter, in which will lead them towards selecting and installing a friendly user system or application. Moreover, a proper training program should be developed in order to maintain the quality and employees' performance in dealing with POS system.

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Sustainable tourism



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Deep ecology as an environmental ethics for developing sustainable tourism

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ABSTRACT: Man as a logic animal has moral concepts and responsibilities toward people, other human beings, and the natural surroundings. Harmony in ecological value is an idea of how people realize and appreciate the values of human and its interaction with the environment. Deep Ecology as a paradigm of environmental ethics is crucial for the development of Sustainable Tourism. Ethics as a foundation in determining the development of tourism is a critical point for making tourism as an activity that is not worth the negative of life but vice versa can be an ecological and constructive action on the environment. Tourism is a huge phenomenon as “snowball effect” to give an enormous impact on the environment, natural, social and cultural in the destination. This research is qualitative descriptive study and refers to the ethical and deep ecology perspectives to analyze tourism as an activity in the provision of facilities that requires significant responsibility. Tourism is more “hi-tech” in creating services. Infrequently, this situation causes damage and degradation of the natural environment, social and cultural rights in the area of tourism destinations. The answer responsibilities as a keyword in determining what the impact produced in the development is a significant point for this sustainable tourism study.

Keywords: deep ecology, ethics, environment, sustainable tourism, ecological responsibility

1 INTRODUCTION

Ecology is a system of balance between the elements of nature and man. As a system, nature has value to ensure the harmony and balancing the lives of the inhabitants. Values briefly refer to as an ecological value (Bakker, 1995). Understanding those values means knowing the relation to the meaning and values possessed by humans in nature of the environment. These values of human understanding are seen as a concept of morality as far as meaning harmony or disharmony in synergy with the natural surroundings.

Social norms, value systems, and communication between humans with others and the world will take place in an active, sustainable and harmonious. As living beings who need an environment, humans have an obligation to respect, appreciate and preserve the values contained in the environment. Why? It is because the man himself is a part that cannot be separated from the environment.

Humans are part of the environment. Positive behaviors from humans cause the environment to remain sustainable while the negative behavior cause environmental damages. Human ethics is something related to the right habits that passed down from one generation to another.

Ethics contains rules about how people should live as a person, the knowledge of the good and evil behavior of human beings to express, maintain, and preserve a particular value, is considered real and meaningful. Thus, ethics contain moral principles used as a tool in guiding attitude and behavior. Thinking about ethics as a foundation and footing in determining the development of tourism is critical for tourism as an activity that is not worth the negative of nature but can be ecological.

Tourism is an activity that utilizes the natural environment, social and cultural rights as a comprehensive resource impact both on the development of tourism activities related to technology and the tourism activities. Tourism activity is a form of exploitation of natural resources to gain tourists satisfaction. The exploitation has a broad impact both on the tourism business itself. Likewise, the tourism industry is multi-sectors, multi-dimensional and integrated with one to another. Tourism is all the activities associated with the movement of people that is very dynamic. Another notion, tourism is an activity awakened from the primary motivation of individuals. People use their spare time to meet the needs of the pleasure within leisure time. Tourism is an activity and movements that utilize natural resources and involves

interaction between human beings (host—tourist, tourist-hosted).

2 METHODS

This descriptive qualitative research describes the phenomenon, and the relationship between the phenomena studied with a systematic, factual and accurate approach. This study adapts secondary data from bibliographic and documentation. Data derived from the literature, either in the form of encyclopedias, books, articles, scientific papers and data published by government agencies obtained from indirect sources that already exist or data obtained from documents and archives official. All data obtained from various sources, both studies documentation, transcribed in writing and this description is interpretive (Taylor & Bongdan, 2007), and data acquisition research results are analyzed qualitatively. Data analyze through qualitative, descriptive and interpretative method. It interprets through several processes from data verification, data reduction, data presentation, and the final came up with the conclusion.

3 TOURISM AND UTILIZATION OF NATURE

Tourism has very exploited the nature of the development. Nature used as an object that sold and exhibited to people as a tourist. Using nature as an object proved giving dreadful impact on wildlife, such as in Africa (Wheat, 2001) where tourism had an adverse impact on the region. The wild Kenya disrupted by the tourists who come to see the wildlife using a vehicle engine within a radius of 10–15 miles from their wildlife. Bali is overwhelmed by tourists generate a significant number of environmental issues. Ariani (2015), the invention of tourists in Kuta costs to the land and the beauty of nature. It is vital to consider the nature as the totality of ecology and the attraction for tourism. Somehow, in some part of countries and destinations, tourism development is very demanding to nature, destructive and exploiting. (Tucker & Akama, 2009), tourism is about socially damaging and a justice issue (D'Sa, 1999).

4 SUSTAINABLE TOURISM

Lane (2000), Sustainable Tourism is about balancing the triangle relationship between destination, people and the environment, and the tour package. World Tourism Organization (2010), defines sustainable tourism development as development that

meets the needs of travelers today while protecting and encouraging opportunities for the future. Lead to the management of all resources in such a way that the needs of economic, social and aesthetic fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Tourism should be developed and built based on the principle of sustainable development. Following the limitations of the United Nations to these principles.

The first principle of direct and active participation of host in tourism development. The idea of local communities involvement should be the main vocal in determining the vision for tourism development, and its primary purpose for the welfare of local people. The community engagement to the management is crucial for them to feel ownership. Local communities should be does not be a spectator.

The second principle is the need for harmonization between the needs of tourists, sites visited and the local community. Whatever the needs of visitors will be pleasant and comfortable to be in tune with the needs of the community economic empowerment. The balance deploys through an active synergy between the various elements of society in the area of the tourist destinations.

The third principle is a necessity that tourism development should involve all stakeholders and relevant parties to obtain better input. The involvement of interested parties should be able to accommodate the opinion of local community organizations, involving poor communities, involving women, related to tourism associations, and other groups in society that could potentially affect the course of development, especially for the environments.

The fourth principle is that tourism development should be able to ensure the provision of quality employment for local people and provide convenience to the local entrepreneurs in the small scale and medium enterprises.

The fifth principle is that tourism should construct to bring significant multiplier effect. It could be to ensure that tourist expenditure will be optimal in tourist destinations.

The sixth principle is the mutually beneficial cooperation between the society as a manager of a tourist attraction with the seller's agents travel package. The partnership between the two sides which synergistic build a good tourism service commitment.

The seventh principle is that tourism development should still pay attention to the continuity and sustainability of development programs for future generations. It is critical to ensure that the vision of sustainable tourism development remains consistent.

The eighth principle is tourism must grow into the principle of optimization rather than on the exploitation. This concept is a requirement that should recognize to the limit and control over the dimensions of tourism development that could threaten the sustainable use of limited resources.

The ninth principle is the need for periodic monitoring and evaluation to ensure that tourism development is still running in the concept of sustainable development. The development of the principles of management that consist of capacity management, right size of the area, the ability of certain sights, the economic capacity, social and land resource capacity. Moreover, the adoption of capacity management can extend the life cycle of tourism. The concept of conservation and preservation as well as commodification economic interests can walk along and sustainable tourism development realized.

The tenth principle is to be openness concerning the use of resources such as the water, land, and other resources that certainly not misused.

The eleventh principle is the sustainable tourism development program requires improving human resources in the form of education, training, and certification in the field of tourism expertise.

The twelfth principle is to realize the hopes and interests of all stakeholders in tourism with quality. Better standard of living, a prospective business opportunity for entrepreneurs and tourism service, quality travel experience for travelers is referring to the principles of sustainable tourism development.

5 ENVIRONMENTAL ETHICS AS MORAL RESPONSIBILITY

Environmental ethics focuses on human behavior towards nature and the relationship between the life of the universe. Environmental ethics is an approach to the environment and the importance of understanding the environment as a whole to support each other for having the same meaning and significance. The principle of environmental ethics is all forms of life has inherent value and, therefore, has the right to demand the award for dignity, the right to live and the right to develop.

Environmental ethics derived from two words: Ethics and the Environment. Ethics comes from the Greek "Ethos" which means custom or habit. There are three theories about the meaning of ethics, namely: Deontology ethics, theological ethics, and Virtue ethics. Ethics Deontology is an act in the value of a good or bad based on whether it was appropriate or not by obligation. Theology ethics is about good or bad an action based on the purpose or result of an act. Primary ethics is

a priority to the development of moral character in every person.

The environment is everything around humans that affect the sustainability of human well-being and other living beings either directly or indirectly. Environmental ethics is man's moral wisdom dealing with the environment. It is necessary that every activity should carefully consider for gaining the balanced ecosystem and well-maintained environment.

6 DEEP ECOLOGY AS AN ENVIRONMENTAL ETHICS PARADIGM FOR SUSTAINABLE TOURISM

Deep ecology is an environmental philosophy introduced by the Norwegian philosopher Arne Naess. The theory changes the perception of the human-centered anthropocentric himself into eco-centrism (Naess, 2009), where humans are part of the environment. The term deep ecology itself is used to describe the human concern towards the environment. The concern addressed by making the questions very in-depth and fundamental when people perform an action. Deep ecology is the science of technology that refers to ecological movement. Deep ecology represents the basic of human needs like love and security and fulfills the access to nature to the society.

Deep ecology does not separate humans or any of the natural environments. It sees the world, not as a collection of different objects but as a phenomenon of a network of interconnected and interdependent with each other fundamentally. Deep ecology recognizes the value of intrinsic all living creatures and humans looked no more than one strand in the web of life (Fritjof Capra, 1996). In the end, deep ecology is more to spiritual or religious awareness. It related when the concept of the human soul understood as a pattern of consciousness in which individuals feel a sense of belonging and a sense of interconnection to the cosmos as a whole. Integrated system related to deep ecology movement explained in [Figure 1](#).

It is clear that ecological awareness is spiritual in its essence in deepest. Therefore, the new view of reality based on deep ecological awareness is consistent with the perennial philosophy that comes from religious traditions, both the spirituality of the Christian mystics, Buddhist or philosophy, and cosmology underlying the Native American traditions. Two things are entirely new in deep ecology. First, humans and their interests are not a measure of everything else. Deep Ecology focuses on the entire species, including non-human species. It also does not focus on short-term issues, but the long-term. Therefore, moral principles developed

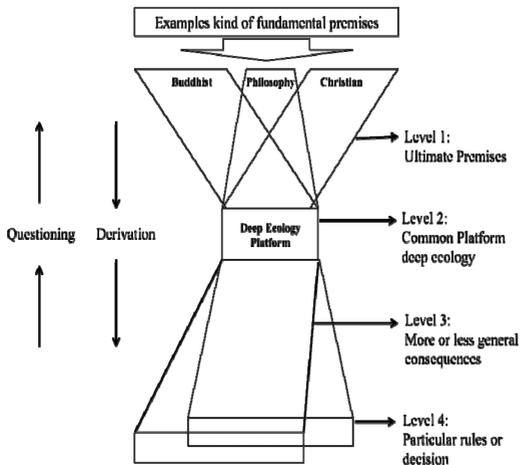


Figure 1. Deep ecology movement, (Naess, 1986).

deep ecology as concerns for the entire ecological community interests. Second, deep ecology is designed as a practical ethics. That is, the moral principles of environmental ethics should translate into concrete actions and particular implementation. Deep Ecology is a real movement based on a revolutionary shifting paradigm, i.e., a shift in perspective, values and behavior or lifestyle. Deep ecology arises due to increasing human awareness through itself with the surrounding environment. Such situations arise because people are starting to realize as a result of many damages to the surrounding environment. The same consciousness encourages the development of the concept of sustainable development. In this theory, people must pay attention to the carrying capacity of nature to meet their needs. The roots of many environmental problems sourced from the mentality of “Frontier”. It is quite deeply rooted in human civilization, even still influenced until now. Frontier Mentality is the essential or ethical attitude characterized by three basic concepts:

- a. That the world as a provider of unlimited resources for human use, and does not need to be shared with all other life forms that require it. In other words “everything always remains available continuously, and it’s all for us humans”. Part of this concept, there is also the notion that the earth has an infinite capacity to receive and process contamination.
- b. That man is apart from nature and is not a part of nature itself.
- c. That life sees as something that must subdue. Technology is a powerful tool for humans to conquer nature, and also the answer to many problems of conflict between human society and nature.

The frontier mentality has mastered the human mind and behavior long enough, even still dominates the mindset or paradigm of modern society. Today is not only given environmental problems but also to solve environmental problems. The frontier mentality strongly influenced the mindset, decision-making, the goals and expectations of the individual and society, even as a justification of each of our actions. The frontier mentality focuses on:

- a. Earth is a bank for the unlimited resource.
- b. When the supply of resources has run out people, have right to move to another place.
- c. Life gets better when we continue to be able to add our material wellbeing.
- d. The price paid for each effort is the use of material, energy and labor.
- e. Nature is for subdued.
- f. Law and new technologies will solve the environmental problems we face.
- g. We are higher than life; we are separate from nature and superior to nature.
- h. Waste is something should accept from any human endeavor.

Chiras (1992), ethics in today’s modern society is the Ethics of Sustainability. It expresses the underlying assumption that:

- a. The earth is a source of supply has limits.
- b. Recycling and use of resources will prevent running out of resource stocks.
- c. The value of life does not count by an amount of money in the bank.
- d. The price of the business is not just the use of energy, labor, and material but more to the external costs, such as the degree of environmental degradation and deterioration of human health.
- e. We must understand and cooperate with nature.
- f. The individual effort in overcoming a very pressing problem must occupy with a strong legal and appropriate technologies.
- g. We are part of nature; we ruled by the laws of nature. Therefore, we are not stronger than nature.
- h. Waste is unable tolerated, so any waste must have a use value.

7 CONCLUSION

Deep Ecology as an ethical paradigm in sustainable tourism sees as a link to express the philosophical reflections of Kant on ethics. It is not based on empirical experiences, like profit and loss, but more to the principle of intellect, so that the entire argument can be rational accountability. (Kant, 2015), added that the moral value of an action only appears if the action takes for the sake of real obligation. The moral value of an act lies in the

implementation of the obligations. Thus, the basis of all human action is a moral duty to itself. We shall do everything that is of value to us. Therefore, a proper action is not only to meet the obligation but also the realization of values, which is also at the core of the moral action. Values determine what is good for us, and what we should do.

Ethical thinking is different from most others in the field of ethics. It did not question the moral principles or attempts to provide guidance setting human behavior, but rather tries to show that humans, in all forms of appreciation and his attitudes, driven by some ethical impulses, i.e., responsibility towards each other and environment. The responsibility was weighing on us every time we deal with others and responsibility for their environment. We can resist the egoism that is just a more powerful appeal. It happens when we are willing to open the eyes to look around in a fair and positive. The appeal is the appeal of "Good" where it uses as the realization of a global ethic based on sincerity, honesty, and tolerance.

From all the ethical thinking, if it associated with the development of nature tourism as application management, ethics seems all man-centered. All that exists outside of man regarded as an object for the satisfaction of human needs. As one way out of the problems, ethics offers practical principles that care about the environment in which people are not deemed central role, anthropocentric, but humans have a natural synergy with eco-centric approaches. Such ethics referred to as Deep ecology. This principle based on an environment that is "sustainable ethics" about how humans view nature as a dwelling house to be rescued and preserved as possible for the need of sustainability and the continuity of human life, nature, and the environment. Reflects from the study of the deep ecology of thought and its relation to tourism, it concluded that the ecological paradigm by putting forward the concept of deep ecology is a vital point in the development of sustainable tourism. It discussed the importance of human with nature and the importance of integration of man and nature.

It shall not look at nature as an object in itself but also as a bond of mutual synergy that sustains human life. Ecological paradigms are crucial in the development of sustainable tourism that emphasizes a continuity of life in the ecological environment of harmony as well as for the preservation of and responsibility for the environment.

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Preferences to visit green destination in Indonesia from a stakeholder's perspective

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ABSTRACT: Tourism offer high economic benefits for Indonesia, but at the same time it can cause a decline in environmental conditions. Extensive travel using transportation vehicles and human interaction with nature can damage local ecosystems and contribute to global climate change. Nowadays, more and more stakeholder in tourism are concerned about environmental issues and they often search for a green tourist destination. The tourism stakeholder has proactive efforts to address important issues such as carbon emissions, biodiversity, conservation, waste management, and water supply. They have notice that tourists preferences about what activities they will do during their vacation, preference on transportation and lodgings. Green tourism has not been well promoted to international tourist compared to other countries. The purpose of this research is to describe the preferences to visit green destinations in Indonesia. The study is descriptive type of research and has conducted an FGD on green tourism stakeholders. The results showed stakeholders viewed tourists to have preference for green tourism destination in Indonesia.

Keywords: green destination, stakeholder, preferences

1 INTRODUCTION

Tourism is a major contributor to world economic growth. Every day tourists spent more than U.S. \$2 billion for the travel and tourism industry provides benefits for 10.7 percent of world GDP. In addition the industry employs more than 260 million people. Although tourism offer high economic benefits, but at the same time a decline in environmental conditions on Earth occurred. Air travel and human interaction with nature can damage local ecosystems and contributing to global climate change. Environmental degradation and climate change have the potential to interfere with the activity in the tourism industry. Example: rising sea levels, increasing the amount of barren land and other effects of climate change have the potential to damage or destroy the very tourism environment that tourists seek after.

Sustainable tourism management is part of the environmental sustainability. The concept of green tourism appeared along with the increasing awareness of the tourism industry and consumers about

the importance of environmental preservation. Nowadays, more and more tourists are concerned about environmental issues and they searched for a green tourist destination. They took proactive efforts to address important issues such as carbon emissions, biodiversity conservation, waste management, and water supply. A 2005 survey by Devon County Council in the UK found that 54 percent of respondents considered environmental issues to be a major consideration when booking a trip and 82 percent are willing to pay more for green services and products. In Indonesia, activities to preserve the environment have begun to be practiced in the tourism industry.

Indonesia relies heavily on the richness and beauty of the country's natural environment, in which it becomes a commodity utilized for tourism. Conflict amongst utilization of the economic value in natural resources has led to the destruction of nature that is detrimental to tourism in Indonesia. In addition, there are many tourism behaviors and practice that are not in favor of the environment preservation, even though the environment needs

to be maintained if the tourism industry wants to survive for the long term. Tourism have a growing impact on the earth in the form of transportation that can damage the environment, polluting the air, draining valuable resources, and emit gases that contribute to global warming. As awareness about the threat of climate change grows, there is an increasing demand for green destination. This is a form of global consciousness to address climate change, where tourists-especially from Western Europe, demands tourism industry attention to maintain a sustainable environment. The tourist destination management all over the world recognize the importance of maintaining a sustainable environment is an effort to remain competitive in the business world tourism.

Increased awareness of stakeholders and the public about green initiatives (green initiatives) continues to increase, so was born the concept of sustainable tourism or green tourism is called today. Green tourism itself is a term used by UNWTO at the high level conference in 2012 in Chiang Mai, Thailand to discuss some of the challenges and opportunities faced by the world tourism industry. Some challenges facing the tourism industry world is in the transport sector (air, land, sea, and air) that has a dependency on the resources of non-renewable energy (petroleum), thus contributing 5 percent of global greenhouse gas emissions. Issues concerning water consumption, waste management, biodiversity loss and the effective management of cultural and natural heritage of the area-all related to green tourism industry (UNEP, 2011).

Tourism became a lifestyle people now have all around the world, so the world tourism industry needs to create a solution to overcome the problems above. An approach created to solve the problem is to change the operations/practices of the tourism industry. Green tourism is part of the green economy sector, which is currently being developed in the world, as part of sustainable development. The term green tourism itself evolved which is called Ecotourism beginnings evolved into Alternative tourism, Community-based tourism, Sustainable tourism and Responsible tourism. Ecotourism term first appeared in the 1983 academic book. Furthermore the term evolved, where there are 4,071 research and academic papers on the topic and most use the terminology sustainable tourism (Chon, 2006).

Indonesia has signed the international agreements to reduce greenhouse gases to 26% by 2020. The impact of signing the agreement is the government's policies and programs require all industries to contribute in decreasing the GHG's emission, including the tourism industry. The development of green tourism in Indonesia is still low compared

to ASEAN countries. Government and tourism industry have not developed a clear roadmap on green tourism development including a list of providers and green tourism destinations that have been as a certified green tourism destination internationally.

2 CONCEPT AND THEORIES

Green tourism is part of the green economy sector, which is currently being developed in the world, as part of sustainable development. The term green tourism itself evolved which is called Ecotourism in the beginning and evolved into Alternative tourism, Community-based tourism, Sustainable tourism and Responsible tourism. Ecotourism term first appeared in the 1983 academic book.

According to Page and Connell (2006) the term sustainable tourism is often associated with rural areas where there is interaction between the tourists and the natural environment. Hence, came along the term green tourism, a greater emphasis on the use and conservation of natural resources. In 1990 in the UK appear first green tourism conference in Leeds by English Tourist Board discussed the tourism that respects the environment and local communities. Cycling, walking, staying in accommodation owned by local people, eat local food and observe the local plants and animal are tourist activities that is recommended by marketers green tourism at that time. The term green tourism and sustainable tourism by UNWTO is often used interchangeably.

Green Tourism is sustainable tourism defined as *tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-on component.* (UNWTO).

According to Chon (2006) there are two main factors which led to green tourism is the attitude of conscious consumption; is the latest consumer trends and increasing tourism and responsible development of Corporate Social Responsibility (CSR) world tourism industry. Voluntarism is to provide opportunities for community-based tourism activities in the future. The development green tourism concept is inseparable from the development of the consumer as well as tourists in the tourism industry in the world (Page and Connell, 2006).

In the past, tourism industry emphasizes more on mass consumption/ production, and marketing of these products are standardized. Consumers consume limited number of tourism products

but in mass. At this millennium consumer shift occurred in which consumers have more awareness on the environment, they want products that are individualized, culturally sensitive and have an adventurous spirit. Tourists' behavior is an important variable in green tourism. They need to be informed and educated in such a way to understand and act responsibly towards the environment, local cultures and communities.

Recently, however, researchers have begun looking past these standard factors into more insightful measures of traveler preferences and motivations. This is in response to the fact that tourists are becoming increasingly demanding and selective about their holiday travel, which, in turn, is leading to an increasingly competitive tourism market (European Travel Commission, 2006). Preference data provides details beyond personal characteristics or trip purposes, such as what a traveler looks for on a trip, their motivations for taking a trip, and prior expectations and experiences. These methods attempt to capture the part of a traveler's personality that Beerli *et al.* (2007) describe as the "inherent desires for leisure travel that control where and how often an individual will travel". Researchers and practitioners are incorporating such preferences into their studies on tourism demand in various ways, including by considering stated motivation factors, prior travel experiences, and ranking preference scales.

Holiday travel preferences and perceptions can also be extracted from prior travel experiences (Beerli and Martin, 2004) For instance, traveler loyalty, or the number of times an individual returns to the same destination, can reveal a considerable amount about the inherent preferences of that traveler (Castro, 2007). In fact, it is quite common for the more experienced travelers to become extremely loyal to certain destinations. Lehto *et al.* (2004) determined that prior travel experience, in the form of types of holidays, activities pursued during holidays, frequencies of holidays, lengths of holidays, and interactions across these factors, was a significant predictor of future holiday activity participation and expenditures.

Generally, the concept of 'green tourism' can be associated with 'green consumerism', which can be defined as 'individuals looking to protect themselves and their world through the power of their purchasing decisions. In their efforts to protect themselves and their world, they are analyzing products for environmental safety Ottman *et al.* (2002). 'Green tourists' would prefer to purchase travel products they perceive do not harm the environment. It's another issue as to whether they actually practice that (a) on route to a destination courtesy of a long haul international flights with green-house gas emissions, depletion of finite

energy resources, noise pollution at airports that do not have effective noise abatement practices such as late night/early morning curfews on flights over residential areas etc. and (b) within the destination when they use fossil fuel powered transportation, dine on imported foods and drinks, have air-conditioning running most times of the day, do not turn off lights, TV, air conditioning, and during the periods they are not using their rooms etc.

3 RESEARCH METHODOLOGY

This study employs qualitative analysis, with data collection for secondary data a desk study was carried out and primary data through focus group discussion. Concerning qualitative analysis, the total population is green tourism stakeholders. The total sample size is 5 stakeholders at 10 green destinations in Indonesia, namely in the island of Java and Bali. The sampling method is purposive. Concerning qualitative analysis, stakeholders were selected from entrepreneurs, government officers, community leaders, and tourists. The focus-group technique was employed in this study. Qualitative analysis is the appropriate method to apply when analyzing tourism preference. Stakeholders were interviewed using the focus-group technique. The respondents were able to answer more than one answer for each attributes. The attributes where on tourists characteristics, motivation to visit, source of information for destination, lodgings, activities conducted by tourists and

4 RESULT AND DISCUSSION

Tourists characteristics of a green destination where inquired to stakeholders including age, education, income, and place of residence. The result of all respondents stated that the majority of tourists were female 60% in the age between 20–34 years old. They were single (85%) and had lower than bachelor degrees (65%). Most of them were students (58%) and 65% budget allocation for vacation was about USD 1,000. The respondents said their destination's tourists came mostly from Malaysia and Singapore. Other countries that have been visited in the past by tourists is Malaysia, Indonesia, Thailand and Singapore. Followed by Japan, Philippine, South Korea and Hong Kong. Only few have visited Australia, India and Macau.

The main motivation for tourists visiting green destination in Indonesia according to the stakeholder is to see new things. A large number of tourists also have a motive to understanding different cultures (54%) and look for adventure (26%) and get away from their routine work (31%).

Stakeholders view that tourists take into account several consideration/determining factor in making holiday vacation. The result was according to stakeholders most tourists chose budget as a determining factor (71%), the recommendation of friends, friends (69%). Some respondents also consider the complete information about tourist destinations (43%) and terrorism issues (26%).

The source of the information obtained for vacation is through travel company websites (75%) according to stakeholder. Then next tourists often utilized the social media (66%) and the source of information used by most travelers came from friends and family. Stakeholders stated that tourists now prefer to organize trips by themselves with a percentage of 63%, and regularly selected tour travelers next to friends/family 33%, and the last travelers rarely choose a travel agent (4%) to organize tourist trips.

According to stakeholders most tourists in their destination preferred an ecological lodge by the beach or rainforest (70%), while others prefer a bed and breakfast in the city. travelers preferred local freshly prepared food than fast food, and would rather drink from a glass than plastic bottle. The stakeholder have noticed that tourist have already adopt a green lifestyle, where they want fresh food and try to reduce the amount of litter, by not buying bottle mineral water.

Activities in the beach is one of the main activities conducted by tourists that visit green destination in Indonesia. It can be seen from the percentages that tourist prefer activities such as swimming, diving, snorkeling and etc all considered beach activities (41%), next seeing historical sites became the activities they often do when visiting Indonesia (11%). Outdoor nature activities such as hiking and bushwalking, cycling, bird watching and etc. are also activities that are preferred by tourist.

5 CONCLUSION AND RECOMMENDATION

It can be concluded that stakeholders' viewed tourist consumer behavior is mainly driven by motivation toward the destination. The stakeholder recognized tourists have preference to visit countries that have green tourism destinations, such as Indonesia. However, they also found that international tourists do not have enough information about the many beautiful attractions to be found in Indonesia. Additionally, management organization of green destination should maintain cleanliness and conserve its famous natural attractions to attract more international tourists.

The ability to generalize the findings is limited since this study was conducted with limited number

of respondents and did not specify the destinations in Indonesia. Future research can investigate the effects of factors such as value, brand personality, and so on. Finally, to gain more information on tourist consumer behavior from the perspective of stakeholders, it is appropriate to study with more sample and variables over time.

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Ecotourism and suitability evaluation of the Mount Salak Resort II in the Halimun-Salak National Park

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ABSTRACT: The Mount Salak Resort II in the National Park of Halimun-Salak Mountains has some potential of natural resources that can be utilized for ecotourism destination. The ecotourism area development requires an analysis of land suitability. This study aims to obtain land suitability for the development of ecotourism destination area. The parameters used to assess the land suitability include the national park zoning, erosion hazard, accessibility analysis, land use, and climate analysis. Ratings of assessment cover weighting and scoring all parameters. It is based on the relative contribution of each parameter (potential magnitude) for on the conformity for ecotourism destination area. Based on the assessment results of ecotourism conformity index, there are three classes of land suitability classification for tourism development. They are (1) suitable (305 ha), (2) limited-suitable (1,319 ha) and (3) unsuitable (3 ha). The suitable area lies on the used zone and special zone, less than 100 meters from the main road. The limited-suitable area lies on the rehabilitation zone and special zone, about 100–300 meters from the main road. The unsuitable area covers the waterfall estuary area.

Keywords: ecotourism, land suitability, geographic information system, Mount Salak Resort II

1 INTRODUCTION

Ecotourism is a model of tourism development that respects the rules of nature to implement the development programs and conservation in an integrated manner between the conservation of natural resources with community economic development in a sustainable manner (Choy, 1997; Fandelli, 2000; Buchsbaum, 2004; Gunn, 1994; Avenzora, 2008). According to the government regulations issue in 1996, the nature tourism activities in protected areas directed towards the potential utilization of natural attractions with due regard to the principle of balance between the interests of the utilization and conservation of nature. The International Ecotourism Society (TIES) states that ecotourism is “Responsible travel to the nature areas that conserves the environment and sustains the well-being of local people” (TIES, 2002).

The Halimun-Salak National Park (THSNP) as a nature conservation area which has the potential Object of Natural Attractions (ONA) requires plans that can give you an idea of how tourism and matters relating to the management of ecotourism for the future. THSNP has an unspoiled ecosystem representation. It has undergone degradation, modification and or assisted. It has unique natural communities, rare, and beautiful landscape and natural potential that can be used as ONA.

More detailed researches on the potential value of ONA have never been done in research location. It is necessary for the study and assessment of the suitability classification of existing potentials. The results of the study and the assessment can be used in preparing the planning alternatives of ecotourism destination area in THSNP.

This study aims to obtain land suitability classification for the development of ecotourism destination area in the Mount Salak Resort II, by using Geographic Information Systems (GIS). The Stage of research activities is limited to the analysis of land suitability classification.

2 METHODOLOGY

The research location is in Mount Salak Resort II, Bogor of West Java, Indonesia (Fig. 1). The study was conducted from December 2015 to March 2016.

This study used a descriptive quantitative approach. The data collected is primary data relating to the analysis of national park zoning, erosion hazard index, accessibility, land use and climate. The analysis is done by using Geographic Information Systems (GIS), it was used to obtain the land suitability classification. In determining the level of suitability of land for tourism using the

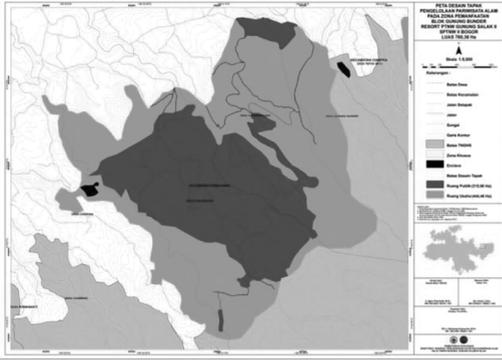


Figure 1. Location Research.

scoring method and some parameters and using techniques overlying stratified (Pareta, 2013). One of the major characteristics of GIS is the capability to integrate heterogeneous datasets in a unique framework that leads to the performance of multi-criteria analysis (Dawod, 2013; Akten, 2013; Gallego, Achkar, and Conde, 2012). Furthermore, the calculation of the feasibility level by giving weight to each parameter measured by the results of the literature study and information from experts and the observations in the field. Adopting techniques land suitability analysis techniques developed by FAO (1976). Land suitability assessment procedures level includes two methods: (1) Compliance Matrix and (2) Weighting. In this method, each variable/criteria for determination of suitability rated space are divided into several classes, which are defined as follows:

- a. Class S1 or Highly Suitable is the land does not have the means or the limiting significant factor to users on an ongoing basis, or limiting factors are minor and will not affect the land productivity significantly.
- b. Class S2 or Fairly Appropriate is the land has a limiting factor and it will affect the productivity. Thus, requires additional inputs. The limiting factor can usually be overcome by the farmers themselves.
- c. Class S3 or Marginally Suitable is the land has a very heavy barrier and these limiting factors will greatly affect the productivity, it requires additional input more than on land classified as S2. To overcome the limiting factor on S3, it requires high capital, so the need for the government assistance or private parties, (Sys *et al*, 1993 in Saragih, 2007).
- d. Class N is Land Unsuitable because it has a very severe limiting factor and or difficult to overcome

Weighting to get the variables is qualitative. Variable suitability is given a weight, which is

determined by the contribution or role. The scoring method is by using weighting (Fauzi, Rusliadi, and Efizon, 2008). Parameters that have a major role will get the bigger value of the parameters that do not have a great impact. For different factors, the weighting of each parameter is also different. The total number of all weighting parameter is 100.

Values presented in the form of land suitability (%) divided into three categories:

1. Highly Suitable (S1): 83–100%
2. Fairly Appropriate (S2): 50 – < 83%
3. Marginally Suitable (S3): 17 – < 50%
4. Unsuitable (N): < 17%

Categories are then used to determine the suitability of the land for the development of ecotourism destination area (Yulianda 2007 in Arip *et al.*, 2013). The smaller the limiting factor and the chances of success of the land, the greater the value. The formula used to travel suitability (Yulianda, 2007) are as follows:

$$TSI = \sum_{i=0}^n \left(\frac{N_i}{N_{max}} \right) \times 100$$

where TSI = tourism suitability index; N_i = parameter value to i (weight \times score); N_{maks} = maximum value of a travel category; i = parameter suitability; and n = number of parameters.

3 RESULT

3.1 General conditions

The Mount Salak Resort II is part of the region of Mount Salak, an area managed by The Center of Halimun-Salak National Park (TCHSNP). Through the Ministry of Forestry Decree No. 175/Kpts II/2003 dated June 10, 2003, this area included as part of the extension area of THSNP.

The region of located at: longitude 106° 36' 30"–106° 45' 55" E and latitude 6° 31' 0"–6° 47' 15" N. Total area is 760.36 ha. This research is administrative area in Pamijahan condemnation passed by three major rivers namely Cikuluwung River tipped in Ratu Creater, Cigamea River is tipped from the buffer area of the foot of Mount Salak, and Ciapus River.

To reach the area there are several possible achievements/access can be developed:

- a. Visitors from the West (Tangerang, West Jakarta, and Leuwiliang) can be through: Leuwiliang—Cemplang—Mount Salak Resort II.
- b. Visitors from the North (Jakarta, Depok, and Bogor) can be through Dramaga—Cibatok—Resort.

- c. Visitors from the East (Bogor, Bekasi, Cianjur) can be through: City of Bogor—Dramaga—Cibatok—Mount Salak Resort II.
- d. Visitors from the south (Bogor, Sukabumi) can be through: Kota Bogor—Taman Sari-Mount of Bunder—Mount Salak Resort II.
- e. Visitors from the south (Cidahu, Sukabumi) can be through: Cidahu—Ciasihan-Ratu Creater—Mount Salak Resort II.

Assessing from the way of the status paths to reach this location is divided into three groups, namely: Jakarta-Parung-Semplak-Ciampeas the Provincial Road. Ciampea-Cibungbulang-Pamijahan is the District Road. Cibungbulan-Pamijahan-Central is the Sub District of the Village Road (Figure 2).

In the Mount Salak Resort II, spread some attractions, which are still running. These objects are 1) Hot Springs; 2) Curug Cigamea; 3) Curug Ngumpet; 4) Curug Seribu; 5) Curug Pangeran; 6) Curug Muara; 7) Curug Cihurang; 8) Kawah Ratu; 9) Campgrounds; 10) Curug Kondang; 11) Curug Alami. The distribution of these attractions can be seen in Figure 3.

3.2 Zoning analysis

Zoning analysis in Mount Salak Resort II sourced from the analysis conducted by TCHSN. Developed zone in the region is divided into Utilization Zone, Special Zone, Rehabilitation Zone, and Enclave Zone (BTNGHS, 2012) (Figure 4).

3.3 Erosion hazard analysis

The Erosion Hazard Index (EHI) is dominated by a relatively low hazard index (Figure 5), it reached

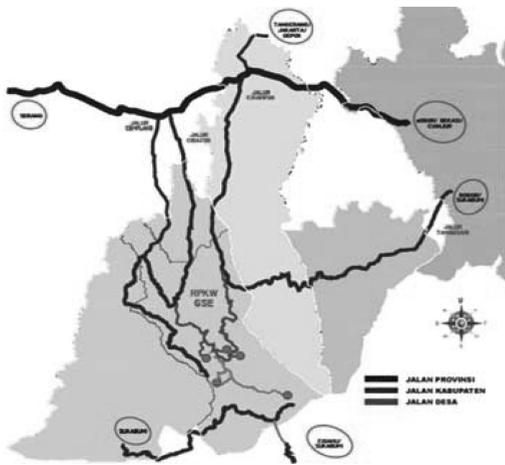


Figure 2. Accessibility and class of road to the of mount salak resort II.

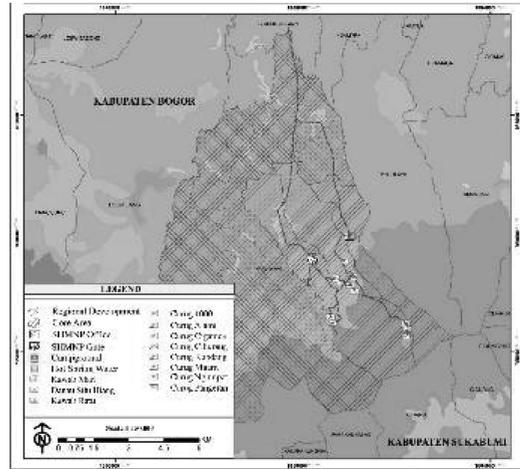


Figure 3. Location of tourist attractions in research location.

697 hectares (64.2% of the total area). The high erosion hazard index has the second largest area that reached 235 hectares (21.6% of the total area). Meanwhile for erosion hazard index was very high and each was 134 hectares (12.3% of the total area) and 20 hectares (1.8% of the total area).

The low index of erosion is caused by the dominance of forests and plantations land cover. While the index of erosion hazard is high to very high are in the form of settlements, paddy fields, and fields. Forested land cover and canopy density plantations are denser than the other land, so as to withstand the magnitude of the impact of rain falling to the ground and minimize the damage to the soil structure which can lead to erosion. Almost all of the attractions of the region in Erosion Hazard Index is low to moderate (Curug Seribu, Curug Cigamea, Curug Ngumpet, Curug Pangeran, Curug Muara, Curug Cihurang, Curug Alami and Pemandian Air Panas). The only attractions that are at high EHI are Campgrounds. This happens because of the attractions are in 8–15%, while the Caravan is located on the land cover in the form of farm fields and a small portion of slope grade >30%.

3.4 Accessibility analysis

Accessibility is a concept that combines regulation of land use geographically with the transportation network connecting system. Visitors can reach the tourist area through various channels (Figure 6), namely:

- a. Bogor-Ciapus-Taman Sari-Tenjolaya-Mount of Bunder-Gate Resort Area of Salak Mount II;
- b. Bogor-Cikampak-Darmaga-Mount of Bunder-Gate Resort Area of Salak Mount II;

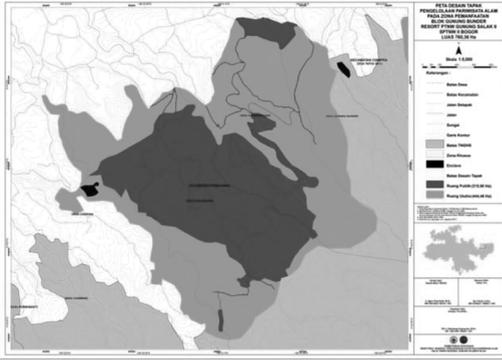


Figure 4. Zoning analysis in mount salak resort II.

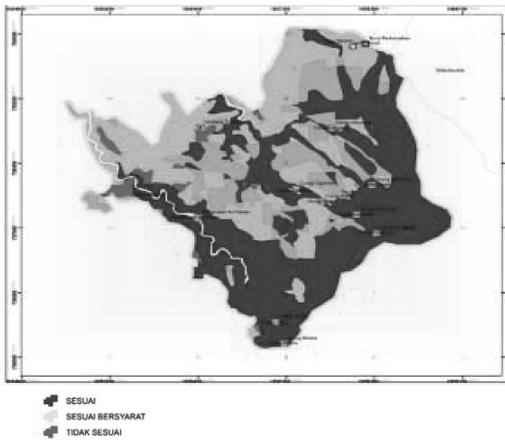


Figure 5. Erosion index in mount salak resort II.

- c. Bogor-Cibatok Darmaga-Cibening-Pamijahan-Gate II;
- d. Darmaga Bogor-Bland-Pamijahan-Gate II;
- e. Bogor-Darmaga-Cibatok-Cibening-Segog-Mount of Bunder-Gate Resort Salak Mount II;
- f. Bogor-Cikampak-Darmaga-Segog-Cibening—Pamijahan-Gate II;
- g. Leuwiliang Cemplang-Pamijahan-Gate II;
- h. Cibatok-Leuwiliang-Cibening-Pamijahan-Gate II;
- i. Parung-Leuwiliang-Cemplang-Pamijahan-Gate II;
- j. Parung-Leuwiliang-Cibatok-Cibening-Pamijahan-Gate II;
- k. Jakarta-Cibinong-Bogor-Yasmin-Darmaga-Cikampak-Mount of Bunder-Gate Resort Area of Salak Mount II.;
- l. Jakarta-Cibinong-Bogor-Yasmin-Darmaga-Cibatok-CibeningPamijahan-Gate II;

- m. Jakarta-Cibinong-Bogor-Yasmin-Darmaga-Cemplang-Pamijahan-Gate II;
- n. Jakarta-Jagorawi-Bogor-Empang-Ciapus-Taman Sari—Tenjolaya-Mount of Bunder-Resort of Salak Mount II.

While the distance from the gate to the respective tourist object can be seen in Table 1. The distance and travel time from the districts in Bogor to the region can be seen in Table 2.

3.5 Land use analysis

The analysis of land use is done through by processing of Landsat imagery in 2015 and be based on a classification based map RBI issued by the Agency for Geographic Information. Methods and algorithms that used are the maximum likelihood and index calculation. Interpretation of Landsat imagery generate the classes of land use, consisting of forests, settlements, plantations, paddy fields, farms, rivers and bushes (Figure 7). The area and percentage of land use in the study area can be seen in Table 3.

3.6 Land suitability evaluation

Ecotourism suitability index calculations consider parameters of national park zoning, the index of erosion hazard, climate, accessibility, land use patterns (Table 4, 5, 6, 7, and 8). Zarkesh *et al.* (2011) states, in recent years, multiple criteria decision-making models have been entered in the field of ecological land evaluation studies significantly.

The Attractions include the suitable classification are campgrounds, Curug Alami, and Curug

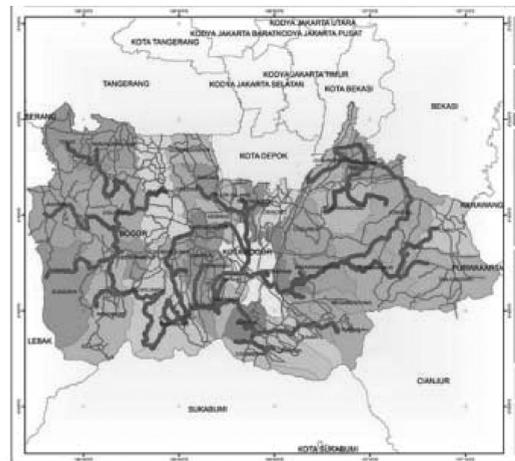


Figure 6. Best route to the mount salak resort II.

Table 1. Distance from the gate to object.

No.	Object	The distance from gate to the area (m)	Size Object (ha)
1	Pemandian air panas	404	0.719918
2	Curug Cigamea	410	0.442131
3	Curug Kondang	243	0.033039
4	Curug Alami	218	0.010225
5	Curug Pangeran	256	0.041065
6	Curug Ngumpet	69	0.021013
7	Curug Cihurang	185	0.100413
8	Curug Muara	867	0.121262
9	Curug Seribu	1294	0.083196
10	Camping Ground	75	0.167236
11	Kawah Ratu	3776	8.374262

Table 2. Distance and travel time from the districts in Bogor to the Mount Salak Resort II.

No	From The Districts	Via Gate	The Mileage (Km)	Travel Time (hours)	
				By Motor Cycle	By Car
1	Subdistrik of Demaga	Cibadak	13.59	0.20	0.25
2	Subdistrik of Cibungkilang	Cibadak	14.00	0.22	0.25
3	Subdistrik of Tembung	Cibadak	14.48	0.22	0.26
4	Subdistrik of Pamujan	Cibadak	7.38	0.11	0.13
5	Subdistrik of Ciampun	Cibadak	15.88	0.24	0.29
6	Subdistrik of Cimaes	Cibadak	19.78	0.30	0.36
7	Subdistrik of Cijaku	Cibadak	26.67	0.41	0.48
8	Subdistrik of Cigombong	Cibadak	28.41	0.44	0.52
9	Subdistrik of Salak	Cibadak	27.78	0.46	0.54
10	Subdistrik of Bojeng Gede	Cibadak	40.35	0.62	0.74
11	Subdistrik of Mangamajang	Cibadak	40.56	0.62	0.74
12	Subdistrik of Baitan Mladang	Cibadak	44.04	0.68	0.80
13	Subdistrik of Tegal Mladang	Cibadak	44.52	0.68	0.81
14	Subdistrik of Lembang	Cibadak	50.01	0.77	0.91
15	Subdistrik of Sukamulawar	Cibadak	56.05	0.86	1.02
16	Subdistrik of Nanggung	Cibadak	64.19	0.99	1.17
17	Subdistrik of Lembang	Cibadak	66.62	1.02	1.21
18	Subdistrik of Cimaes	Cibadak	91.44	1.41	1.66
19	Subdistrik of Gunung Ratu	Cibadak	105.71	1.63	1.92
20	Subdistrik of Pungur Panjang	Cibadak	109.12	1.68	1.98
21	Subdistrik of Tenje	Cibadak	114.84	1.77	2.09
22	Subdistrik of Cibungga	Cibadak	115.00	1.77	2.09
23	Subdistrik of Kujang Nanggung	Cibadak	126.70	1.95	2.30
24	Subdistrik of Jenggol	Cibadak	132.19	2.03	2.40
25	Subdistrik of Ciampun	Cibadak	35.41	0.54	0.64
26	Subdistrik of Cimaes	Cibadak	37.56	0.58	0.68
27	Subdistrik of Cimaes	Cibadak	50.13	0.75	0.91
28	Subdistrik of Tanjung Sari	Cibadak	99.89	1.54	1.82
29	Subdistrik of Puncu Buegar	Cibadak	24.22	0.37	0.44
30	Subdistrik of Rumpin	Cibadak	94.06	1.45	1.71
31	Subdistrik of Puncu Numpang	Cibadak	99.18	1.53	1.80
32	Subdistrik of Pungur	Cibadak	52.80	0.80	0.95
33	Subdistrik of Ciampun	Cibadak	42.49	0.65	0.77
34	Subdistrik of Komang	Cibadak	37.35	0.58	0.68
35	Subdistrik of Cigugur	Cibadak	78.83	1.21	1.43
36	Subdistrik of Iteung	Cibadak	69.10	1.01	1.18
37	Subdistrik of Sukarejo	Cibadak	82.28	1.27	1.50

Ngumpet. This class has land frontiers rather large to maintain a level of development that should be applied. Delimiter will reduce the activity and profitability and enhance the required inputs. Attractions that are in the suitable classification is in used zones and special zones, and the distance from the road to the object is less than 100 meters.

Objects that are in the limited suitable classification is an attraction in Curug Cigamea, Curug Pangeran, Curug Cihurang, Pemandian Air Panas, and Curug Kondang. The land has a greater barrier to maintain the level of the development that should be applied. Delimiter will reduce travel activity or profit. Attractions that are in the limited suitable classification is conditional on the rehabilitation zone and special zone, and the distance from the road to the object of 100–300 meters. Erosion Index is high so that some of these parameters limit the ecotourism development in the Mount Salak Resort II. Land or the environment will be damaged if the used area exceeds the development. Curug Muara is the only attraction

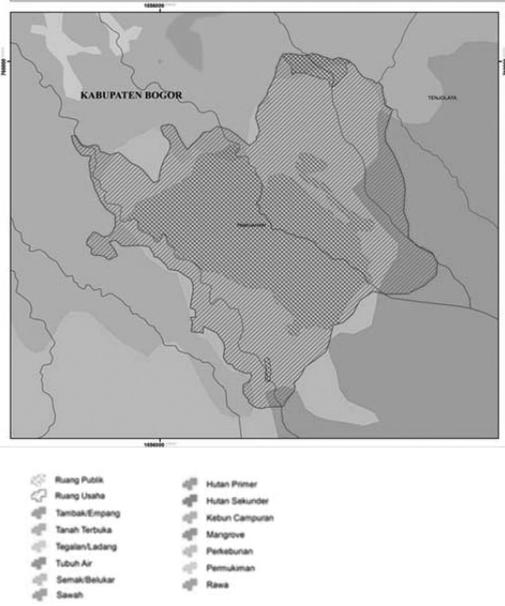


Figure 7. Land use analysis.

Table 3. The area of land use.

Land use classification	Area	
	Ha	%
Forests	5130,7	21,5
Farms	1082,4	4,5
Settlements	2370,4	9,9
Plantations	4157,5	17,4
Paddy fields	7966,0	33,3
Bushes	3007,0	12,6
Rivers	201,8	0,8
Total	23915,8	100,0

that includes the unsuitable classification. This class of land has a permanent barrier which prevents any possibility of land use of sustainable travel in the long term.

Based on the evaluation of land suitability classification index for the development of ecotourism in the Mount Salak Resort II, then produced three classes of land suitability classification which are suitable (305 ha), limited suitable (1319 ha) and unsuitable (3 ha). The existence of a tourist attraction that has developed in THSNP necessary to do an evaluation related to the suitability of the land for the ecotourism development. The GIS can be used as a basis for evaluating the suitability of

Table 4. The normalized order of parameter ecotourism suitability and weight calculation results.

Parameter suitability of ecotourism	Order (rj)	(n - rj + 1)	Weighting
National park zone	1	5	0.33
Index of erosion	2	4	0.27
Climate	3	3	0.20
Accessibility	4	2	0.13
Land use patterns	5	1	0.07

Table 5. The national park zoning parameters.

Zone	Score	Weighting	Value
Utilization zone	4	0.33	1.32
Special zone	3	0.33	0.99
Rehabilitation zone	2	0.33	0.66
Enclave zone	1	0.33	0.33

Table 6. The erosion hazard index parameters.

Erosion hazard index	Score	Weighting	Value
Very high	4	0.27	1.08
High	3	0.27	0.81
Moderate	2	0.27	0.54
Low	1	0.27	0.27

Table 7. The accessibility parameters.

The distance of object from the road	Score	Weighting	Value
100 Meter	4	0.13	0.52
100–200 Meter	3	0.13	0.39
200–300 Meter	2	0.13	0.26
>300 Meter	1	0.13	0.13

Table 8. The land use patterns parameters.

Land Use Pattern	Score	Weighting	Value
Forest	6	0.07	0.42
Plantation	5	0.07	0.35
Shrubs	4	0.07	0.28
Field	3	0.07	0.21
Paddy Field	2	0.07	0.14
Settlement	1	0.07	0.07

other areas for ecotourism (Bunruamkaew and Murayama, 2012). These integrated approaches cover complex and universal issues such as sustainable ecotourism, biodiversity conservation

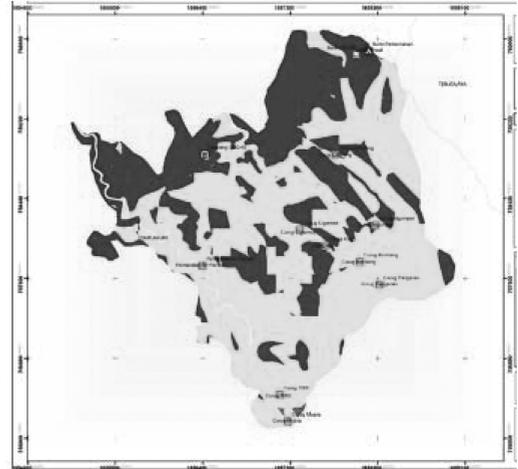


Figure 8. Land suitability classification for area development ecotourism in the mount salakII resort.

and protected area management. The assessment results can be seen in Figure 8.

4 CONCLUSION

The Mount Salak Resort II has excellent natural resources for the development of ecotourism activities. Based on the parameters used to assess land suitability classification, namely national park zoning, erosion hazard index, accessibility, land use and climate, so he found three (3) classification of land suitability for ecotourism development area: suitable (305 ha), limited suitable (1319 ha) and unsuitable (3 ha). The zone that goes into the suitable classification is the utilization zone and special zone, with attractions such as camping ground, *Curug Alami*, and *Curug Ngumpet*. Zone that goes into the limited suitable classification is rehabilitation zone and special zone, with sights *Curug Cigamea*, *Curug Pangeran*, *Curug Cihurang*, *Pemandian Air Panas*, and *Curug Kondang*. The zones included in the limited suitable classification need of protection and rehabilitation. These zones are restricted by humans because the condition of the natural resources that are susceptible to change. The Attractions object includes the classification unsuitable only *Curug Muara*. This zone cannot be used for human activities because of the condition of the natural resources that are vulnerable to changes. In this case, an ecotourism activity undertaken by humans is only allowed in the area camping ground, *Curug Alami* and *Curug Ngumpet*. Activities undertaken in areas which are in the appropriate suitable classification is limited, can be performed with a capacity of ecotourism-limited number of visitors.

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The potential of mount trekking based ecotourism at Tangkuban Perahu natural tourism park

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ABSTRACT: This article aims to describe the potential for ecotourism in the “Tangkuban Perahu” mountain. Ecotourism potential mountaineering has positive impact on the management of natural potential, especially in the tourism sector. This research was conducted through literature studies, observational studies, documentation, and interviews. This study shows that the potential of ecotourism mountaineering; (1) to improve the physical fitness of visitors; (2) as a means of relieving stress; (3) the growing prosperity of the people residing around sights.

Keywords: ecotourism, potential mount trekking, natural tourism park

1 INTRODUCTION

Tangkuban Perahu Mountain is one of tourist destinations in west java (Pamungkas, K., & Sujatna, E. T. 2016). Mount Tangkuban Perahu Natural Tourism Park is located at an altitude of 2,084 meters above sea level, or about 6,873 feet. The natural beauty of Mount Tangkuban Perahu Natural Tourism Park consisting of pine forests, vegetable gardens, as well as a tea plantation becomes unique panorama that causes this location to be one of the favorite tourism objects in West Java.

Based on the data collected by Antara daily newspaper show that in 2012 there were 1.4 million domestic tourists and 20,000 foreign tourists with the average visitors on weekends reach 7000–8000 tourists. This is clearly a potential that can be developed to increase the district real revenue as well as affect the welfare level of the surrounding community, considering the price of admission for domestic tourist is Rp. 20.000,-/person and foreign tourist is Rp. 200.000,-/person. Besides derived from entrance ticket sales, revenue is also obtained from the ticket of two-wheeled vehicle Rp. 12.000,-/unit, four-wheeled Rp. 25.000,- unit and bus Rp. 110.000,-/unit.

Based on the results of observations done, so far the activities that visitors often do in the area of Mount Tangkuban Perahu Natural Tourism Park are dominated by picture taking activities with a view of mount Tangkuban Perahu crater (Cooper, 2010). There are few activities that are directly beneficial to the visitors. In fact, if it is examined further, actually Mount Tangkuban Perahu Natural Tourism Park is not only likely to

be developed as natural tourism which just spoil the visitor's eyes, but also can be developed as tourism which has greater benefit from various aspects, either from the aspects of economic, social, cultural, psychological, as well as from the aspects of health and physical fitness (Hall, 2006).

One of the aspects that can be developed at Mount Tangkuban Perahu Natural Tourism Park is the development of *mount trekking* based ecotourism. Why *mount trekking*? This idea departs from the resulting number of benefits. First, it improves the physical fitness of the visitors. Second, it is as a means of relieving stress (Howatson, Hough, Pattison, Hill, Blagrove, Glaister, & Thompson, 2011), where visitors who are conducting mount climbing can also watch the beautiful panorama of mountain forests in Mount Tangkuban Perahu Natural Tourism Park. Third, it increases the prosperity of the people residing in the vicinity of the object (Azarya, 2004), in this case by the development of *mount trekking* offered is potentially increasing the number of visitors coming to Mount Tangkuban Perahu Natural Tourism Park because *mount trekking* is one kind of special interest sport that is becoming a worldwide trend. Based on these assumptions, this article will discuss further on how the tourism development strategy of mount trekking ecotourism (Cater, 2006) at Mount Tangkuban Perahu Natural Tourism Park.

2 METHOD

This research was conducted through literature studies, observational studies, documentation, and interviews. The study was conducted using

literature review from current scientific books and papers in the reputable international journal. To confirm the literature review, we also took a survey to 60 students that are taking adventure sports courses in The Faculty of Education Sport and Health—Indonesia University of Education.

2.1 *Mount trekking as healers stress and how to maintain physical fitness*

The development of *mount trekking* based ecotourism at Mount Tangkuban Perahu Natural Tourism Park given the range of potential natural beauty possessed (Sigdel, 2014) is very possible to do productivity improvement that is not only procedural-substantive, but comprehensive and meaningful. *Mount trekking* becomes one of the areas most likely to be developed because this sport activity has become one of the worldwide trends (Neto, 2003), where the number of people seeking live and livelihood is directly proportional to the level of stress and the lack of maintenance of body fitness. Therefore, it is necessary to develop a “stress healer” tourism object while maintaining physical fitness (Nepal & Chipeniuk, 2005).

The development of mount trekking-based tourism, is meant to attract tourists to spend their spare times by doing sport while on vacation (Bull & Weed, 1999). This movement will gradually become a kind of campaign on the importance of exercising which are now starting to decline among the community. Related to this special interest tourism, Mc Kercher explains that special interest tourism is a form of travel, where tourists visit certain place because they have special interest of the objects or activities in the tourism area (McKearcher, 2005).

The magnitude of the potential development of this special interest tourism, in tune with the Ministry of Tourism and Creative Economy program which is currently being ramped up seven special interest tourism, including: cultural tourism, ecotourism and recreational sports (diving, surfing, sailing boat, *trekking*, climbing, golf, cycling, marathon, and *hash*). However, confirmed by vice Ministry of Tourism and Creative Economy, Mari Elka Pangestu that of the seven special interest tourism, only four that have been made as a program with special steps namely cruise tourism, recreational sports, health and fitness, as well as MICE.

2.2 *Sports recreation as a special interest featured*

Considering the discussion above, it can be said that recreational sport gets a portion to be developed into a government flagship of special interest tourism. Why sport? The answer is apparent from the expression of assistant Ministry of Parekraf,

Sapta Nirwanda stating that recreational sport is one of the most effective ways to promote tourist destinations in the region (Novelli, Schmitz, & Spencer, 2006).

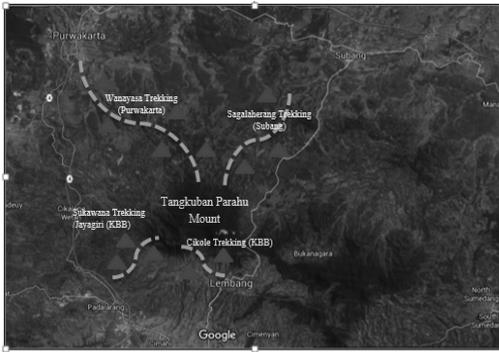
The development of *mount trekking* based tourism is extremely support government programs (Brockelman & Dearden, 1990), one of which is the civilizing sport, because a great nation will be formed when people do not only have a solid mental, but also strong physic. The physical components developed through *mount trekking*, include; power (*strength*), velocity (*speed*), liveliness (*agility*), equilibrium (*balance*), capacity (*endurance*), power of muscles (*muscular power*), resilience (*fleksibility*), appropriateness (*accuracy*), the *reaction*, and coordination (Bompa, 2001).

Besides building the fitness, the development of *mount trekking* based ecotourism also has a positive impact on improving the welfare of society, as Utama described in his research results that the development of tourism commonly has direct effect toward the economic performance, changes in economic structure, which indirectly affect the welfare of the community (Utama, 2006). The people residing around the track of *mount trekking* can take advantage of the edges of the track as a place to sell food, drinks, and so forth. In addition, people can also be a tourist *guide/porter* (*trekking tourism*) in which by the services provided can earn living (Schellhorn, 2010).

2.3 *Based ecotourism development mount trekking to improve public welfare*

The opportunities of developing *mount trekking* will be mapped in the following that have implications on the people physical fitness and incomes.

Based on the picture above, it can be explained that the development of *mount trekking* based tourism has at least four advantages. First, for the tourists (*trekkers*) this *mount trekker* tourism object is useful for maintaining the stability and the fitness of the body (Beedie, 2003), besides that during the climbing, the tourists can enjoy the panoramic beauty of the mountain forests and the beauty of the mount Tangkuban Perahu crater. Second, for the people around, the existence of *mount trekking* tracks provide an opportunity for people to get supplement income by setting up *shelters* or *stalls* providing wide range of foods and beverages that certainly needed by the climbers. In addition, the people can also offer services of a *guide/porter* for the climbers. Third, for private/manager, the development of this *mount trekking* can increase the company's income (Dearden, 1989). The amount of income earned by the entrepreneurs on the development of *mount trekking* with many potential visitors may increase local revenue for



Ket :
 - - - : Jalur Mount Trekking
 ▲ : Shelter/Warung

Figure 1. Mount trekking.

at least three regions, covering, Subang Regency, West Bandung Regency and Purwakarta Regency (Rinzin, Vermeulen, & Glasbergen, 2007). This means that the development of *mount trekking* has positive impacts, namely individual impact (tourists/visitors) and *collective impact* (society).

In addition to the four implications of the development of *mount trekking* as explained above, the more important thing is the creation of synergy, collaboration, partnership and participation of all elements in supporting the development programs.

3 CONCLUSION

Mount trekking as the aspects of the development of special interest tourism is very potential to be developed in Mount Tangkuban Perahu Natural Tourism Park area, due to the natural charm and the culture of the people socio-cultural that is polite, friendly and kind to the guests. In addition to increasing local revenue, the developing of *mount trekking* also has individual and collective benefits. Individual benefit is the benefit got by the visitors, including; physical fitness, fatigue relievers, and stress relievers. Collective benefits are for the surrounding communities, including; the increase of business opportunities through the creation of shelters/stalls along the hiking trail or providing services business (guide/porter).

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Food security in tourism village: A local wisdom of *Cireundeu* in environmental management

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ABSTRACT: The local wisdom values of *Cireundeu* community in managing its environment, especially in Food Security of Tourism Village (known as *Dewitapa*) is very interesting. It is a local wisdom in preserving environment, especially with regard to food management and food security in the form of *rasi* (cassava rice dregs). This study adopted qualitative approach by observation, interviews, and documentation in order to explain local wisdom behind *Cireundeu* environmental management completely, known as a *Dewitapa*. The results show that the local wisdom values of the *Cireundeu* community is the preservation of farming cassava tradition. The tradition is based on the heritage values of *Cireundeu* community where nature should be preserved and cared for by making yard and planting cassava and other crops.

Keywords: food security, environmental management, preservation of tradition

1 INTRODUCTION

Indigenous people of *Cireundeu*, in Cimahi of West Java Province, is famous society that has a distinctive customs and unique traditions. The *Cireundeu* community is located on a hill inhabited by 200 families comprising 526 inhabitants. Since 1912, the community has been taking *rasi* (cassava grout) instead of rice as a staple food. This lifestyle has become a culture, which is maintained until today. The culture of maintaining this local knowledge makes indigenous peoples of *Cireundeu* do not depend on rice, so that food security in this region are not disturbed by the condition of the national rice production decline as a result of natural disasters, crop failure, or land conversion.

The existence and consistency of the use of local food on indigenous peoples in *Cireundeu* is maintained until today, because it is closely related to cultural values and beliefs of their ancestors. Indeed, the values such that can be learned and created. In other words, the culture of consumption cassava as staple food and *rasi* can be “transmitted” to other areas so as to be a wise breakthrough, by empowering the entire community of *Cireundeu*, including community “non-indigenous” to develop a culture of non-rice food consumption.

As we care the condition of national food security, the concept of food security village can be applied through the management and structuring *Cireundeu* village in integrated. This is smart thinking to make *Cireundeu* as an eco-edu tourism area so that the presence of the Tourism Village

Food Security can be used as an example of the program and the area to learn about the culture, the environment, local knowledge and science and technology-based potential of the region.

Food Security Tourism Village (known as *Dewitapa*) *Cireundeu* can be realized gradually through science and technology program for the region with a series of activities that were realized together with the Government of Cimahi gradually. Terms of a region can become a tourist destination among them that the region must have the object and tourist attractions. According to Yoeti (1997:33), objects and tourist attractions include three components, which is something to see, something to do, and something to buy. Harun Rochajat added one more requirement, which is something to know. The *Dewitapa* of *Cireundeu* has elements of these requirements starting from the community, along with the value of culture and territory. This is Because it is necessary to improve the quality of human resources and improvement of productive economic resources to produce a product that has a sale value. This is an effort to fulfill the requirements of things to buy and to know. The consideration is that the *Cireundeu* community will make greater contributions and reap the social benefits and the economic benefits of the realization of *Dewitapa*.

Therefore, the art and culture of the people *Cireundeu* have the potential to be developed as a tourist attraction based on the environment and education. Support local communities to improve the quality of natural resources, human resources,

values of local wisdom, and art, which in the end can improve the economy of the region as well as being no less important is the “transmission” for other areas can be realized.

2 LITERATURE REVIEW

The local wisdom of *Cireundeu* make them as the flagship program of food security village. The habit of community’s in consuming cassava-processed made *Cireundeu* become food security of tourism village (*Dewitapa*). It became an alternative food diversification in Cimahi, so the habit became culture of *Cireundeu* can continue and preserved. The experience of their ancestors against the failure of planting rice, provide lessons that the famine should be avoided by finding alternative foodstuffs other than rice. Cassava is a choice that proved to save citizens from the food crisis, thus making *Cireundeu* became the model from one of the villages that most of its inhabitants have already left the dependencies against rice as a daily staple food. The traditional custom has freed them from dependence on rice consumption. They replace the rice with the *rasi*, rice essentially material derived from cassava dregs. Until recently the community has retained the ancestral customs of *Cireundeu*, so they have never experienced the difficulties of food staples.

Alwasilah, et al. (2009:51) suggests that local wisdom (local knowledge, local wisdom) is a collection of facts and public perception about the world around. This includes how to observe and measure the nature around, solve problems, and validate information. In short, local wisdom is the process of how knowledge is generated, stored, managed, and implemented, inherited. Local wisdom also has features of (1) based on experience; (2) tested after being used for centuries; (3) can be adapted with the culture now; (4) United in the everyday practices of the communities and institutions; (5) customarily done by individuals or society as a whole; (6) is dynamic and constantly changing; and (7) are related to the belief system. According to Nuffic & UNESCO (2002:12) that “indigenous knowledge is the local knowledge that is unique to a given culture or society. It is the basis for local-level decision making in agriculture, health care, food preparation, education, natural resource management, and a host of other activities in rural communities”. Local knowledge is a unique knowledge that comes from a culture or society. Local knowledge is the basis for decision making in agriculture, health, food supply, education, natural resource management and is a whole of other activities in rural communities. Furthermore, Geertz in Wagiran (2009: 2) argues: “local wisdom is part of culture. Local

wisdom is traditional culture element that deeply rooted in human life and community that related with human resources, source of culture, economic, security and laws. Local wisdom can be viewed as a tradition that related with farming activities, livestock, build house, etc.”.

From the definitions, we can understand that the local wisdom is the knowledge developed by our ancestors in like the environment around them, making that knowledge as part of the culture and introduce and carry on that tradition from generation to generation. Some forms of traditional knowledge it appears through the stories, legends, songs, rituals, and also rules or local law.

3 METHOD

The study was conducted at *Cireundeu, Cimahi, Indonesia*. The research adopted qualitative approach employing the descriptive methods. This research employed interviews and field observations. This study used research subjects who know the local wisdom of *Cireundeu* in managing environment as a food security of tourism village. They are the village officials, community leaders, religious leaders, youth leaders, women leaders, and *Cireundeu* community as well.

4 RESULT AND DISCUSSION

4.1 *The values and norms of cireundeu society*

Cireundeu an indigenous community that is open to the public outside the village *Cireundeu*, so that social interaction was held very open. Although they were crowned as one of the traditional villages in West Java, but the community does not shut out the very rapid technological development today. Within certain limits, they openly accept the technology in their lives, without forgetting the customs of his ancestors. One of the main factors that cause the existence of openness attitudes are because the location of *Cireundeu* is not far from the city precisely in the border city of Cimahi, so that the modernization of the city can easily go into *Cireundeu*. Their openness to technological progress can be seen in the phenomenon of *Cireundeu* society, namely:

- a. Form of building a permanent home with the shape and size are not the same, so it gives the first impression to the visitor that *Cireundeu* village atmosphere unlike other indigenous villages, but as usual settlement.
- b. How to dress are neat and fashionable.
- c. Household appliances being used are modern, such as a gas stove, water dispenser, refrigerator, and others.

- d. *Cireundeu* community intelligence in the process of cassava, they gain from openness and enthusiasm they receive and attend trainings organized by institutions, students who are doing research, service, and others.
- e. The tools used in the processing of cassava are using sophisticated machinery, particularly the tools used in the manufacture of the *rasi*.
- f. Packaging and label/brand-refined of processed has been written using a computer.
- g. *Cireundeu* community education in average is junior high school and most of bachelor.
- h. The youth of *Cireundeu* has known internet.
- i. Weddings can be performed by citizens of any area, there should always be done by local residents.

The description, is evidence of the openness social interaction of *Cireundeu* community, especially social interactions that occur between people *Cireundeu* with the outside community. As for the social interaction that occurs between citizens *Cireundeu* take place in harmony with the arrangement of the area was very comfortable, safe and peaceful. They are caring for each other, especially in matters of welfare, so they never experienced hunger. In addition, they have a high level of solidarity towards each other, each of them have arable land planted with cassava as their staple food. The choice of the cassava is not because they could not grow rice or buy rice, but they want to continue the local wisdom hereditary inherited from their ancestors.

In social life, the majority of people *Cireundeu* work as farmers of cassava and tubers, they organized themselves into social groups, such as: Livestock and Farmers Group, a group of Creative mothers (group who makes processed cakes or meals from cassava), and the group of Art. The establishment of these groups is as a means of unifying for the public so that they do not obey the will of each, so as to prevent social conflicts. The process of formation of the social group, formed through a joint agreement or consensus. In the meeting it was determined starting from the management structure of the chairman, secretary, treasurer, health department and the marketing department. Social interactions that occur between groups (Farmers and Livestock Group) takes place through a process of associative form of cooperation to achieve the same goal. Norms or rules contained in the customs of the society *Cireundeu* actually behave is not fixated on the written rules or norms that specifically, but are not written and maintained by generations. Society just following actions done earlier ancestor in the custom-habit among customs or habits in terms of food problems.

In their daily life, the indigenous people of *Cireundeu* has principles of “*silihassah, silihassih, silihassuh, tata, titi, dudugaperyoga*”, by upholding the sense of family that starts with getting to know each other, then love one another/love, and continues with each other to maintain/preserve, organize each other and need each other/help. so as to create indigenous peoples that *akur, rukun, repeh, rapih, sarengsamahirup*”. Their togetherness and cooperation are very strong compared to other areas nearby. In addition, residents there were very reinforce kinship, the local residents have considered the citizens and other residents like family.

Cireundeu community is Sundanese indigenous community capable of maintaining and preserving the traditions from generation to generation. While the unique custom obligation of all citizen's adherents Sundanese culture to be able to write and understand letters Sundanese script and for that, there are lessons that every day Sundanese script is taught to children. Related to informant, *urangSundaadatna kudu Sunda, urang the ulah-culdogdogtinggaligel, jatikasilikhkujunti*, we should not be influenced by foreign culture, while culture itself forgotten. Sundanese people should behave as Sundanese, should be able to script Sunda, Sundanese traditional customary should too.

4.2 *Cireundeu as a tourism village*

Cireundeu is a traditional village located in the middle of the modern population. Cimahi municipal government launched *Cireundeu* as a potential tourist village. This shows the government wants to strengthen its policies and cultural traditions from generation to generation that characterizes society *Cireundeu*, then bring all elements of society to move in the tourism industry. Food security attracts attention of the governments, both central and local levels. *Cireundeu* indigenous villages were often used as a pilot of village food security and successful diversification in West Java, and even Indonesia. The use of *rasi* in *Cireundeuis* spearheaded by Mrs. Omah Asmanah, daughter of Mr. Haji Ali, followed by his brothers in *Cireundeu*. Omah Asmanah began developing non-rice staple food. Thanks to the pioneering work Cimahi government at the time, gives an award for “Food Heroes”, precisely in 1964.

Cireundeu community is heroes of food security when called as the Region of Independent Food. Diversification by various government agencies is lately being promoted to the world. Liberalization and commercialization of food commodities, which tend to turn off consumers' purchasing power of the poor and undermining local food producers were not perceived in *Cireundeu* society. The indigenous peoples *Cireundeu* is guided by the principle of life

that they profess, namely: *teunyawahasalboga pare*, *teuboga pare asalbogabeas*, *teubogabeasasalbisanyangu*, *teunyanguasalbisadahar*, *teudahasalkuat*, have no rice fields but have rice, have no rice but can cook rice, have no rice but can eat, cannot eat but strong. Invoke the power only to the Almighty Have, that God Almighty.

There are various factors that encourage *Cireundeu* as tourism: among them are; (1) the potential for an interesting, beautiful natural and pollution-free; (2) the results of a diverse nature in the form of cassava, fruits and other plant, becoming an attraction that has high tourism selling points; (3) has a chance of developing tourist packages, unique and attractive with high selling value; (4) the community still maintains the value of traditional art and culture; (5) its location adjacent to Bandung city, which is already known to international tourists; (6) can be used as the core of the development for the surrounding area (plasma systems concept); (7) easy access to village location; (8) have a high value through the integrated nature of the concept with the concept of 'Stop Global Warming' and community development; (9) have a large market in Jakarta, Bogor, Depok, Tangerang, Bekasi and Bandung; (10) has a chance of the market from abroad is great, because they are more able to appreciate the concept of environmentally (11) contribute to the economic activities around the project, as well as the form of Community Development; (12) can be used as natural travel packages with the concept of cooperation with hotels located around Cimahi and Bandung.

Ritual first *Sura* were routinely held, is one of the symbols of the philosophy. Called *Suraan* ceremony. That man must understand when it coexists with other human beings, good environment, plants, animals, wind, sea, mountains, land, water, fire, wood, and the sky.

4.3 *The local wisdom value of cireundeu people in management of the environment*

First *Sura* Ceremony is cultural traditions as well as the customs and traditions of indigenous peoples in spiritual very sacred thing, namely customs *Tutup-taunngembangan Taun 1 Sura Saka Sunda*, means closing the last year and welcome the new year Saka Sunda called *muharraman*. This tradition is carried out every once a year to be precise on the first *Sura*. The event is in the form of Thanksgiving that is always executed in the place called bale. the meeting was conducted on the night of the week, usually on Sunday nights because all citizens always gather together (discussions, play Arts) at the bale up to the morning. The closing event of the year and welcome the new year of Saka Sunda that customary ritual to elders, notables, and extended to other citizens.

Then on the 22nd *Sura* then closing the form of entertainment events-entertainment, including the art of *Karinding*, the *Celempung*, harp, flute, *Gondang*, etc which accompanied the children or residents who donated their voices to sing of *sunda*. It is accustomed to do the indigenous citizens of *Cireundeu* in the close years ago and welcomed the new year of Saka Sundanese every once a year.

Serentaun and 1 *Sura* ceremony is an expression of gratitude on God's abundant provision. The celebration expression symbolized by the delivery of various agricultural products produced during the process of implementation of the ceremony. 1 *Sura* Ceremony implemented after following the SerenTaun ceremony procession in the village Cigugur, at Kuningan. The ceremony continued with discourses of elders *Cireundeu*, and the continuation of offerings that form the *rasi* (cassava rice) and Bugis cassava, rampe (incense, oils, coconut, flowers, incense and coffee), nuts, red pulp and white pulp, tubers, janur fruits (apples, bark, orange, guava, corn, avocado and banana).

The Pattern placement of these foods are: crops such as cassava, tubers and beans, peas laid down as a symbol of basic human food or as the support of human life, while the fruits are kept on top as a complement of life. In the eyes of the citizens of *Cireundeu* food and 1 *Sura* ceremony as a form of gratitude for he gave rizki by Almighty. The exposure suggests that the rituals that belong to the community is the belief of life in the community and be the guideline in any actions. The actions undertaken by the community to the fulfillment of her life in her every day and interacting with fellow human beings as well as with nature will be based on the ethos of the religion that he believes. Nature is God's creation to meet human needs, so that the teaching of indigenous local beliefs taught that nature must be preserved and maintained in order to continuously and be able to deliver what people need, including local food sources.

The forms of values (trust/wisdom) locally in other categories are a tradition of goats, and the processing of manure. One form of local wisdom that is still preserved is the pattern of agriculture which is supported by the tradition of goats and processing of manure. This tradition was formed not out of the habits of the people *Cireundeu* who keep sheep which has a double value, namely as a sideline business, as well as to exploit the potential that exists, such as cassava peel and grass in the fields as animal feed, on the other hand also releases a source of fertilizer cage. This tradition continues to be done by the community of *Cireundeu* as measures to maintain the balance of nature by utilizing existing resources from being wasted, so it will be of mutual benefit and support between one and the other aspects.

Forms of values (trust / wisdom) locally in other categories is tradition to eat the staple food of the *rasi* (rice cassava). Tradition has the meaning as something that is passed on from the past to the present can be objects or acts of behavior as cultural elements or in the form of values, norms, expectations and ideals (Sajogyo, 1985). It is protected by the Law of the Republic of Indonesia Number 12 of 1997 Section VI Criminal Provisions of Article 44 paragraph 1 and 2). In addition to the advice, knowledge of local culture is still very strong which is always applied in *Cireundeu* society.

5 CONCLUSION

Cireundeu with all its uniqueness is not only known by the people of Cimahi, but has been widely recognized as having characteristics in their everyday lives. One of its uniqueness is its staple food cassava and cassava crop was grown near the village. *Cireundeu* has become a village that is almost never affected by the social turmoil that often occur, especially the high price of staple food, especially rice. *Cireundeu* has been a pilot project in order to implement the food security program; it is evident that the local community does not rely on the staple food of rice, in other words that the village *Cireundeu* has become an independent village food.

Cireundeu is a small hill that was inhabited by 200 families or 526 inhabitants that have different traditions. Some residents of the *Cireundeu*, since hundreds of years ago (since 1918), never use rice as a staple food again. *Cireundeu* capable of maintaining, preserving the customs of hereditary. Life situation of peace and harmony *silihassah, silihassih, silihassuh, tata, titi, dudugaperyoga*. They hold fast to the proverbial forebears *Cireundeu*:

“teunanaonteubogahumageasalboga pare; teunanaonteuboga pare geasalbogabeas; teunanaonteubogabeasgeasalbisangejo; teunanaonteubisangejogeesalbisanyatu; teunanaonteubisanyatugeasalbisahirup”.

Although *Cireundeu* has been named as one of the traditional villages in West Java, but they never close them-selves from technological advancement. Indigenous Village *Cireundeu* is flexible; within certain limits, they openly accept the technology in their life, without forgetting the customs of their ancestors. For the people *Cireundeu*, maintaining what has been passed down by their ancestors does not mean that they should not socialize with others.

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Indigenous community, ecotourism and sustainability: Experience from Tenganan Dauh Tukad traditional village

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ABSTRACT: Tourism is one of the most significant community development tools, particularly with indigenous, remote and rural communities. This paper aimed to provide an insight on the experience of the indigenous people of Tenganan Dauh Tukad in managing initiatives of ecotourism sustainability. The role of committed local institution (Desa Adat) and individuals, empowered by effective traditional policies and regulation (Awig-Awig Desa Adat), as well as belief of Tri Hita Karana are among the fundamental aspects which contribute to the practice of conserving and protecting their natural and cultural heritage asset toward sustainability.

Keywords: indigenous, community, ecotourism, sustainability

1 INTRODUCTION

Tourism is considered as a driver of change and one of the most significant community development tools, particularly for the indigenous, remote and rural communities. Those changes have complex social, economic and environmental implications, which can lead to both benefits and costs. Benefits are mostly recognized in terms of economic growth and financial revenue, while costs mostly related to the environmental degradation (Fridgen, 1996) and local communities cultures, such as loss of authenticity, cultural character, self-respect and overall social identity (Inskeep, 1991).

The cost of change can be high, particularly if it is not recognized (Beeton, 2006). As environment is an important tourist attraction (Fridgen, 1996), thus biodiversity conservation and environmental protection are essential to ensure the sustainable development of any tourism destination (UNWTO, 2015). Therefore, the concern of the tourism sustainability these days is to enhance the positive outcomes and minimize the potential for harm.

Ecotourism is viewed in many parts of the world as the next wave of community and regional development (Hall & Boyd et al, 2006:21; as cited by Kamakar, 2011); and popularly promoted as means of reconciling wildlife conservation with economic development particularly in developing countries (Campbell, 2002; cited by Jones, 2005). It is a potential win-win strategy, for protecting the environment while also meeting human needs (Stronza & Pegas, 2008); provide better sectoral linkages, reducing leakage of benefits out of the country, creating local employment and fostering

sustainable development (Belsky, 1999; Khan, 1997; cited by Jones, 2005).

Ecotourism is about uniting conservation, communities and sustainable travel (TIES, 2015; Dasgupta, 2011). Non-consumptive and non-extractive use of resources for and by tourists and minimized impact to the environment and people are major characteristics of authentic ecotourism (TIES, 2015).

Some researchers suggested that economic aspect is the causal mechanism between ecotourism and conservation (Gossling, 1999; Linberg, 1991; as cited by Stronza & Pegas, 2008). Meanwhile, other theorist emphasized that beyond economic benefit, there are non-economic aspects, such as social dimensions, that could affect motivation for natural resource use and conservation (Scheyvens, 1999; Stonich, 2000; as cited by Stronza & Peger, 2008), includes participation of local communities in ownership and management of the ecotourism. This conception is rooted in the discussion of community-based ecotourism.

2 COMMUNITY-BASED ECOTOURISM: A TOOL FOR SUSTAINABLE DEVELOPMENT

Sustainable development is a challenging social process (Bass et al, 1995). There are many objectives of society that need to be taken into account, such as social, economic and environmental aspects; and development is a means to accomplish the right and needs of the present and future generation, as well as choices of priorities at local, national and international level.

With rich natural and cultural attractions, the visit to Asia, Africa and elsewhere in developing countries increase dramatically in the last 25 years (Mansty, 2011). Emphasizing to achieve equitable benefits and minimize potential harm for both local and the tourists of tourism in natural areas, participative mechanism are fundamental for the local and indigenous community to regulate the use of their areas for tourism development. Ensuring widest possible participation is among Agenda 21 priorities (UNSD, 1992; UNCED, 1992; Bass et al, 1995).

Community-Based Eco-Tourism (CBET) is a subset of nature-based tourism, mostly utilized in the indigenous destination, and depends on support and involvement of local residents will create a more sustainable industry. It focuses on travels to areas with natural attractions and, which contribute to environmental conservation and local livelihoods (Nelson, 2004). Local community has substantial control over, and involvement in, the development and management of ecotourism (Kiss, 2003). In addition, efforts are made to ensure that a large proportion of the benefits remain within the community (Place, 1995, Mastny, 1999; Kiss, 2004).

The important characteristics of the community-based ecotourism include nature-based, environmentally and culturally educative, and sustainably managed (Weaver, 2001). These characteristics lead to a categorization, whether an initiative are 1) very weak, which emphasize on nature-based component only; 2) weak, characterized on nature-based component, but to a lesser degree contain educational component and sustainability on economic and socio-cultural elements; 3) strong, refer to initiative which emphasize on nature-based, education, and equally sustainable component of economic and socio-cultural elements, and 4) very strong ecotourism, which emphasize on nature-based, educational, and sustainable component, more highlighted on socio-cultural elements rather than on economic elements.

The success of community-based ecotourism relies on building harmonious relationship between natural areas, local residents, tourism and, protected resources, facilitated by management (Ross & Wall, 1999b). Community-based ecotourism is generally developed in a small scale and involves interactions between visitor and host community (APEC, 2010).

3 WHO ARE INDIGENOUS?

Visiting and experiencing traditional indigenous communities is a popular form of tourism that can be considered in terms of community development. Indigenous peoples refers to people who have lived on and from their lands for many generations and who have developed their own culture, history,

ways of life, and identities grounded in these places. (Stevens, 1997; cited by Weaver, 2001). They inhabit vast areas of Asia, Africa, the Americas, and the Pacific.

The World Bank definition on Indigenous peoples, provide more detail characteristics. "Indigenous Peoples" refers to a "distinct, vulnerable, social and cultural group possessing the following characteristics in varying degrees include: 1) self-identification and identification by others as members of a distinct indigenous cultural group; 2) collective attachment to ancestral territories and to natural resources in these areas; 3) presence of customary social and political institutions; 4) an indigenous language, often different from the national language.

4 DEVELOPMENT EFFORT IN INDIGENOUS TENGANAN DAUH TUKAD VILLAGE

Information was collected through focus group discussion and in-depth interview. Observation was also conducted to understand the interaction during the development process of ecotourism initiative.

4.1 Location and community

Located 65 km to the eastern part of the capital city of Bali, Tenganan Dauh Tukad is a distinct social and cultural group since they are considered as *Bali Aga*—the first inhabitant of Bali Island before the arrival of Hindu-Javanese immigrants. Up to present time, Tenganan Dauh Tukad people retained its ancient pre-Hindu custom and traditions. One of their popular rituals includes *mekare-kare* (pandanus war). It is a series of ceremonies conducted once a year, symbolizing stages of life to become part of youth community. Uniqueness of this indigenous cultural group also represented in the village landscape and architecture, include individual housing which is made from clay wall and hay roof. The village attached to ancestral territories and natural resources with diverse tropical plantations, such as *kemiri* (*Aleurites moluccana*), *kepundung* (*Baccaurea racemosa* (Reinw.), dan *sunti* (*Morinda citrifolia*). Those plantations are essential parts of natural coloring for their hand-woven textile, called *geringsing*. Other plantation that are available within their village, include *atta*, a kind of flexible bamboo which transformed into various types of handicraft.

4.2 How it operate

The ecotourism initiative in Tenganan Dauh Tukad is 100% owned and managed by the community. In the beginning of tourism development in the village,

activities are focused on cultural activities which mainly portraying the traditional lifestyle of the Balinese. However to diversify their product base, an ecotourism initiatives were developed in 2013. It incorporated elements of ecotourism, cultural tourism and adventurous activities that include some combination of short/long distance trekking, visit to the villages and its traditional lifestyle, and nature/scenery appreciation through forest and hills.

Some enabling condition for community-based ecotourism identified in Tenganan Dauh Tukad, include: 1) The community is already well organised and cohesive. Married people of the community are organized as member of *desa adat*/Balinese traditional community. The community had committed that local institution such as *desa adat* is the owner of the tourism industry and take all the responsibilities to manage all resources and profit to improve the well-being of the whole community. 2) Land ownership and other 'resource' issues are clear and well defined. The ecotourism initiatives make use of village landscape and forest which is under management of *desa adat*. *Desa adat* and its traditional custom regulation known as *Awig-awig*, is an important key in preserving the natural environment, as it contains restriction and sanction of community-related issues, include conservation of natural resource (Sardiana & Purnawan, 2015). Beside, the value of *Tri Hita Karana*—a prominent belief and value to live in harmonious relations with three important elements of human life, namely relation between human to the Almighty God, human to other human and human to surrounding nature—contribute closely to high attitude of conservation. 3) Decision for community-based ecotourism is made by the community, based on informed choices; include impact, options, risk, and outcomes. The community has strong partnership with the academia and government bodies, as well as other stakeholder such the industries. 4) Driver of the initiative is not purely income generation but include conservation of natural and cultural heritage and intercultural learning. 5) The activities aim to present visitor with education on the value of host culture and resource. 6) There are also clear zoning of visitor and non-visitor area. Visitor can only be assisted by local guide upon arrival to this traditional village.

4.3 Benefits to the community

4.3.1 Economic implication

It is stated that economic benefits are the causal mechanism between ecotourism and conservation (Gossling, 1999; Linberg, 1991; as cited by Stronza & Pegas, 2008; Wunder, S. (2000); cited by Kiss, 2004). In the context of Tenganan Dauh Tukad, though tourism is not their major means

of foreign earning, there is a significant economic development. Income is generated from tourist donation and souvenir selling. The total income is then distributed properly to local communities, to cover the group's socio-cultural and religious activities. The activities also increase job opportunities for local people and promote local economy. Selected members of the community are organized into group of workers, such as local guide, art shop, atta handicraft artist and weaver. The community staffing include 24 local guides served as front-liners of the tourism activities. In addition, there are about 10 dedicated ecotourism local guides. Beside that there are 24 art shops, 9 atta handicraft artists and about 7 persons working as weaver.

4.3.2 Socio-cultural implication

Beyond economic benefits, there are social dimension that affect conservation and natural resources use, through participation from the host community. In the context of Tenganan Dauh Tukad, local community participated in a number of activities throughout the process of development, include listening to the information session and giving information (such as the sites, point of interests, preferable trekking track etc); communities are also consulted, taken into account those who would be in charge for development, how activities would be implemented, and how the economic scale would be managed.

Community-based ecotourism may enhance cultural sustainability includes promotion and conservation of culture, traditions, and other historical and religious heritages. Having contact and interaction with foreigner from other part of the world—who has different culture and customs—may encourage education, mutual understanding and cultural exchange for both parties; the tourists and the host community. Visitors can learn as much as possible about local life and the community open to learn from the visitors.

4.3.3 Environment implication

Natural assets attract visitors to community-based ecotourism destination. Therefore it is important to protect the natural assets from degradation. Agricultural sector is still considered as people's major activities, while tourism was designed to generate additional income. This is relevant to the idea that communities should *not be encouraged* to become solely dependent upon ecotourism: rather, ecotourism ideally should complement other activities and help to diversify an economy (Ross & Wall, 1999a). Non-consumptive and non-extractive use of resources' spirit is determined by the implementation of policies and effective control by *desa adat*.

The industry can provide incentive for conservation of natural areas. They also share the profits/benefits equitably, and using a portion of their

profit for community development and to maintain their natural and cultural heritage. Other environmental benefits include opportunity to educate both tourists and local about environmental ethic, include local norms and value. Local institution such as *desa adat* has been able to advocate for conservation within development process.

4.3.4 Lesson learned

Community-based ecotourism should be seen as a means to achieve strategic goals of sustainable tourism development. Existence of committed local institutions and individuals, empowered by effective protected area policies and management strategies are important. *Desa adat* has proved to be able to involve communities in planning, decision-making, development and operation of the ecotourism. *Desa adat* also prove to have effective control mechanism toward sustainability.

Evidence from community-based ecotourism practices at Tenganan Dauh Tukad indicated that there are very strong level of ecotourism practice in Tenganan Dauh Tukad, emphasised in natural-based component, educational component and sustainability component; which is more emphasis on socio-cultural elements rather than on economic elements.

5 CONCLUSIONS AND RECOMMENDATION

One size does not fit all. All communities are different and there is no one standard approach to community-based ecotourism activities. However, study underlines that community participation need to be rooted in existing local organization through intensive interaction and engagement. Creating local incentive is essential in motivating the local to conserve and protect the quality of their natural resources and the cultural heritage toward sustainability.

Some recommendation include promote and develop educational program targeted to children and young people to encourage awareness about nature conservation and sustainability usage. A code of conduct to guide visitor behavior to be environmentally and socially responsible as well as culturally sensitive should be developed. It is important to ensure that the interaction takes place between visitors and local community based on mutual understanding and willingness to open for new culture.

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Perceived value antecedents and guest satisfaction in Malaysian green hotels

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ABSTRACT: With the intensification of ecological problems, the Malaysian government is supporting the drives towards green. Its budget 2016 has given priority to the procurement of goods and services that are environmental friendly. Accordingly, many hotels have been proactive in advancing their environmental performance, searching for effective ways to become “green”. This correlational study aims to delve into predictor that investigates how perceived value dimensions can affect guest satisfaction. Surveys were conducted at ten certified green hotels in Malaysia. All green hotels’ guests are in the scope for this study. This paper employs a quantitative study to verify the factor analysis as well as finding the correlations between perceived value constructs towards guest satisfaction.

Keywords: green perceived value, guest satisfaction, green hotel

1 INTRODUCTION

Malaysia is one of the popular tourist destinations in the world and has successfully recognized as ecologically and culturally rich destinations. Malaysia has been ranked number ninth as world top destination visited in the year of 2014 (UNWTO 2015). However, this trend of increasing tourism activities in Malaysia quickly becomes a mainstream issue as a result of global warming.

Prior research has considered managers’ perspectives in managing green marketing, and customer’s decision-making processes (Bohdanowicz et al., Chan, 2013; Kirk, 1998; 2011; Pizam, 2009). Little attention has been specifically paid to the role of green perceived value that broadens the understanding of the customer’s satisfaction towards green hotels in Malaysia.

The investigation of these issues is critical because in recent years, tourist buying behavior has changed dramatically, as demonstrated by the growing involvement in environmental caring activities, reliance on decisions regarding sustainable issues, and a willingness to pay higher prices for eco-friendly goods (Kang, Stein, Heo, & Lee, 2012; Kostakis & Sardanou, 2012). Thus, the purpose of this study is to examine the correlation between green perceived value and satisfaction in green hotels.

2 LITERATURE REVIEW

2.1 *Perceived value*

Sweeney and Soutar (2001) developed a perceived value scale comprising of four dimensions that were termed as emotional, social, quality/performance and price/value for money. Previous studies suggested that perceived value may be a better predictor of repurchase intention than either satisfaction or quality (Cronin, Brady, & Hult, 2000). Therefore, an in depth study on the relationships between perceived value and behavioral intentions suggests that perceived value can be analyzed with either a self-reported uni-dimensional measure (Chen & Chen, 2010; Gale, 1994) or a multidimensional scale (Hutchinson, Lai, & Wang, 2009; Sheth et al., 1991).

In the green hotel context, perceived value model was tested and the results revealed that consumer’s perceived value toward a green hotel consists of functional value (performance/quality), functional of value (price/value for money), social value, emotional value, epistemic value (Hu & Wang, 2011).

2.2 *Guest satisfaction*

In the last three decades, academics and practitioners alike have shown great interest in defining the concept of customer satisfaction in view of

its capability in making or breaking a company's financial position, i.e., positive customer satisfaction has the potency to raise a company's revenue by stimulating customer's repurchase intention and generating positive word of mouth while a negative one will persuade customer to switch company (Tam, 2000).

3 THEORETICAL FRAMEWORK

3.1 Theoretical background

Based on the theoretical backgrounds explained earlier, this study derives a theoretical model that shows the theoretical relationship between Perceived Value and Satisfaction (see Figure 1). Therefore, the following hypothesis was anticipated.

The functional value (performance/quality), functional of value (price/value for money), social value, emotional value, epistemic value is positively related to guest satisfaction.

4 RESEARCH METHODOLOGY

The Green Hotel Standard is one of the six Asean Tourism Standards, an initiative taken by the 10 Asean member countries to standardize tourism services in the region. Ten Malaysian hotels have won the award in January 2016 (Asean Green Hotel Recognition Award, 2016). These ten green hotels were selected hotels for this study.

Based on that, data collections were by means of self-administered survey at ten green certified hotels in Malaysia. The measuring instrument is a structured questionnaire with 325 respondents hotel guests who are above 18 years of age and have stayed in the green hotels at least once for the past twelve month.

Factor structure for independent (i.e. Perceived Values) and dependent (i.e. Satisfaction) were constructed separately using Exploratory Factor Analysis based on Principal Component (i.e. PC) extraction method with Varimax rotation. Indicators with Loadings and Communalities value less

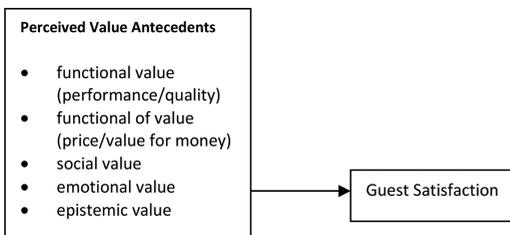


Figure 1. Theoretical framework.

than 0.50 were removed from the analysis to get a practically significant of the extracted variables (Field, 2009). Internal consistency reliabilities for each extracted variable were examined using Cronbach's Alpha analysis. Furthermore, Multiple Linear Regression will be utilized to test the research framework and the stated hypotheses.

5 RESULTS AND DISCUSSIONS

5.1 Exploratory factor analyses for independent and dependent variables

The Kaiser-Meyer-Olkin (i.e. KMO) index of sampling adequacy for all factor analyses was explored to ensure the sufficiency of covariance in the scale items to warrant factor analysis. The Bartlett's test for sphericity was also applied to each analysis to guarantee that the correlation matrix was not an identity matrix. KMO indices for all analyses were above 0.70, which is above the acceptable limit of 0.50 (Field, 2009). Besides that, Bartlett's test for sphericity for all analyses were sufficiently large with 99% confidence level (i.e. $p < 0.01$), indicating that the correlation matrices were not identity matrices (Hair et al., 2010).

Results from the parallel analysis in Table 1 indicated that, the structures of independent and dependent variables (i.e. Perceived Values and Satisfaction) should maintain as they were five factors for Perceived Values and one factor for Satisfaction. Besides that, it is also supported by the cumulative percentages of variance explained, where the cumulative percentage of variance explained for the factors to be extracted for each variable structure were exceed the 60% (86.36% and 93.14% respectively) (Meyers et al., 2010).

Based on results from parallel analysis, factor analyses were then rerun using the constrained factors with varimax rotation. The results are

Table 1. Multiple criteria for factors to be extracted.

VS	CN	Initial ^a	MC ^b	% CVE ^d	Decision
Perceived values	1	7.501	1.401	48.82	Accept
	2	2.406	1.314	63.86	Accept
	3	1.495	1.247	73.20	Accept
	4	1.224	1.193	80.85	Accept
	5	1.191	1.142	86.36	Accept
	6	0.436	1.095	-	Reject
Satisfaction	1	2.794	1.088	93.14	Accept
	2	0.133	0.997	-	Reject

Note: VS = Variable Structure; CN = Component Number; ^aInitial = Initial eigenvalue from EFA analysis; ^bMC = Monte-Carlo stimulation eigenvalue; ^d% CVE = Percentage cumulative variance explained.

presented in Table 2. After rotation, Perceived Values (i.e. independent variable) which had been maintain their factor solution to five, the extracted factors from this variable can explained about 86.36% toward Perceived Values. The analysis indicated that, all indicators exceed the minimum cut-off loading and communalities of 0.50, hence statistical significance. The five variable structures under Perceived Values are named as Epistemic Value, Emotional Value, Quality Value, Social Value, and Price Value.

On the other hand, one-factor solution was seen for the dependent variable. The dependent variable, or known as Satisfaction can explain 93.14% of explained variance with all three items having a high values of loading and communalities (i.e. above 0.50), hence these three items were statistically significance for measuring Satisfaction.

There was substantial variation in the Cronbach's Alpha values for all variables, ranging from 0.898 to 0.963. Given that, Cronbach's Alpha values greater than 0.70 are generally considered to indicate a reliable set of items (Nunnally & Bernstein, 1994). As conclusion, it can be concluded the instruments or items to measure the targeted variables in this study were valid in terms of items validity from the EFA perspective (i.e. factor loading > 0.50 and communalities > 0.50) and also have a good reliability (i.e. Cronbach's Alpha > 0.80) level for each extracted variable.

5.2 Multiple linear regressions

A multiple regression analysis was performed between a set of targeted independent variables (i.e. Epistemic Value, Emotional Value, Quality Value, Social Value, and Price Value) toward Satisfaction. This analysis technique was used since this analysis is the suitable method to explore the relationship between one continuous dependent variable and a number of independent variables (Kurtner, et al, 2008). The analysis reported in Table 3 indicated that, Quality Value ($B = 0.144$, $t = 2.628$, $p < 0.01$), Price Value ($B = 0.262$, $t = 4.002$, $p < 0.01$), Social Value ($B = 0.248$, $t = 4.091$, $p < 0.01$), Emotional Value ($B = 0.111$, $t = 2.331$, $p < 0.05$), and Epistemic Value ($B = 0.143$, $t = 2.250$, $p < 0.05$) were positively significant influences toward Satisfaction.

On the other hand, the regression model in Table 3 indicated that, Price Value ($\beta = 0.249$) gives a highest influences toward Satisfaction as it has the highest value of standardized coefficient regression (i.e. β). Social Value ($\beta = 0.224$) was found as giving the second highest influences toward Satisfaction followed by Quality Value ($\beta = 0.134$), Epistemic Value ($\beta = 0.132$), and lastly Emotional Value ($\beta = 0.116$). Besides that, these set of independent variables were able to

Table 2. Summary results of EFA for perceived values instrument.

Variable	Indicators	Loading	Communalities
Perceived values	Epistemic Value		
	EpisV3	0.859	0.853
	EpisV2	0.850	0.847
	EpisV4	0.799	0.786
	EpisV1	0.773	0.773
	Eigenvalue = 7.501, % variance explained = 48.82%, Cronbach's alpha = 0.919		
	Emotional Value		
	EmoV3	0.927	0.956
	EmoV2	0.921	0.900
	EmoV1	0.881	0.906
	Eigenvalue = 2.406, % variance explained = 15.04%, Cronbach's alpha = 0.937		
	Quality Value		
	QualV2	0.918	0.933
	QualV1	0.899	0.926
	QualV3	0.880	0.902
Eigenvalue = 1.495, % variance explained = 9.34%, Cronbach's alpha = 0.908			
Social Value			
SocialV1	0.863	0.876	
SocialV2	0.860	0.868	
SocialV3	0.783	0.776	
Eigenvalue = 1.224, % variance explained = 7.65%, Cronbach's alpha = 0.909			
Price Value			
PriceV1	0.818	0.863	
PriceV2	0.787	0.880	
PriceV3	0.724	0.772	
Eigenvalue = 1.191, % variance explained = 5.51%, Cronbach's alpha = 0.898			
Satisfaction	Satisfaction		
	Satisf1	0.974	0.948
	Satisf2	0.966	0.934
	Satisf3	0.955	0.912
	Eigenvalue = 2.794, % variance explained = 93.14%, Cronbach's alpha = 0.963		

Note: Perceived Values: KMO = 0.874, Bartlett's Test of Sphericity, $\chi^2 (120) = 5131.91$; $p < 0.01$; Satisfaction: KMO = 0.768, Bartlett's Test of Sphericity, $\chi^2 (3) = 1163.45$, $p < 0.01$; Refer to Appendix for coded indicators.

explain about 42.6% (R^2 adjusted = 0.426) of variance towards Satisfaction. Besides that, the regression model was fit to the data, since the ANOVA test was significant ($F (5, 319) = 49.035$, $p < 0.01$). Besides that, the multicollinearity problem in this regression model does not exist since the values of VIF were below 10 (Range: 1.404 to 2.181) and also the values of TOL were above 0.10 (Range: 0.458 to 0.712).

The Normal Probability plot (Figure 2) also indicated that the residual of this model are normally

Table 3. Summary results of regression analysis.

Variable	B (SE)	beta	t-statistic	TOL, VIF
IV: Quality	0.144 (0.055)	0.134	2.628**	0.682, 1.467
IV: Price	0.262 (0.066)	0.249	4.002**	0.458, 2.181
IV: Social	0.248 (0.061)	0.224	4.091**	0.590, 1.696
IV: Emotional	0.111 (0.048)	0.116	2.331*	0.712, 1.404
IV: Epistemic	0.143 (0.063)	0.132	2.250*	0.513, 1.951

Model Summary: R^2 adjusted = 0.426, SE of Estimate = 0.671, $F(5, 319) = 49.035$, $p < 0.01$, Max. Mahalanobis Distance = 13.72; Dependent Variable: Satisfaction.

Note: SE = Standard Error; B = Unstandardized Coefficient; beta = Standardized Coefficient; IV = Independent variable; t = t-statistic; TOL = Tolerance; VIF = Variance Inflation Factor; * $p < 0.05$; ** $p < 0.01$.

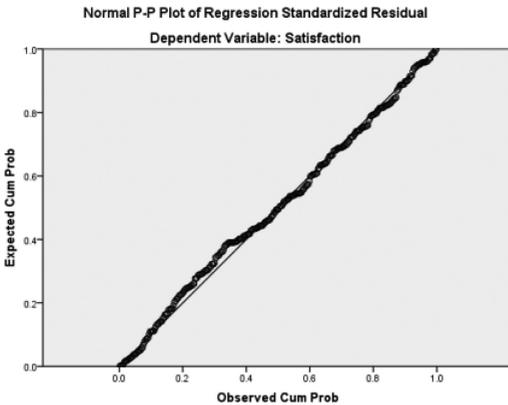


Figure 2. The normal probability plot of standardized regression residuals value.

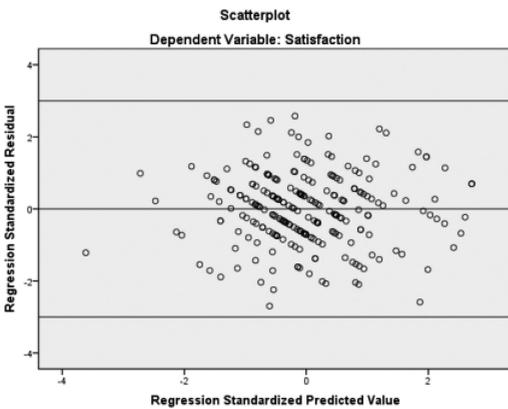


Figure 3. Scatter plot standardized regression residuals and standardized regression predicted value.

distributed because majority of observed values (small dots) lies on the straight line. By looking at the scatter plot of standardized residual value against standardized predicted value (Figure 3), the pattern of this graph were at random. Therefore,

the residual of this model is homoscedasticity from this graphical method analysis. On the other hand, in terms of outliers, Figure 3 indicated that, no outliers were found because all the residual values lie in the range of ± 3.0 standard deviation. Therefore, it can be concluded that, the results of MLR that was reported in Table 3 was valid and unbiased. Hence, the theoretical framework in Figure 1 was valid.

6 CONCLUSION

Perceived value have been considered as one of the most important concepts for understanding consumers in the service industry (Chen & Hu, 2010; Chen & Chang, 2012; Cronin et al., 2000; Hyun et al., 2011; Jamal et al., 2011; Wang et al., 2012). The result of this study supported prior finding by Hu & Wang (2011), who revealed that consumer's perceived value toward a green hotel consists of functional value (performance/quality), functional of value (price/value for money), social value, emotional value, epistemic value dimensions. Satisfaction has been viewed as an important research topic both in academia and the tourism industry.

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Measuring sustainability levels of tour operator businesses using sustainable tourism indicators: A conceptual perspective

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ABSTRACT: Sustainable tourism is a gaining attention nowadays. Tour operators are tourism stakeholders that have had an enormous impact in this type of tourism development. Involvement by tour operators in this development is necessary as they have access between suppliers and customers in the industry. There have been few studies conducted on measuring the sustainability level of tour operator businesses focusing on sustainable tourism in Malaysia. As a result, this conceptual paper will review the sustainable tourism indicators that exist between tour operators and sustainable tourism studies as well as studies related to measuring sustainability in business. It addresses a specific question: What are the common indicators of sustainable tourism for tour operators? To do so, this study will focus on measuring a sustainability level in the economic, social, and environmental dimensions. The outcome of this review paper may be used as an initial stage for measuring the sustainable tourism level of tour operators in Malaysia.

Keywords: sustainable tourism indicators, sustainability level, tour operators, economy, social, and environment

1 INTRODUCTION

Sustainable tourism plays a pivotal role in the development of tourism industry. This industry requires sustainability in order to reduce the negative impacts brought by this industry, so that it will continuously have positive impacts on the country. Sustainable tourism has been an object of research since the 1990s, when this term was introduced to the public. Sustainable tourism studies have been a highly critical focus of tourism research (Ruhanen, Weiler, Moyle, & McLennan, 2015).

In Malaysia, the emphasis of sustainable tourism is highlighted in the Eighth Malaysia Plan (2001–2005) as the basic strategies and policies of tourism development aimed to achieve sustainable growth, and to realize potential income at national, state, and local levels. This shows the government commitment toward the sustainability of the tourism industry. However, the initiative towards sustainable tourism is not only focused by government but all stakeholders in tourism industry.

In studying sustainable tourism, the primary concern in this development is the participation of the stakeholders (UNWTO, 2005). The term stakeholder refers to those groups who are vital

to the survival and success of an organization (Freeman & Reed, 1983) and tour operators have influence on this development. Tour operators are companies that act as intermediaries between tourists and service providers (TOI, 2008). They have influence on the sustainability of tourism destinations.

The involvement of the tour operators are not only at the destination, but also the in the whole operation of the business. This can be seen in the many job scopes of tour operators. Among the services that offered by tour operator in Malaysia is referred by [Table 1](#).

Table 1. Services offered by tour operator in Malaysia.

Managing domestic tour package	Managing international tour package	Handling hotel booking
Handling flight bookings	Event management	Handling visa
Provide tour guide services	Provide car rental services	Transfer
Entrance ticket to attraction places	Managing excursion bus	Cruise tour

Therefore, the involvement of tour operators in sustainable tourism is very important. In Malaysia there were 5195 tour operators and travel agencies in Malaysia in October 2015. The statistics by MOTAC showed that travel agencies are 1.3% of travel companies in Malaysia while many others are tour operating businesses (98.9%).

In studying sustainable tourism and tour operators, sustainable tourism indicators are used to measure the sustainable tourism performance of tour operators. Studying the implementation of sustainable tourism requires useful, reliable, and comprehensive sustainable indicators (Lu & Nepal, 2009). A study on pattern of sustainable tourism study from 1993–2007 related to sustainable tourism measurement showed that:

- a. The scale of sustainable tourism measurement has shifted from project-oriented to destination-oriented;
- b. The content of sustainable measurement has also broadened to include not only quantitative but also qualitative indicators; and
- c. A variety of planning frameworks have been used to the development of sustainability indicators.

Several attempts have been taken to develop the indicators for sustainable tourism. A study on a 25-years bibliometric analysis was conducted for the four highest ranked journals in the tourism field and it was found that the sustainable tourism indicators and measurement are among the popular approaches in sustainable tourism (Ruhanen et al., 2015). However, as stated by Lu & Nepal (2009), the focus is more on a destination basis. There remains a lack of indicators or measurements that focus on tour operators having both business perspectives and destination perspectives.

This article will review studies related to the sustainable tourism indicators and measurement for tour operators. It will provide an opportunity to advance knowledge on the development of sustainable tourism indicators and the level of measurement for tour operators. In addition, it may be used as the preliminary assessment in measuring sustainability level of tour operator businesses in Malaysia.

2 SUSTAINABLE TOURISM INDICATORS FOR TOUR OPERATORS

Studies exploring tour operators' involvement in sustainable tourism have been carried out by several researchers (Budeanu, 2005; Fredericks, Roman Garstea, & Monforte, 2008; Khairat & Maher, 2012; Sangpikul, 2011; Schwartz, Tapper, & Font, 2008; Sigala, 2008; Xin & Chan, 2014). Among

these studies, several authors have considered the development of sustainable tourism indicators for tour operators (Bagul & Eranza, 2010; Beugen, 2005; Jaini, Anuar, & Daim, 2012; Xin & Chan, 2014). This area has also been explored by focusing on several ecotourism destination (Bagul & Eranza, 2010; Jaini et al., 2012; Xin & Chan, 2014) and CSR involvement (Beugen, 2005).

Sustainability for tour operators is related to the corporate sustainability. Corporate sustainability refers to 'a company's activities demonstrating the inclusion of social and environmental concerns in business operations and in interactions with stakeholders' (Van Marrewijk & Werre, 2003). It should emphasized on the economic, social and environment sustainability in external operational activities as compared to internal operational activities (Beugen, 2005).

To achieve sustainable tourism development, the protection of the social-cultural and physical environment, both internally and externally, must be seen as a key component of the long-term economic viability of the organization and the tourism industry as a whole (van Marrewijk & Werre, 2003). Therefore, to achieve sustainability in the tour operator business, stakeholders should integrate the elements of sustainability in all company operations, including destination and internal management of the company.

In developing sustainable tourism indicators for tour operators, several existing indicators can be used as references for this purpose.

The current standards introduced by the Global Sustainable Tourism Council are part of an initiative taken by international organizations that committed on sustainable development (Global Sustainable Tourism Council, 2013). A study on the effectiveness of GSTC found that some of the criteria were perceived as "not applicable" or respondents identified barriers for their implementation (Bricker & Schultz, 2011). In addition, several countries that have developed sustainable tourism standards for tour operators tend to have their own criteria, such as Australia, India, and Thailand.

A study on the development of indicators at Sabah (Xin & Chan, 2014) is a good reference for determining indicators for tour operators from local perspectives. That study is focusing on ecotourism attraction and it is among the services offered by tour operators in Malaysia. Meanwhile, a study by Beugen (2005) on the development of a sustainable attitude model for Dutch tour operators can be used as reference in identifying the indicators related to CSR involvement by tour operators in Malaysia.

Based on the existing standards measurement for tour operators, a selection of sustainable

Table 2. Sustainable tourism indicators.

Author	Focus
Global sustainable tourism Council (2013)	The standard guidelines for tour operators and hotel in sustainable tourism consists of four dimensions including effective sustainable management, benefits to local community, benefits to cultural heritage and benefits to environment. There were 26 indicators that developed for measuring the performance of tour operator in sustainable tourism.
Beugen (2005)	A sustainable attitude model for Dutch tour operators, the indicators was based on economic, social, and environment sustainability. There were 13 indicators that developed based on this three criteria.
Xin & Chan (2014)	The responsible tourism indicators for tour operators in Sabah based on four principles including destination management, economic value, social values and cultural values.

Source: Author compilation.

tourism indicator was developed. It was developed using the extraction process and indicator selection filter (Rahdari & Anvary Rostamy, 2015). The following three sources are used in determining the common criteria of sustainability indicators for tour operators.

3 LEVEL OF SUSTAINABILITY

There were various ways that had been used to measure the level of sustainability. Indicators that are based on economic, social and environment are used. It is argued that companies differ in the extent to which they are sustainable (Høgevoid et al., 2014).

In measuring sustainability, different sustainability level has been used in previous study. The indicators that have been developed consist of technical indicators (e.g. indirect and direct; descriptive and analytical; subjective and objective) and discipline-based indicators (e.g. economic, social and ecological indicators). Subjective indicators reflect the comments that stakeholders make about their attributes, attitudes and personal evaluation, while objective indicators refer to counts of behaviors and conditions associated with given situations

Table 3. Sustainable tourism indicators key areas.

Economy	Employee recruitment, contribution to local communities, tourism supply chain management, corporates codes of conduct
Social	Involvement with local communities, employee development, effective sustainable management, contribution to cultural and heritage
Environment	Internal environmental development, destination environmental management, conservation, waste management, information to customer

Source: Author compilation.

(Gilmartin, 1980, cited in Bui Duc, 2009). Previous studies have used both technical indicators and subjective indicators to measure the sustainability of tour operators' businesses.

Subjective indicators are measured based on attitudes towards sustainability and the variety level in sustainability that reflects different attitudes and actions (Beugen, 2005). The sustainable attitude model for Dutch operator has been developed using The five level of sustainability ranging from level one (very unsustainable) to level five (beyond sustainability) (Beugen, 2005).

4 DISCUSSION

This section discusses the sustainability level of tour operators' businesses. Based on the review from GSTC (2013), study from Beugen (2005) and Xin & Chan (2014), there are 34 core indicators for tour operators. As stated earlier, the indicators for tour operators should be linked to economy, social and environment. Therefore, the indicators discussed earlier was extracted into three dimensions namely economy, social and environment.

Economic indicators are important for the benefits of stakeholders to ensure the viability and long-term in economic operations (UNWTO, 2004). The economic indicators commonly used in sustainable tourism studies include number of tourism employees, labor income from tourism, destination economic, seasonality, and poverty alleviation (Stoddard, Pollard, & Evans, 2012). Based on the review, economic indicators related to tour operator are measured based on the employment areas, contributions to local communities, tourism supply chain management, and corporate codes of conduct.

Social indicators should include the elements of socio-cultural authenticity and conservation of cultural heritage and traditional values (UNWTO, 2004). One important element is the impact on local communities. The indicators in these areas solely

based on the maturity of the tourism destination, level of community attachment, support for access and equity, pressure on services, pride and sense of belonging to the local area, support for cultural and artistic endeavors, regional showcase, and community health and safety issues (Stoddard et al., 2012). Based on this review, the social indicators that relate to tour operators include involvement with local communities, employee development, effective sustainable management, and contributions to culture and heritage.

Environmental indicators are the most used indicators related to sustainable tourism, including optimizing environmental resources, maintaining ecological processes, and helping to conserve the natural heritage and biodiversity (UNWTO, 2004). Many indicators have been developed and focused on the destination basis (Stoddard et al., 2012). Based on this review, the environmental indicators were found related to internal environmental development, destination environmental management, conservation, waste management, and informing customers.

5 CONCLUSION

This study contributes to the literature by highlighting sustainable tourism indicators for tour operators. This research also provides suggested indicators for future studies that could explore the usefulness of these indicators for tour operators. The different types of indicators have been used to measure the sustainability of tour operators and subjective indicators have been highlighted, as having the influence in measuring the sustainability level of tour operators.

Measuring the sustainability level of a tour operator business is a complex process. Specific indicators based on economic, social, and environmental factors are required to measure the sustainability level. This area of study is still limited and requires exploration of sustainable tourism indicators for tour operators.

The three dimensions of economic, social and environment consist of several key areas that reflect sustainability level of the business. This conceptual paper determines twelve key areas that have been used as the indicator for tour operators which look at the benefits to all the stakeholders in the industries. Future research may look into these twelve key areas with subjective indicators to measure the sustainability level of tour operators' businesses.

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The relationship between green practice and green trust of five-star hotel segment

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ABSTRACT: Environmental problems have been a global issue where a call for comprehensive legal framework is made by many parties to deal with this situation. The intention to save the environment is merely lopsided where only government and non-governmental agencies are in the frontline but the public support is relatively low. Leveraging in this issue, abundance of researches directed to the green practice and the effects toward various outcome variables have become phenomenon especially in the service sectors. This paper in particular examine the relationship between green practice represented by saving energy, water and solid waste toward green trust in the five-star hotel segment. Convenience sampling was employed to the population of guests who had experience staying in ASEAN Green Hotel Standards certified hotels throughout Malaysia. 200 samples were decided based on the convenience sampling technique. Results indicated that green practice significantly affect trust towards the green certified hotels that able to be established over a long period of time. Future study may also includes other outcome variable like green satisfaction or brand loyalty and test them to other service industry like banking or retailing. The conclusion and recommendations were made based on several limitations like inability to conduct the research at the actual green hotel premise since no permission is given by the managers of the selected AGHS certified hotels.

Keywords: green practice, green trust, hotel, green certified hotel

1 INTRODUCTION

In the hospitality industry, hotel in particular possesses higher threats to the environment based on the massive consumption in energy, water and tangible goods wastage. In respond to this, movements toward better utilization of energy, water and solid waste were initiated in the past by incorporating “Green” element in daily operation. As mentioned by Han et al. (2011), the ideas of making “green” culture a reality is simple just by performing “3R’s” practice particularly “Reduce, Reuse, and Recycle” or by simply supporting eco-label product than normal products. In relation to this, many industries have started to apply eco-friendly policies in their operations that consequently help in reducing operational costs (Mohamad et al., 2014). They added, these two-pronged strategies benefit not only to the company’s survival but at the same time protecting nature against global warming. As a matter of fact, green practices are no longer a jargon to consumers especially with the obvious climate change faced by every part of the world (Jamaluddin, Hamzah & Maskor, 2014). Mattera and Melgarejo (2012) listed two phases that lead to pollutant and other environmental issue that is (i) during development

stage where buildings are constructed in unplanned area that lead to uncontrollable effect of pollution; and (ii) during the operational stage where daily activities are not planned properly like the use of energy, water and gas on a large scale; construction of sewerage systems and roads; and wastages over consumption of goods.

In relation to previous paragraph, Sivamoorthy, Nalini and Kumar (2013) noted that the environmental problems were in a critical state recently that has prompted a call for comprehensive legal framework to overcome the situation. Furthermore, the intention to save the environment is merely lopsided where only government and non-governmental agencies are in the frontline but the public support is relatively low. As mentioned by Ahmad and Abdullah (2014), the intention to practice green environment is almost absent in today’s society even many awareness programs had been organized by related agencies. It is further supported by several studies conducted in Malaysia that shows declination on the motives to adopt green practice (Waziri, Yusof & Osmadi, 2015), vague perception toward green purpose (Lasuin & Ng, 2014), and the uncertain benefits of performing green (Mohamad et al, 2014).

By understanding the problem faced in the industry especially in local environment, this paper aims of to corroborate the significance of green practices toward hotel green effort in particular how green practice by the five-star hotel players can influence guest's trust towards hotel brand. Although the importance of green practices had been highlighted for many years, the topic remains relevant and being continuously revisited looking at the abundance of researches conducted in the past. The term environmental friendly has been changed to "green" in an effort to standardize research in this area. Even enormous amount of researches employed saving of energy, water and solid waste as the predictor variables for the green research but combination of different outcome variables were seen and being tested. None of the previous researchers had claimed their framework as the sturdy to represent the green practice and it created opportunities for more combination of variables in the green research. As such the present study aims at filling the gap of green practice and the effect towards green trust in the five-star hotel segment in Malaysia.

2 RELATED WORKS

2.1 *Green practice*

Green is an important component of charity act in performing eco-activity popularly termed as "3R" campaign which aims to reduce consumption on non-renewable resources such as water and energy; reuse any materials that no longer needed into usable forms; and recycle all recyclable items such as bottle, paper and plastic to reduce contribution towards waste disposal (Noor, Shaari & Kumar, 2014). Saleki and Seyedsaleki (2012) argued that the term "green" can only be applied in technology and industrial sectors where companies make it compulsory in their standard operating procedure to use environmentally friendly products, services and equipments in their day-to-day operation and maintenance.

Over the past century, "green" has been evolved into various terms such as "pro-environment", "sustainability", "environmentally friendly", and "ecology". Bamberg and Moser (2007) defined it as ethical practices perform by an individual or corporation toward favoring environmental-related matters. De Young (2013) on the other hand defined green as a set of responsibility held upon the environmental-related people in informing community about their decisions to enacting green policy. Studies conducted in the area of green practice previously came down into one general conclusion that is green practice can only successful if people

have general awareness about environmental issues in a way those awareness will control their rational thinking on how to act accordingly (Carmona & Punter, 2013). Having said that, green practice has been recognized as Environmental Management System (EMS) which widely structured during the era of agricultural and industrial revolutions where the aim is to minimize deterioration impact on natural surrounding area (Hasna, 2009).

2.2 *Green trust*

Recently, there have been renewed interests in trust towards green-initiative companies. Previous literature in the field of trust have shown that the reason people put their trust on another party is because of the belief that other party possessed reliability, benevolence and capability factor in keeping their promise together (Terenggana, Supit & Utami, 2013).

Taking the concept of trust into account, environmental scholars also applying the same mold by putting it as a base for greening purpose and rename it into a new term called "green trust" to unsure satisfaction needed by their customer is in place (Kurniawan, 2014). In five-star hotel segment, Jamaluddin, Hashim and Hanafiah (2011) noted that trust plays a moderate role in influencing trust towards hotel brand. In balancing the trust to avoid having possibility of risk, organization must ensuring the client receives green benefits like satisfaction and loyalty; reduction of costs and increase in profits; and gaining positive feedbacks from the clients (Shpëtim, 2012). Most importantly, by having environmentally friendly attitude, it will match the company's green effort with the customer's green attitude hence resulting in higher green trust toward brand and may influence future company's survivability (Maiywa, 2013).

2.3 *The association of green practices and green trust*

The relationship between green practice and green trust is pretty straightforward where Cometa (2012) noted that green practice highly influence green trust especially from the green establishments. The reason is green establishments work very hard in ensuring all requirements for green framework are in place. On top of that, green hotels also facilitate educational experience to the guests on the right way to practice green as simple and basic as possible. This provides enjoyable green learning experience thus make it highly possible for the guests to commit green policy in the future. Maximizing satisfaction is indeed an important goal for every profit-motive organization however developing trust is crucial for establishing long-term

relationship with the customers (Hassim & Jamaluddin, 2016).

Furthermore, green practice might possibly attract new customer into forming new market segment designated for environmentally-concerned people who in particular like to build long-term trust with green brand companies (Han & Chan, 2013). Likewise, Lee et al. (2013) reported that green practice interacts positively with customer's trust in a sense that they will be more involved and keen to practice green effort deliberately. Another strong reason is green influences them emotionally and make them attach with the green philosophy and hold to it endlessly.

3 METHODOLOGY

This research applied a descriptive and causal research design with a major objective is to achieve outcome from the cause and effect relationship between green practices that represented by saving of energy, water and waste management toward guests' trust in five-star green certified hotels. Based on thorough reviews of sampling technique, convenience sampling technique was found to be the appropriate technique looking at the emergence of green practice in human's life nowadays. Furthermore, probability sampling is almost impossible to be deployed with this nature of study thus non-probability sampling using convenience sampling was selected. Population for this study is guests who have experienced in staying at any ASEAN Green Hotel Standards (AGHS) certified hotels throughout Malaysia. Currently there are 5,231 rooms from ten AGHS certified hotels. Based on suggestion made by Hair et al. (2006), using 95% confidence interval and 5% margin of error, 200 samples will be collected in the actual field survey.

To probe understanding on the application of overall framework with the five-star hotel industry, a pre-test questionnaire has been conducted to approximately 50 stakeholders in the green hotel area that comprised of senior lecturers in front office and marketing disciplines, managers of marketing and front office departments, and frequent hotel visitors. This can help researcher in knowing their feedbacks on the green issue and to give response regarding items selected in the questionnaire that best represent predictor variables. In an effort to create reliable and valid responses from respondents who may not have adequate understanding about green practice, an introductory letter was attached to explain the green practice application in the hotel industry in order to ensure they are really aware of the terms and phrased used in the questionnaire. Of 50 survey forms distrib-

Table 3.1. Reliability statistic.

Measurement	N	α
Energy management	5	0.764
Water management	5	0.878
Solid waste management	5	0.790
Green trust	5	0.944

uted, 45 were completed and valid to be used for further analysis.

From the pretest, several comments were directed at the use of technical terminology for hotel's current green practice in which several managers suggested specific applications in their premises. This however aligned with the items developed by previous scholars, however looking at the way green hotels operated in Malaysia; the suggestions were incorporated in the questionnaire. The reliability analysis showed that all items were reliable (Table 3.1) and will then be used for data collection method.

4 DATA ANALYSIS

4.1 Respondent's profile

A descriptive statistic was performed to explain the profiles of 200 respondents participated in the study. All in all the proportion of gender participated in the study was quite even where 51.1% female than 48.9% male. Majority of the respondents ($n = 72$, 36.0%) were at the age of 25–29 years and followed by age of 30–39 ($n = 45$, 22.0%). For employment two major groups were government sector ($n = 81$, 40.5%) and private sector ($n = 73$, 36.5%). In addition, majority of the respondents visited the hotel for leisure purposes ($n = 113$, 56.5%) or business purposes ($n = 35$, 17.5%).

4.2 Reliability analysis

Another round of reliability analysis was conducted to test the reliability of the items and the respondents to be used for further analysis and overall result showed that the reliability is high ($N = 200$, $\alpha = 0.948$). Looking at the "Corrected Item-Total Correlation" output, all items correlated quite well with the total correlation except for Item EM3, "*This hotel strictly practices one room key card system to reduce energy consumption.*" However, looking at the "Cronbach's Alpha if Item Deleted," if this item were to be deleted, the reliability increased in a very small margin ($N = 200$, $\alpha = 0.949$) and therefore this item is retained for further analysis. In addition to this, Item WM5,

“This hotel made it compulsory for guest to comply with water limits usage per day to reduce water consumption” (N = 200, $\alpha = 0.754$) and Item WM1, “This hotel encouraged guest to minimize water usage by using reminder notice” (N = 200, $\alpha = 0.741$) scored the highest inter-correlation with the total correlation. Overall reliability test indicated substantial magnitude and high stability of test results if it were to be conducted over time using similar sample.

4.3 Structural Equation Modeling (SEM)

Structural Equation Modeling is performed to the items included in the predictor variable against the outcome variable represented by “Green Trust” to confirm the constructs of the data. In the initial model (Fig. 4.1), Item EM3, “This hotel strictly practices one room key card system to reduce energy consumption,” Item SWM4 “The hotel strictly provided certain amenities and toiletries like newspaper, robes and slippers upon request,” and Item SWM5 “This hotel encouraged quick service cleaning with

minimum energy usage for room” recorded less than 0.6 as the threshold suggested by the previous scholars.

Next, based on the result from the previous path analysis, items with low loading factors were deleted. On top of that, to solve the correlated errors items for Item EM4 “This hotel strictly practiced lighting control systems with dimmed settings to reduce energy consumption,” Item EM5 “This hotel strictly practiced day-lighting and room temperature systems with optimization settings to reduce energy consumption,” Item WM3 “This hotel strictly practiced use of water restrictor devices showerhead to reduce water consumption,” Item WM4 “This hotel strictly practiced use of low-flow faucets and toilets to reduce water consumption,” Item WM5 “This hotel made it compulsory for guest to comply with water limits usage per day to reduce water consumption,” Item SWM1 “This hotel encouraged guest to recycle all waste produced by using reminder notice,” and Item SWM2 “This hotel encouraged guest to recycle all recyclable waste by providing recycle bin in my room” were set as the free parameter estimate and the confirmatory factor analysis (Fig. 4.2) indicates that the structural model showed adequate model fit by looking at the established fit indices.

For better illustration, the Goodness-of-Fit Index (GFI) was on the tolerable threshold (GFI = 0.829) and the standardized root mean square error was also on the acceptable range of 0.05 to 0.10 (RMSEA = 0.100). The model also recorded a good incremental fit measure as showed by Comparative Fit Index (CFI=0.919). As for parsimony fit index, the model reported a well normal score of 3.006, which is below the threshold of 5.0. In short, the structural model could adequately measure and predict the causal relationships of the exogenous and endogenous variables.

Finally, Table 4.1 summarizes the effect of green practice toward green trust and it can be concluded that the relationship is significant (standardized coefficient = 0.663, $t = 7.780$). It can be noted that, guests who observe green practices in the hotel will definitely built trust toward hotel’s green effort. This is in line with Cometa (2012) who noted having green practice in the establishment can give advantage in establishing trust towards the brand over long period of time.

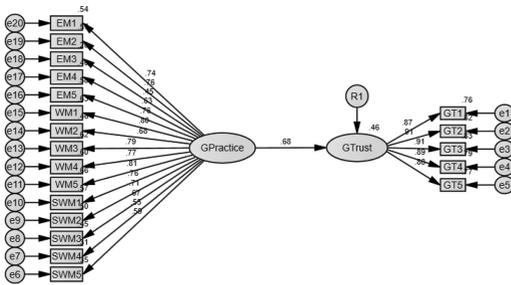


Figure 4.1. Path diagram before validating.

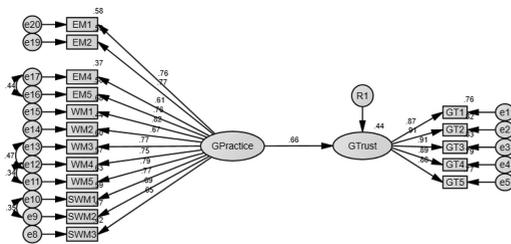


Figure 4.2. Path diagram after validating.

Table 4.1. Regression weights.

Path	Unstandardized estimate	S.E	Critical ratio	P value	Standardized estimate
GP->GT	.688	.088	7.780	***	.663

*** $p < 0.05$; GP—Green Practice; GT—Green Trust.

5 CONCLUSION AND RECOMMENDATION

With abundance of researches tried to establish the finest framework in representing green practice, this paper noted that the relationship between green practice and green trust is definitely significant; however the items to represent each measurement used for the green practice remains researchable. Future study may break the items into several other sub-categories for measuring saving energy, water and solid waste; or combining several items as demonstrated by the path analysis output. Future study may also includes other outcome variable like green satisfaction or brand loyalty and test them to other service industry like banking or retailing. The conclusion and recommendations were made based on several limitations like inability to conduct the research at the actual green hotel premise since no permission is given by the managers of the selected AGHS certified hotels.

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Environmental Attitudes Inventory (EAI) of UiTM Penang hospitality students

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ABSTRACT: The importance of education of sustainability became more prominent in higher learning institutions of developed nations in the form of research and policy setting since the publication of the United Nations' Decade for Education for Sustainable Development report. On the other hand, this movement has yet to advance as effectively in developing and emerging countries. In line with the crucial need to expand the understanding of environmental studies in higher learning institution in Malaysia, this conceptual paper proposes to gauge students' grasp on sustainability issues by employing the Environmental Attitudes Inventory (EAI) as measurement scale. This instrument was designed to evaluate the psychological tendency in favour or disfavour towards the conservation of the natural environment, constructed on two factors: preservation and utilization. The findings will provide insight into theoretical knowledge discussion and practical recommendations in actions that can be undertaken to promote sustainability on campus.

Keywords: sustainability, environmental attitudes, higher learning institutions, hospitality students

1 INTRODUCTION

Environmental issues which arose in recent years are a cause for concern as it is more felt in erratic climate changes and numerous spillover effects experienced globally. Among the reasons for this recurring phenomenon is the escalating volume of carbon emission and other greenhouse gases released into the biosphere due to burning of fossil fuels, human activities, land clearing and agriculture (Livescience, 2016).

In Malaysia, environmental preservation and conservation awareness is gaining traction. Efforts are being undertaken to deal with emerging environmental issues. For instance, the federal government in Malaysia has announced the implementation of compulsory waste separation in the states and federal territories of Kuala Lumpur, Putrajaya, Pahang, Johor, Malacca, Negeri Sembilan, Perlis and Kedah effective on 1st of September, 2015 (Edward, 2016). This regulation is perhaps instigated by the fact that Malaysian's recycling rate is only 10.8 percent per adult. This recycling rate could be deemed as low, compared to Singapore which is at 57 percent, Australia at 52 percent, Germany at 70 percent, Japan at 95 percent and Sweden at 99 percent. In addition, the

average Malaysian produces 1.64 kilograms daily, compared to worldwide average which is at 1.2 kg daily (Lee, 2015). The agency for this implementation is entrusted to Solid Waste Management and Public Cleansing Corporation (SWCorp).

According to SWCorp Chief Executive Officer (CEO), Datuk Ab Rahim Md Noor, in a survey conducted in 2009, the findings showed that 89 percent out of 55,000 respondents have high awareness of the 3R (Recycle, Reuse, Reduce) practices. However, they do not make it as part of the daily culture. He further commented that this is largely contributed to the mindset of Malaysians who believe that the responsibility of cleaning or managing waste solely lies as on the authorities' responsibility (Irsyad, 2015). Alternatively, the manager of Universiti Malaya's successful Zero Waste Campaign manager, Jaron Keng, recommended that the nationwide program ought to start small and initiate the movement with one community at a time. Keng highlighted the cases of such campaigns in the UK and Singapore which failed initially when they went ahead at federal level because changing the mindset of the public is a massive task (Chi, 2015).

In light of this situation, this study intends to examine the higher learning institutions'

community. Universities have always been considered the pillar of a society. At higher learning level, universities are expected to produce human capitals fit to enter the workforce, and contribute to nation. Its role is so significant to the point that it is a crucial component of strategic planning and national agenda. University students are often regarded as the closest generation that has the potential to become leaders in all eclectic sectors, areas and community engagement in the near future (Moore, 2005). On that note, the responsibility of universities should not be limited to academics alone. It should integrate “soft skills” teachings based on building strong spiritual foundation, morals, values, ethics, professionalism and appreciation of natural resources. This will ensure not only an intelligent society, but a stable harmonious community as well. (Adom̄bent, Godemann, Herzig, Otte, Rieckmann & Timm, 2014; Wright, 2006).

Hence, this study proposes to investigate university students’ perception and receptiveness of sustainability concept by gauging their environmental psychology utilizing the Environmental Attitude Inventory (EAI) (Milfont & Duckitt, 2010) measurement scale. The EAI is a valid and reliable measurement based on twelve core dimensions that define a two-dimensional higher order Environmental Attitudes construct: preservation (the general belief of protecting and preserving nature into its natural state) and utilization (the general belief that humans have the right to alter nature for human needs (Milfont & Duckitt, 2010). The survey was designed to measure the positive or negative underlying beliefs of respondents toward the natural environment and its resources.

2 LITERATURE REVIEW

2.1 *Institutionalizing environment into universities*

There is a movement in many universities attempting at institutionalizing sustainability practices within their curricula, research, operations, outreach, assessment and reporting (Lidgren, Rodhe & Huisingh, 2006; Lozano, 2010). There is also public demand for a sustainable society as more people are aware of the crisis the world is facing due to deterioration of the natural environment. Thus, more universities are equipping their graduates with environmental knowledge by re-aligning their mission, vision, and educational practices (Md Shahbudin, Nejati & Amran, 2011). There seem to be a growing global consensus on the university’s responsibility towards supporting and disseminating the concept and activism of sustainability (Wright, 2004).

During the past decade, there have been 150 articles published in the Journal of Cleaner Production highlighting on the development of sustainability in the form of academics and recommended actions. Themes that were featured included discussion on education, research, outreach programs and greening of campus operations in universities. However, most of the studies were conducted in the context of developed countries, with no Special Volume (SV) focused upon Green University Initiatives and Education for Sustainable Development (EfSD) in developing and emerging countries (Wang, Shi, Sun, Huisingh, Hansson & Wang, 2013). Public awareness towards sustainability in developing countries such as Malaysia is still relatively poor (Ramayah, Lee & Lim, 2012).

2.2 *Environmental beliefs and attitudes*

Environmental attitude is believed to be a compelling predictor of pro-ecological behaviour (Kaiser, Wolfing & Fuher, 1999; Schultz, 1995). According to Whitmarsh and O’Neill (2010), pro-ecological behaviour is determined by self-identity, influenced by personal motivations through self-esteem, self-enhancement and self-understanding. Inherent traits of environmental attitude are commonly deep-seated in individuals who are exposed to effective knowledge transfer and action-related knowledge on environmental studies and issues (Frick, Kaiser & Wilson, 2004). Apart from knowledge, environmental beliefs appear to be driven by internal locus of control (positive control beliefs), personal responsibility, and perceived threats to personal health (Fransson, 1999). However, developments in psychology suggested that there emphasis on external influences also need to be considered. Clark, Kotchen & Moore (2003) integrated themes from psychology and economics to analyze pro-environmental behavior motivations for participating related to several concerns: ecosystem health, personal health, environmental quality for residents in southeastern Michigan, global warming, and warm-glow (or intrinsic) satisfaction. The results indicated that biocentric motive ranks first, altruistic motive ranks second and egoistic motive ranks third. Furthermore, Whitmarsh’s (2010) study on environmental attitudes effects on environmentally protective behaviors and political activism in environmental issues suggested that attitude intensity is indeed correlated with self-reported environmental behavior and political activism in environmental issues.

In hindsight, attitudes toward the environment are key in their behaviour toward environmentally friendly practices. While some individuals approach are purely from utilitarian perspective, others are genuinely concerned about

environmental sustainability and maintaining an ecological balance. An individual with high level of environmental conscientious might follow social guidelines and norms more stringently compared to an apathetic individual who might be more willing to “cut corners” when it comes to environmentally responsible behavior (Hirsch, 2010).

2.3 *Environmental Attitudes Inventory (EAI)*

Environmental attitudes or behaviour have been tested in previous studies by applying direct self-report methods, such as interviews and questionnaire, along with other implicit techniques such as observation, priming and response competition measures (Milfont & Duckitt, 2010). According to Krosnick, Judd, & Wittenbrink, (2005), attitudes measurement can be constructed into self-directed and implicit measurement techniques. Furthermore, as attitudes are latent and cannot be observed explicitly, it needs to be inferred from overt responses (Himmelfarb, 1993) derived from survey responses.

The EAI was specifically constructed in consideration of the multidimensional and hierarchical nature of environmental attitudes. The disposition of EAI is wide-ranging and assesses a broad perceptions of or beliefs regarding the natural environment, including factors affecting its quality. It was hypothesized that this inventory would be two-dimensional higher order structure of environmental attitudes (i.e., Preservation and Utilization). The twelve facets of EAI consist of these twelve dimensions: enjoyment of nature, conservation policies, environmental activism, anthropocentric concern, confidence in science, environmental fragility, altering nature, personal conservation, dominance over nature, utilization of nature, eco-centric concern and population growth (Milfont & Duckitt, 2010).

3 METHODOLOGY

Self-administered survey questionnaire will be conducted in the course of collecting data from respondents. The survey questionnaire will be designed with the Likert scale technique on seven ordinal scale as follows: 1) strongly Agree 2) agree 3) somewhat disagree 4) no comment 5) somewhat agree 6) agree 7) strongly agree. Respondents are required to indicate their concurrence tendency they attach to a factor, using a standard set of responses (Kumar, Abd Talib & Ramayah, 2013; Veal, 1997). The items in the questionnaire will be adopted and adapted from EAI (Milfont & Duckitt). The items will be presented in two languages, being English and Bahasa Melayu (the

official Malaysian language). The questionnaires to be distributed will consider convenience sampling among the students at the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Penang campus. All data gathered and analyzed will use Statistical Package for Social Science (SPSS version 21) and AMOS for descriptive analysis and reliabilities.

4 RESEARCH CONTRIBUTION

The study will contribute to the body of knowledge of establishing and confirming correlation between environmental behavior and TPB. The researchers anticipate the outcome of the study will contribute in better understanding and improved theoretical framework to environmental studies in higher learning institutions. The results of the study is expected to explicate the level of university students' environmental cognizant and beliefs. The implication of discovering the results could be helpful in understanding the mindsets and conviction of university students in regards to the environment. University administrators may then reconcile the outcome of the study and subsequently strategize programs or promotions that will incite active participation from the students, thus accelerate the process of greening the campus wholly at all levels.

5 CONCLUSION

Universities nowadays are more aware of their role sustaining the natural environment. Initiatives that spans from improvement of environmental policies, curricula, creating awareness, proliferation of environmental research, greening the campus, community outreach programs, environmental education programs, community and curricula are more apparent and evolving. The development of sustainability concept in the education system is healthy, but still insufficient (Nejati & Nejati, 2013). Hence, there is a need for further investigation into the environmental attitudes of populaces of higher learning institutions as well. Universities in developing countries and in Malaysia specifically are recommended to intensify their efforts in sustainability in all aspects of academia and activism to ensure a holistic shift in sustainable development of the country.

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Gastronomy, foodservice and food safety



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Hospitality in school environment supports nutrition educational package for obese school children

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ABSTRACT: The problem of overweight and obesity among school children are on the rise at primary schools at suburban area inclusive of easy access to fat food and supermarkets. Here, we examined the effect of dietary pattern among overweight and obese children following a Nutrition Educational Package (NEP) with the changes in BMI percentiles. An experimental study with cluster sampling was conducted among primary school students and their participation was on voluntary basis. Dietary pattern is significant increase, there were slight increases in fruit and vegetables consumption; reduced intake of non-core food, and sweetened beverages from pre and post intervention. However, result for the changes of BMI percentiles did not have a significant difference between pre and post intervention NEP. The results from this study reflects the importance of hospitality school based on intervention and needed to identify specific package that would be successful in preventing overweight and obesity among school children.

Keywords: dietary pattern, overweight, obesity, school children, hospitality, school environment

1 INTRODUCTION

The problem of overweight and obesity has been increasing by leaps and bounds in Malaysian urban environment. However, currently the childhood obesity has been rising also in suburban area. Childhood obesity has been associated with multiple health problems and major risk factors for a number of chronic diseases. The National Health and Morbidity surveys, Malaysia in year 2011 indicated that over 47,700 children below 18 years old were overweight. In Malaysia; most cases of obesity were due to excess nutritional intake as compared to energy requirement. Based on the report by Institute of Public Health Prevalence in 2008, the overweight level has increased from 6.03% for boys and 4.68% for girls (Norimah et al., 2009) to 12% for boys and 13% for girls in the year 2009 with the prevalence rates of childhood obesity have increased from 11.7% to 13.5% (Norimah et al., 2009).

The Ministry of Health in Malaysia tried to organize a School Health Program as a part of prevention strategies to cope with overweight/obesity among school children. However, the school health program coverage is too broad and it could not adequately provide education on the topic of balance food selection and dietary education to the school children. Not to mention that the programme has only been held in the primary schools once a year.

In relation to that problem, the hospitality of Nutrition Educational Package (NEP) in public school settings or school health services have an enormous potential to affect changes in school children eating behaviour which will reduce the number of obesity. The implementation of hospitality in school environment plays an important role in promoting lifelong physical activity and healthy eating in children. Although the NEP as hospitality in school environment also should be focusing to develop knowledge, attitudes and behavioural skills to establish and maintain healthy eating and an active lifestyle (Kain et al., 2004).

Therefore, this study was aimed to assess the effect of dietary pattern among overweight/obese children following a NEP with changes in BMI percentiles.

2 LITERATURE REVIEW

A dietary pattern can be defined as a broader picture of food and nutrient consumption (Hu, 2002). Recently, child dietary pattern have been identified to influence childhood obesity such as socioeconomic status influenced the change in dietary pattern among primary school children. 40% of children risks for obesity and has been increased by frequent snacking in between meals, consumption of highly sweetened carbonated

beverages and having one or two obese parents (Binkiewicz-Glińska et al., 2012; Prepplich et al., 2011). There appears to be a relationship between the weight of parents to a child's overweight status in children between 10 to 12 years old due to parental feeding practices (Serene, Shamarina, & Mohd, 2011).

Children who consumed more carbohydrates was found to be at higher risk to overweight/obesity especially if they have inadequate or poor sleep quality (Firouzi et al, 2014). Dietary pattern among boys and girls for school children towards vegetables and fruit consumption also showed differences. The result showed boys who ate more sugary products as compared to girls who consumed more vegetables and fruits (Akar & Sanlier, 2011).

Nutritional education is a part of health education to increase children's awareness on the selection of healthy food. This knowledge is needed to enhance the children's basic understanding of needs for carbohydrates, proteins, and fats, minerals and calcium in food (Contento, 2011). School environment also an important place for the school children due to the fact that they spend many hours at school each day, including lunchtime where children consume at least one main meal a day (Mensink et al., 2012).

The BMI percentiles provide useful baseline data for observing future changes in nutritional status were the study showed that prevalence of obesity increased rapidly, younger Chinese children have extreme BMI values cut-off points (Ma, Wang, Song, Hu, & Zhang, 2010).

3 METHODOLOGY

3.1 Participants

An experimental study with cluster sampling was conducted in this study. The self-administered questionnaires and 24 hour dietary recall were distributed to the school children and answered with the parents. The total population for aged 10–12 year old students were 711. The sample size determination was taken from Krejcie and Morgan table (1970). A total of 248 school children were screened and 165 were identified as overweight/obesity. However, only 103 school children were willing to be involved in this NEP after permission was obtained from their parents. Following three months of implementation, the school children involved were reduced to 79 due to 15 of the school children transferred to other schools, 3 involved in school activities, and 6 were absent during a day of post intervention.

Body weight was measured with a SECA Digital weighing scale Model 803 (SECA) to

the nearest 0.1 kg, while height was measured with a portable SECA stadiometer Model 213 (SECA) to the nearest 0.1 cm. BMI was calculated by using the Child and Teen BMI Calculator to determine the BMI percentile. This has been used to determine weight status category for overweight and obese.

3.2 Instrument

The structured questionnaire was adopted from Wilson et al, (2008) to assess dietary pattern. The questionnaire was divided into two parts; Part A consists of demographic data; while Part B has been assessing intake of non-core food, sweetened beverages, fruits, vegetables and water. The above categories were assessed by using the frequency. Scoring created is one for each item and summation was made by totalling items specific to each category.

3.3 Nutritional Educational Package (NEP)

This package was adopted from Ruzita & Wan Azdie, (2007) using psycho educational intervention based on Kolb's Model of Learning Styles and Experiential Learning. On the first day of the programme, students' were screened to determine their BMI percentile. The identified students were given a pre intervention questionnaire. They had to watch a video entitled 'Food Pyramid' and 'Body Mass Index' on the second day. Following this the comic "Kembara Alam Sam" from the Nutrition Month Malaysia, Nutrition Society of Malaysia (NMM) 2010 was presented to the children. Questions related to the comic were answered by the students'. Their capability to answer 10 out of 10 questions correctly were categorized as excellent, 8 good, 6 satisfactory, and 5 correct answers were categorized as weak. On day three, the students participated in a game "selection of healthy food". Each respondent who was able to select five models of healthy food was given a gold star as a token and for those who were not was given a Silver Star. Three months after the NEP, the post intervention question was distributed to determine the dietary pattern and BMI percentile was measured.

3.4 Statistical analysis

Data was analysed using IBM Statistical Package (SPSS) Version 21. The data was analysed using descriptive frequency to determine the dietary patterns and the Wilcoxon signed rank test was used to evaluate changes of BMI percentile during pre and post-intervention among respondents.

4 RESULTS

4.1 Demographic data

A total of 79 respondents participated as the samples for this study. There were 58 10 year old respondents (73.4%) and 21 (26.6%) 11 years old respondents. A total of 41 (51.9%) respondents were males and the rest were females by 38 (48.1%) respondents. There were 7 (8.9%) respondents with family income below RM1,500 with 13 (16.5%) between the income of RM1,600 to RM2,500, 13 (16.5%) between the income of RM2,600 to RM3,500, 12 (15.2%) between RM3,600 to RM 4,500, and 34 (43%) was more than RM5,000.

4.2 Dietary pattern

The intake of non-core food for pre and post intervention (see Table 1). The results demonstrated a mix differences in intake of non-core food after the intervention programme were 74 (93%).

The frequency of sweetened beverages identify were respondents consuming sweetened beverages pre and post intervention (see Table 2). The results showed significant improvements only for those who took sweet beverages consumption once while for those who took twice were increased after the intervention.

The frequency intake of water examined respondents with a water intake of once, twice and three times. The result shows no differences between pre and post intervention of water intake among respondents.

The frequency intake of fruits among respondents (see Table 3). The result shows that 31 (39.2%) to 38 (48.1%) respondents consumed 2 to 3 types of fruit at post intervention. Those who consumed 4 to 5 types of fruits were 18 (22.8%)

Table 1. Frequency intake of Non-core food.

Frequency (n = 79)	Pre test	Percentage (%)	Post test	Percentage (%)
Once	3	3.8	5	6.3
Twice	46	58.2	74	93.4
Trice	30	38.2	0	0

Table 2. Frequency intake of sweetened beverages.

Frequency (n = 79)	Pre test	Percentage (%)	Post test	Percentage (%)
Once	40	50.6	24	30.4
Twice	38	48.1	54	68.4
Trice	1	1.3	1	1.3

and increased to 31 (39.2%). The intakes of more than 6 types of fruits were 3 (3.8%) and increased to 10 (12.7%) post intervention. The results indicate mixed improvements differences between pre and post intervention intakes of fruits among respondents.

Vegetables intake shown that respondents who consumed 4 to 6 types of vegetables were at 27 (34.2%) for pre intervention but increased positively to 61 (77.2%) for post intervention (see Table 4). The frequency of vegetable intake can be concluded that there is significant increased between pre and post intervention.

4.3 Evaluation of BMI percentile

The result for the preintervention with minimum BMI percentile was at 85th percentiles and maximum was at 99th percentiles. However, the result for post-intervention shows the minimum was at 76th percentile and the maximum was at 99th percentiles. This result shows that there is no significant difference in the changes of BMI percentiles between pre and post intervention with $Z = -0.536$ ($p > 0.05$) (see Table 5).

Table 3. Frequency intake of fruits.

Frequency (n = 79)	Pre test	Percentage (%)	Post test	Percentage (%)
0	15	18.9	0	0
1 type	11	13.9	0	0
2-3 types	31	39.2	38	48.1
4-5 types	18	22.8	31	39.2

Table 4. Frequency intake of vegetables.

Frequency (n = 79)	Pre test	Percentage (%)	Post test	Percentage (%)
0	4	5.1	0	0
1-3 type	35	44.3	17	21.5
4-6 types	27	34.2	61	77.2
7-9 types	13	16.5	1	1.3

Table 5. BMI Percentile Pre and Post-Intervention.

BMI percentile (n = 79)	Z-score		Asymp. sig (2tailed)
	Min	Max	
Pre-test	85	99	-0.536b
Post-test	76	99	

Note: Wilcoxon signed rank test, b: based on negative rank.

5 DISCUSSION

5.1 *Dietary pattern*

The results demonstrated a mix differences in intake of non-core food after the intervention programme. The findings of this study for non-core food intake was consistent to the findings reported by Poh et al., (2013) where 4205 children aged 9–12 years higher intake on non-core foods among boys. Result were also consistent with Binkiewicz-Glińska et al. (2012) where 40% of children were risks of obesity increased by frequent snacking between meals and consumption of highly sweetened beverages.

The result for category intake of sweetened beverages indicates the NEP has no significant impact in order to decrease consumption of sweetened beverages especially for those who took twice. This study was consistent with the study in urban low socioeconomic in status areas of African-American, involved in the HEALTH-KIDS programme where the results showed they consumed an average fried foods ≥ 2 times/day over the past 7 days; and consuming soft drink for ≥ 2 times/day with high prevalence of overweight, 43% in boys and 41% in girls (Wang et al., 2006).

Fruit consumption demonstrated there were mixed improvements differences between pre and post intervention intakes of fruits among respondents. Similar with the study by Keyte et al (2012), there was an improving children's diet on fruit and vegetable consumption where 511 children, aged 7–9 years old, ate 2.0 portions of fruits and vegetables compared to one portion consumed by pupils attending a school not engaged with the programme ($P = 0.001$).

Based on vegetable intake frequency, it can be concluded that there is a significant increase between pre and post-intervention. This conforms with Preplip et al. (2011) where the vegetable consumption for both the intervention and control group was +0.06 and +0.12. Even though this result showed a smaller increase in vegetable consumption among school children, the intervention showed increasing number of school children who consume vegetables and follow the recommended 5 servings of vegetables per day.

5.2 *Evaluation of BMI percentile*

This result shows that there is no significant difference in the changes of BMI percentiles between pre and post intervention. The excessive weight gain may be due to poor diet and exercise habits. This occurred because of the dietary preferences and physical activity patterns were probably shaped early in childhood, influenced by parental

practices and familiar environment according to Etelson et al, (2003). The result showed a particular difference with the study by Resnick et al., (2009). In their study, the children BMI percentile were measured pre and post intervention while the parents received educational materials through interactions with community health workers (CHWs). Their study result showed no changes in the BMI percentiles between groups but the mean BMI percentile for all children dropped from 94.1 to 90.6 ($p = 0.005$).

Waters et al. (2013) suggested that the intervention programmes should be combined with dietary-behavioural-physical activity and longer-term beneficial effects. This conforms with Francis et al. (2010) in their one-year duration study on after-school programme towards the school children with BMI >85 th percentile. The result of their analysis showed a slowing in the average rate of weight gain and had a significant difference ($p < 0.05$) in mean BMI percentile.

6 CONCLUSION

This study shows that the NEP could improve the dietary pattern among overweight and obese school children especially in consumption of non-core food, sweetened beverages, fruits, vegetables, and water. In addition, the usage of comic, videos and game selections on healthy food may attract the students' attention to learn and understand healthy food. This NEP could be implemented in Malaysia as a part of the hospitality in school environments to promote nutritional activities and to overcome obesity issues.

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Knowledge and awareness on the food heritage: A gendered view

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ABSTRACT: Many countries are reporting of experiencing the external pressures on their culture and tradition, including the threat of losing their food heritage or identity. Malaysia as a multi-cultural country is also giving greater concern in preserving the country's food heritage in terms of its tradition and authenticity. This paper empirically examines the knowledge and awareness of the food heritage from the Malaysian genders perspective. Using the Klang Valley as the contextual study setting, five hundred of the genders comprise of Malays, Chinese, Indian and others were surveyed as primary data. The collected data were analyzed using the descriptive statistic. The results revealed that both Malaysian genders regardless ethnics have the knowledge and awareness of their food heritage. The promising insights from the Malaysian viewpoint on the investigated issue could give a positive contribution to the academic and practical perspectives.

Keywords: national food heritage; food heritage, awareness, gender

1 INTRODUCTION

Food is signified as a marker of identity regardless of geographical, social and political differences. Takaki (2012) deduced that food identity contributes to prosperity, recognition and reputation of a country and positively influence the economy. A nation will have an ambiguous and conflicting identity which creates an adverse image and an effect on the social integration without having a common identity and food identity without an exception (Lin, Pearson, & Cai, 2011). In line with this, many countries are reporting of experiencing the external pressures of their culture and tradition, including the threat of losing their food heritage and identity. Thus, as a multi-cultural country, Malaysia do aware that food identity represents the image of a nation and preserving its food heritage in terms of tradition and its authenticity is crucially important. However, to what extent the knowledge and awareness of the public have on the local food heritage is not well researched yet. Thereby, this paper is assessing the Malaysians' knowledge and awareness of the food heritage from a gender perspective.

2 LITERATURE REVIEW

2.1 *An overview of food heritage*

Bessiere (1998) defined food heritage as a set of material and immaterial elements of food cultures

that have been considered as a shared legacy or a common good. Food heritage includes agricultural products, ingredients, dishes, techniques, recipes and food traditions. Ramli, Zahari, Ishak, and Sharif (2013) state that food heritage relates to the origin of the food products and the local production. The former Malaysian Commissioner of Heritage, Prof. Datuk Zuraina Majid on the other hand categorized heritage foods into two categories. The first category refers to synonymous or common foods which are part of our lives, whereas the second consists of foods that face the extinction or food that is slowly dying out.

Tibere and Aloysius (2013) associated food heritage with rich cultural and historical values that belong to the societies which can be traced from their food trails, for instance, the recipe used and technique of cooking. The rich cultural value creates a sense of belongings and helps to enhance people's pride that in turn could lead their willingness to conserve and preserve their cultural food heritage.

There are great concern and attention given to the preservation of the traditional cuisines including its ingredients, preparation, cooking methods and eating decorum as part of food heritage. The preservation of traditional cuisine is important as it is associated with values, beliefs, behaviors and rules of the society (Shariff, Mokhtar, & Zakaria, 2008; UNESCO, 2008).

In relation to the above notion, historical facts provide knowledge of the past. This could be used

as part of efforts to instill national ethos that brings 'togetherness' among the people. Besides that, it would also increase the level of understanding including the knowledge of food heritage among the ethnic groups, especially in the pluralistic societies or countries. In other words, having knowledge of food heritage not only helps the society, but also the nation as a whole.

2.2 *Public and culture awareness on food heritage*

Culture awareness is the foundation of communication, and it involves the ability to stand back from ourselves and becoming aware of our cultural values, beliefs, and heritage. Culture awareness becomes central when an individual has to interact with people from other cultures. According to Mooij (2004), culture awareness to society is memory is for individuals. It includes shared of beliefs, attitudes, norms, roles and values of particular individuals who live during the same historical period in a specific geographic region. These elements of culture awareness are usually transferred from generation to generation. Culture awareness is a relevant concept to be considered in the formation of social identity and heritage.

In relation to this study, the traditional cuisine is one of the food cultural heritages which covers the unique aspects in terms of ingredients, preparation methods, dishes, or services of food. This type of cultural heritage is harder to preserve than a physical object as it concerns the values, beliefs, behavior and rules of the society which are difficult to measure, especially among the public (Mohd. Shariff et al., 2008). UNESCO (2007) noted that traditional practices as part food culture heritage may be lost if it is not frequently and passionately trained and practices, appropriately recorded, preserved and broadly promoted. Due to this issue, scholars contend that there is a greater concern among the public with regards to the traditional cuisines (Dike, 2012; Hamzah, Ab Karim, Othman, & Hamzah, 2013; Horng & Tsai, 2010; Hui-tun, 2010; Sompong & Rampai, 2015; Timothy & Ron, 2013). Thus, the need to create public awareness and knowledge of food culture heritage is imperative, as it is recognized as one of the national identities (Aziz, Mat, & Halim, 2008; Bessiere, 1998; Sayej, 2010; du Cros, 2009; Han, 2001).

3 METHODOLOGY

As this study is assessing the knowledge and awareness of the food heritage from the Malaysian genders, a quantitative research design through survey questionnaire was applied for information gathering.

3.1 *Sampling and population*

The target population are among the public which is the Malaysian genders consisting Malay, Chinese, Indian and other ethnic groups. Salkind (2003) argued that studying a sample rather than an entire population also leads to more reliable results, mainly because it able of reducing fatigue and fewer errors in data collection. However, due to high number of sample of the population those Malaysians residing in the Klang Valley, which comprises of the Federal Territory of Kuala Lumpur, Putrajaya, the Petaling district in Selangor (Shah Alam, Petaling Jaya and Subang Jaya), Gombak, Klang and Hulu Langat and their suburbs and adjoining cities and towns are selected.

3.2 *Research instrument*

The questionnaire was developed and adapted based on variables derived from the study framework. There were four sections in the questionnaire. Section A is dealing with awareness, sections B and C with perception in food heritage and food identity dimension and section D is dealing with the respondent demographic background.

3.3 *Data collection process*

The respondents were selected using purposive sampling and with a screening process. In this sense, only those in the 30 years old of age and above were approached, and equally proportion male and female respondents are set. Respondents were approached and briefed on the aims of the study. Through self-administered surveys five hundred (500) questionnaires were successfully collected. The collected data was analyzed using SPSS software. Frequency analysis was used in addressing the objective of the study.

4 FINDINGS AND DISCUSSION

4.1 *Respondent profile*

As previously mentioned, there were unequal proportion of males and females in this study sample. In terms of age, 55.0 percent of respondents were between 30–35-year-old, 20.2 percent in the range of 36–40 years while 10.4 percent is above 51 years old, 8.8 percent were between 46–50 years old, and 5.6 percent were 41–50 years old. The highest of ethnic was among the Malays, which accounted for 76.8 percent as opposed to 11.8 percent Chinese, 9.4 percent Indian and 2.2 percent of others (i.e. Sabah and Sarawak). 49.8 percent of the respondents were working in the private sector, 38.0 percent were the government servants, 6.4 percent were

among the housewives and pensioners, 3.0 percent were students, and 2.8 were professional's/business men. 61.2 percent possessed the diploma, followed by 30.2 percent completed their secondary school, 7.8 percent possessed the degree and the remaining 0.8 percent completed the primary school.

4.2 Definitions of Food Heritage (FH)

Looking at Table 1, the females (50.1%) and 49.9 of male respondents almost equally define Food Heritage (FH) as a traditional food. 59.5% of female respondent and 40.5% of males refer FH as food that being passed down from one generation to another. 54.9% of female respondents associated FH as food related to the cultural background (i.e. ethnic background and culture) compared to 45.1% of the male. In addition to this, 65.7% of female respondent's belief that FH is food with original ingredients with original recipes in contrast with 34.3% of male counterpart. 58.2% of female respondent associated FH with celebration (i.e. festivals, religious celebrations and special occasions) against 41.8% of male. 58.8% of female respondents relate FH with authentic cooking methods (e.g. cooking style, and dish preparation) against 41.3 of males. 58.8% of female also relate FH to the sensory properties of food (i.e. taste, aroma, and texture) as opposed to 41.2% of male and lastly 57.4% of female respondent belief FH is not a common or daily food in contrast to 42.6% of male respondents.

With not much different, what could be said from the above result is that both genders shared almost an identical view on the definition of food heritage. This result is in line with Hamzah et al., (2015); Sharif, Zahari, Nor, & Muhammad (2013) and Vitterso & Amilien (2011) that food heritage is closely associated with traditional food that been transferred from one generation to another including ingredients, method of cooking, taste and linked with special occasion.

Table 1. Definition of food heritage.

	(%)		
	Female	Male	Overall
Traditional food	50.1	49.9	20.6
Food passed down	59.5	40.5	13.9
Related to cultural background	54.9	45.1	12.3
Original ingredients	65.7	34.3	11.9
Celebration	58.2	41.8	11.6
Authentic cooking method	58.8	41.3	10.9
Sensory properties	58.8	41.2	10.5
Not common or daily food	57.4	42.6	8.2

N = 500 (250 Males and Females).

4.3 List of favorite traditional food and drinks considered as Food Heritage (FH)

In relation to this question, Table 2 lists the favorite traditional food and drinks which are considered as Food Heritage (FH) given by the female and male respondents. Again, almost an equal proportion of females (50.9%) and male respondents (49.1%) classified traditional cakes, porridge & dessert as Food Heritage (FH). 53.3% of female respondent and 46.5% male belief, rice-based products are in the same class. Gravies and accompaniments category were also identified under this category with 51.7% it from male, and 48.3% of the female. 50.3% of female against 49.7% of male classified traditional noodles in the echelon of food heritage.

53.4% of female against 46.6% of male belief the traditional drink is in the category as well, and the last category is traditional appetizers whereby 54.5% of female and 45.5% of male belief this food also as food heritage. This result in support the notion that food heritage closely associated with traditional food. With that, more than 100 types Malaysian favorite foods are announced and registered as nation food heritage. This heritage foods have been divided into seven categories, namely rice, noodles, gravies and its accompanying dishes, appetizers, cake, porridge, dessert and drinks (Heritage, 2012).

4.4 Food Heritage (FH) and food identity

This sub-section analyzed the gender view with regard to pre-cursor elements of food heritage in relation to food identity. Looking at Table 3, 52.6% of female against 47.0% of male respondents' belief that preservation of authentic traditional food is part of food heritage and closely related to food identity. 54.5% of female and 45.5% of male respondents belief that food heritage is a representational image of the country while 56.5% of female and 43.5% of male respondents associate food heritage as an identity. Lastly, 58.6% of

Table 2. Traditional food by categories.

Categories	Overall (%)	
	Female	Male
Traditional cakes, porridge & dessert	50.9	49.1
Rice based	53.5	46.5
Gravies & accompaniments	51.7	48.3
Traditional noodles	50.3	49.7
Traditional drinks	53.4	46.6
Traditional appetizer	54.5	45.5

N = 500 (250 Males and Females).

Table 3. Food heritage and food identity.

		Overall (%)	
		Female	Male
1	Preservation	52.6	47.4
2	Represent image	54.5	45.5
3	Food identity	56.5	43.5
4	Sustainability	58.6	41.4

N = 500 (250 Males and Females).

female and 41.4 of male respondents claim that food heritage is associated with sustainability of the traditional food identity.

This result is in line with Henderson (2014) who stated that food heritage needs to be preserved and sustained as it represents the image and identity of the country.

5 CONCLUSION

This study has revealed an interesting finding that both Malaysian male and female is sharing almost the same view on the definition of food heritage. In this sense, both genders strongly believe that food heritage is mainly dealing with traditional food that being passed down through generations and other elements like ingredients, method of cooking and taste. This evident when both genders rejected that food heritage is a common or daily food. This manifestly indicate that both Malaysian male and female regardless ethnics are having knowledge and awareness of the food heritage.

This is further strengthening when both genders are having the same feeling and classified that traditional cakes, porridge and desserts, rice based foods, traditional noodles, drinks and appetizers as food heritage. Another interesting finding is that both gender belief that preservation and sustainability on the authenticity of traditional food is part of food heritage and closely related to food identity. Both gender also view that food heritage representational image of the country, thus associate food heritage itself as food identity.

Although require further confirmation through replication of the study in the broader scope using other variables such as age, educational background and ethnicity, this paper undoubtedly contributes to the current literature on the public knowledge and awareness of food heritage and the formation of food identity. On the practical perspective, the determinants drawn from this study can be used as a measurement tool for responsible agencies in addition to what they are currently

using in developing and recognizing the national food heritage. Finally, recognizing and preserving our food heritage are not only beneficial to the present society and the nation, but also to the future generation and the country as a whole.

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Competencies of consultants and authorities towards the effectiveness of the food safety system in Malaysia

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ABSTRACT: The effectiveness of a food safety system is influenced by demographic factors of the consultants and authorities. The purpose of this study is to prepare a demographic profile of the consultants and authorities as a foundation for the effective development and execution of HACCP in Malaysia. This demographic profile will serve as a guide for carrying out their duties in developing, executing and evaluating the food safety system. This study was carried out via survey and questionnaires that involved 32 respondents, for each of the groups. Among the crucial factors for consultants and authorities include an experience, field of study and expertise as well as types of training. The readiness and availability of this demographic profile will be of help for the industry, consultants and authorities in making designs and action plans before starting their execution as well as receiving assistance in relation to the HACCP system.

Keywords: authority, consultant, food safety system, HACCP

1 INTRODUCTION

The Good Manufacturing Practice (GMP)-MS1514: 2009 and Hazard Analysis Critical Control Point (HACCP)-MS 1480: 2007 food safety systems that are being used by the food industry needs to be effective in order to guarantee the cleanliness and safety of the products from any sort of dangerous biological, chemical or physical contaminations. The development and execution of the GMP and HACCP systems had been found to have several inconsistencies and confusion towards the understanding of the needs of food safety systems according to the relevant standards' requirements (Losito et al. 2011). These inconsistencies and confusions towards the requirements of the GMP and HACCP systems affect industry practices.

The consultants are responsible for helping the industry in development of the HACCP plans and the Standard Operating Procedure (SOP) needed to fulfill the standards' requirements. Studies have shown that small and medium enterprises are in dire need of consultancy services in order to execute the HACCP system (Mensah & Julien, 2011; Wallace et al. 2014). Thus, consultancy services contribute to the overall effectiveness of the HACCP system in the industry. Failure in choosing a

consultancy service would result in the quality and effectiveness of the HACCP system to be affected (Karipidis et al. 2009; Wallace et al. 2014). Separating it from the requirements of quality management systems paves the way for a clear guideline in choosing consultancy services (ISO 10019: 2015).

Audits play a very important role in the certification process. Among the important factors in certification is the lack of competent auditors to carry out duties. This lack of personnel is caused by several factors such as unattractive remunerations, limited training and individual inclinations or tendencies in the audit (Salim, 2006). Studies have reported that auditors are not consistent in making decisions especially those related to risk identification (Khatri & Collin, 2007).

2 LITERATURE REVIEW

2.1 *Consultants*

Previous studies had a lack of discussion on consultants, instead focusing more on the industry in the practice of food safety systems. Discussions on consultants in food safety systems focus more on their roles in helping the industry in the development and implementation of HACCP (Khatri & Collins,

2007; Celaya et al. 2007; Mensah & Julien, 2011; Al-Khandari & Jukes, 2011; Stanley et al. 2011; Gaaloul et al. 2011; Wilcock et al. 2011; Shih & Wang, 2011; Lunning et al. 2013; Dzwolak et al. 2014; Wallace et al. 2014). Panisello & Quantick, (2001) discussed consultants and their roles in the context of cost in the implementation of HACCP. On the other hand, Vela & Fernandez (2003) and Karipidis et al. (2009) explained the external factors present in the implementation of HACCP where incompetent consultants would lead in poor judgments and advice being given to the industry. In the context of control of consultants, the UAE government regulates the authorization for companies that provide consultancy services, certification bodies and training (Al-Rashid, 2008; Al-khandari & Jukes, 2011). However, no requirements in regards to competency exist for consultants and auditors to adhere to.

2.2 Authorities

The evaluation of the HACCP system is key to ensure the effectiveness of food safety systems. Food safety management systems have to go through continuous evaluation whether internally or externally by authorized bodies. Government agencies hold a significant office in the evaluation process of the HACCP system. WHO (1998) prepared a document specifically for authority bodies in conducting evaluations on the HACCP system. Many government agencies around the world are directly involved in this process including Canada Food Safety Enhancement Program (FSEP) (Gagnon et al. 2000), Food and Drugs Administration (FDA) and United States Department of Agriculture (USDA) (Kyenberg et al. 2000), Food Quality Control Division, Ministry of Health (MOH) and Department of Veterinary Services (DVS), Malaysia (Merican, 2000). Evaluations are conducted by preparing a set of documents that act as the guideline for the evaluation process which are mostly parallel with the requirements of HACCP. The checklist also consists of a variety of techniques such as a score system (Sperber, 1998; Wallace et al. 2005), interviews (Wilkinson & Wheelock, 2004), and listing nonconformities (Gagnon et al. 2000; Losito et al. 2011). In terms of authority's competency, the authority body for food safety in Taiwan set minimum criteria for auditors which cover academic qualifications, work experience in the food industry and involvement in the HACCP program, training on the principles of HACCP and its application, number of training hours, and auditing experience (Jeng & Fang, 2003). This requirement for auditors for HACCP in Malaysia is documented in MCS3: 2001 which was published by the MOH.

2.3 Effectiveness of food safety systems.

The implementation of HACCP brings with it many benefits for the industry including a decline in product damage for failure to meet specifications, a decrease in customer complaints, an increase in product hygiene, improvement in employee morale and an increase in international sales (Khatri & Collins, 2007; Ragasa et al. 2011; Macheke et al. 2013; Tomasevic et al. 2013). These benefits, however, depend on the effectiveness of the implementation. Among the critical factors that inhibit the effectiveness of HACCP are the lack of knowledge and expertise (Fotopoulos et al. 2009; Fotopoulos & Kafetzopoulos, 2011; Macheke et al. 2013), lack of training, insufficient technical expertise and support (Vela & Fernandez, 2003; Wallace et al. 2005; Fotopoulos et al., 2009; Karaman et al. 2012). A high level of competency of both consultants and the authority is required to ensure the implementation of food safety systems in the industry remain effective, leading to the safe products for the public.

3 METHODOLOGY

The method used in this study is a survey and questionnaire by distributing the consultant and authority profiles into several parts which are consultant's background and authority's background in order to determine the standard's confusion in Element 1 GMP: Facilities and Infrastructure, Principle 1 HACCP: Identification and risk analysis and Principle 2 HACCP: Determining the Critical Control Point (CCP). The questionnaires were distributed to all respondents' groups. Each group consisted of 32 respondents. Analysis techniques employed in this research were frequency analysis, cross tabulation, descriptive analysis and ANOVA. The data was analyzed using SPSS 22.

4 RESULT

4.1 Consultants' demographic data

Table 1. Consultants' demographic data.

	Frequency	Percentage (%)
Enterprises' status		
Registered	22	68.8
Private consultant	10	31.3
Experience		
1-3 years	17	53.1
3-6 years	7	21.9
6-9 years	1	3.1
>9 years	7	21.9

(Continued)

Table 1. (Continued).

	Frequency	Percentage (%)
Level of education		
Diploma	0	0
Degree	6	18.8
Masters	23	71.9
PhD	3	9.4
Field of study		
Food science	11	34.4
Food Technology	7	21.9
Microbiology	2	6.3
Bioprocess	1	3.1
Biochemistry	0	0
Others	11	34.4
Number of enterprises certified		
1–5	24	75
5–10	2	6.3
10–20	1	3.1
>20	5	15.5
Expertise		
GMP/HACCP	28	87.5
ISO 9001	2	6.3
Halal	2	6.3
ISO 14001/18001	0	0

4.2 Authorities' demographic data

Table 2. Authorities' demographic data.

	Frequency	Percentage (%)
Certification body		
Government	32	100
Private	0	0
Experience		
1–3 years	15	46.9
3–6 years	7	21.9
6–9 years	7	21.9
>9 years	3	9.4
Level of education		
Diploma	1	3.1
Degree	5	15.6
Masters	26	81.3
PhD	0	0
Field of study		
Food science	7	21.9
Food Technology	15	46.9
Microbiology	1	3.1
Bioprocess	1	3.1
Biochemistry	0	0
Others	8	25
Number of enterprises certified		
1–5	13	40.6
5–10	7	21.9
10–20	1	3.1
>20	11	34.4

(Continued)

Table 2. (Continued).

	Frequency	Percentage (%)
Expertise		
GMP/HACCP	30	93.8
ISO 9001	2	6.3
Halal	0	0
ISO 14001/18001	0	0
Others	0	0

4.3 Types of training

Table 3. Types of training received by consultants and authorities.

No.	Types of training	Authority (%)	Consultants (%)
1	GMP awareness	90.6	84.4
2	HACCP awareness	78.1	65.6
3	Microbiology/ Toxicology	34.4	31.3
4	Principles of HACCP and application	84.4	81.3
5	GMP/HACCP internal audit	46.9	31.3
6	Lead auditor course	31.3	18.8

5 DISCUSSION

5.1 Consultants

The difference between two categories of consultant is the operational mode of the consultancy service in Malaysia (Table 1). The organizations that operate as a registered enterprise has access to a larger workforce of consultants as compared to private consultants. Private consultants conduct GMP and HACCP consultancy services individually. Registered enterprises have access to more funds and are able to provide more formal training for their consultants in order to increase their competency according to market needs compared to private consultants. The private consultants usually consist of professionals from specific fields or are experienced and are directly involved with the development and practice of the HACCP system in Malaysia.

The data analysis for the consultants' experience in Table 1 shows the expertise of consultants depends on other factors such as the exposure that they receive, effectiveness of training modules and their own enthusiasm in understanding and appreciating the GMP and HACCP systems. According

to the analysed data, the consultants possess a high level of competency which makes them an ideal sample for the study. The results of [Table 1](#) showed that around 70% of the consultants' field of study is suitable for the consultancy services provided while another 30% of the respondents are not very suitable for the criteria required for consultancy services. This doesn't mean that the respondents are not suitable to provide services as consultants, instead it only means that they would require more knowledge that are closely related to the basic requirements of both GMP and HACCP which may not have been covered in this study. As an example, other fields of study which are closely related to the HACCP system include chemical analysis, biomedicine and nutritional science.

Another way to measure the experience and competency of a consultant is the number of enterprises they have helped to obtain certification. The more companies they have helped to obtain certification, the more competent and experienced a consultant is. [Table 1](#) shows the percentage of companies that a consultant respondent has helped to obtain it. The data analysis clearly shows that the consultants involved with the study has a low experience if it is solely based on the number of enterprises that they have helped to obtain certification. Nevertheless, a time factor needs to be considered too since the time taken to complete the consultation process alone is at least 6 months. However, the time taken would vary depending on the commitment of the enterprise being helped. So, the number of enterprises helped to obtain certification cannot be the one and only factor to determine the experience and competency of a consultant since it is also highly influenced by the commitment of the enterprise being helped.

The training and professional qualifications obtained could be necessary in order to provide good consultancy services. As an example, there are some consultancy firms that makes it mandatory for its consultants to obtain the Lead Auditor Certificate before being qualified to act as a consultant relating to GMP and HACCP. There is no specific criteria in order to establish a GMP and HACCP consultancy firm in Malaysia as there is no organization or authority that is responsible for monitoring consultancy firms or private consultants (Salim, 2006). The title of consultant is more of a self-proclamation unlike other professional fields that require certain criteria to be fulfilled before being qualified. As such, the lack of a minimum requirement for consultants leads to a lack of finesse in helping to develop the HACCP system (Karipidis et al. 2009). This situation results in the development of HACCP to be based on existing templates obtained from a variety of sources such

as industry contacts or other consultants that have been involved with HACCP previously, internet, generic HACCP plans that have been published without looking at the practicality in line with the needs of the industry.

The highest percentage of types of training undergone by consultants are the GMP awareness, principles of HACCP and its applications as well as HACCP awareness ([Table 3](#)). The course titles are irrelevant to the grand scheme of things but the content of the courses need to be scrutinised in order to ensure the implementation of GMP and HACCP is done with a high level of understanding and effectiveness (Wallace et al. 2014). Within the industry, the weaknesses of HACCP implementation is due to a lack of training, experience and technical expertise (Fotopoulos & Kafetzopoulos, 2011; Karaman et al. 2012; Wilcock et al. 2011; Wallace et al. 2012). The same can be said for the consultants if there is a lack of foundational knowledge and subsequent training.

The analysis of data from [Table 3](#) shows that consultants also have a low percentage of training in topics of microbiology and toxicology and principles and techniques of auditing. This lack of training in microbiology and toxicology may have an impact on the confusion relating to biological and chemical hazards inherent in the raw materials and processing steps. This is similar to the results discovered by Mortimore (2001) on the lack of training in microbiology and toxicology in the industry. The lack of knowledge and expertise in determining the biological, chemical and physical hazards gives a significant impact on the provision of consultancy services to the industry especially in the preparation of a HACCP plan. Mistakes by consultants in the preparation of a HACCP plan and its applications would cause the development of the HACCP system to become complicated and difficult to be implemented effectively. However, a rushed and incomplete preparation of a HACCP plan and its applications would also have a negative impact on the safety of the products being manufactured. SMEs are more inclined to hire consultants to help develop the HACCP system, thus the quality of the system being developed is close linked to the knowledge and expertise of the consultants being hired (Wallace et al. 2014). A lack of expertise in auditing by the consultants is not as worrying since there would still be audits conducted by certification bodies as final steps towards the system's practice.

5.2 Authorities

The data on authorities shows the authority respondents are from the government sector such as the MOH, DVS and SIRIM QAS ([Table 2](#)). The

authority respondent selection is tipped towards the MOH and DVS because of the power and authority delegated to them towards the quality and safety of food products in Malaysia (Merican, 2000). SIRIM QAS is a subsidiary of SIRIM Berhad which is wholly owned by the Malaysian government and is involved in the GMP and HACCP certification process as well as having collaboration with the MOH in the certification of HACCP.

The majority of authority respondents that were involved in this study were new auditors where 70% of them have less than 6 years of auditing experience. The lack of experienced auditors in relevant authority bodies influences the lack of compliance and effectiveness of the GMP and HACCP practice in the industry as well as the overall quality of the auditing service. The audits by authority bodies is an independent evaluation of the HACCP system's practice and acts as a learning session for the industry (Yapp & Fairman, 2006) and consultancies. While the consultants provide advice and guidance for the implementation of GMP and HACCP, the endorsement of that guidance is decided by the authority bodies. An ineffective evaluation conducted by the authority results in the practice of HACCP to be stunted at the industry and consultancy levels. This inconsistency in audit practices was also reported by Khatri & Collins (2007) where the auditors interpreted hazard information differently and had inconsistencies from one to another. According to this data analysis, the competency level of the authority is good.

The results of Table 2 showed that around 70% of the authority respondents' field is suitable for their role of auditor and is almost similar to the percentage shown in the consultancy respondents. The authorities' field shows a higher percentage in food technology as compared to the consultants'. This is due to the requirements and minimum qualifications for Food Technology Officers that acts as the GMP and HACCP auditors that have been put in place by the Malaysian government. However, around 30% of the authority respondents did not reach the minimum criteria of this study as a GMP and HACCP auditor for the same reason as the consultancy respondents before.

The experience in auditing GMP and HACCP is directly linked to the number of enterprises that have been audited. This contributes to a high percentage despite the small number of respondents. Auditors' experience helps auditors to be more skilled and accurate in making decisions pertaining to levels of compliance to standard requirements and is able to help increase the effectiveness of the practice of the HACCP system. In Malaysia, the criteria that have been stipulated for HACCP auditor is based on MCS3: 2001.

There are 4 types of audits in the HACCP system which are stage 1 audit (documents audit), audit stage 2 (certification audit), monitoring audit (conducted every year) and recertification audit (conducted every 3 years) (MCS2: 1998). The audit management gives more inclination towards experienced auditors especially when the audit involves the 2nd level which is for the GMP or HACCP certification. Less experienced auditors are given easier tasks involving audit documents and monitoring audits. They may be involved in 2nd stage audits as a team member but are usually given easier tasks like evaluating the GMP requirements without being involved in the principles of HACCP.

The data also shows that there are some within the authority with no specific expertise in GMP and HACCP audits but are still given the role of auditor for the certification of GMP and HACCP. This happens regularly in private certification bodies since auditors need to have more than one expertise in order to fulfill a variety of roles as needed by the client but this is not true for the government authority bodies like MOH and DVS. This study found that there are auditors from SIRIM QAS that are partially-governmental where the main role of the auditor is ISO 9001 auditing but they also have the required expertise and qualifications to audit food safety systems.

While the principles and techniques of auditing are the same for management system audits, there is the matter of knowledge on food safety that is crucial for the accurate and effective auditing of GMP and HACCP. The highest percentages on the types of training undergone by the authority are GMP awareness, principles of HACCP and its applications as well as HACCP awareness as shown in Table 3. The data analysis also shows that the lowest percentage of training is on microbiology and toxicology as well as the principles and techniques of auditing. Another worrying result is that only 31.3% of the GMP and HACCP auditors have a Lead Auditor Certificate. Auditors must have the Lead Auditor Certificate as it is one of the requirements regardless of the certification body being government or non-government affiliated (Jeng & Fang, 2003; MCS3: 2001). This requirement is to ensure that the authority understands the standard requirements of GMP and HACCP, auditing principles, auditing techniques, reporting audit findings and the classification of non-conformity that is found during audits (ISO 19011: 2011).

6 CONCLUSION

The consultant and authority demographic profile is important to ensure the development, implementation and evaluation of the HACCP system

is able to be executed effectively by relevant parties. Failure to comply with the basic requirements in the development and implementation of HACCP would result in a troublesome and ineffective system being implemented which would give a bad image on the HACCP system and the product safety for the public.

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Relationship between menu, price and consumers' acceptance towards food truck concept

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ABSTRACT: The purpose of this study is to determine the relationship between menu offered and price of food on the consumers' acceptance towards food truck concept. This research is based on a quantitative approach using a self-administered questionnaire which was conducted at Food Gasm Fest in Dataran Petaling Jaya. The finding of multiple regression analysis of 290 samples shows that the predictors explain 46.1% of the variation in consumer acceptance toward the food truck. All predictors make statistically significant contributions to customer acceptance toward the food truck. In terms of importance, the menu offered ($\beta = 0.485$) makes the largest unique contribution to the model. Therefore, this study perhaps can assist the food truck operators in Malaysia to gain awareness about the importance of menu choices offered and price of food on increasing the numbers of consumer acceptance towards their food truck concept.

Keywords: food truck, food truck concept, consumer acceptance

1 INTRODUCTION

Income and population growth, combine with changes in lifestyle to one of urbanization, have increased the request for food and caused changes in food habits, food purchasing and consumption pattern. In addition, one's lifestyle also affects one's behavior when eating out (Bhuyan, 2011).

The existing marketing literature also specifies that Generation Y is a key consumer section for food service, not just in term of market dimension but also due to their lifestyle and consumption habits. In addition, changing food habits around the world are demonstrated through the dining-out occasion. Diners are becoming interested to informality and casual settings. The youthful Millennial generation that is open to such change may signal influence to this recent restaurant trend, or it could be motivated by the post-recession sense of community that has formed a readiness to engage in more social dining experiences. After getting through several solemn, tough years, consumers are on the lookout for surroundings boasting lighter moods and are more open to mixing it up when it comes to dining. From casual dining to food trucks, casualness is at the lead of changing food culture today (Athem Sightings, 2012).

Street stalls/kiosks represent the mixed culture of Malaysia, offering a wide variety of different food and local tastes. The food offered from street stalls/kiosks are popular amongst local consumers and

even tourists because of its unique local taste that cannot be found in other countries (Euromonitor International, 2015). Thus, Malaysian government assumes a strong positive role in promoting this industry (Muzamil & Fazlin, 2012).

1.1 Problem statement

Notably, the consumer tends to try out the new product or popular food and beverages as to follow the trends. On top of that, the consumer will learn about the new products from peers by word of mouth or new brand information obtains through social media that piques their interest and in the sequences their tastes are always changing. Thus, street stalls/kiosks will continue to introduce different local food and beverages to suit local needs and compete through outlet expansion (Euromonitor International, 2015).

Venner-Pack (2014) stated that, Klang Valley has recently been a food business operating from specially-equipped trucks that have appeared. Additionally, Klang Valley has become a paradise for food truck owners. There is variety types of food sold. In Klang Valley most of the residents have able to accept this food truck concept.

In line with the above fact, KL's fastest increase in size food truck scene has attracted many and is assured to be the next F & B trend after hipster cafes. People acceptance towards food truck in Malaysia is rising. However, the concept is still

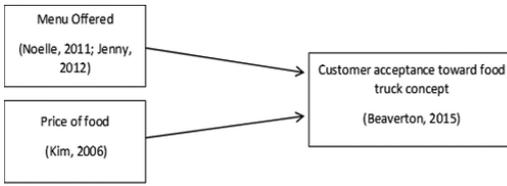


Figure 1. Conceptual framework. The independent variables are the menu offered and the price of food. While the dependent variable is customer acceptance toward food truck concept.

new and previous literature review of street food vendors are based in public health related research, analysing the presence of food-borne illnesses and sanitation (Eldridge, 2015). Therefore, this study is done to inspect the factors that contribute to the increasing number of customer acceptance towards food truck.

1.2 Significance of the study

This study will describe the effect on food price and menu toward customer acceptance of the food truck concept in Malaysia Foodservice. This study also hopefully will be useful in contributing to the body of knowledge about the relationship between food price and menu offered toward food truck concept in Malaysia's Foodservice. This study also will help the food truck owners to understand more on the factors that contribute on consumer acceptance toward food truck. The results from this study will also help them to focus on which factors contribute the most towards consumer acceptance in an attempt to enhance their business.

2 LITERATURE RIVEW

2.1 Food truck concept

Food truck is defined as a motorized vehicle-often customized from which an operator sells food to consumers. These trucks typically contain cooking facilities the operator uses to prepare food-sometimes customized according to a particular consumer's order (Linnekin, Dermer & Geller, 2011).

Nowadays, foodies are looking for low-priced, quality eating experience that incorporated the trend, casual, driven largely by social media. The chefs turn to the food truck as an inexpensive way of building a business to embrace this trend. Moreover, as an alternative of enduring the jam and trying to hunt down restaurant, these food trucks go to wherever the possible customers are (Lainey, 2014). Food truck operators are mostly use websites like Twitter and Facebook to keep their fans

in the loop since their locations change frequently. Zachary (2008) explained that today's increasing food truck phenomenon is formed by the knotted of the virtual, political, sensory, economic, and social aspects of gourmet food trucks.

2.2 Menu offered

The uniqueness of the food the trucks offer has made gourmet food trucks a popular dining choice. A fusion of taste is the best way to describe the innovative food creations new-school food trucks are known for (Noelle, 2011). On top of that, healthy food access can be provided by food vendors again if there are targeted selective enforcement and amendments to local codes (Morales & Kettles, 2010). Notably, there are top ten trending food trucks offering menu such as pasta, burgers, sandwiches, coffee, tacos and tortillas in Malaysia especially in Klang Valley area (TallyPress, 2015).

2.3 Price of food

A study done by Sen, Savitskie, Ranganathan, and Brooks Jr. (2014) shows thatthe rising prices of ingredient and fuel, along with the highly competitive nature of food truck industry creates a major concern on pricing issues. However, study done by Williams (2012) reveals that the food truck is successful because of the combination of low start-up costs, the ability to prepare food while mobile, and the utilization of social media. The estimated cost to start a food truck is significantly less than the estimated amount of capital necessary to start a brick and mortar restaurant. Thus, food trucks are able to sell inexpensive, yet creative foods by taking advantage of the relatively low costs.

3 METHODOLOGY

3.1 Research design

The target population, which is comprised of consumers from Petaling Jaya are selected because of the FoodGasm Fest are now considered the vein in Petaling Jaya. They are chosen as the respondent because they are interested in this business concept. The sampling frame for this research is selected from the advertisement on the website. From the advertisement, provided there are 20,000 people interested to attend the event. Based on the sample size table by Krejcie & Morgan (1970), if the total population is 20,000 the appropriate sample size for this study is 377. However, based on Roscoe (1975) as cited in Sekaran (2003) rules of thumb in determining sample size, sample sizes larger than 30 and less than 500 are appropriate for

most research. Thus, the researcher applies Roscoe rules of thumb. The samples are chosen based on convenience sampling.

3.2 Instrument design

The questionnaire is adopted from the study by Nurul (2010), Rehman (2013), and Bae, Chae, & Ryu (2010). There are six questions for menu offered, five questions for food price and six questions about consumer acceptance.

3.3 Reliability test

Based on 290 samples, the menu offered subscales consist of 6 items which is found to be accepted as moderate reliability ($\alpha = 0.71$). The price of food also was found to be moderately reliable (5 items; $\alpha = 0.73$). In the meantime, the consumer acceptance subscale consisted of 7 items is found to be fairly high reliable ($\alpha = 0.77$). Table 2 illustrates Cronbach's alpha coefficient scores for the variables used in this study.

3.4 Response rate

A total number of 400 questionnaires are administered in the one-shot data collection that takes place throughout November 2015. Explicitly only 290 respondents are willing to participate in the survey. A final number of 290 questionnaires are coded in SPSS version 20. The final coded questionnaire yielded 73% response rate. This rate is considered as very good since The Gallup Organization Europe (2007) indicates that a response rate of 70% is very good.

Table 1. Measure of the study variables.

Section	Variable	No. of items	Scale
A	Menu offered	6 items	5-scale
B	Price of food	5 items	5-scale
C	Consumer acceptance	6 items	5-scale
D	Demographics profiles	7 items	Nominal

Table 2. Result of reliability test.

Variable(s)	Number of scale item(s)	Cronbach's alpha coefficient, α
The menu offered	6	0.71
Price of food	5	0.73
Consumer acceptance	7	0.77

4 RESULT

4.1 Respondents profiles

The profile of the respondents is shown in Table 3. The data from the Table 3 shows that the biggest group of the respondent is between 19–25 years of age, which is represented by 51.7% (150 persons) of all respondents. The highest frequency in employment is 146 respondents, with 50.3% who is employed. The frequency for income level shows that food from the food truck is accepted among all income level groups. For the Below RM1000, the frequency is 95 persons which represent 32.8% of all respondents. 79 persons from the respondent had bought food from the food truck for one time only and represented by 27.2%. Followed by the 2 time buyer, which the frequency is 74 people that have 25.5% respondent. The frequency of 60 persons owned by 3 times buyer and it represents 20.7%. The last one is more than 4 times that has 76 persons and represents 26.2% of the respondent.

4.2 Descriptive analysis

Overall mean scores and standard deviations of each variable and dimension are calculated based on the 5-point scale. With regards to the 5-point scale, the mean scores of 1.99 and below are considered 'low' while the mean scores that range between 2.00 and 3.99 are assumed as 'moderate'

Table 3. The profile of respondents in frequency distributions and percentages.

	Frequency	Percentage (%)
Age		
<18 years	18	6.2
19–25 years	150	51.7
26–30 years	88	30.3
>30 years	34	11.7
Employment		
Employed	146	50.3
Not Employed	7	2.4
Student	137	47.2
Income		
Below RM 1000	95	32.8
RM 1000–RM 2000	40	13.8
RM 2000–RM 3000	69	23.8
RM 3000 and above	47	16.2
Eating Frequency		
1 time	79	27.2
2 times	75	25.9
3 times	60	20.7
>4 times	76	26.2

Note: N = 290.

and mean scores above 4.00 are considered as 'high'. The mean scores and standard deviation for each dimension are illustrated in Table 4.

For the independent variable (menu offered), the mean response is 3.90 with a standard deviation of 0.47 (SD = 0.47, M = 3.90) which is considered moderate. Meanwhile, for the price of food the mean scores are 3.79 with a standard deviation of 0.65 (SD = 0.65, M = 3.79), which is regarded as moderate. For the dependent variable (consumer acceptance), the mean response is 4.03 with a standard deviation of 0.42 (SD = 0.42, M = 4.03) which is considered as high. According to the mean response that regarded as high, consumer highly accepted the food truck concept.

4.3 Relationship between menu offered, price of food and consumer acceptance

The model in Table 5 was significant [F (2,287) = 122.52 <0.05] with the predictors explaining 46.1% of the variation in consumer acceptance toward the food truck. All predictors made statistically significant contributions to customer acceptance toward the food truck. In terms of importance, the menu offered ($\beta = 0.485$) made the largest unique contribution to the model. This result shows that the respondents are more concerned about menu offered rather than the price of food. This is because the respondents are fond to the new trends in Foodservice industry. Besides that, the taste of food and the variety of food are more important than the price of food.

Table 4. Overall mean score and standard deviation for each dimension.

Variable	N	Mean (M)	Standard Deviation (SD)
Menu offered	290	3.90	0.47
Price of food	290	3.79	0.65
Consumer acceptance	290	4.03	0.42

Table 5. Results on multiple regression of menu offered and price of food to predict consumer acceptance.

	B	SE B	β
Constant	1.651	0.155	
Menu offered	0.432	0.046	0.485**
Price of food	0.183	0.034	0.280**

Notes: R² = 0.461, F = 122.52, ** p < 0.05.

5 DISCUSSION

Based on the result in Table 5, menu offered predicts the most towards consumer acceptance. This factor may be influenced by the dining-out behavior among local community and they are looking for something simple and unique food. The finding is supported by Noelle (2011) study. The study finds out that the combinations of food create an excitement over the new food trucks trend. Moreover, they become a hub for taste innovation and offer customers' meals that are out of the realm of the traditional dining experience.

DiPietro et al. (2004) analyses the current trends in food preferences of consumers, concludes that healthy food items are becoming an increasingly major part of restaurant menus even in the fast service segment. However the study done by Moriarty (2011) finds out that lack of healthy food choice, and price are the reason for not paying for food from food truck. Thus, as suggested by Morales and Kettles (2010) if there are targeted amendments to local codes and selective enforcement, food truck vendors can again provide healthy food access for consumers.

Local gourmet food truck owners also have to strike a balance between the ingredients they use and the directory price of the food they served (Zachary, 2008). This is supported by a study done by Sen, Savitskie, Ranganathan, and Brooks Jr. (2014) where they discuss that the rising prices of ingredient and fuel, along with the highly competitive nature of food truck industry create a major concern on pricing issues.

6 IMPLICATION OF THE STUDY

Based on the findings, this study is essential for food truck operators in Malaysia to gain awareness about the importance of offering healthy and variety food choices to ensure that they can attract more customers. Besides that, the finding of this study also ensure that the price range for the food truck menu are acceptable among youngsters since these population are the important players in following food trends.

7 CONCLUSION

The result has been identified after testing the Multiple Regression Analysis. Based on the test, the result shows that all the two independent variables have the positive significant relationship with the consumer acceptances and these factors should be addressed by future food truck operators or any current operators who would like to secure their

business. Other than that, this study also will help food truck operators to focus on type of menu offered since the result shows that menu offered contribute more towards the model of this study. However, food truck operators also need to consider appropriate price range that they should offer to ensure they can survive in this industry.

Finally, it is recommended that future studies should look into more factors contribute to the acceptance towards the food truck concept among consumer such as location accessibility, hygiene and promotion since the result of current study shows only 46.1% of the model contribute to consumer acceptance.

It is worth noting that, this present study only focuses on the perspectives from consumers only rather than from multiple sources. Thus, this study might be biased. Hence, it is recommended that there is further study of collecting the data from food truck vendors and consumers. Some more variation also should be included in future research. Although this will take longer time, this allows the future researcher to have a better understanding of the food truck concept.

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Effect of planting distance and chitosan concentration on the growth of seed potatoes breeder G_0 virus-free in aeroponics

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ABSTRACT: The experiment was conducted at an Experimental Farm (Green House) at Faculty of Agriculture, Winaya Mukti University, Sumedang regency with altitude of 850 above sea level (asl). The experiment was conducted from January to September 2015. The research was conducted to produce breeder seed potatoes G_0 in aeroponics with attention to the provision of a spacing and chitosan. The experimental design used was a randomized block design Factorial Pattern consisting of two factors and repeated three replications. The first factor is the planting distance consist of three levels of treatment, namely j_0 (10 cm × 10 cm), j_1 (10 cm × 20 cm), and j_2 (20 cm × 20 cm). The second factor is the concentration of chitosan consisting of the following five levels of treatment; c_0 (chitosan 0 mg.L⁻¹), c_1 (chitosan 10 mg.L⁻¹), c_2 (chitosan 20 mg.L⁻¹), c_3 (chitosan 30 mg.L⁻¹), and c_4 (chitosan 40 mg.L⁻¹). The experimental results showed that the interaction between the planting distances with concentrations of chitosan against tuber number of potential, the number of tubers formed, tuber fresh weight and number of buds. For further practice, it is recommended to use a spacing of 20 cm × 20 cm with 40 mg.L⁻¹ application of chitosan. However further observation is needed in terms of wider planting distance and applying chitosan on rooting section.

Keywords: breeder, potato seeds G_0 , planting distance, chitosan, aeroponics

1 INTRODUCTION

G_0 seed potato production can be increased through aeroponic system where plants are planted on the styrofoam sheets without using a planting medium but utilizing the nutrients in the roots area with carburation system (Victor Otazu—CIP, 2010). One aspect of supporting good farming is by planting distance and controlling plant pests using natural ingredients that are relatively safe. Natural materials found in nature can be used as an alternative way of pest control against fungi and bacteria, and one the way is by using chitosan. Some studies show that chitosan is able to control fungus-based plant diseases. In vitro tests, 0.75%–1% concentration of chitosan is able to inhibit the growth of anthracnose (*Colletotrichum gloeosporioides*) amounted to 72.17%–85.21%. Spraying chitosan to coat the surface of the papaya fruit is proved to be able suppress anthracnose, while the use of 0.75% chitosan concentration can also increase the freshness of fruit twice better than regular controls (Hamdayanty, Rita Yunita, Nurul Nisa Amin, & Asmira Tri Damayanti, 2012).

2 METHOD

The experiment was conducted from January 2015 to September 2015 at an Experimental

Farm (Green House) owned by the Faculty of Agriculture, Winaya Mukti University, Sumedang regency with altitude of 850 above sea level (asl). The research was conducted to produce breeder seed potatoes G_0 in aeroponics with attention to the provision of plant spacing and chitosan usage. The experimental design used was a randomized block design Factorial Pattern consisting of two factors and repeated in three replications. The first factor is the planting distance consist of three levels of treatment, namely j_0 (10 cm × 10 cm), j_1 (10 cm × 20 cm), and j_2 (20 cm × 20 cm). The second factor is the concentration of chitosan consisting of five levels of treatment; c_0 (chitosan 0 mg.L⁻¹), c_1 (chitosan 10 mg.L⁻¹), c_2 (chitosan 20 mg.L⁻¹), c_3 (chitosan 30 mg.L⁻¹), and c_4 (chitosan 40 mg.L⁻¹).

3 RESULTS AND DISCUSSION

3.1 Number of leaves (leaf)

The results on Table 1 shows no interaction between the planting distance and chitosan concentrations. Independently planting distance and chitosan concentration provide no real effect on the variable number of leaves.

The results above is contradictory with at least three other results found in the previous researches.

Table 1. Effect of planting distance and chitosan concentration to the number of leaves on 15 days after planting (dap), 30 dap and 45 dap.

Treatment	Number of leaves (leaf)		
	15 DAP	30 DAP	45 DAP
Planting Distance (j):			
j_0 (10 cm × 10 cm)	20.40	a 40.80	a 61.20
j_1 (10 cm × 20 cm)	19.07	a 38.13	a 57.20
j_2 (20 cm × 20 cm)	20.13	a 40.27	a 60.40
Chitosan Concentration (c):			
c_0 (0 mg.L ⁻¹)	17.89	a 35.78	a 53.67
c_1 (10 mg.L ⁻¹)	20.11	a 40.22	a 60.33
c_2 (20 mg.L ⁻¹)	17.22	a 34.44	a 51.67
c_3 (30 mg.L ⁻¹)	23.89	a 47.78	a 71.67
c_4 (40 mg.L ⁻¹)	20.22	a 40.44	a 60.67

Description: The average number in each column followed by the same letter show no significant effect according to Duncan's multiple range test at the 5% significance level.

First, I Gusti Made (2015) who stated that the PPC Chitosan treatment significantly affected the number of leaves and production of crop broccoli. Secondly, the result is in contrast with Brinado Fassa Ianca (2012) who stated that chitosan at a concentration of 75 ppm influence of the most well against soybean plant growth during the vegetative phase. Lastly, the result had a different findings from an experiment by Pipih Suptijah, Agoes M. Jacob, and Sugara Mursid (2010). Their findings showed that the administration of chitosan on tomatoes by soaking seeds and spraying at a concentration of 25 ppm gives the best effect on the number of leaves.

3.2 Plant height (cm)

Table 2 shows no interaction between the planting distance and chitosan concentrations on the plants height, but the usage of an independently concentration of chitosan showed a real diversity. c_1 (chitosan 10 mg.L⁻¹) treatment resulted in the most ideal plant height. Similarly, this result is in line with the research by Pipih Suptijah, Agoes M. Jacob, and Sugara Mursid (2010). They found that the application of chitosan on tomatoes by soaking seeds and spraying 25 ppm of chitosan concentration gave the best effect on the plant height.

3.3 Root length (cm)

Based on Table 3, it can be concluded that there is no interaction between the planting distance and chitosan concentration. Independently planting

Table 2. Effect of planting distance and chitosan concentration to plants height on 15 days after planting (dap), 30 dap and 45 dap.

Treatment	Plants height (cm)		
	15 DAP	30 DAP	45 DAP
Planting Distance (j):			
j_0 (10 cm × 10 cm)	28.21	a 56.42	a 84.63
j_1 (10 cm × 20 cm)	26.79	a 53.58	a 80.37
j_2 (20 cm × 20 cm)	26.59	a 53.18	a 79.77
Chitosan Concentration (c):			
c_0 (0 mg.L ⁻¹)	22.48	a 44.96	a 67.44
c_1 (10 mg.L ⁻¹)	31.20	e 62.41	e 93.61
c_2 (20 mg.L ⁻¹)	25.24	b 50.48	b 75.72
c_3 (30 mg.L ⁻¹)	28.91	d 57.81	d 86.72
c_4 (40 mg.L ⁻¹)	28.15	c 56.30	c 84.44

Description: The average number in each column followed by the same letter show no significant effect according to Duncan's multiple range test at the 5% significance level.

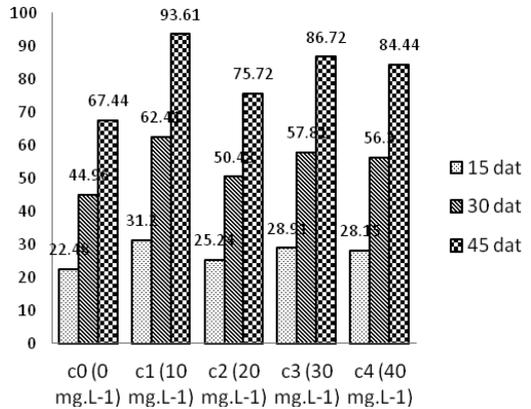


Figure 1. Effect of concentration of chitosan to plants height on 15 days after planting (dap), 30 dap and 45 dap.

distance and concentration of chitosan provide no real effect on the length of the roots. This is presumably because of the usage of aeroponic cultivation method and mist irrigation system, which allow the whole nutrition to be distributed evenly to all parts of the plant roots.

3.4 Number of potential tuber (grains)

Table 4 shows that there is an interaction between planting distance and chitosan concentration to the number of potential tuber. In the planting distance of 10 cm × 10 cm the effect is best shown on the 30 mg.L⁻¹ chitosan application. For the

Table 3. Effect of planting distance and concentration of chitosan to root length (cm).

Treatment	Root length (cm)	
Planting Distance (j):		
j ₀ (10 cm × 10 cm)	65.67	a
j ₁ (10 cm × 20 cm)	69.27	a
j ₂ (20 cm × 20 cm)	72.27	a
Chitosan Concentration (c):		
c ₀ (0 mg.L ⁻¹)	65.11	a
c ₁ (10 mg.L ⁻¹)	65.22	a
c ₂ (20 mg.L ⁻¹)	75.56	a
c ₃ (30 mg.L ⁻¹)	68.78	a
c ₄ (40 mg.L ⁻¹)	70.67	a

Description: The average number in each column followed by the same letter show no significant effect according to Duncan's multiple range test at the 5% significance level.

Table 4. Effect of planting distance and chitosan concentration to the number of potential tuber (grains).

Concentration of chitosan	Planting distance				
	j ₀ 10 × 10 cm	j ₁ 10 × 20 cm	j ₂ 20 × 20 cm		
c ₀ (0 mg.L ⁻¹)	79 A	130 B	63 A	a	a
c ₁ (10 mg.L ⁻¹)	133 BC	355 C	73 A	c	a
c ₂ (20 mg.L ⁻¹)	150 C	79 A	133 C	b	b
c ₃ (30 mg.L ⁻¹)	237 D	60 A	103 B	c	b
c ₄ (40 mg.L ⁻¹)	118 B	89 A	134 C	b	b

Description: The average number followed by a capital letter (direction rows) and lowercase (column direction) the same is not significantly different according to Duncan's multiple range test at the 5% significance level.

10 cm × 20 cm spacing, the effect is best shown on 10 mg.L⁻¹ chitosan application and at a distance of 20 cm × 20 cm the effect is best shown on 40 mg.L⁻¹ chitosan application.

3.5 The Number of tubers formed (Grain)

Table 5 shows the interaction between planting distance and chitosan concentration on the number of tubers formed. In the planting distance of 10 cm × 10 cm the effect is best shown on the 30 mg.L⁻¹ chitosan application. For 10 cm × 20 cm spacing, the effect is best shown on the 0 mg.

L⁻¹ chitosan application, and at a distance of 20 cm × 20 cm the effect is best shown on the application of 40 mg.L⁻¹ chitosan.

Johanes (2014) stated that the planting distance significantly affected the number of tubers formed. Planting distance the meeting resulted in competition of nutrients and sunlight and therefore contributes to the number of tubers formed. The closer spacing can increase the number of formed tubers, but with a smaller size.

3.6 Fresh weights tuber (g)

Table 6 shows the interaction between planting distance and concentration of chitosan on fresh weight

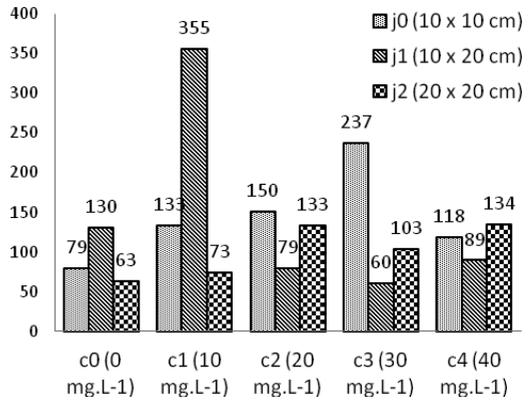


Figure 2. Effect of planting distance and concentration of chitosan to the number of potential tuber (grains).

Table 5. Effect of planting distance and chitosan concentration on the number of tubers formed (grains).

Concentration of chitosan	Planting distance				
	j ₀ 10 × 10 cm	j ₁ 10 × 20 cm	j ₂ 20 × 20 cm		
c ₀ (0 mg.L ⁻¹)	12,67 A	19,33 C	18,67 B	b	b
c ₁ (10 mg.L ⁻¹)	20,67 C	19,00 C	16,67 A	c	a
c ₂ (20 mg.L ⁻¹)	15,67 B	16,67 B	18,67 B	a	b
c ₃ (30 mg.L ⁻¹)	22,67 D	18,00 BC	17,00 A	b	a
c ₄ (40 mg.L ⁻¹)	19,33 C	14,33 A	25,55 C	b	c

Description: The average number followed by a capital letter (direction rows) and lowercase (column direction) the same is not significantly different according to Duncan's multiple range test at the 5% significance level.

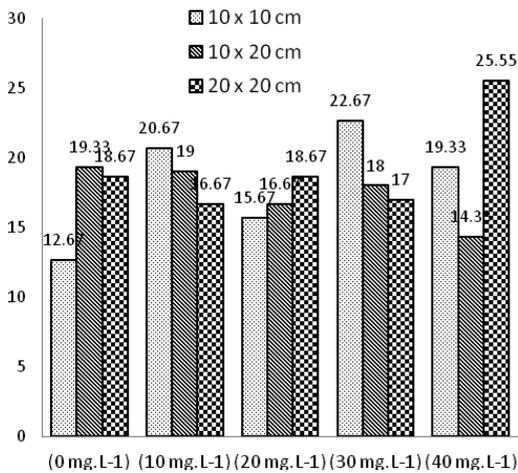


Figure 3. Effect of planting distance and concentration of chitosan on the number of tubers formed (grains).

Table 6. Effect of planting distance and concentration of chitosan to fresh weight tuber (g).

Concentration of chitosan	Planting distance		
	j ₀ 10 × 10 cm	j ₁ 10 × 20 cm	j ₂ 20 × 20 cm
c ₀ (0 mg.L ⁻¹)	37,47 a	124,80 c	92,39 b
c ₁ (10 mg.L ⁻¹)	60,38 a	129,93 b	41,81 a
c ₂ (20 mg.L ⁻¹)	73,49 b	60,66 ab	44,96 a
c ₃ (30 mg.L ⁻¹)	168,97 c	99,91 b	62,81 a
c ₄ (40 mg.L ⁻¹)	65,08 a	44,12 a	136,32 b

Description: The average number followed by a capital letter (direction rows) and lowercase (column direction) the same is not significantly different according to Duncan's multiple range test at the 5% significance level.

tuber. In the planting distance of 10 cm × 10 cm the effect is best shown on the application of chitosan 30 mg.L⁻¹. Spacing 10 cm × 20 cm the effect is best shown on the application of chitosan 0 mg.L⁻¹, and at a distance of 20 cm × 20 cm the effect is best shown on the application of chitosan 40 mg.L⁻¹. This is in line with the statement I Gusti Made Subiksa (2015), which states that spraying fertilizer with a concentration of 0.3% chitosan (0.45 L.ha⁻¹) as 6 times at a rate of 50% NPK fertilizer can increase the average weight of the biomass and crop broccoli to exceed the results with standard NPK 100%, supported by the results of research

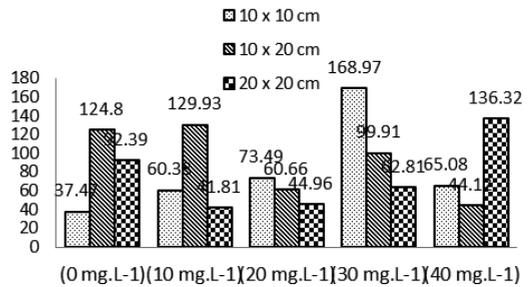


Figure 4. Effect of planting distance and concentration of chitosan to fresh weight tuber (g).

Table 7. Effect of planting distance and concentration of chitosan to total buds (point).

Concentration of chitosan	Planting distance		
	j ₀ 10 × 10 cm	j ₁ 10 × 20 cm	j ₂ 20 × 20 cm
c ₀ (0 mg.L ⁻¹)	12,00 b	5,33 a	6,00 a
c ₁ (10 mg.L ⁻¹)	7,33 a	10,67 b	7,33 a
c ₂ (20 mg.L ⁻¹)	8,67 b	7,00 a	6,33 a
c ₃ (30 mg.L ⁻¹)	5,67 a	5,33 a	8,00 b
c ₄ (40 mg.L ⁻¹)	6,33 a	9,33 b	5,67 a

Description: The average number followed by a capital letter (direction rows) and lowercase (column direction) the same is not significantly different according to Duncan's multiple range test at the 5% significance level.

Brinado Fassa Ianca (2012) who stated that the chitosan effect significant on crop yields of soybean, is the dry weight parameters. Best dry weight parameters soybean crop is in the delivery of 100 ppm chitosan. Similarly with the results of the research by Pipih Suptijah, Agoes M. Jacob, and Sugara Mursid (2010), they found that by soaking seeds and spraying chitosan on tomatoes at a concentration of 25 ppm gave the best effect on fresh weight.

3.7 The numbers of buds (point)

Table 7 shows the interaction between planting distance and concentration of chitosan on the number of buds bulbs. In the planting distance of 10 cm × 10 cm the effect is best shown on the application of chitosan 0 mg.L⁻¹. Spacing 10 cm × 20 cm the effect is best shown on the application of chitosan 10 mg.L⁻¹, and at a distance of

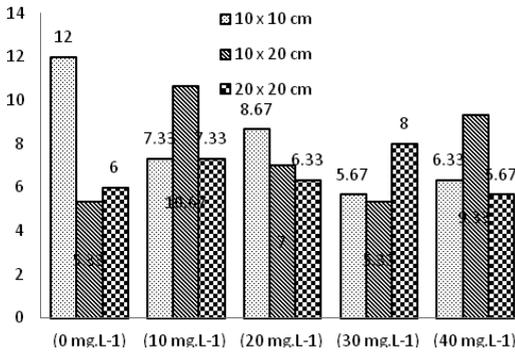


Figure 5. Effect of planting distance and concentration of chitosan to total buds (point).

20 cm × 20 cm the effect is best shown on the application of chitosan 30 mg.L⁻¹.

4 CONCLUSION

There was an interaction between the planting distances with concentrations of chitosan to the potatoes seed G₀ virus-free in aeroponics. Spacing 20 cm × 20 cm with the application of chitosan 40 mg.L⁻¹ gave the best effect on the number of tubers formed, as many as 25.55 grains per plant. For a better results, it is suggested to the cultivate the potato seed breeder using 20 cm × 20 cm planting distance and applying 40 mg.L⁻¹. Chitosan

New observations should be conducted on wider planting distance and chitosan application on rooting section.

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Risk factors influencing food security of the elderly during a flood disaster

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ABSTRACT: This study identifies the risk factors that influence food security faced by the elderly during the Sungai Pahang basin flood disaster. The data collection was done qualitatively via a semi structured interview with eight selected individuals affected by the floods. The risks which were analyzed thematically indicated that the elderly mainly had poor appetite and had very little or no accessibility to food during the disaster. The study concludes that the elderly is a vulnerable group with different needs and food insecurities in an emergency situation and therefore requires special attention.

Keywords: risk factors, food security, flood disaster

1 INTRODUCTION

People feel secure when they can acquire food through socially acceptable means at any given time to maintain health and wellbeing. This is referred to a definition known as food security. However, not everybody can be sure about getting food at all times and in emergency situations such as after a flood or other natural disasters, people are prone to experience food insecurity. Thus this paper explores the risk factors such as poor appetite and food accessibility that influence food security faced by a vulnerable group of elderly citizens in an emergency flood situation.

2 LITERATURE REVIEW

Food is the material basis to human survival, and in each nation-state, providing a system for the development, production, and distribution of food and its security is a primary national objective. Since ancient times, there are many forces that have influenced people's food security especially in challenging natural disaster situations like a flood (Huang, McBeath & McBeath, 2010). Floods are classified as a major natural disaster that affects many countries in the world yearly. As natural disasters affect global development, both the global community and national governments have accepted the risk of natural disasters (Hailu, 2013). Without exception, Malaysia also experiences floods regularly. It is an inevitable natural phenomenon with a devastating impact on natural resources and the environment, causing loss of lives as well as the country's economy and public health (Cherry, 2009).

Floods also impact food security issues as food security, or rather insecurity, is at the heart of food crises and food related emergencies. Any issue about food cannot be neglected as it can be the underlying cause of malnutrition and mortality, and is a significant feature in the longer term livelihood security (Young et al., 2001). Furthermore, malnutrition can be the most serious public health problem in an emergency (John Hopkins et al., 2008). The three pillars of food security are important components that explain food security. It includes food availability, food accessibility and also food utilization. Food availability refers to food that is present in the physical form through domestic production, food aid and commercial import. Food accessibility relates to the ability to acquire adequate amounts of food while food utilization explains the ability of the individual to absorb and metabolize nutrients from the food that is available and accessible (Huang, McBeath, & McBeath, 2010). In an emergency situation, access to food and adequate nutrition is critical for survival. John Hopkins et al. (2008) also found that food emergency occurs when depleted food supplies are not replaced in the short term by food aid (John Hopkins et al., 2008). On the other hand, when food consumption is reduced to the extent that the population becomes acutely malnourished there will be an increase in mortality which could then lead to a famine. A nutrition emergency exists when there is the risk of or an actual rise in mortality due to acute malnutrition (Young et al., 2001).

Further investigation is required for those who are at a greater risk of food insecurity as these factors affect their ability to access safe and nutritious food. Older people in particular can be adversely

affected by disasters (Collodel, 2012). Moreover, older people or senior citizens or the elderly (David & Alagappan, 2013) make up one of the fastest growing segments of the population. Food insecurity affects (Russell et al., 2006) the elderly the most, as they require more social support and health services (Simsek et al., 2013). While older people vary greatly in their health status and ability to adapt, the risks to this population in emergencies remain significant. By one definition, ageing refers to a progressive loss of adaptability so that the individual becomes increasingly less capable of coping with life challenges (Hutton, 2008). The World Health Organization classifies the elderly as a population who is 60 years and above. They face many risks which expose them to food insecurity. For example, getting access to food can be a problem when they live alone or when they have a reduced role in the family's decision making. Apart from that, chronic diseases, pain, disability, poverty and psychological factors can also contribute to this situation (Collodel, 2012). Moreover, John Hopkins et al., (2008) added that access to food sources for the elderly should be easy, while the food offered to them must be easy to prepare and eat and should meet their protein and micro-nutrient requirements (John Hopkins et al., 2008). A report of the Australian elderly found living alone, self-reported poorer health, gender and age as risk factors that affect food security (Russell et al., 2006). In addition, more than half of Australian adults, aged 65 years and over, suffer from at least one chronic disability that limits everyday activities, thus affecting their ability to get access to food sources which in turn may affect the food security status of this population (Russell et al., 2006).

3 METHOD

A qualitative approach was employed in this study in understanding the risk factors that influence food security faced by the elderly. The rationale for selecting a qualitative method is to understand the process involved in the phenomenon and the reasons behind certain actions rather than just determining data statistically. Moreover, this investigation stressed on the why and how things happen by encouraging people to make sense of their own experiences and by interpreting the world in their own words. The semi structured interview contained several open ended questions that enabled the elderly to share their experience related to food security during the flood disaster, thus facilitating the identification of the risks faced by them. Eight respondents from three villages in the Bera district; Kampung Kuala Triang, Kampung Paya Panjang and Kampung Kuala Bera that were

most affected by the floods were selected for the interview. The elderly aged 60 years and above was the target group and included both male and female participants. The information obtained was analyzed thematically. Direct observation was also used to ensure that the information given by the respondents was supported by facts and was more reliable.

4 RESULTS AND DISCUSSION

Throughout the interview, the respondents demonstrated some concerns over the risks and insecurities they faced regarding the food they needed for their daily consumption. As such, food accessibility and poor appetite are the two issues discussed in this section.

4.1 Poor appetite

Nearly all the respondents claimed that they lost their appetite for food during the flood emergency situation. They admitted that there was a difference in the amount of food they consumed before and during the floods, and would either eat half of the portion given or were totally unable to finish the meals. They confirmed that eating during the flood disaster period was just to make sure they did not get too hungry. Below are the responses:

"Yes, of course, I simply didn't have the appetite, I hardly finished the meals and only ate a little... I did eat but just so I wouldn't feel too hungry... I think what I ate was more than enough"

The responses given above could be rationalized accordingly; loss of desire to eat could be seen as related to the stress of being in an emergency situation and the new surroundings they were in or it could be due to lack of food choices available. After all in their situation, eating was the least of their priorities.

"Almost every day we only eat sardine and cabbage, the food choice is poor so I got a little bit bored actually"

"When every day is about sardine and cabbage, we old people don't want to say we don't like it. Furthermore, there are many other things that I need to think of rather than thinking of what to eat"

Poor appetite or decrease in appetite occurs when the desire to eat is reduced. Moreover, it is synonymous with the elderly as their emotions are usually affected when they are faced with difficulties or some new and unfamiliar situation. Several reasons may contribute to why this elderly group

of flood victims lost their appetite. One could easily be due to the risk factor influencing food security. The daily serving of sardine and cabbage did not go down well with the old people and since they had no way of getting food of their choice themselves, they resorted to eating very little food. The emotions of the elderly therefore play an important role in determining their appetite and food intake during the emergency period apart from the worries, stress, and grief thinking about what the floods can do to their life including the loss of belongings and properties like their homes and crops.

4.2 Food accessibility

A few of the respondents said that some of them did not want to move to the relocation centre and just stayed in their homes throughout the flood period, while some families only moved at the last minute before the floods got worse. One respondent realised that not moving to the relocation centre was not a good choice in an emergency. This is expressed below:

“When we did not move, we realised that there were some difficulties. It’s different with those who moved to the relocation centre, they had an easier time”

Respondents were aware of the consequences of not moving to the relocation centre, but decided not to leave their homes so that they could keep an eye on their belongings. Many were not comfortable at the relocation centre:

“Maybe I didn’t move to the relocation centre at the beginning of the floods because some food was delivered to our homes then but when all the roads were closed, the food aid seemed less, and then we didn’t have enough groceries and ingredients to cook”

“Because my house is on a hill, I did not move to the relocation area. I did have some problems in getting my groceries. Usually the shop will send the most basics things, but of course they couldn’t. If I move I’m afraid for my things and I won’t be comfortable. Moreover, people who steal don’t care whether there is a flood or not! I don’t have anybody to rely on to look after my things”

A relocation centre is provided to victims of any kind of emergency situation. In the case of a flood disaster, the relocation centre is the safest place to go to because it is usually selected based on it being minimally affected by rising waters. People affected by flood waters are urged to move to the relocation centre to ensure that they are safe and help including food aid can reach them immediately and without too much trouble. When the elderly flood

victims were unwilling to move they automatically isolated themselves and became inaccessible. As flood waters rose, getting food aid across to them became an impossible task. This situation obviously increases the risks influencing food security for the elderly.

5 CONCLUSION

In conclusion, the identification of risk factors on poor appetite and food accessibility was affecting the elderly in a flood disaster situation only confirmed the vulnerability of the group as they become even more handicapped by their advanced age, health condition, physical limitations and psychological needs. Just as children need a lot of special attention, understanding and help so does the group of elderly people in our society especially in an emergency situation such as a flood disaster.

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Study of *Sate Padang* preservation viewed from *Minangkabau* indigenous entrepreneurial ethics

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ABSTRACT: International culinary world has been developed throughout the decade. Education on culinary world is producing many “culinarians” who have contributed to the culinary industry itself. The purpose of the study was to describe the development of consumption patterns and local foodculture. This study was conducted using in depth interviews and literature studies. The study focuses on the culture and values of *Minangkabau* society as a manifestation of patterned intellectual creativity, system of values and its ethical form. The result showed that indigenous entrepreneurial ethics of *Minangkabau* comprising mainly on the synchronization between the physical and spiritual of a human to achieve a valuable life. This principal then reflected on the way *Minangkabau* people preserve their culinary art.

Keywords: food preservation, *Sate Padang*, *Minangkabau*, indigenous, entrepreneurial ethics

1 INTRODUCTION

According to the Indonesian law No. 10 of 2009 tourism is “A wide variety of tourist activities and supported a variety of facilities and services provided by the public, employers, government and local government”. Meanwhile, according to Suwanto (2008:3) Traveling is a temporary process of departure performed by one or more people toward another place of their choice. Traveling can be motivated by a variety of interests such as economic interests, social, cultural, political, religious, health and other interests. (Suwanto, 2008:3).

West Sumatra is one of the provinces in Indonesia which is rich in tourism, (Garcia, J. G., & Soelistianingsih, L. 1998), rich with both natural attractions, marine and culture. The number of foreign tourists who visited in December 2015 reached 5,302 visitors, an increase of 10.21 per cent compared to November 2015. Most of foreign tourists who visit West Sumatra in December 2015 are from Malaysia with 4,519 people. The other visitors are from Australia (80) and Thailand (44), China (21), Japan (13), United States (12), Singapore (11), Great Britain (8), Germany (3) and other countries by 579 people (<http://sumbar.travel/detail/a/1016>, accessed May 13, 2016).

This study focuses on one of the traditional dishes in *Minang Kabau* known as *Sate Padang*. Starting from its main ingredient, artisans, secret cooking technique, and collaboration between the herbs and spices to produce ethereal taste and beneficial efficacy. It is expected that this study

can promote Indonesian culinary and give more insights on the cultural values that lay behind the food. Traditional food have their own deep, inspiring, and meaningful culture behind each dish. The meaning of the tradition mostly tell us about good will, hard work, best quality ingredients, and the cooking process. In this sense, All of those meaning are amalgamated in a highly valued dish called *Sate Padang*. The purpose of this study is to conduct a heritage inventory of *Minang Kabau* cuisine. Therefore the purpose of these study was to investigate the preservation of *Sate Padang* as a traditional culinary art in the perspective of *Minang Kabau* indigenous entrepreneurial ethics.

2 LITERATURE REVIEW

2.1 *Culinary tourism*

The tourism world cannot be separated from the traveling activities and the quest for experiencing something new. The displayed facilities, services including attractions are considered as the representation of the visited areas. In this case, cuisine is also reflected the local characteristic in the region. The common perception of food as a mere attraction in tourism is challenged by stressing the complications and impediments experienced by tourists in the local culinary sphere in unfamiliar destinations, even when attracted to the local cuisine (Cohen & Avieli, 2004, p755). Food is a subject that seems to both slip away and to expand when one tries to understand it. We cannot simply

analyze the production and consumption of food, of food diets, and of table manners, and their evolution in time and space (Drouard, 2015; p 311). The word culinary comes from the English “culinary” which defined as anything related to cooking and kitchen. Culinary term is more widely used by the chef or chefs prepare dishes that are responsible to make it looks attractive and tasty. Institutions associated with culinary terms this is a restaurant, Fast food franchise, hospitals, companies, hotels, catering and so forth.

Nowadays, international culinary world has been developed. Perhaps a good word to describe the development of consumption patterns and culture of eating is gastronomic. In short, it can be said that culinary is more focused on explaining the cuisine (Alamsyah, 2008: 1).

2.2 *Preservation*

Preservation can be generally defined as an operation or activity to maintain, protect and develop a preservation object that has a value in order to be preserved.

In the Burra Charter of 1981 (Sumargo, 1990), it was agreed the term conservation as a term for all conservation activities, the whole process of managing a place that cultural meaning it contains well-maintained. Conservation may include all maintenance activities and in accordance with local circumstances may also include preservation, restoration, reconstruction, adaptation and revitalization.

Specifically, preservation is an act of preserving preserve carrying capacity, quality, function, protection, repair, and use of natural resources environment in a balanced manner based on principles that will guarantee economic or social gain and effort to care for, protect and develop the object of preservation that has value in order to be preserved, including traditional food.

2.3 *Gastronomy*

Gastronomy is the study of the relationship between culture and food, where gastronomic studying various cultural components with food as its center (culinary arts) (Hegarty & O’Mahony, 2001). Study of gastronomy includes a variety of fields (Steffan & Ayora-Diaz, 2015, p 290) it has examined the social, economic, and cultural differences that explain inequalities in access to food, and the problems derived from these differences; while researching about gastronomy in terms of globalization (Athena, Mak, Lumbers, & Eves, 2012: p 171) key dimensions underlying food consumption in tourism are elucidated, and the impacts of globalisation on the culinary supply and tourist food consumption are discussed. Historically and

etymologically, gastronomy relates to advice and guidance on what to eat and drink where, when, in what manner, in which combinations. It can also be understood as an ‘art of living’, the possession of skills and knowledge relating to food and drink and to their choice (Santich, 2004; p15). Gastronomic also see the food on the ritual aspects and status Hegarty and O’Mahony (2000; p3) argued that gastronomy, the selection, preparation, presentation and participation with culinary and gastronomic aspects of food, falls squarely into this category of ‘fine art activity’ since most societies seek to differentiate their food preparation into either participation which, in many instances, are not designed for consumption merely, but also for status, ritualistic and aesthetic purposes.

2.4 *Traditional food*

In the 70s, many changes occurred in Indonesia, including dietary changes in society, especially in urban areas. Fast food culture that penetrated Indonesian daily lifewas contributing to the disappearance of traditional food. Thereby, it is the obligation of the people to maintain and preserve their own food tradition.

According to Astawan (2013: 1), it is our obligation to nurture and love the traditional Indonesian food and make it as one of the elements of the national culture and. In some countries it is evident that with the development of traditional food can contribute significantly to the development of travel and an increase in foreign exchange gain. Sangel et al. (2015; p429). Some tourists travel solely for gastronomy in the region, some see local food as a by-product of their cultural experiences, and some others rather familiar food when they travel. Therefore there are differences in how tourists’ approach local food consumption. This study aims to analyze the factors effecting local food demand in tourism in order to identify which tourists are interested in local food as an attraction.

While traditional culinary excellence can be used as a guide to do business, so it is also very important to recognize our counterparts consuming habits. For example, Indonesian people like to consume savory flavors, spicy, sensational, flexible, and unique cuisines (Alamsyah, 2008: 21–23).

2.5 *Satay*

Satay is a dish similar to a kebab that has long been popular in Indonesia and Thailand. Sate This is most often associated with Thai food, where it’s made from beef, chicken, or lamb, and can be dipped in a traditional peanut or sauce. These tasty meat skewers cook up over coals so hot they need fans to waft the smoke away. Whether it’s chicken,

goat, mutton or rabbit, the scrappy morsels get marinated in turmeric, barbecued and then bathed in a hearty dose of peanut sauce. Other nations now lay claim to sate, but Indonesians consider it a national dish conceived by street vendors and popularized by Arab traders.

Food historians are not sure if satay was first introduced in Indonesia or Southeast Asia. Regardless of its origin, both variations of Indonesian and Thai food fans hailed as the dishes are very tasty. Indonesian satay has several popular variants. Sate Madura is one of the best known and most popular. The satay usually uses lamb or chicken marinated in sugar, green onions, soy sauce and salt. Bits of meat marinated then skewered and quickly roast. Another variant of the Indonesian satay utilizing beef, finely chopped and pressed together into a paste or a ball, which is then skewered and grilled. Indonesian version often use animal organs or turtle meat. Often, the satay is not purchased in restaurants but directly from food stalls, which are found in abundance in places like Singapore. If consumers ask about the meat, and is familiar with the language, they can ask about the origin of the meat.

Satay is popular in some European countries. The Netherlands is well known for offering excellent, because the Dutch occupation of Indonesia from the 17th century until the 19th century. The Dutch took home this dish extraordinary. So many other typical Indonesian foods also have influenced Dutch cuisine to this day.

3 METHOD

The study of *Sate Padang* preservation was conducted by employing qualitative approach. Cresswell (1998: 15) defines qualitative research as an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analysis of words, reports detailed views of informants, and conducts the study in a natural setting.

The respondents were selected based on snowball sampling method. To strengthen the data, the researcher conducted observation and literature study. There were eight respondents involved in the In depth interview techniques. Respondents derived from the local cultural figures, *Sate Padang* seller, academics, local government and community leaders of *Minang Kabau*.

4 RESULTS AND DISCUSSION

The benefit for the researchers from conducting this research is that we can create a database on the

culinary heritage and indigenous entrepreneurial ethic of MinangKabau. Database about entrepreneurship that contains cultural, values of Minang-Kabau culture, kinship, beliefs, socio-cultural, religion, heritage of MinangKabau as reference in behaving in life. MinangKabau ethical values entrepreneurship is still being conducted by the *Sate Padang* sellers. This indicates that the value of ethical entrepreneurs still carried out and relevant to the times.

4.1 *Minangkabau social culture society*

Minangkabau is as one of the ethnic groups in Indonesia who have a number of moral values social and cultural contained in Minangkabau culture form (Hastuti, Yuliana Airlangga, & Oswari, 2013). Social moral values of Minangkabau culture is the identity of the Minangkabau people are rooted in values, beliefs, and socio-cultural heritage of Minangkabau. They are really obedient to the principals. Culture and values of Minangkabau society is a manifestation of intellectual patterned creativity and loading system of values and moral norms. This ethical form is interconnected and attached to the Minangkabau community environment. Believed to be true and implemented in the history of the Minangkabau people's lives, so it is still considered valuable, important and serves as a guide in their daily life.

Culturally, Minang people always make *Adat Alam Minangkabau* (traditional belief) into their basic building blocks of life. Indigenous usually understood as a local custom that govern the interaction of people in a community. Indigenous means the collection of local customs, and customs are also considered as a whole structural system of society. In this context, the custom is the whole system of values, the basis of the whole ethical and legal assessment, and also understood as the source and social expectations that embody the ideal pattern of behavior. Upon conviction, to custom as a value system, a system of norms, attitudes systems, and system behavior, leading them to understand more about the nature of life, the nature of the relationship between humans, nature of the individual's relationship with the community in the community and others.

The Minangkabau society is one of the ethnic groups in Indonesia which has a number of moral values social and cultural contained in Minangkabau culture form which is based on values, beliefs, and socio-cultural heritage (Geertz, 1961). The local values are attached and led the local *Minang* people to understand more about the nature of life and the nature of human relationship.

4.2 *Morals in indigenous entrepreneurial system of Minangkabau*

The morals of Minang traditional entrepreneurs are closely related to each individual, because it has principle about the teachings of gratitude and shame that many oriented character and moral values (Wiryomartono, B, 2014). Many customary provisions that focus on the mind, such as: “*Saukuo mangko manjadi, sasuai mangko takanak, kalau pandai bamain budi, urang lain jadi dunsanak*” (proverbs about loyalty and brotherhood). “*Nan baik ialah budi, nan indah ialah baso*” (proverbs about using a beautiful language).

Minangkabau traditional entrepreneurial ethics have a long lasting value. The custom is unchangeable, and there are four characteristics about the ethics: ‘*nan tak lakang dek paneh dan tak lapuak dek hujan*’ (The values have long lasting nature and unbreakable). *Adat Sebenar Adat* (The true tradition). *Adat yang diadatkan* (always think twice), *Adat Teradat* (flexible) and indigenous obey to the situations, for example: “*lain lubuk lain ikannya, lain padang lain belalangnya, lain negeri lain pula adatnya*”. Based on those proverbs, the values are eternal for any situation. While the other is flexible-sensitive to change. The fourth character of the value is necessary to face the modern situation of the future. The flexibility makes the culture able to cope with the progress of time.

Minang culture is different from other cultures, where this culture has some elements that became its trademark. Minang culture and minang people are identified to have the following characteristics; self confidence, hard worker, thorough, economical minded, self-reliance, perseverance, contribution to the family, consistency, ingenuity, flexibility, and willing to take challenges. These characteristics contribute to the success of the Minang ethnic entrepreneurship in targeted migration sites (Primajati-Hastuti, Armanu Thoyib, Eka Afnan, Troena & Margono Setiawan, 2015, p 819).

Philosophically, indigenous entrepreneurial ethics of *Minang-Kabau* comprising mainly on the synchronization between the physical and spiritual of a human to achieve a valuable life. This belief is reflected on the *Minangkabau* spiritual and traditional saying of “Fill the head with knowledge, the heart with religion and the stomach with treasure”. This principal then reflected on the way Minangkabau people preserve their culinary art.

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Traditional food of West Java: Is it feasible to become a tourist attraction?

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ABSTRACT: In 2015 Indonesia visited by more than 10 million of international tourists. One of potential tourist attractions that has not been explored is traditional food. Indonesia has a high diversity of traditional foods in each area. West Java province as a tourist destination has a high diversity of traditional food, one of which is *Colenak* and *Serabi*. However, the existence of *Colenak* and *Serabi* increasingly eroded by modern food. Though both of them have their own peculiarities which can be considered as an attraction for tourists to visit West Java, especially Bandung as the capital of West Java. The results indicate that *Colenak* and *Serabi*'s entrepreneurs have their strong points in strategic business location, good product quality, and variety of products. The weaknesses lie in the raw materials hygiene and lack of hygiene standards in food processing and equipment. From the aspect of opportunities, *Colenak* and *Serabi*'s entrepreneurs have the potential to continue to grow due to the increasing of tourist arrivals to Bandung and innovation of information technology. The threats of this business are the rise in fuel prices drive up the prices of other commodities and potentially reduce the purchasing power.

Keywords: tourism, traditional food, colenak and serabi

1 INTRODUCTION

The growth of the tourism sector is growing rapidly. The growth is characterized by the growth in tourist arrivals to the whole world that reached 1,184 billion tourists or grow 4.41% in 2015 (UNWTO, 2016). In 2030 there were estimated to be 1.8 billion tourists worldwide. Over the last five years the number of tourists continues to grow around 4% to 6.5% annually, as presented in the data reported by the UNWTO in January 2016.

Indonesia is fortunate to be blessed with abundant natural beauty. It is a powerful attraction for tourists. However, further study is still needed to promote Indonesia resources that could be potential for tourism such as arts, customs, language, region, ethnicity, and traditional food.

West Java and in particular the city of Bandung as one tourist destination in Indonesia is an example of an area known for its culinary tours. Many tourists both domestic and foreign tourists who accidentally visited Bandung enjoyed Bandung culinary. Although known for its culinary tourism, Bandung actually not been fully lifted its traditional food as the main attraction. The culinary richness in Bandung are very diverse but many of them are not the typical food of West Java (Wijaya, 2014). Traditional food is basically a cultural heritage which has a value of creativity and the ability to be creative

in its creation of the creator (Richard & Wilson, 2006).

Creative product is anything that can be offered to the market to meet the needs of consumers and more emphasis on originality and uniqueness (Simon & Vijayakumar, 2013). Bandung as the capital of West Java province with its heterogeneity is a miniature of West Java. The majority of West Java traditional food can be found in Bandung. Bandung also known as a creative city and belongs to the group of creative cities in Indonesia with Denpasar, Solo, and Yogyakarta. Bandung was chosen as a creative city pilot project, which was obtained in an international meeting based urban creative economy that followed by 11 countries in Yokohama, Japan, in July 2007 (Ningsih, 2013).

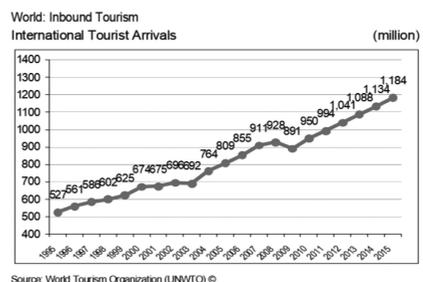


Figure 1. Tourist in bound.

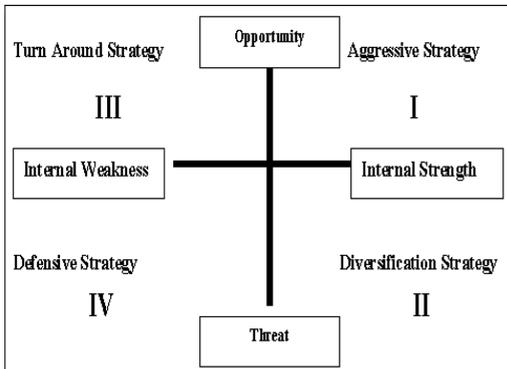


Figure 2. SWOT analysis quadrant.

This study focuses on the application of SWOT analysis of traditional food of West Java as a tourist attraction. The purpose of this study was to measure consumer perceptions of traditional food of West Java as one of the attractions for tourists.

2 LITERATURE REVIEW

According to Rangkuti (2009), SWOT is the identity of the various factors systematically to formulate a service strategy. This analysis is based on the logic that maximizes chances but simultaneously to minimize flaws and threats. SWOT analysis comparing between external factors and internal factors.

Table 1. Internal Factor Evaluation (IFE).

No	Internal factors	Weight (a)	Rank (b)	Weighted value (a × b)
Strengths				
1	Location	0.0650	3.3300	0.2165
2	Adequate facility sales	0.0600	2.8300	0.1698
3	Company access to raw materials	0.0556	2.9700	0.1650
4	Coordination and employee job descriptions	0.0400	2.4900	0.0996
5	The quality of the resulting product (Taste, color, texture, appearance)	0.0650	3.1800	0.2067
6	The quality and availability of human resources	0.0400	2.9900	0.1196
7	The effectiveness of promotional activities	0.0500	2.7900	0.1395
8	An affordable price	0.0600	3.0400	0.1824
9	Product variations	0.0650	3.1300	0.2035
				1.5025
Weaknesses				
1	Coverage area of the market is still limited	0.0450	2.6500	0.1193
2	Place less extensive production	0.0500	2.5000	0.1250
3	Capital constraints in developing businesses	0.0556	2.8200	0.1567
4	Promotional strategy is not optimal	0.0650	2.9600	0.1924
5	Book keeping and financial system	0.0556	2.8300	0.1572
6	Speed of service	0.0600	2.8100	0.1686
7	Communication quality superiors and subordinates	0.0483	2.3500	0.1136
8	Hygiene materials	0.0600	3.1600	0.1896
9	Hygiene standards process and equipment	0.0600	3.3400	0.2004
				1.4227
Total internal factor weighted value				2.9252

Source: Data processing, 2016.

- Strengths and Opportunities (SO)—How can you use your strengths to take advantage of the opportunities?
- Strengths and Threats (ST)—How can you take advantage of your strengths to avoid real and potential threats?
- Weaknesses and Opportunities (WO)—How can you use your opportunities to overcome the weaknesses you are experiencing?
- Weaknesses and Threats (WT)—How can you minimize your weaknesses and avoid threats?

3 METHODS

The method used in this research is quantitative descriptive analysis. Data processing method used in this research is SWOT analysis.

The population of this research is the consumer of West Java traditional food. There were no official data on the number of consumers of traditional food in the city. However, the authors assumed that the total population of Bandung is the consumer of traditional food due to the fact that they live there for quite a long time. Based on the data from the Central Bureau of Statistics Bandung, Population of Bandung in 2013 was 2,483,977 inhabitants. Thus the population data of this research were 2,483,977.

The sample in this study consists of two types of samples, namely consumer and traditional

food entrepreneurs in West Java. To determine the number of samples, consumer Slovin formula is used with the following description:

$$\begin{aligned}
 n &= 2.483.977 / [(2.483.977) 0,1^2 + 1] \\
 &= 2.483.977 / [(2.483.977) 0,1^2 + 1] \\
 &= 2.483.977 / 24.840,77 \\
 &= 99,99
 \end{aligned}$$

4 RESULTS AND DISCUSSION

The processing data is collected from the distributed questionnaires to the 100 consumers at five *Colenak* and *Serabi* companies. Among the nine force factors, "Location" was became the most dominant force in the weighted value of 0.2165 followed by Products Quality with the weighted value 0.2067, and the next most dominant factor is the strength of Product Variations by weighted value of 0.2035.

However, the overall weighted value for the "strength" has a higher value of 1.5025 compared to the weighted value of "weakness" 1.4227.

Based on the above EFE matrix, among the 6 opportunity factors, Bandung city and Tourism and Information Technology Development became the two prominent opportunity factors for entrepreneurs of *Serabi* and *Colenak* to progress and develop. Both these factors each of which has a weighted value 0.2925 and 0.2880.

Table 2. External Factor Evaluation (EFE).

No	External factors	Weight (a)	Rank (b)	Weighted value (a × b)
Opportunities				
1	The need for food is increasing in line with population growth	0.0783	2.5300	0.1982
2	Bandung is a tourist destination	0.0900	3.2500	0.2925
3	Economic growth is getting better Bandung	0.0833	2.9600	0.2467
4	People's purchasing power increases	0.0833	2.9400	0.2450
5	The increasing interest in the traditional snack	0.0800	2.7200	0.2176
6	The development of information technology and the rapid	0.0900	3.2000	0.2880
				1.4880
Threats				
1	The emergence of similar business	0.0750	2.8300	0.2123
2	The increase in fuel prices	0.0900	3.2100	0.2889
3	The increase in raw material prices	0.0900	2.9600	0.2664
4	The decline in purchasing power	0.0800	2.8900	0.2312
5	Product substitution availability	0.0800	2.5500	0.2040
6	The increase in employee wages	0.0800	2.8800	0.2304
				1.4332
Total external factor weighted value				2.9211

Source: Data processing, 2016.

	Strong 3,0-4,0	Average 2,0-2,99	Weak 1,0-1,99
High 3,0-4,0	I	II	III
Middle 2,0-2,99	IV	V IFE = 2,226 EFE = 2,843	VI
Low 1,0-1,99	VII	VIII	IX

Figure 3. SWOT analysis matrix.

On the other hand there is also a threat to this type of business, the most obvious threat is the increase in fuel prices and Raw Materials. At EFE matrix above, these two factors row to be the biggest threat to the value of 0.2889 and 0.2664 weighted.

Similarly, when comparing the weighted value opportunities and threats, the data found that the weighted value for the chance is equal to 1.4880 and the weighted value to the threat of 1.4332. Thus a greater opportunity than a threat.

4.1 IE matrix analysis (Internal-External)

IE matrix analysis is the result of a merger between IFE matrix analysis (Internal Factor Evaluation) and EFE matrix analysis (External Factor Evaluation). IFE matrix analysis results obtained total weighted value weighted value of 2.9252 with a greater strength factor than weakness. Thus *Serabi* and *Colenak* owners can make use of their strength over weaknesses. The total value of the weighted matrix analysis EFE has a value of 2.9211 with a proportion greater opportunities than threats. Thus all the business owners are able to optimize the opportunities, and able to overcome the threat.

Based on the results of the IE matrix above, it is noted that *Colenak* and *Serabi* owners are in quadrant V. It means that the business owners are in a growth phase and evolve with market penetration. According to Srivastava et al. (1998) diversification 6 is defined as a market penetration strategy to increase market share or existing products in the market through increased marketing efforts. Another way to penetrate the market is to innovate more on the products.

5 CONCLUSION

Colenak and *Serabi* entrepreneurs have considered a strategic location, good product quality and variety of top-notch products. While the price factor also has a pretty good weighted value is 0.1824.

Based on the study, there are at least three recommendations that can be considered for future improvements. First, Utilizing technology and information

to reach more customers. Secondly, creating more product innovation by adding product variants derived from raw materials/complementary relatively low so that consumers remain interested in buying.

Finally, Improving the quality of products and services, by maintaining good relationships with employees and customers coupled with the promotion of the company's strategies to capture greater market opportunities.

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Urban and suburban adolescents' knowledge, attitudes and practices of food hygiene

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ABSTRACT: A cross-sectional study was conducted to identify the importance of socio-environment towards food hygiene practices between urban and suburban adolescents. 400 respondents (200 from each school) between 13 and 17 years old were randomly selected to participate in a questionnaire survey. An independent sample t-test examined the impact of socio-environment on food hygiene practices among these urban and suburban adolescents. The test shows that there was no statistically significant difference between the impact ($t = -0.314$, $df = 398$, $p > 0.001$). Urban adolescents ($M = 10.020$, $SD = 1.915$) tested significantly equal to the suburban adolescents ($M = 10.080$, $SD = 1.908$). The study concludes that socio-environment does not affect food hygiene practices due to the increase in food hygiene awareness in schools and the government's initiative in educating children about the importance of food hygiene from an early age.

Keywords: adolescents, food hygiene, attitude

1 INTRODUCTION

Food safety is defined as food that is free from all exposures and threats whether physical, chemical or biological which can make food dangerous to the human body when consumed. However, the term "safe food" differs from one person to another (FAO; WHO, 2003).

Yearly, millions of people get sick because of contaminated food. This food-borne illness is a major public-health problem for both developed and undeveloped countries. Most reported cases of food-borne illnesses involve children and although it is a major health challenge, it is totally preventable.

In Malaysia, most food poisoning cases happen in primary and secondary schools. There were 53.4% of food poisoning cases in 2005, 62.7% in 2006 and 67% in 2007 (Ministry of Health Malaysia, 2006; Zulkifli, 2007). Not only does food poisoning happen frequently, the number of cases is also increasing yearly according to Zulkifli (2007). This usually involves the closure of premises like in 2006, when 3,625 out of 81, 686 food premises had to be closed because their level of cleanliness was not in accordance with Part 2 of 1983 Food Regulations (Ministry of Health, 2006).

60% of all food poisoning (Worsfold & Griffith, 1997) and 80% of salmonella infections (Scott, 1999) were acquired at home. Interestingly, most consumers seemed more worried about the safety

of food they consumed outside the home rather than their own homemade food (Worsfold & Griffith, 1997). Many illnesses could be avoided by applying a few basic food safety practices in their daily food preparation activities at home.

However, according to Redmond & Griffith, (2004), consumers, especially parents usually practice unsafe food-handling behaviors and are therefore negative role models to their children. As children mostly learn through observation, the implication is that they too would be influenced into practicing bad food hygiene and unsafe food-handling. Besides, people nowadays, eat out frequently and tend to be more reliant on fast and convenient food. As a result, less young people would experience safe food-handling at home. As such, there is a need for consumers with children to make some adjustments to their lifestyle to ensure that their children have the opportunity to learn about good personal hygiene and safe food-handling while preparing food at home.

Haapala *et al.*, (2004) found that among the groups of people most vulnerable to the hazards of foodborne illness are the young. Yet previous studies demonstrate how views of adolescents were neglected in favour of adults (Unusan, 2007). Focus should really be on giving food safety education and safe food-handling practices to the young who are after all the country's future food handlers. The study therefore focuses only on 13 to 17 year old urban and suburban adolescents.

The socio-environment too can be a factor that influences adolescents' food hygiene practices. Socio-environment refers to the atmosphere developed by human beings which is different from the natural environment. Environment is defined across macro- and community- level factors. It includes physical, legal and policy factors which can influence decisions of the household and individuals. Environment is considered the exterior perspective for decision making by the household and individual (Barry *et al.*, 2005).

2 METHOD

2.1 Subject selection and recruitment

This cross-sectional study was conducted from May to August 2015 to assess the impact of socio-environment on food hygiene practices among adolescents. Urban respondents were selected from Sekolah Menengah Kebangsaan Sultan Salahuddin Abdul Aziz Shah, Shah Alam while sub-urban adolescents were from Sekolah Menengah Kebangsaan Puncak Alam. The counselling teacher was first informed of the study, its objectives and the protocol involved. A sample size of 395 out of a total population of 30895 was made based on a simplified table by Krejcie and Morgan (1970). 200 respondents between 13 and 17 years old were selected from each school. An informed consent form containing information on the study, its objectives and protocol was obtained from each respondent. The study's protocol was approved by the Research Ethics Committee of the Faculty of Health Sciences, UiTM Puncak Alam. Respondents were given a week to respond to the questionnaire which were then collected by the counselling teacher.

2.2 Data collection

The questionnaire used for this survey was adapted from Osaili *et al.*, 2010; Sanlier, 2010; Mohd *et al.*, 2009). It has two sections: demographic (10 questions) and socio-environmental (7 questions). Closed-ended questions with multiple choice responses were used for both sections.

2.3 Statistical analysis

All data were analysed using SPSS. An independent T-test was performed to examine whether there was a significant difference in the impact of socio environmental influences towards food hygiene practices between urban and suburban adolescents. Findings with a P-value < 0.05 were considered to be statistically significant.

3 RESULTS AND DISCUSSION

3.1 Profile of respondents

Table 1 shows the demographic characteristics of 400 respondents from two secondary schools. 50% of the respondents were from SMK Sultan Salahuddin Abdul Aziz Shah, while the other 50% from SMK Puncak Alam. There were 158 (39.5%) male respondents and 242 (60.5%) female respondents. 89 (22.3%) were 15 years old, 86 (21.5%) were 13 years old, 78 (19.5%) were 14 and 17 years old and 69 (17.3%) were 16 years old. Finally, 43.3% of the respondents were from high-income families, 42% from moderate-income family and 14.8% from low-income families.

3.2 Socio environmental influences on food hygiene practices

Overall, socio-environment influences adolescents' food hygiene practices with mean and SD 10.05 ± 1.91177. These influences on food hygiene practices are presented in Table 2.

3.3 Comparison of socio environmental influences on food hygiene practices between two schools

The relationship between socio-environment and food hygiene practices was obtained using the Independent T-test. Table 3 shows the comparison. The result shows similar socio-environmental influences for both the urban and suburban schools due to an increase in food hygiene awareness in school and the government's initiative in educating children from an early age about the importance of hygiene, especially food hygiene.

The average socio-environmental influences on food hygiene practices for Sekolah Menengah Kebangsaan Sultan Salahuddin Abdul Aziz Shah

Table 1. Demographic characteristics of respondents.

Demographic characteristics	Number of respondents	%
Gender (n = 400)		
Male	158	39.5
Female	242	60.5
School		
SMK Sultan Salahuddin Abdul Aziz Shah	200	50
SMK Puncak Alam	200	50
Age (n = 400)		
13	86	21.5
14	78	19.5
15	89	22.3
16	69	17.3
17	78	19.5

were calculated as 10.02 ± 1.915 , while Sekolah Menengah Kebangsaan Puncak Alam was 10.08 ± 1.908 . The result shows that the socio-environmental score for respondents from Sekolah Menengah Kebangsaan Sultan Salahuddin Abdul Aziz Shah was higher than Sekolah Menengah Kebangsaan Puncak Alam.

3.4 Findings

There are only a few studies on food hygiene practices that focus on adolescents in Malaysia.

Table 2. Socio environmental influences on food hygiene practices.

	Responses		Responses	
	Yes	%	Yes	%
Does your teacher ask you to wash your hand before and after a meal?	223	55.75	177	44.25
Does your teacher ask you to wash your hand before and after you use the toilet?	222	55.5	178	44.5
Does your teacher ask you to wash your hand in a proper way?	244	61	156	39
Is the toilet in your school provided with soap?	95	23.75	305	76.25
Is the sink in your school canteen provided with soap?	213	53.25	187	46.75
Did you learn about food hygiene in school?	291	72.75	112	28
Did your school provide information about food hygiene?	296	74	104	26
Does your teacher ask you to wash your hand before and after a meal?	223	55.75	177	44.25

Most investigate professional food handlers as they implement food hygiene practices at work. As adolescents make up the country's future food handlers, early exposure or even training on food hygiene and food-handling practices seems to be the most rational thing to do. Also, most food-borne cases occur in schools, canteens and other similar learning institutions.

The results of this study also demonstrate that most of the students had knowledge about hygiene practices, although the school authorities had not provided them proper facilities such as hand soap in the school toilets. Also, students seemed to learn about food safety only through posters that the school authorities put up around the school especially at the canteen.

The adolescent stage is one of the most energetic and challenging changes in one's lifetime. It is also at this time that an adolescent undergoes physical development and social changes that can affect their behaviours especially eating behaviours, habits and attitudes towards daily interactions and activities. The environment, too, is influential in moulding their attitudes and habits, and as children nowadays spend more time at school and with their peers, ensuring that they are exposed to the right food hygiene information and practices at this early stage is essential.

In this way, children grow up knowing that eating healthy and hygienic food would boost their growth into young adults, while continuous good food hygiene practices contribute to a healthy lifestyle. The increase in the number of foodborne illnesses in Malaysia from 1999 to 2012 and the occurrence of food poisoning cases in the premises of learning institutions such as school canteens, hostels, and dining halls of higher learning institutions demonstrate a critically alarming situation that needs immediate attention and remediation. Out of a total of 6,795 cases, 5,185 cases of food poisoning involved schools under the Education Ministry.

Table 3. Comparison of socio-environment on food hygiene practices between two schools.

		Equal variances assumed	Equal variances not assumed	
Levene's test for equality of variances	F	0.432		
	Sig.	0.511		
	T	-0.314	-0.314	
	Df	398	397.995	
	Sig. (2-tailed)	0.754	0.754	
T-test for equality of means	Mean difference	-0.06000	-0.06000	
	Std. error difference	0.19118	0.19118	
	95% Confidence interval of the difference	Upper	-0.43584	-0.43584
		Lower	0.31584	0.31584

According to Lytle (1995), food and nutrition education at an early age is an important issue because it can influence and enhance young people's knowledge and skills about food issues that are related to hygiene practices. Studies also specify that other family members like their younger siblings, relatives and even the community can be reached through these adolescents. They can share their knowledge about good food-handling with others (Delisle *et al.*, 2001).

Children nowadays spend a lot more time at school and with their peers. A study by Pinfold (1999) shows that children educated in an effective way at school will become adults with good food hygiene practices because children are good observers and always watch what others around them are doing. Children's food hygiene patterns are the outcomes of lifestyle practices. Studies show that schools (Drummond, 2010), peers (Paek *et al.*, 2011), healthcare centres (Manganello, 2008) and the mass media (Paek *et al.*, 2011) have great influences on children's attitudes and behaviours.

Previous studies showed that involves two schools which is Sekolah Tinggi Arab Maahad and Sekolah Menengah Kebangsaan Gelang Patah. Sekolah Tinggi Arab Maahad had experiences on food poisoning and Sekolah Menengah Kebangsaan Gelang Patah had not. The result showed that means of knowledge of Sekolah Tinggi Arab Maahadare higher than Sekolah Menengah Kebangsaan Gelang Patah. Though, for both school, the practices on food safety are quite similar (Md. *et al.*, 2012).

4 CONCLUSION

The findings of this study indicate that socio-environmental influences are important for food hygiene practices among both urban and suburban adolescents. Although this study has succeeded in providing critical evidence and information on food hygiene practices among adolescents, a lot more effort needs to be done by the relevant school authorities in systematically providing the future generation with fundamental knowledge and practical information about good food and a safe and healthy lifestyle.

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An exploratory study on traditional food of Semarang as a cultural and heritage product

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ABSTRACT: This study explores the traditional food of Semarang in an effort to promote Indonesian tourism industry. A variation of traditional food was recognized in terms of its uniqueness and flavor. The purpose of this study is to sustain the typical traditional food of Semarang in the form of photos and web to endorse to local and international society. This study is a qualitative descriptive study. The data were collected by observation on kinds of traditional food, and by interviews with vendors. The findings show that traditional Semarang foods does not only cover *lumpia* and *tahu pong* but there are also *ganjelrel*, *wingkobabat*, *ice conglik*, *wedangtahu*, *espanekuk*, and *pisangplenet*. Those traditional foods have typical features of flavors that deserve both domestic and international appreciations. In conclusion, traditional foods should be sustained to support Central Java tourism industry.

Keywords: tourism industry, traditional food, cultural heritage, vendor

1 INTRODUCTION

1.1 Background

Traditional snacks are part of the Indonesian tradition that needs to be sustained for the purpose of Indonesian tourism industry. One of efforts to sustain it is to know more about types of traditional snacks, ranging from basic material processes such as the cooking technique to the food serving.

Through this research, the writers will carry out inventory and record the traditional culinary arts/snacks of Semarang, which are very famous. They need to be sustained for Indonesian tourism. They are part of tourism industry and sources of regional income. They continue to grow from year to year. Tourism has quick growth rates in recent years. Therefore, the progress of tourism should be thought as the strategy to support Central Java tourism industry. The local government should also hold an exhibition to perform the traditional culinary arts. It is reported in local newspaper that there are many kinds of traditional snacks in Semarang. They deserve to be introduced to the larger community through cultural and business activities that are usually maintained. One event has just been held this year is Durian festival. The biggest annual event held and organized by the Semarang Government is “Semarang Great Sale” in 2016.

Semarang is an area that has many prospective tourism objects that need to be skillfully managed with the purpose to raise the local income that

would be used to establish the region. Tourism sector in Semarang is fantastic which can be used as local revenue sources. As the capital of Central Java Province, Semarang has a very urgent path for business from west to east. It is a city of commerce and services that is, of course, supported by suitable infrastructure. It has historical attractions such as ancient buildings, as well as traditional snacks that have attraction for tourists both foreign and domestic. Semarang is a city of commerce and services that has many typical traditional snacks. The traditional snacks are not only *ganjelrel* and *wingkobabat*, but also *esconglik*, *wedangtahu*, *espanekuk*, *pisangplenet*, *lumpia*, and *tahu pong*. With many kinds of traditional culinary arts found in Semarang, the writers have intention to find out and keep them so that the younger generation can value their traditional culinary arts that should be sustained as their cultural heritage. Record of the culinary is one reason that no other countries has privilege that the traditional snacks belong to their country.

1.2 Purpose of study

In general, the current study was aimed at discovering the existence of the traditional snacks in Semarang. In particular, the study may function as preliminary responsibility for preservation of traditional snacks to sustain Indonesian tourism industry. Besides, the younger generation can be proud that they have culinary traditions maintained as cultural heritage.

1.3 Previous study

This study dealt with the maintenance of traditional snacks as culinary arts and cultural heritage of Central Java that are often forgotten. It is a necessary effort to sustain the documentation via multimedia. From the researches by Ferdiana Dawn (2012); and Pansiri and Courvisanor (2011), the use of the latest technology and ease of interface are important factors in the success of information.

Preserving snacks is to maintain snacks with the intention that it is still known from generation to generation as culinary heritage. Traditional snacks are traditional culinary heritage of the country that need specific attentions, for instance the typical snacks of Semarang.

Traditional snacks are a distinctive culture, and they are often forgotten although actually quite appealing. Even though they are small, the traditional snacks are part of Indonesian traditional snacks that need to be sustained, as a local treasure to promote Indonesian tourism (Shelly, 2012).

2 METHOD

2.1 Nature of the study

This study is explorative in its nature. It is aimed at finding out the characteristics and traditional snacks in Semarang. The subjects of the study are six individuals as snacks producers in their home industries, and twenty-one vendors selling the snacks at traditional markets.

2.2 Research procedures

The writers would like to find out the typical habits of traditional snacks of Semarang, traditional markets, making appointment with the producers and the sellers, planning to visit, taking pictures, and recording the process of making them. This research method is done by searching the data on the type of traditional snacks and outlining the traditional market that sells snacks. Once found out the next way the writers make appointment for a visit to the vendor. The writers record all the process of making traditional snacks that become the data in this study.

2.3 Data analysis

The data collection were in the form of (1) places of sales and (2) level of popularity. The data taken from the traditional markets in Semarang and chosen the most favorites. A picture of each snack is shown along with the description.

3 RESULTS AND DISCUSSION

A visit in Semarang is an opportunity to relate not only with and take in the sights and sounds of historical buildings but also the traditional culinary arts/snacks. The distinctive traditional culinary arts can be maintained up until now. Its port has become one of the trading location and services in the northern coast of Java. The traders migrate from their home country heading to Semarang for selling their products. The next development occurred the marriage between the local residents and from other residents. Thus, there is cultural acculturation among immigrant population with local residents. Acculturation happens not only culture but also culinary arts. The typical traditional culinary arts can be maintained up till now. The types of each culinary art sometimes are found in another city with the same in ingredients, taste, and flavor but only the name is different. The followings are typical traditional arts of Semarang and its districts that need to be preserved, namely:

3.1 Lunpia

Lunpia is a food made from young bamboo shoots, garlic, dried shrimp, shrimp, egg, chicken, crab, and snapper as a variation of the content. The food is very popular for tourists who visit Semarang. *Lunpia* very easily found and purchased is the famous spring rolls of Semarang.

3.2 Tahu Pong

Tahu pong is one of the traditional food of Semarang. This dish consists of tofu, which is fried and is called *pong*. It is usually accompanied by fried shrimp called *gimbal*. The sauce made from a mixture of soy sauce marinated and pickled radish that gives a distinctive flavor of these dishes goes along with tahu pong and gimbal.



Figure 1. Lunpia.



Figure 2. Tahu Pong.



Figure 3. GanjelRil.

3.3 *GanjelRil*

GanjelRil is a distinctive snack of Semarang. It is not more famous than other snacks because the surface is slightly chewy. Ganjelril has a box-shaped, sprinkled with brown sesame, dense chewy texture, and combined with the scent of chocolate and cinnamon. This snack contains a lot of fiber and makes full for breakfast, and good for digestion. It becomes the favorite snack in Semarang during “dugderan” celebration. It is made from wheat, brown sugar, sesame, and fennel.

3.4 *WingkoBabat*

WingkoBabat is the traditional snacks that are found in Semarang. Wingko itself is a snack made of glutinous rice and dough burned coconut. It was savory and lasting 2–5 days, though made without preservatives. Now it is obtainable in a variety of flavors, ranging from young coconut, jackfruit, durian until chocolate taste.

3.5 *EsCongklik*

Esconglik is one of the typical snacks of Semarang. It becomes one of nostalgic snacks for the citizens



Figure 4. WingkoBabat.



Figure 5. EsCongklik.



Figure 6. WedangTahu.

of Semarang. The characteristic of *esConglik* is the use of original fruit as the main ingredient to make *esputer*. Every day the seller makes *esputer* from fruit ingredients such as: coconut, melon, avocado, jackfruit, cantaloupe and durian (seasonal). *Esconglik* now becomes one of the family business. It is now the second generation as the business successor.

3.6 *WedangTahu*

Wedang tahu is one of the distinctive snack of Semarang. It is made from raw materials such as



Figure 7. EsPanekuk.

soybeans marinated for \pm 6 hours later processed by means of milled, filtered with a cloth until it becomes dough like a jelly/pudding. This drink is served with boiled ginger water, and it can keep warm for one who drinks it when the weather is cold or in rainy season.

3.7 EsPanekuk

Espanekuk is one of the distinctive traditional drinks in Semarang. People can buy it and also eat gado-gado as a main dish on the spot. Espanekuk consists of pancakes, slices of pudding, bread with esputer three flavors namely: the taste of young coconut, chocolate and durian. Serving espanekuk is suitable to serve in the afternoon during hot weather.

3.8 PisangPlenet

PisangPlenet is one of the distinctive snacks of Semarang. Banana used is yellow kepok banana, the texture a bit hard that is not easily damaged when grilled over charcoal, then it is pressed and given butter, powdered sugar and chocolate.

4 CONCLUSION

From the findings of traditional culinary arts in Semarang, the writers are conscious that these snacks customarily known by people as a nostalgic factor that reminds their childhood enjoying traditional culinary arts of Semarang and its environment. They are not often found in bakeries, buyers must visit traditional markets or the certain places where the vendors are used to sell them.

However, these distinctive traditional culinary arts need to be maintained so that the next gen-

eration will know that their hometown, Semarang, has them. Beside that, the traditional culinary arts can become one sector that helps to promote the Central Java tourism industry.

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Pork free restaurants: Halal knowledge of the operators

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ABSTRACT: Holding the status of multi religious and multi ethnic country, a new Islamic image known as Pork Free restaurants is rapidly emerging, especially in the large cities of Malaysia. The issue whether this Pork free restaurant is serving Halal food is one of the central issues in Malaysia, particularly among the Muslim customers. This paper thus reports the qualitative results looking at the knowledge of pork free restaurant operators with regard to halal food. From the information received, the Pork Free restaurants are basically one of the marketing tools to promote and attract the Muslim customers. The understanding of Halal varies among pork free restaurateurs and in some the Halal status is still in doubt. With no intention to pinpoint, there are still inefficient and inappropriate mechanisms with regard to Halal issues in the restaurant sector undertaken by the appointed religious authorities.

Keywords: Pork free restaurant, Halal knowledge, muslim, customers

1 INTRODUCTION

No doubt, one of the massive issues related to food in the Muslim world today is dealing with Halal. In Malaysia, as Malay Muslims make up the greatest market in this country, they are therefore demanding more information to ascertain that the food product purchased and consumed are religiously fit. They are interested in knowing how the ingredients are formulated in a given product, food or beverage and whether the business transaction conforms to Islamic law. This is similar to other values such as preparation and cleanliness in producing the food products (Dindyal, 2003). It is no exaggeration that religion is the most important factor in shaping Muslim consumer attitudes and behaviors in general (Delener, 1994; Pettinger & Holdsworth, 2004) as well food purchasing and eating decisions (Blackwell & Miniard, 2001).

Despite the preceding notion, there are arguments that a number of basic products, foods, beverages and services available in the marketplace and restaurants still do not conform to the system of belief in the Islamic teachings, which is the concept of “*Halal*”. In the restaurants, although having broad selections and services of either local or international brand names, Muslim customers are facing the issues of Halal status. In Malaysia, the majority of Muslims consider the concept of Halal as the ultimate factor for consumption. Owing to the impact of globalization, some of the local restaurant brands appear to the public as ‘Islamic’ brands (Pork Free) as their creative marketing strategies and labelling works (Shafie and Othman 2006). Not harsh to say that this is an indirect signal for the primary target of the Muslim customers.

Owing to the multi religious and multi ethnic situation in Malaysia, it could be assumed that not all the local restaurants are systematically *Halal*. The new ‘Islamic’ image known as Pork Free restaurants is rapidly emerging, especially in Kuala Lumpur and Selangor and other state capital cities and received a substantial number among the Muslim customers (Shafie & Othman, 2006). Pork Free status is becoming a new marketing strategy in capturing the Muslim market. Although there is no absolute and official classification, in the context of this study there are three categories of pork free restaurants. The first type consists of restaurants which serve pork free food with non-alcoholic beverages and have received a *Halal* certificate from JAKIM. The second type is the restaurant that serves pork free food, however, as the restaurateur wishes to cater to the needs of non-Muslims as well, therefore alcohol is served on the premises which have not received halal certification. The third type is the restaurant that serves pork free or so called *Halal* food with non-alcoholic beverages and without having *Halal* certification. It is important to note that only the second and the third types of pork free restaurant are the central focus of this study.

Having highlighted the types of pork free restaurants, with no accusation many of non-Muslims restaurateurs’ view is that *Halal* food is the Pork Free, therefore use Pork Free as their *Halal* symbol to attract Muslims customers to their restaurants, although in actual fact and not to exaggerate some of the ingredients used are doubtful about it *Halal* status. With these, critical questions arise besides customers do the non-Muslim pork free restaurant operators understand and have in- depth knowledge on halal concept itself. To date, the available

Halal restaurant studies are centrally focused on Halal certification (Syed Marzuki, 2012), customer perception (Al-Nahdi, 2008) and Halal logo (Nik Muhammad, Md Isa & Kifli, 2009) with none looking at the relationship between pork free and Muslim customers' patronization and the knowledge of pork free restaurant operators on the halal concept. In line with this issue, this paper is qualitatively diagnosing the knowledge pork free restaurant operators on halal perspective.

2 LITERATURE REVIEW

2.1 *Knowledge and Halal perspective*

As with concepts of truth, belief and wisdom, there is no single definition on which scholars agree, but rather numerous theories about the nature of knowledge. Davenport and Prusak (1998) describe knowledge as

..... a fluid mix of frame experience, important value, contextual information and expert insight that provides a framework for evaluation and incorporation of new experience and information.

Generally, more than one type of knowledge exists (Abernathy, Dunlop, Hammond & Weil, 1999). DeLong and Fahey (2000) developed a useful framework to classify knowledge which distinguished human, social and structured knowledge. Human knowledge is what human know or know how to do. For example, this can be based on the individual previous dining experience. Social knowledge is usually knowledge that arises out of relationships. An example of social knowledge is the way customers on different levels interact with other customers. Structured knowledge is rooted in the system, processes, rules and routines of an organization and is usually explicit knowledge. Of all these three types of knowledge, human knowledge is considered the most appropriate in this study as it relates to the experience of knowing something. In other words, knowledge is the confident understanding of a subject, potentially with the ability to use it for a specific purpose. Hence, knowledge in this paper refers to Malaysian non-Muslim pork free restaurant operators understanding on *Halal* food and beverage products. Shaari and Mohd Arifin (2010) stated that knowledge is one of the key ingredients that influence *Halal* purchase intention.

It is important to note that, with globalization and the advancement of science and technology, consumers are getting smarter, more knowledgeable and more careful in their purchase choices and decisions (Said, Hassan and Musa, 2011). Muslim become curious, particularly about the food they consumed. Golnaz, Zainalabidin, Mad Nasir and

Chiew (2010) noted that non-Muslim consumers are now not only aware of the existence but gradually understand farther on the halal food concept. On the restaurant perspective, Mohamed Nasir and Pereira (2008) found that the self-described "religious and "committed" Muslims are indeed extremely concerned about the issue of *halal*. They take extra caution when it comes to food and drink consumption as well as the preparation and the environment where *halal* food is consumed. Most Muslims indicated that they would prefer to dine in a totally *halal* environment if there was a choice. However, they do patronize mixed establishments when there are no completely Halal establishments available or out of preference when they want to enjoy the company of non-Muslim friends and acquaintances.

In the Halal restaurant, the food choices, consumption, service, ambience and other aspects are strongly linked to religion, which has acted as a strong motive and religious structure and rituals are important influencers for the guidance of the consumer behavior intention to purchase the food products (Osman and Shahidan, 2002). From an Islamic point of view, the concept of halal products has to be viewed in a comprehensive manner thus the most important factor is that Halal restaurants should make sure that the food products and the production process itself is Halal, therefore any product which is "haram" cannot be used. The specifications of the Halal food should be understood by restaurant operators in order for them to make decisions based on production of Halal food. Products must also be processed in a manner that is Halal and should also be totally free from harmful substances (Al-Buraey, 2003). Similarly, the products are also supposed to be friendly for humans in terms of safety and quality. In managing the food process, halal restaurants should be governed by specific rules that deal with goods and services. Clear guidelines have been established. These rules prohibit dealing with goods and services that are not obtained in an ethical manner (AL-Buraey, 2004).

3 METHODOLOGY

3.1 *Sampling and instrument*

As this study aimed to understand, recognize and unveil the matters relating to human behavior rather than describing the individual behavior through arithmetic or statistical analysis, a qualitative approach through interview was applied for information gathering. The population and the unit of analysis was among the individual of non-Muslim pork free restaurant owners or managers. One competitive business area in Kuala Lumpur which is popular among the local and international with many Pork Free restaurants operated was selected as a setting for information

gathering. Due to preserve the business and racial sensitivity the name of the location is not revealed. There are more than twenty pork free restaurants in operation in this competitive area. With that, semi-structured interview questions were developed with a pre-determined set of questions in a consistent order to ensure the uniformity of information gathered. The questions were designed in an interactive way to gain high quality information during the interview.

3.2 Procedure for data collection

Before the interview process, twenty identified pork free restaurant operators were contacted, seeking permission to be interviewed. At the same time the introduction and the consent letter along with the cover letter were mailed to all identified restaurants. The dates, times and venues for the interviews were arranged based on the convenience and wishes of the owners/managers, which required unlimited flexibility on the part of the researchers. The interviews were conducted by the researchers within one month and all interview session was tape-recorded. The researchers were fully satisfied with the answers provided and grateful for the commitment and the cooperation given by all of them towards the interviews.

4 ANALYSIS AND RESULTS

Due to its flexibility and captures something important about the data in relation to the research issue and represents some level of patterned response or meaning within the information gathered, a thematic analysis is used in the interpretation of the interview information in this study.

4.1 Restaurant operators profile

The twenty pork free restaurant operators were interviewed in this study, comprising five pork free restaurants with alcoholic beverages served (PFWA) and fifteen pork free restaurants with no alcoholic beverages (PFNA) served. All of them had been in the restaurant business for more than 10 years, with five to six cooks and eight service staff and were selling table self-service of the local and western food. The restaurant operators have been classified according to their type of food, number of staff, years of experience in the food industry and the market segment of their customers. All of these twenty restaurants receive a range of customers from different ethnic and religious groups including Muslims. However, their names were not disclosed to ensure confidentiality and develop trust between the researcher and restaurateurs.

4.2 The meaning pork free restaurants

The first question probed to the pork free restaurant operators in the interview is on the meaning of a pork free restaurant. As the name implies, the majority of the restaurant operators had the understanding that a pork free restaurant is a type of restaurant that serves varieties of food without the presence of pork products. The restaurant operators also understood that pork products refer to the raw materials like fresh pork meat and other pork products such as ham, salami and pepperoni which include pork substances. Besides that, restaurant operators perceived Halal as confined to the type of food that is edible without the presence of noticeable pork products. With that view, many restaurant operators thought a pork free restaurant is considered to be a Halal food serving restaurant. Thus, the information obtained was divided into two themes; a) *Restaurants Serving Food without Pork* and b) *Restaurants serving Halal Food*. Below are some of the comments from the restaurateurs:

Themes	Quotations
Serving Food without Pork	<i>“To me ... Pork free restaurant is the type of restaurant that is operated by a non-Muslim like me which serves many kinds of food, the local Malay, Chinese, Indian and even Western without pork products. Well,.....what I meant by pork products here it that it refers to fresh pork meat and something that can be cooked from it—products like lard, salami, pepperoni and many others” (PFNA Restaurateur)</i>
Restaurants serving Halal Food	<i>“this type of restaurant is now known as pork free which highlights the brand of Halal. This is in line with the changing trends in eating habits especially among Muslim customers that they are willing to patronize non-Muslim restaurants as long as the food is Halal or complies with Islamic rules. That the reason why we as non-Muslim restaurant operators are trying our level best to serve foods that are Halal although some of us still do not receive Hala certification but we definitely have the intention of applying. In our buffet dinner and ala carte, although we haven't yet have received certification we make sure our range of food served at least suits the Muslim customers' needs as they are important to our business prosperity and survival” (PFWA Restaurateur)</i>

4.3 Reason of highlighting restaurant as “pork free” with a Halal image

The second question is intended to reveal the reason of non-Muslim restaurant operators highlighting the “pork free” with a Halal image. In consensus, most of the restaurateurs in this study voiced that their target customers, besides non Muslims, are Muslims as they are the major proportion of customers in Malaysia. As Muslims are sensitive on the Halalness of food they consume, addressing something that increases Muslim customers’ confidence and trust could lead them to patronize Pork Free Restaurants. One theme can be concluded from the answer received; a) **Attracting Muslim customers.**

Themes	Quotations
Attracting Muslim customers	<p>“No doubt all restaurant operators’ objective is to attract as many customers to their restaurants. In this country besides Chinese, Indian and other races, Muslims represent the larger proportion of the population. So grasping this major market is important to us. Due to the fact that we are non-Muslim restaurateurs, so, we believe that Pork free branding will enable us to attract more Muslim customers and give them more confidence to patronize and dine with us. So, this strategy works well” (PFNA Restaurateur)</p> <p>“The market for Halal food is now accelerating and continuously rising with the mushrooming of Halal eating places. This becomes an opportunity for us where offering Pork Free food as a new brand of Halal tagline could attract our Muslim friends as customers. We also employ Muslim employees either in the kitchen or for service. We cannot solely depend on non-Muslim customers, therefore diversifying our target market among the Muslim customers is our main target. It does not matter if we don’t serve pork as long as we can snatch the Muslim market. They contribute to our business flourishing. So, with the Halal image, it gives confidence to the Malay Muslims customers to patronize and we are free from questions of whether we are Halal or not” (PFNA Restaurateur)</p>

4.4 The understanding on the Halal compliance

The third question asked; *Do you think that your restaurant is the Halal compliance.* It was surprising to discover that some of the pork free restaurant operators expressed no concern about their Halal compliance, therefore their Halal status was still in doubt. To some operators by not serving pork,

either as fresh meat or in any pork by-products in their restaurant they are already considered Halal. It is evident that some pork free restaurateurs view halal compliance as only associated with no pork served in their restaurant, without taking into consideration other requirements needed in order to be halal compliant. In addition, clearly undeniable that some of the Pork free restaurateurs in this study still have a poor understanding of what Halal is about and they assumed and acknowledge that eating pork and drinking alcohol and non-compliant slaughtering of animals are the non-Halal elements. With that the perception, some of the pork free restaurateurs apprehended that as long they are free from these elements they are considered Halal compliant. In this sense, knowledge of pork free and Halal is totally misleading. One theme that can be concluded from the answer received; a) Misunderstand on Halal compliance.

Themes	Quotations
Misunderstand on Halal compliance	<p>“Yes...we are confident that we are Halal compliant because we serve food with no pork products and no alcohol as well. That is Muslims’ main concern right!!!! With that, why must our Muslim customers doubt our status? So far that’s not the case. We only use Halal slaughtered chicken, and Halal certified beef in our menu and cooking together with other ingredients. No products in our main ingredients. To tell it honestly, although we still don’t have Halal certification from the authority, we should pronounce ourselves a Halal restaurant by using only the Halal logo. Yes..... We do receive a substantial number of Muslim customers” (PFNA Restaurateur)</p> <p>“Yes...like other restaurants, such as Indian restaurants...Mamak restaurant which is managed and operated by Indians is also Halal. So are we..... we are also the same as them...we produce and serve Halal food. Our suppliers are Muslims and we buy from the market where Muslims purchase their meat and cooking ingredients too. Furthermore, we don’t serve any pork or any pork based products. Therefore, I think we are Halal compliant, despite not yet receiving certification which is taking too long to obtain” (PFNA Restaurateur)</p>

5 DISCUSSION AND CONCLUSION

The information gathered from the interviewed provides evidence that some of the pork free restaurants, either without alcohol (PNFA) or with alcohol served (PFWA) are not fully Halal as no valid Halal certification has been received and they do not fully conform to the *halal* compliance. In this sense, some operators are only using Pork Free as their *Halal* symbol or camouflage to attract Muslim customers, although in actual fact and not to exaggerate, some of the ingredients used are doubtful in terms of their Halalness. It is not too harsh to note that from one of the researchers' personal experience working as a general manager in one of the local restaurant chains that some of the pork free restaurants, operated by non-Muslims in particular are manipulating the public through fake Islamic brands via their creative marketing strategies or bogus Halal labelling. These scenarios directly create various consequences and implications for the Muslim customers themselves and pork free restaurant operators as well the relevant authorities.

Muslim customers perhaps may feel they have been betrayed by Pork free restaurant operators if they find that the restaurants which they always patronized and put their positive attitudes and trust, in actual fact have never received Halal certification or have huge questions on their Halalness. In other words, if these unethical practices are revealed, sooner or later Muslim customers even the hard core ones, would be less keen to re-patronize these restaurants and definitely influence other potential Muslim customers thus putting these kinds of restaurants out of business.

Other wider implications are those related to the Pork Free restaurant operators in general. Without doubt, the success of a restaurant's operation not only depends on the ability to provide quality food, excellent service delivery and employees' attentiveness, but also closely relates to or derives from the ability to satisfy customers' overall experiences. In this sense, a value of sensitivity of the customer and in the context of this study, Muslim customers as significant proportion of the market should be fully known by the restaurant operators. The whole process in the premises should at least follow the judgments of Halal and Haram and restaurant operators should be honest, particularly dealing with a multi-religious society. Failure to do so or creating a negative connotation towards religious sensitivity may result in the pork free restaurant being unable to attract and retain a sufficient number of hard core and even more sensitive Muslim customers. Finally, with no intention to pinpoint, there are still inefficient and inappropriate mechanisms with regard to Halal issues in the restaurant sector undertaken by the appointed religious authorities.

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Development of *Averrhoa* sweet sour pastille

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ABSTRACT: *Averrhoa* Sweet Sour Pastille is made from *Averrhoa Bilimbi* (*Belimbing Buluh*), a seasonal underutilized local fruit. Hence, to avoid being wasted if left unused, this paper aims to innovate *Averrhoa* as a sweet sour pastilles candy and to diversify the usage of *Belimbing Buluh*, an underutilized fruit. A three (3) formulation experiment was conducted to test their sensory attributes to which formulation is best acceptable by consumers. 39 panelist were asked to evaluate the color, appearance, flavor, texture and overall acceptance of the *Averrhoa* pastilles using a 5-point hedonic scale. The findings revealed that pastille flavor from Formulation 2 was highly accepted (4.21) by the panelist while other attributes scored a below-like scale (3 and below) for all formulations. Significant of this study may aids in developing new product improvement, evaluating the performance of different method development and understanding the importance of sensory attributes in confectionery product formulation.

Keywords: *Averrhoa*, pastille, sweet, sour

1 INTRODUCTION

Malaysia has a rich diversity of common, ornamental, rare, wild and highland tropical fruits. Some Malaysia's noncommercial seasonal and wild tropical fruits are less popular or grown for local consumption and medicinal purposes only. Although most indigenous fruits are considered as underutilized, like the *Averrhoa Bilimbi*, they do have potential for local development (Khoo et al., 2010; Ikram et al., 2009). Previous work related to *Averrhoa Bilimbi* are mostly focused on medicine towards disease (Pushparaj, Tan & Tan, 2000; Tan, Tan & Pushparaj, 2005), nutritional composition (Ramsay & Mueller-Harvey, 2016; Wan Norhana et al., 2009; Yan et al., 2013) and pickles (Yusof & Vengrasalam, 1994). However, there were no research or product regarding making *Averrhoa* as pastilles. Thus, the objectives of this paper are to innovate *Averrhoa* as a sweet sourpastilles candy and to diversify the usage of underutilized fruit of *Belimbing Buluh*.

1.1 Problem statement

Major changes in demand for agricultural and food products are being fueled by growing populations, rising incomes and changing lifestyles that alters where and how food products are grown, processed and distributed. Furthermore, new social and environmental concerns also bring pressure for more changes such as consumers' demands. These include basic considerations such as improving food safety, shelf life and reducing wastage, to demands for increasingly sophisticated foods having special

characteristics in terms of nutritional value, palatability, and convenience.

In Malaysia, the commercialization and usage of *Averrhoa Bilimbi* are quite limited. Besides the fruit itself, current marketability product available in Malaysia includes Pahang *sambal hitam* (fruits boiled until turned into a blackish paste form and cooked with other spices to make spicy *sambal*) and Perak KOME juice drink. The lack of product development from this fruit indicates its low popularity for commercialization in Malaysia even with its wide potential usefulness. This is due to its seasonal factor availability, lack of fruit popularity compared to other commercialized fruits such as guava, papaya and pineapple, as well as inadequate nutritional composition information available. Being a seasonal underutilized local fruit that is lack of recognition and commercialization, hence, through food invention and innovation such as *Averrhoa* Sweet Sour Pastille, it may enhance the value of this *Oxalidaceae* family as one of the antioxidant sources in the form of pastilles, gummy or candy that are easily available and readily consumed. Therefore, the problem to this fruit's underutilization issue could be overcome.

2 LITERATURE REVIEW

2.1 *Averrhoa Bilimbi*/Belimbing Buluh

Belonging to the family *Oxalidaceae*, *Bilimbi* (*Averrhoa Bilimbi*) and *Carambola* (*Averrhoa Carambola*) are among the underutilized fruits commonly consumed and widely cultivated in Malaysia. *Bilimbi* is

commonly known as *Belimbing Buluh* or *Belimbing Asam* among the locals and popularly used in traditional cooking for its sour flavor.

2.2 *Averrhoa Bilimbi* usages

Besides the used in traditional cooking, the fruits extract is also used as a medicine for the treatment of cough, cold, itches, boils, rheumatism, syphilis, diabetes, whooping cough, hypertension (Goh, Chua, Mok & Soepadmo, 1995), an antioxidants agent that neutralizes free radicals, quenching singlet and triplet oxygen, decomposing peroxides (Djenridane, Yousfi, Nadjemi, Boutassouna, Stocker & Vidal, 2006), donating hydrogen and chelating metal ion (Ikram, Eng, Jalil, Ismail, Idris, Azlan, Nazri, Diton & Mokhtar 2009). These protective properties enable antioxidants to decrease DNA damage, reduce lipid peroxidation and inhibit malignant transformation or cell proliferation (Charoensiri, Kongkachuichai, Suknicom & Sungpang, 2009).

In Asian countries, as stated by Catherine (2012), *Averrhoa Bilimbi* is used as traditional remedies and modern medication including:

- a. *Bilimbi* drinks cools fevers.
- b. Japanese typically apply a mashed paste to get rid of acne and rheumatism.
- c. When drank as a syrup, the vitamin C combats bowel hemorrhages, stomach problems and internal hemorrhoids.
- d. Javanese use the leaves to reduce rectal inflammation and eat the fruit conserve to treat biliousness, coughs and beri-beri.
- e. Malays make a paste of the fruit to help new mothers heal from childbirth or apply on the skin to reduce itching and to alleviates philis symptoms and other venereal diseases.
- f. In Asia, *Bilimbi* juice is used as soap or cleansing agent on account of its antibacterial properties.
- g. Australian researchers discovered that when used as a cleansing agent, the fruit keeps food borne diseases likes almonellaatbay.
- h. Indian researchers found that *Bilimbis* have the potential to treat and prevent hyperlipidemia or high cholesterol.
- i. Researchers in Singapore discovered that *Bilimbis* show anti-diabetic activities.
- j. A collaborative study by researchers from Brazil and Trinidad indicate that *Bilimbis* might help control glycemic levels as well as boosts muscle and liver glycogen levels.

2.3 *Pastilles and gummy*

The word pastilles originated from Latin words “pastillus” which later changed to “pastille” dur-

ing the mid 17th century. According to Hornby & Wehmeier (2000) and Bullon (2006), pastilles are small round sweet, sometimes containing medicine for a sore throat or lozenge. While gummy candies are included in many confectionery products, such as jellies, pastilles and wine gums, its texture is achieved by using various gelling agents such as gelatin, starch and pectin (Doublrier & Cuvelier, 1996; Izzo, Stahl & Tuazon, 1995).

Gummy confection or confectionery gel consists of high proportions of sucrose and glucose syrup (co-solutes), combined with gelling components such as starch, gelatin, or pectin, along with good acid, flavorings and colorings (Marfil, Anche & Telis, 2012). Among protein-based gelling agents, gelatin has been used in manufacturing jelly confectionery due to its diverse functional properties, especially its textural, gel-forming, foam-stabilising and emulsifying properties (Louise, Edward, Francesco & Frank, 2006). However, gelatin obtained from bovine or porcine sources is undesirable to vegetarian population and certain ethnic groups. In contrast, gelatin from aquatic sources are more recognizable to be free from viral and other infection, or the risk of contamination with Bovine Spongiform Encephalopathy (BSE) (Sadowska, Kolodziejska & Neicikowska, 2003). Hence, polysaccharide-based gelling agents such as starch, pectin, agar, xanthan and carrageenan have been widely used in jelly confectionery and used in replace of bovine gelatin. Pectin, on the other hand, is widely used in jams, jellies, frozen foods and more recently in low-calorie foods as a fat and/or sugar replacer (Thakur, Singh & Handa, 1997).

In this study, the *Averrhoa Bilimbi* is innovated as a gummy candy or jelly because recently, manufacturers are turning to innovative flavors and novel designs to capture the attention of both children and adult consumers. According to “Sweet Insights” as reported by the National Confectioners Association, gummy candy represents 26% of all consumption of chewy candy, leading in the chewy candy subcategory along with taffy, licorice and fruit chew candies. Today, gummies are incredibly popular with the average American consumes about 47 times chewy candy each year with 65% of chewy candy is consumed by an adult (Kawther, 2012).

3 MATERIALS AND METHODS

3.1 *Materials*

Averrhoa Bilimbi (*Belimbing Buluh*) were obtained from a local farm. Coarse sugar, castor sugar, pectin, gelatin powder, glucose syrup is purchased at a confectionery shoplot in Dungun, Terengganu,

Malaysia. The ingredients used in making *Averrhoa* Sweet Sour Pastilles uses three (3) formulation as shown in Table 1 below.

3.2 Method

3.2.1 Preparation of *Averrhoa Bilimbi*

Averrhoa Bilimbi is first selected from the second level of the fruits' maturity. The fruits were later sorted according to its size and rinsed well with tap water. Any bad spots were removed from the fruit.

3.2.2 *Averrhoa Bilimbi* belt

Blend the washed *Averrhoa Bilimbi* fruit until smooth. Then, spread the mixture approximately 1 inch thick on a tray. Dry it in an oven at about 55°C for 24 hours to let it dry until turns into *Averrhoa Bilimbi* belt.

3.2.3 Extraction

Extraction of *Averrhoa Bilimbi* flesh was prepared through blending method using a household blender. Fruit flesh was blended without adding water and later strained using a muslin cloth. The remaining husks were further used in formulation 2 and 3.

3.2.4 Cooking: Formulation 1

Mixed water, glucose syrup, coarse sugar, *Averrhoa Bilimbi* extract and *Averrhoa Bilimbi* leather. Cook under medium heat until reach 135°C. Let the mixture reduce the temperature until 120°C. At the same time, bloom the gelatin powder with water (cold) using water bath method. Mixed both mixtures after the temperature reaches 120°C.

3.2.5 Cooking: Formulation 2 and 3

Mixed with water, glucose syrup, coarse sugar and cook the mixture under medium heat until reach 135°C. Let the mixture reduce the temperature

until 120°C. At the same time, bloom the gelatin powder with water (cold) using water bath method. Add in the bloomed gelatin and *Averrhoa Bilimbi* extract with husks and stir constantly.

a. Molding and Chill

Pour the hot mixture in the pastilles mold. Keep the pastilles overnight in the chiller until set.

b. Dusting

Mixed icing sugar and corn starch. Then, dust the *Averrhoa* pastilles with the mixture.

c. Storing and packing

The pastilles were kept in sealed container and ready to pack commercially.

d. Sensory Evaluation

Sensory evaluation testing was carried out by 39 panelists comprising of undergraduate students from Universiti Teknologi MARA (UiTM) Terengganu in the sensory laboratory. Each panelist was served with three (3) randomly *Averrhoa* pastilles sample with three (3) different formulations on a plastic tray. Water was provided for rinsing between the samples. Panelist was required to evaluate the color, appearance, flavor, texture and overall acceptance of the *Averrhoa* pastilles using a 5-point hedonic scale of 1 (dislike very much), 2 (dislike moderately), 3 (neither like nor dislike), 4 (like moderately) and 5 (like very much).

e. Statistical Analysis

Software SPSS statistics version 22 were used to analyze the results. At the 5% significance level, comparison means the score value of acceptability attributes were run via one way ANOVA, subjected to Turkey test.

4 RESULT AND DISCUSSION

4.1 *Averrhoa* pastilles quality attributes

Comparison of quality attributes was conducted based on different formulation used (as indicate in Table 1) after kept overnight in the chiller. The quality attributes of *Averrhoa* pastilles were made based on its color, appearance, flavor and texture during the experimental period as illustrated in Table 2 below.

4.2 Sensory evaluation

Result of sensory evaluation based on color, appearance, flavor, texture and overall acceptance is presented in Table 3 below.

The finding, reported there were no significant differences ($p \geq 0.05$) in the color, appearance and texture between Formulation 1 and 2. According to the hedonic scale, the low score of 2.44 (color), 2.44 (appearance) and 2.26 (texture) indicates that the panelists dislike Formulation 3 moderately compared to Formulation 1 and 2. This is due

Table 1. Formulation of *Averrhoa* sweet sour pastilles.

Ingredients	F1	F2	F3
<i>Averrhoa</i> juice Extract	31.00%	3.66%	10.35%
<i>Averrhoa</i> husks	–	10.47%	6.61%
<i>Averrhoa</i> leather	0.87%	–	–
Coarse sugar	28.38%	27.23%	28.63%
Gelatin Powder	5.46%	4.19%	7.25%
Glucose syrup	23.36%	21.99%	31.03%
Water	–	8.38%	–
Water (cold)	–	13.61%	5.51%
For dusting:			
Icing sugar	5.46%	5.24%	5.51%
Corn starch	5.46%	5.24%	5.51%

*F = Formulation.

Table 2. Result *Averrhoa* pastilles quality attributes.

Attributes	F1	F2	F3
Color	Dark brown	Light green	Transparent
Appearance	Mold shaped	Mold shaped	Flat
Flavor	Bitter	Strong	Bland
Texture	Elastic	Sticky	Clammy

*F = Formulation.

*Sensory attributes derived from sensory vocabulary British Nutrition Foundation Sensory Evaluation.

Table 3. Mean scores of sensory attributes for three (3) different formulation of *Averrhoa* pastilles.

Formulation			
Sensory attributes	F1	F2	F3
Color	3.21 ± 1.06 ^a	3.23 ± 0.93 ^a	2.44 ± 0.82 ^b
Appearance	2.95 ± 0.76 ^a	3.28 ± 0.89 ^a	2.44 ± 0.99 ^b
Flavor	2.54 ± 0.94 ^a	4.21 ± 0.77 ^b	2.62 ± 1.16 ^a
Texture	3.62 ± 0.67 ^a	3.51 ± 0.79 ^a	2.26 ± 0.85 ^b
Overall acceptance	2.82 ± 0.72 ^a	3.69 ± 0.80 ^b	2.41 ± 0.85 ^a

*F = Formulation.

*Data is expressed as mean ± standard deviation, with different superscripts in the row indicating statistically significant difference at $p \leq 0.05$, (n = 39).

to its quality attributes that are transparent with flat appearance and clammy texture. In contrast, Formulation 1 and 2 indicates acceptance with attractive colors (dark brown and light green), mold shaped besides elastic and sticky texture. This is because color can play an important part in controlling a consumer's affective expectations (Zellner et al, 2004) by influencing taste thresholds, sweetness, perception, food preference, pleasantness and acceptability (Fergus, 2012).

The *Averrhoa* flavor was determined primarily by the senses of strong sour taste and odorless smell. There was no significant difference ($p \geq 0.05$) observed on flavor between Formulation 1 and 3. However, Formulation 2 showed some acceptance of moderately like (4.21) due to the higher percentage of *Averrhoa* husks used contributing to a strong flavor to the end product.

In terms of the overall acceptance, both Formulation 1 and 3 were reported to have significantly different ($p \leq 0.05$). Low rating for Formulation 1 were due to its unpleasant flavor, whereas Formulation 3 for its unattractive color, appearance and poor gummy texture.

5 CONCLUSION

With the aims to innovate *Averrhoa* as sweet sour pastilles candy and to diversify the usage of underutilized fruits of *Belimbing Buluh*, the idea of making pastilles out of *Averrhoa Bilimbi* was highly recommended based from its underutilized fact especially in Malaysia. Commercializing it into candy products increases its readily availability in the market with an added value of an authentic taste of local fruits.

Current research highlighted the development of *Averrhoa* sweet sour pastille with a gel-like structure based on the percentage (%) of *Averrhoa* extract. The innovation of using this underutilized fruit, with three (3) different formulations produces three (3) different characteristics of the end products. Pastille flavor from Formulation 2 was highly accepted (4.21) by the panelist compared to the first and third formulation. In contrast, other attributes of color, appearance, texture and overall acceptance scored 3 or below indicating below-like scale for all formulations. The nature of *Averrhoa* extract and husks does influence the flavor and texture perceptions of fruit pastilles. Hence, modification of method and ingredients are needed to enhance the quality attributes of the end product to be deemed acceptable by consumers. In addition, study of shelf life and proximate test are highly suggested for the improvements of quality and safety purposes before it is ready to be commercialized.

From a practice standpoint, this study is relevant and timely for the food product development sector, which is currently in the midst of significant changes in the way of consumers are delivered. By understanding the needs of developing New Product Development (NPD) that involves Research and Development (R&D) process as well as evaluate the performance of different methods of pastilles development, the findings would be helpful for both the retail industry and business practitioners, especially Small Medium Industry, either in training or merely sharing information on the area of new product development. Moreover, it could also serve as a future reference for other researchers on the subject of variety ingredient and method uses.

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Challenges and difficulties in adopting and practicing traditional Malay festive food

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ABSTRACT: This paper qualitatively reveals the challenges and difficulties of adopting and practicing the traditional Malay festive foods or the Malay traditional Hari Raya foods among three generation women. Using the Malay residential area in Selangor, Negeri Sembilan, Melaka, and Johor as the contextual setting for the study, three generations of Malay women, namely grandmother, mother and daughter within a family were interviewed. The three generation women admitted that time consuming which are dealing with many preparation procedures and cooking processes are the challenges and difficulties in adopting and practicing certain traditional Malay festive foods or traditional Malay Hari Raya foods.

Keywords: Challenges, difficulties, adopting, practicing, traditional Malay, festive food

1 INTRODUCTION

Adoption is an activity, act or process of commencing something new or the existing ones to be carried out further (Mama et al., 2014). It is often associated with a process of acceptance and implementation of knowledge and dissemination of it by a profession or organization (Jacobson, 2013). Adoption commonly leads the individual or organization to choose and follow all sorts of behaviour and practices that may provide benefit and the targeted achievements. It may include a form of theories, ideas, policies, strategies or plans (Lizardo, 2011). Capaldo, Lavie, and Messeni Petruzzelli (2014) contended that adoption is much often linked and effective in improving or strengthening the administrative, production and services of an establishment and organization compared to the individual purpose. Adoption is also dealing with culture as culture greatly influenced the evolution of humans practices through a social learning (Boyd & Richerson, 2006). Adoption in food referred to a food knowledge acquisition that often applied and practice without any adjustment made (Chenhall, 2011). It often associates to a type of food or dishes that is hard or inflexible to be adapted or simplified either on its preparation and method of cooking. Haggis as *Scottish* traditional pudding made of the heart, liver and many other ingredients is still maintaining its originality and the adoption process on it preparation and method of cooking of this traditional dish is continually occurring among the young generation. Similarly, the adoption of many of French regional cuisines

like Pot-au-feu (soup), Piperade (egg ratatouille), Navarin D'Agneau (Lamb stew) and many others are still preserved despite France's reputation for wonderful food and cooking is often thought of as being based on technical skills, extravagant and expensive ingredients.

In the context of this study and not to exaggerate that ketupat and lemang are two out of many Malay popular traditional hari raya food that retain its authenticity either in term of raw materials or ingredients used and the method of cooking applied. Until today, in making these two popular traditional dishes the bamboo and coconut leaves are still requires with no substitutions with other ingredients (Sharif, Nor, Zahari, & Muhammad, 2015). Kwik (2008) contended to retain and maintain the authenticity, certain ethnic food must solidly be adopted as adapted, adjusted or redevelop would jeopardize the original taste, texture and the appearance of the dishes. In line with this notion, the adoption of the traditional hari raya food knowledge as the central focus of this study can be obtained through skills, knowledge and experience of the individuals or groups of peoples and according Kwok-bun and Plüss (2013) family members are not only the main sources of traditional food knowledge but they are also a good trainer. In other word, the adoption of the traditional food knowledge is much more effective among the immediate family members.

Despite the above notion, with the waves of modernization and the continuous emergence of convenience, processed ingredients and modern cooking equipment through technological

advancement some challenges and difficulties are assumed facing by the generation women in adopting and practicing the Malay traditional hari raya food. With that, this paper qualitatively revealing the challenges and difficulties of adopting and practicing the traditional Malay festive food or the Malay traditional Hari Raya food among the three Malay generation women.

2 LITEARATURE REVIEW

2.1 *Traditional food practice and modernization*

Food practice is an activity that involved all aspects of food preparation including the consumption of it (Rego, 2013). Food practice is acknowledged as the presence and intentions that are essential to the process, and mindful of the choices we make around food. Food cultural practice on the other hand refers to the manifestation of food culture or sub- culture, especially in regards to the traditional food practices and customs of the ethnic groups. In the broadest sense, food cultural practice can apply to any person or individuals manifesting any aspect of food culture at all times. However, in the practical usage, food cultural practice is usually referring to the traditional food practices that are developed and performs by the specific ethnic culture and practiced since the ancient times.

Inkeles & Smith (1974), Shobal et al., (1998) and Shobal (1999) identified modernization as a structural change that involves the development including the food technology and food materials used. They identified that modernization accelerated the production, processing and distribution of food. Othman et al. (2012) also revealed modernization had contributed to the changes of lifestyle in the society with some traditional food practices are poised to be less important in day-to-day food consumption practices. Mitchell (2000) argue that society's social life is always changing and these changes are also seen in food practices. Cwiertka (2000) found that the production and consumption of traditional foods in Japan are heavily affected due to increase in industrialization and urbanization. This scenario is associated with the social change whereby some of the traditional food practices are diminishing. However, Li, Yin & Saito (2004) noted that from the perspectives of healthy eating habits, improvements through modernization benefit food industries especially in the poorer regions.

There is some concern that the traditional food practices may be forgotten by the modern practitioners. UNESCO (2007) noted that the traditional food practices may be lost if it is not frequently and passionately trained and practices, appropriately recorded, preserved and broadly promoted.

In fact, there is a growing loss of traditional food practices in many countries due to the several factors. The first one is the social factor that involved; a). lack of knowledge transmission to the young generation; b). acculturation that altered the eating patterns and food choices due to the embracing of the modern food among the young generation; c). the immigrants who migrated assimilate to the food culture of the migrated countries and gradually ignoring their native food especially among their children. The second factor is dealing with technological advancement such as; a). the commercialization of ingredients and the increase in convenience of food products; b). the application of modern cooking equipment's and utensils. The third is the economic factors which are; a). increase in educational level and the modern lifestyles; b). changes in household structure which increase participation of women in the labor force.

3 METHODOLOGY

In revealing the challenges and difficulties of adopting and practicing the Malay traditional hari Raya food, a qualitative approach through the interview was applied for the information gathering. The sample population were among the three generations of Malay women consist of grandmother (age between 70 to 85 years old) as the First Generation, mother (age between 50 to 69 years old) as the Second Generation and daughter (age between 20 to 40 years old) as the Third Generation. In other words, few set of women consisting of grandmother, mother, and daughter from one family were chosen and Malay residential area in Selangor, Negeri Sembilan, Melaka, and Johor are the contextual study setting. With that, semi-structured interview questions were developed with a pre-determined set of questions in a consistent order to ensure the uniformity of information gathered. The questions were designed in an interactive way to gain high quality information and to guide the informants and share their knowledge, experience and opinion on the issue investigated.

Before the actual interviews, six sets of women informants (grandmother, mother, and daughter) were first identified through relatives and head of the Malay community in each area involved. All respective set of informants were contacted via telephone seeking permission to be interviewed. The dates, times and venues for the interviews were arranged based on the convenience and wishes of the women which required unlimited flexibility on the part of the researchers. The interviews were conducted by the researchers within one month and all interview session was tape-recorded. The researchers were fully satisfied with the

answers provided and grateful for the commitment and the cooperation given by all of them during the interviewed.

4 ANALYSIS AND RESULTS

A thematic analysis was used in the interpretation of the interview information. This is dealing with identifying, analyzing and reporting patterns or themes within the information gathered.

4.1 *The challenges and difficulties in adopting Malay traditional festive food practices*

After looking, identifying, analyzing and recognizing the information obtained, two themes identified on the challenges and difficulties in adopting the Malay traditional Festive food practices among three generation of Malay women. Two themes identified are ***time consuming and procedures of preparation***.

4.1.1 *Time consuming*

Time consuming is commonly referred to something that cannot be done quickly instead of requiring a long period of time to complete. An example of time consuming is the process of building a house in a conventional way that takes months or a year to complete compared to the modern approach. Oxford dictionary (2010) describes time consuming as an activity that taking a lot of or too much time to complete or an extremely time-consuming process. In other words, to accomplish it often involves processes, activities or methods that require time spending due to the complicated and tedious procedures and if it is need to be ready in limited time extra workforce need to be employed (Chenhall, 2010).

In the context of cooking, time consuming generally refers to a complex activities related to the process of preparing food ranging from the pre- preparation stage up to the end of the cooking processes (Chenhall, 2010). To be more detail, the processes are involving selecting the cooking ingredients, cleaning, trimming, portioning and the overall cooking procedures. Sutton (2013) argued that time consuming in the cooking processes is also dealing with quantity or volume of food to be cooked and involved number of manpower to accomplish the task.

Those explanations are in line with the hallmarks of the Malay traditional cooking whereas the preparations are slightly dealing with tedious procedures. In other words, if it is not being supported with the modern appliances such as grinder, slicer, blender and convenience food ingredients, just to name a few, or using bare hand the process of completing the common traditional Malay dishes including

the Hari Raya dishes like *rendang, ketupat, leman, dodol, lontong* is consuming much longer time.

Referring to the reaction received from the three generation women in this study, regardless of the generations, they agreed that time consuming is the issue and challenges for them in adopting the Malay traditional Hari Raya food practiced from their family generations and revealing three elements that cause the causation. Firstly, tedious processes and procedures for preparing the Malay traditional Hari Raya which involve many ingredients even for a single dish. Secondly, most of the common popular Malay traditional Hari Raya dishes especially *rendang, ketupat, dodol* and *leman* acquired hours of cooking processes. Custom or tradition of producing more than three popular Malay traditional Hari Raya dishes are third reason given by the three generation women. These notions are evidently supported with the verbatim statements given by the three generation women as follows:

"The main challenge for me in adopting the Malay Traditional Hari Raya food which I gained from my mother is the time spent for the whole process. You know that time spent is begin from finding the raw ingredients until the food is ready to be consumed. Time is spent will be extended if I have to prepare the dishes. . . . As age catching, I can't afford to do exactly like my mother that used her bare hand with no machine involved yea...Now I'm consider lucky because all the machines and convenience ingredients fasten the cooking processes" (**First Generation Woman**)

"To me the challenges of preparing the Malay traditional Hari Raya dishes are obviously dealing with the preparation and method of cooking processes. In preparing the popular Ketupat, for instance, it really involves a tedious process. Finding the suitable coconut leaf is the first task and folding them into a casing is another heavy task or dealing with time. You know..... these two processes are taking around fifty percent of the overall process. Filling the casing with the soaking rice and boiling them for three hours is another heavy the task. To tell you, eight solid hours are unavoidable to accomplish this single traditional dish. What about other dishes like rendang and lontong. That's what I mean by tedious and time consuming... Thus, patience is the main factor if you want to adopt the traditional food tradition..." (**Second Generation Woman**)

"As for me.....another challenge in adopting the traditional Hari Raya food is the custom and tradition among the Malays of preparing more than three popular dishes in large quantity for this event. Based on my experience with my mother, she always prepares more than three hari Raya dishes in large quantity. With this statement, you can imagine how much time to spend if I have to prepare those dishes alone" (**Third Generation Woman**)

4.1.2 *Involve many procedures and skills of preparation*

In cooking, procedure and skills are two key elements that played an important role in ensuring each type of dishes are prepared according to the expected taste, appearance and texture within the stipulated time. These two elements are actually required to prepare the complex tasks of the cooking processes (Bowen & Devine, 2011). In other words, certain food preparation, particularly the traditional ones really requires a special skill and procedure to accomplish the so called complex task for instance the use of special casing or pots or leaves to cook the dishes (Bugge, 2003).

Compared to the western festive food, the Malay traditional Hari Raya food is dealing with many procedures and requires special skills to complete the whole processes. In other words, its involved huge preparation processes. Those include;

- a. Many ingredients initially need to be grinded or blended like chillies, shallot, garlic, ginger, turmeric root, galangal, candle nut for further used
- b. Special skill is required to prepare certain traditional food specialties. For instance ketupat, coconut leaf or *daun palas* need to be made into special casing before inserting the rice and boiling them for few hours.
- c. Involving variety of cooking methods such as steaming, boiling, simmering, roasting, frying and sautéing.

The above notion is further strengthened with the reaction of the three generation women pertaining to the challenges and difficulties of adopting the Malay traditional Hari Raya food. Besides time consuming, the informants firmly agreed that the preparation of the Malay traditional Hari Raya or Malay festive food involved many procedures and require special skills to complete the task and those elements have become part of the challenges for them to retain their family food tradition. In addition, all three generation women admitted that the procedures of preparing the Malay festive food is complex as it dealing with multi-stages processes before reaching the end products. It is interactive to note that although involving many procedures, skills requirements, complex task and waves of modernization the willingness of adopting the Malay festive food among the three Malay generation women is unquestionable or undeniable. Some of the recorded verbatim answers are as follow:

"Another challenges of adopting the traditional Malay Hari Raya food besides time consuming is the utilization of many raw and dry ingredients. As you notice, producing rendang alone require more than fifteen different ingredients like onion garlic,

ginger, galangal, candle nut, turmeric, chilli lime leaves, dried leaves, chillies, lemongrass, coconut milk, meat, kerisik, salt, sugar, turmeric leaf, cooking oil and seasoning. All these ingredients also have to undergo the huge processes like peeling, slicing, blending before they can be used for final cooking. Imagine how long it takes to cook one single festive dish..... it is a real challenge, you know" (Third Generation Woman)

"I need to say this..... in dealing with the traditional Malay Hari Raya food, a special skill and the pre-determine procedure of preparing the dishes also need to be adopted. Folding the coconut leaf or palas leaf into casing for making ketupat really require a special skill. Similar for lemongrass, skill and procedure of handling the fire wood and turning the bamboo during open roasting process is not an easy job and a real challenge" (Second Generation Woman)

"To me as the third generation, I would say the challenges and difficulties of adopting the Malay traditional Hari Raya food is more prone toward cooking procedures which is dealing with complex and multi-stage procedures. In this context, to prepare a kuah kacang as accompaniments for ketupat involved range of cooking procedures such as baking, peeling, grinding, sautéing, boiling and simmering. This complex procedure is time consuming. However, that doesn't fade my spirit of adopting the traditional Malay culinary treasures" (Third Generation Woman)

5 DISCUSSION AND CONCLUSION

The information gathered from the interview that the three generation women in this study, especially among the second and third generation clearly admitted that time consuming, which is dealing with the preparation and method of cooking processes is the challenges and difficulties in adopting and practicing certain traditional Malay festive food or traditional Malay hari Raya food. In other words, the procedures are dealing with the pre-preparation process of raw and dry ingredients and followed by multi-stage cooking processes. Those challenges and difficulties however does not fade the three generation women spirit of practicing the traditional Malay culinary treasures.

With this scenario, there is a strong evidence that some of the traditional Malay festive food or traditional Malay hari Raya food are still maintaining the originality and authenticities despite continuous waves of modernization. Kwik (2008) strengthening the notion that some traditional foods need solidly be adopted as alteration would total ruin the original taste, texture and the appearance of the food or dishes itself. From this notion, the women as the agent of food culture transmitter should continuously passing or transferring

the traditional food knowledge and in this study context the traditional Malay hari Raya food to the young generation. By doing this, the authenticity and heritage of certain Malay traditional food if not all could be preserved despite unstoppable waves of modernization.

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The physicochemical changes in ripe jackfruit (*Artocarpus Heterophyllus*) bulbs during cold storage

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ABSTRACT: The shelf life of jackfruit bulbs during cold storage was evaluated. The jackfruit bulbs were separated from the whole fruit and kept at 8°C. The bulbs were tested for total soluble solids, pH, titratable acidity, polygalacturonase and pectin esterase enzymes activity, pectin content and firmness. The tests were conducted at the interval from day 1 to day 13. The results showed a steady decline in firmness and pectin content during storage. The activity of the pectin esterase enzyme is increased. All the other parameters were quite stable throughout the test period.

Keywords: Jackfruit, cold storage, physicochemical changes

1 INTRODUCTION

Jackfruit (*Artocarpus heterophyllus*) is a tropical fruit that has gained wide acceptability. Jackfruits destined for market are usually sold as whole fruit. This fruit will have 5–6 days of market quality. However, the transportation is very costly and the edible part of the fruit is only 50–60% of the total cost. Furthermore, the size and shape of the fruits are not consistent, making the design of packaging very difficult. Currently, local jackfruits are marketed in bulbs form, separated from the whole fruit. Minimally processed products are defined as those processed by appropriate unit operations such as washing, peeling, slicing and packaging which include chemical treatments that may have a synergistic effect when used in combination. This injury increases the oxidative stress and the fruit tend to lose keeping quality. The objective of this study is to understand of the changes that occur in jackfruit bulbs during cold storage.

2 LITERATURE REVIEW

Temperature management is one of the methods used to prolong the shelf life of fruits. The low temperature slows the respiration of the produce, which decelerates deterioration. A decrease in temperature by of 10°C will reduce the respiratory rate considerably. The storage life is influenced by the initial quality and maturity of the jackfruit. Various minimal processing techniques had been discussed to extend the shelf life of jackfruit bulbs. Temperature control is the customary method for maintaining fruit quality. This is considered

to be the best way to increase storage life because it slowed down the respiration, ethylene production, ripening, senescence, decay and other undesirable metabolic changes. Tropical fruits are not normally stored at temperature lower than 13°C. Fruits exposed to temperature below 13°C exhibits chilling injury symptoms, shown by dark-brown discoloration of the skin, pulp browning and development of off-flavor, followed by susceptibility to decay. Study by the Malaysian Agriculture Research and Development Institute (MARDI) found that whole jackfruit stored at 10°C (85–90% humidity) might last approximately 2 weeks. In fact, most fruits of tropical origin do not keep well at 4°C. It was reported that pineapple cubes, stored in polypropylene containers at 4°C kept their sensory attributes for up to 7 days. Brown discoloration, off-odor and loss of firmness were apparent by 14 days. Kiwi and papaya also lost their texture after 2 days of storage, while the flavor of cantaloupe declined after 4 days.

3 RESEARCH METHODOLOGY

The analysis conducted evaluated the physicochemical characteristics of ripe jackfruit pulps stored at 8–10°C. The acidity and total soluble solids affect the taste; while pectin content and enzymes activities influenced the texture of the jackfruit pulps.

Mature jackfruits *Artocarpus heterophyllus* var CJ1 were obtained from the fruit farm and transported to the laboratory by van. The fruits were kept in boxes, lined with newspaper at room temperature and left for 3–5 days to ripen. The skin of ripe sample is usually softer when pressed and has a typical aroma

associated with the ripe jackfruit. The ripe fruits were cut and the bulbs separated from the fruit and the seed, taking into consideration on hygiene and minimal injury to the bulbs. The bulbs were arranged onto the polystyrene tray, 10–15 bulbs per tray, wrapped with cling plastic and stored at 8–10°C. Samples were retrieved at intervals and analyzed for Total Soluble Solid (TSS), percentage of pectin, pH, titratable acidity, color, texture and the changes in ripening enzyme activities namely Pectin Esterase (PE) and Polygalacturonase (PG) and texture analysis. The enzymes were analyzed as these are the common enzymes associated with the loss of firmness in fruit. Samples were taken for analysis on day 0, 3, 7, 10 and 14.

4 CHEMICAL ANALYSIS

The juice from the jackfruit puree was taken and put on the prism of the handheld Atago Refractometer HSR-500 (Japan). The total soluble solid content reading was taken at room temperature (28.8°C). The pulps were also tested for pectic substances and water-soluble and chelator-soluble pectins. The titratable acidity was carried out by following the procedure from the Association of Official Analytical Chemists (AOAC). Enzyme assay was prepared for the determination of polygalacturonase enzyme and pectin esterase.

4.1 Texture analysis

Firmness analysis was done by using Texture Analyzer (Stable Micro System version 1.05, UK) which equipped with 5 kg load cell, and samples were cut with probe HDP/BSK blade set with a knife. Test speed was set at 2 mm/s. The probe was programmed to cut through the samples at a distance of 17 mm. The data acquisition rate was set at 200pps. Force unit was in Newton (N). The maximum force required to cut through the samples was considered as the firmness data.

5 FINDINGS AND DISCUSSION

5.1 The changes in total solids (TSS)

Mature jackfruits contain starch. The starches in jackfruit were converted to sugars which resulting in the increase in soluble solids. The total soluble solid of the ripe jackfruit pulps during storage was illustrated by Figure 1. There was little change in total soluble solid in the ripe pulps from day 1 to day 8 of storage. There was a trend towards decreasing TSS at these storage days, but the changes were very small and not significant. The decrease in the total soluble solid may be attributed to metabolism for energy. Prolonged storage had been reported to cause a decrease in the sugar contents of mango, as

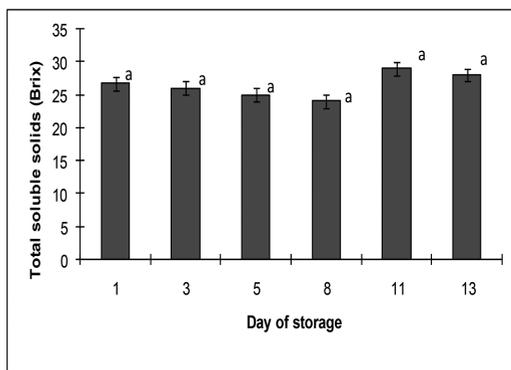


Figure 1. Total Soluble Solids of Ripe Jackfruit Pulps Stored at 8–10°C (Data are mean value \pm standard deviation of triplicate samples. Superscript with the same alphabet signifies no significant difference ($p \leq 0.05$).

sugars in fruits were used up for metabolism for the provision of energy. At day 11, the TSS increased slightly. At this stage, the ripe jackfruit pulps had reached over ripe stage. Dissolution of the cell wall components would also have contributed to this increase. Statistical analyses of this variable generally were consistent with analyses of the first variable-fields of study.

5.2 Changes in pH and titratable acidity

Metabolic processes that occur in harvested fruits lead to deterioration of the produce. The organic acids are a product of the biosynthesis of sugar. The organic acids in fruits declined during ripening as they were respired or converted to sugars. It was reported the acidity of jackfruits is low, ranging from 0.18%–0.68%. Figure 2 showed the pH of the ripe pulps was quite consistent throughout storage. The pH at day 1 was 5.23 and at day 13, the pH was 4.74. The acidity of the ripe jackfruit pulps is higher during storage compared to the titratable acidity obtained when the fruit attained ripeness.

The titratable acidity at day 1 and day 13 were the same, i.e. 0.062%. However, the value fluctuated during storage, peaking at day 11 of the storage. After 13 days, the jackfruit was slimy to the touch, appeared translucent and a slight sourish aroma was detected.

The amount of total soluble solids and titratable acids showed a slight elevation on day 11. This may indicate the jackfruit pulps had reached over ripe stage. The increased in both TSS and titratable acids may be brought about by the degradation of cell components in the pulps. However, the increased indicated on day 11 were not significant. Overall, the pH and titratable acidity of the stored ripe jackfruit pulps were quite consistent during storage. Although wounding of the ripe jackfruit pulps was

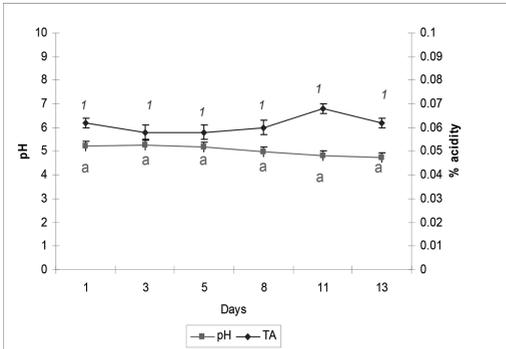


Figure 2. pH and Titratable Acidity of Ripe Jackfruit Pulps Stored at 8–10°C (Data are mean value ± standard deviation of triplicate samples. Superscript with the same alphabet signifies no significant difference ($p \leq 0.05$)).

expected to cause an increase the respiration rate of the pulps, the effect of storage on the pH and titratable acids of the ripe jackfruit pulps were minimal.

5.3 Changes in enzyme activities

As metabolic processes still transpire in fruits after harvest, the incidence of enzyme activities is expected. The enzyme PG and PE are of interest because of the effect they play in the textural alteration of the stored ripe jackfruit pulps. Figure 3 illustrated the changes in the enzymes PG and PE activities in the ripe jackfruit pulps during storage at 8–10°C. The measurement of the enzyme activities were done at room temperature.

As can be seen, PG activity showed little change throughout 13 days of storage. On the other hand, PE exhibited a marked increase on day 11 and still showing an increase which reaching 3190 unit/100 g sample on day 13. The consequence of higher PE activity suggests that demethylation of pectin structure is a major sequence that occur in ripe jackfruit pulps. The demethylation of pectin structures by PE enables the PG to act on the free carboxyl-end to begin the de-esterification of pectin. However, the PG activity was quite consistent throughout storage. Various studies had shown an increase in polygalacturonase and a decrease in pectinesterase enzymes during fruit ripening.

5.4 Changes in texture and pectin content

Texture test on the ripe jackfruit pulps during storage was presented in Figure 4. The firmness declined steadily until day 8, with a slight increased at day 8 but dropped again at day 13. The changes in pectin and enzyme activity may have caused the texture of the jackfruit to decrease.

Storage study indicated that jackfruit pulps would only keep up to approximately one week

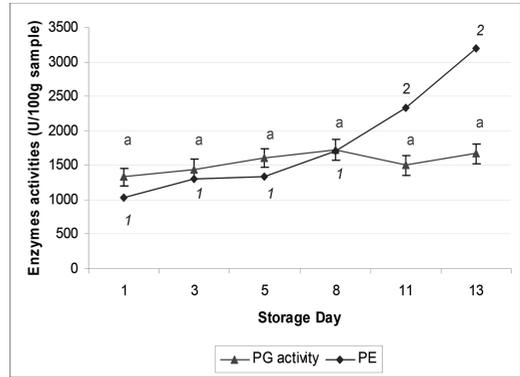


Figure 3. Polygalacturonase and Pectin Esterase Activities of Ripe Jackfruit Pulps Stored at 8°C (Data are mean value ± standard deviation of triplicate samples. Superscript with the same alphabet signifies no significant difference ($p \leq 0.05$). Alphabet-PG; numeric-PE).

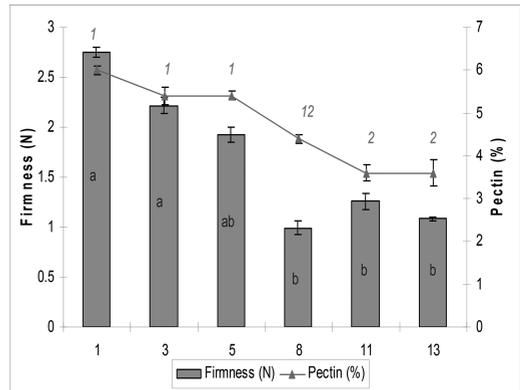


Figure 4. Texture and Pectin Content of Ripe Jackfruit Pulps Stored at 8°C (Data are mean value ± standard deviation of triplicate samples. Superscript with the same alphabet signifies no significant difference ($p \leq 0.05$). Alphabet-Firmness; Numeric-Pectin).

at cold storage. The firmness of the pulp declined steadily from day 1, reaching a minimum at day 8. The slight increase in texture value on day 11 was due to the “stringiness” of the pulp, where a clean cut was not attainable on the Texture Analyzer. The stringiness disappeared by day 13, whereby the firmness of the jackfruit pulps was almost gone when cut through with the blade. The stringiness observed may be due to the remnant of intact tissue, which was completely destroyed by day 13.

Ripe jackfruit pulps stored at 8°C showed acceptable firmness up to day 8. By day 11, the pulps were slimy to the touch, appeared extremely soft and the jackfruit aroma was perceived as sourish. The reduction of firmness was correlated with the drop in pectin content shown in Figure 4. The pectin

content started to decrease as soon as day 3, with a significant drop on day 8. The pectin content may have dropped due to the increase in the enzymes pectinases which act to breakdown the pectin chain.

Texture of ripe jackfruit pulps deteriorated during storage. It was suggested that the changes in pH and organic acids caused the movement of calcium in the cell walls. This means less or no available calcium to form covalent bonds with the carboxyl groups of de-esterified pectin. As noted before, the pH of stored jackfruit decreased and the acidity increased. The raise in total soluble solids may also indicate a breakdown in cell wall materials. Enzymic attack and natural breakdown of cell wall materials may explain the changes in pH, total soluble solids, acidity and texture of jackfruit during storage.

6 CONCLUSION

The results of the analyses and discussions indicated that jackfruit bulbs deteriorate during storage at 8°C, or common chiller temperature. Although the changes are minimal, in term of firmness, the texture of the bulbs decreased considerably after 5 days of storage and this is something that a consumer might be able to detect. Therefore, for minimally processed jackfruit pulps, without any treatment, the quality of the fruit can be maintained up to 5 days in chilled storage.

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Factors influencing students' satisfaction towards food outlets in Universiti Utara Malaysia

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ABSTRACT: This study was carried out to identify the relationship between vicinity, food quality and cleanliness of campus food outlets with students' satisfaction. The survey method was employed to test the proposed hypotheses using a structured self-administered questionnaire. The survey was conducted in Universiti Utara Malaysia (UUM) and a total of 500 undergraduates participated via purposive sampling method. The results were analyzed with SPSS (Ver.20). Result showed that food quality and cleanliness are important factors in determining students' satisfaction towards campus food outlets. It was concluded that campus food provider should take serious action in improving the food quality as well as cleanliness for long term sustainability.

Keywords: Students' satisfaction, campus food, foodservice, vicinity, food quality, cleanliness

1 INTRODUCTION

Foodservice industry is one of the sectors in Malaysia that are growing rapidly. The reason behind this phenomenon is due to the income flexibility and demand for food increased among consumers in Malaysia. It was also expected that this trend will continue to expand in future and grow at a faster rate. Stanton et al., (2000) stated the foodservice sector is extremely fragmented with large number of small to medium size players in the markets, which include restaurants, hotels and resorts and institutional food services. With higher demand from the consumers, there will be a lot more growth of foodservice providers in Malaysia.

Malaysia has grown to become one of the educational hubs in South East Asia as mentioned by Baharun, Awang and Padlee (2010). Indirectly, there are an increasing number of demands in the university foodservice. As one of the foodservice providers, the higher learning institutions in Malaysia provide variety of menus to cater to students' preferences of food apart from comfortable surrounding and engage with peers (Norhati & Nurhafisah, 2013).

UUM was able to accommodate approximately 20,000 students as there are 15 student resident halls. There are about 30 foodservice outlets scattered around the campus that can accommodate large number of students at one time. Therefore, this study attempts to investigate the factors influ-

encing students' satisfaction towards campus food outlets in UUM in term of vicinity, food quality and cleanliness.

2 LITERATURE REVIEW

2.1 *Customer satisfaction*

Many studies have been done on customer satisfaction. Andaleeb and Conway (2006) claimed that customer satisfaction is the heart of business marketing. Customer satisfaction is directly proportional to better profit projection as it promises customer's repeat purchase.

Customer satisfaction is influenced not only by service quality perceptions but also by personal and situational factors and price (Aldridge & Rowley, 1998; Patterson & Johnson, 1993; Robinson, 1999; Rowley, 1997; Zeithaml, Bitner, & Gremier, 2008). In determining customers' satisfaction it is important for the foodservice operators to deeply understand the customers' needs and demands, especially foodservice in the tertiary educational institutions (Ng, 2005; Xi & Shuai, 2009).

2.2 *Vicinity*

Merriam-Webster Dictionary defines vicinity as "the area around or near a particular place or the quality or state of being near". Dimensions listed under vicinity are facilities, ambience and comfort

level (Bitner, 1992). Facilities are something that makes an action, operation or course of conducts easier for example sinks and toilets (Merriam-Webster). Ambience can be defined as the special atmosphere or mood created by a particular environment. Bitner (1992) developed the term “vicinity”; servicescape with physical constituents of service environment, which consists of optimum temperature, noise, furnishings and layout combine together to influence the customer satisfaction and repeat patronage level. Raman and Chinniah (2011) and Wansink, Painter, and Ittersum (2001) stated that the design of the cafeteria environment influences the consumer’s food choices and eating behaviors which calls for personal food environments to promote wellness, combat obesity and complement interventions at higher levels.

2.3 Food quality

When measuring students’ satisfaction on cafeteria service level, food quality is very much important. McWilliams (2002) suggested food quality is the utmost quality characteristics of food that is acceptable to customer. Additionally, Inram (1999) stated that the appearance of food encompasses several basic sensory attributes such as colour, opacity, gloss, visual texture and perceived flavor. Therefore, the degree of satisfaction with university cafeteria depends mostly on the quality of meals, diversity of food, food hygiene and environment (W. G. Kim & H. B. Kim, 2004).

2.4 Cleanliness and hygiene

According to the Center for Science in the Public Interest (2008), overall half of all food-borne illnesses were contracted from dining on food prepared outside the home and many of the said food-borne illnesses happened because restaurants do not follow proper food handling steps.

In 2004, FDA found that over 56% of full-service restaurants were not following appropriate guidelines for sanitizing equipment and food contact surfaces (Food, 2006). Thus, this research intends to study foodservice outlets in UUM, in terms of students’ satisfaction towards its vicinity, food quality and cleanliness.

3 METHODOLOGY

A structured self-administered questionnaire was successfully conducted to 500 students from UUM, Malaysia using the purposive sampling method. The questionnaire was prepared in English and later translated into Malay language. It consists of two sections mainly the demographic information

of the respondent and factors related to the study which are vicinity, food quality and cleanliness.

Sections A of the survey consist of demographic profile relating to age, race, ethnic, citizenship and occupation. While in section B, it was divided according to attributes used in this study. For Factor 1: Vicinity, the 13 questions used a six point Likert-type rating scale with responses ranging from 1 = strongly disagree to 6 = strongly agree. For Factor 2: Food quality, it used the same Likert scale which consists of 10 questions. For Factor 3: cleanliness, it was broken into two parts which are cleanliness in general and cleanliness of the outlets. This factor emphasized on the importance of the attributes to the respondents. This factor consist of 21 question which used a five point Likert-type rating scale ranging from 1 = not at all important to 5 = extremely important.

These variables were adapted from Kim and Kim (2004), Martin-Consuegra et al. (2007), Story, Kaphingst, Robinson-O’Brien, and Glanz (2008); Raman and Chinniah (2011), and Yoo (2012). The Statistical Package for the social sciences (SPSS Vers.20) was used to code and analyze the data. The Cross tabulation was used to analyze the relationship between two or more variables. It provides a way of analyzing and comparing the results for one or more variables with the results of another. The relationship between the gender and also their view on staff’s cleanliness are chosen for the cross tabulation analysis.

4 DATA ANALYSIS

4.1 Descriptive statistics

Table 1 details the descriptive statistics of the demographic profiles of respondents. Male respondents

Table 1. Demographic profile of respondents.

		Frequency	(%)
Gender	Male	158	31.6
	Female	342	68.4
Age	19–23 years old	439	87.8
	24–28 years old	55	11.0
	29–33 years old	6	1.2
Race	Malay	411	82.2
	Chinese	60	12.0
	Indian	14	2.8
	Others	15	3.0
Religion	Islam	424	84.8
	Buddha	55	11.0
	Hindu	10	2.0
	Christian	8	1.6
	Others	3	0.6

Table 2. Crosstab analysis between respondents' gender and age.

	Case processing summary					
	Cases					
	Valid		Missing		Total	
	N	%	N	%	N	%
Gender	500	100%	0	0	500	100
* Age						

represented 31.6% and 68.4% of the respondents are female undergrad. Of the respondents, 87.8 were between 19 to 23 years old, 11% were 24 to 28 years old and 1.2% were 29 to 33 years old. According to the analysis, 82.2% of them are Malay, 12% are Chinese, 2.8% are Indian and 3.0 percent are other races such as Indonesian and Nigerians. In term of religion, 84.8% of the respondents are Islam, 11% of them are Buddha, 2% are Hindu, 1.6% are Christian and 0.6% are respondent with others belief such as Taoism and Atheist.

4.2 Crosstab analysis

Out of 500 respondents, 158 of them are male student which represents 31.6% of the total sample. In addition, 342 respondents are female respondent which represent 68.4% of the total sample. Out of 158 male respondents, 141 (89.24%) of them age between 19–23 years old. 11 respondents (6.96%) age range between 24–28 years old, and the other 6 respondents (3.80%) age are between 29–33 years old.

Out of 342 female respondents, 298 (87.13%) of them age range are between 19–23 years old while the other 44 respondents (12.87%) age range are between 24–28 years old. Apart from that, the largest numbers of respondent age range are between 19–23 years old which are 439 respondents (87.8%). 55 (11%) of the respondents age ranging between 24–28 years old and the other 6 (1.2%) respondent age range between 29–33 years old. As stated before, the survey was randomly distributed among UUM students.

5 DISCUSSION

Findings of this study are discussed according to the research objective which is to investigate the vicinity, food quality, hygiene and cleanliness of food outlets in UUM. The survey has proven that the factors contributed to influencing students' dining choice.

Among the factor of vicinity, all the thirteen items score more than 70%. In addition, the highest item scored for vicinity factor is adequate lighting provided by the management which is 89.2%. Next, for the factor of food quality, the result shows that all the items listed scored more than 75%. The highest score is 84% which is variety of food option.

Factor of hygiene and cleanliness are made up of general cleanliness, food hygiene, environment, employee and utensils. The participants scored more than 90% for all the five items of the aforementioned factor. This shows that students put the environment's cleanliness as the most important. Outlets cleanliness, which is used to evaluate overall quality, has the highest score of 95%.

Cleanliness of food consumed is also important; the score for the five items for this sub-factor is more than 90%. Temperature of the food has the score of 96.2%. The five items listed under environment's cleanliness score more than 90%. The five items listed under employees' cleanliness score more than 80% in which hand and nail's cleanliness scores 97.6%.

All of the items under utensils' cleanliness score more than 96%; cleanliness of dinnerware has the highest score, which is 97.6%.

6 CONCLUSION

Results of this study have shown that food service operators and employees play a very important role in improving the foodservice cleanliness. This research has also shown that university food providers must be knowledgeable about its primary customers.

Customers' consumption experience, which includes their expectation, perception, first impression, wants and needs, and implication of dining showed that foodservice operators and employees need to increase the level of foodservice cleanliness. Moreover, this study provides valuable information to restaurant operators who seek to expand their business in the global market.

In addition, this research showed university food providers must be knowledgeable of its primary customer. Customer expectation, perception, first impression, wants and needs, and implications of dining experience, are important to be taken into consideration. Customers demand for better vicinity, food quality, and hygiene and cleanliness, according to the study.

This research is useful in providing valuable information for restaurant operators aspiring to expand their business to global market. This study will provide useful information to help university food providers to improve their service, which will boost students' satisfaction.

For future studies, expansions of number of students apart from inclusion of respondents from other age group (e.g. University academicians, administrative staff) are recommended. This will help provides more representative results and improve sample for better generalization of data. In addition, demographics, market environment, and students' ideology and culture should be further expended and used as mediating and moderating variables for future research.

The purposive sampling used in this study has its limitation as the result is unable to be used to represent the entire population. To counter the problem, it is suggested that this study should be replicated in a broader setting.

Future researchers should focus on having thorough investigation on employees' behavior as it was found to be the most important in the restaurant cleanliness' evaluation. To add, future research on this topic should modify the scale by adding more sample groups across the cultures to observe whether cultural differences affect the respondents' perceptions of the restaurant cleanliness.

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Sensory quality and physical characteristic of Chia seeds in butter cake

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ABSTRACT: A study was conducted to incorporate chia seeds or scientifically known as *Salvia Hispanica* into butter cake. In this study the hardness and sensory evaluation of the chia seeds cake were conducted and results were analyzed. The cake were prepared conventionally and baked at temperature of 180°C for 40 minutes before kept and tested. There were four (4) treatments of chia seeds butter cake consisting of i) control butter cake (C) ii) butter cake with 10% of chia seeds (T1), iii) butter cake with 50% of chia seeds (T2) and iv) butter cake with 70% of chia seeds (T3). Sensory evaluation and physico-chemical analysis which included texture analysis were conducted and findings demonstrated that there were significant differences ($p < 0.05$) between all the treatments. Sensory evaluation which consists of appearance, aroma, elasticity, texture, butter flavor, chia seeds flavor, *aftertaste* and overall acceptance were noted with a significant ($p < 0.05$) between control butter cake and treatment chia seeds butter cake. Meanwhile the attributes of colour, and chia seeds taste indicated no significant difference ($p > 0.05$) in all treatments. For overall acceptance of chia seed butter cake product, sample T2 was accepted favorably by the panels because of its adequate amount of chia seeds. Findings also revealed that chia seeds butter cake were most favored as compared to other chia cake treatment. Results from texture analyzer indicated that T2 are comparatively as soft as the control cake.

Keywords: Chia seeds, butter cake, *aftertaste*, sensory evaluation, texture analyzer

1 INTRODUCTION

A study was conducted to formulate confectionary product from chia seeds or also known as *Salvia hispanica L.* Chia seed is an annual herbaceous plant that belongs to the *Lamiaceae* family (Marineli et al. 2015). This plant is native from southern Mexico and northern Guatemala (Ayerza, 1995). The study of chia seeds has sprouted from variety of background and the results were promising. It has been proven to reduce lipid peroxidation (Marineli et al. 2015); contained antioxidant potential *in vivo* (Marineli, 2014) and potential delivery system of omega-3 polyunsaturated fatty acid (Julio et al, 2015). In the process of food preparation, the usage of chia seeds is also interesting. It has creaming properties (Julio et al, 2015) and has been incorporated into pound cake as fat replacer (Felisberto et al., 2015), and in wheat bread making process for water holding capacity in gluten development (Verdu et al, 2015). In this study, the potential of chia seeds as egg replacer in cake was explored.

2 LITERATURE REVIEW

Chia seeds butter cake is baked products made with natural ingredients except that the egg is replaced

with chia seeds. Chia seeds has been known for its high antioxidant content, mainly myricetin, quercetin, kaempferol, chlorogenic acid and 3,4-dihydroxyphenylethanol-elenolic acid dialdehyde (3,4-DHPEA-EDA) (Marineli, 2014) and omega 3 content (Julio et al. 2015). Thus, this product used chia seeds as egg replacement into butter cake at 3 level of formulation, 10%, 50% and 70%. Chia seeds butter cake is comparable in structure, taste and appearance when compared to the control baked products.

Chia seeds are often associated with cold desert such as pudding; thus this cake has never been in the market commercially. Due to chia seeds phytochemicals capacity, the use of chia seeds in butter cake will adds value into our everyday food consumption especially in baked deserts products. According to Chemah et al. (2011), antioxidant potential of pitaya with seeds is more available when cooked thus, the use of chia seeds which resemble seeds such as pitaya fruits in baked products is presumed to be bioavailable in human body.

This study will help in making its impact towards those people who could not consume baked goods due to allergy towards egg and egg-like substitute. The use of chia seeds as egg substitute provide opportunity for it to be used in other baked products as egg substitute as well.

3 MATERIAL AND METHODS

Chia seeds were soaked in water before it were mixed in the cake mixture. Chia cake were made using conventional cake mixing method. Firstly, stir dry ingredients together and set aside. Cream the butter and sugar until light and fluffy. Add the egg to the creamed mixture. Add 1/3 of the flour mixture and chia seeds solution to the creamed mixture and beat for 30 seconds. Add vanilla to the milk. Add 1/2 of the milk to the cream mixture. Greased and flour pan. Bake chia seeds butter cake for 40 minutes at 180°C and cool on a rack for 10 to 15 minutes before removing the cake from the baking pan. Cake samples were kept in airtight container and refrigerated for texture analyzer tests within 24 hours to 9 days. Sensory evaluation taste test were done on the same day after the cake were baked.

3.1 Sensory evaluation

The hedonic test with 7 hedonic scales was done by 50 untrained panels that consisted of students and staffs at University Teknologi MARA, Puncak Alam Campus in order to gain the level of consumers' acceptance over chia seeds butter cake (T1, T2, and T3) and control butter cake (C). The 7 scale hedonic test was comprised of 7 = extremely like; 4 = moderate; 1 = extremely dislike. The chia seeds butter cake that was baked earlier were cut into 2 × 2 inches size and served at room temperature for the sensory taste test. The sample were numbered with 3 digit number coding and permuted for all test panels. The cakes attributes evaluations were based on the appearance, aroma, elasticity, texture, butter flavour, chia seeds flavour, *aftertaste* and the overall acceptance of the products.

3.2 Texture determination

The texture was measured with an instrument of Warner Bratzler, the Salter model (Manhattan, USA). This instrument has 1.2 mm of thickness with a hole that is 11 mm in width and 15 mm in height. The samples were cut into 2 × 2 inches size to form unified shapes. The precision is vital in determining the consistency in result. The size is 3 cm long × 1.5 cm width and 1.2 cm thick. This shear instrument is put in between two horizontal plats and cut through the sample with the speed of 6.0 mm/minute. Three readings are taken to gain the range. The samples measured are T1, T2, T3 and the control butter cake.

3.3 Statistical analysis

Sensory evaluation data was analyzed by using the Statistical Analysis System package (SAS) version

20.0 by conducting the Analysis of Variance (ANOVA) test and the Duncan Multiple Range Test to see the difference observed that follows the subject studied at the level of 95% ($p < 0.05$) confidence. The texture analyzer data were replicated and reported as softness of the cake when cut using the probe.

4 ANALYSIS AND FINDINGS

Sensory evaluation is a vital instrument in measuring the patterns of product as well as determining the consumer's acceptance of the product. In this study, the hedonic test based on Aminah (2000) method is used in determining the comments and consumer's acceptance over the product. Fifty untrained panels (students and workers) of UiTM became the participants for this research. Table 1 shows a mean score obtained through the sensory evaluation test conducted.

4.1 Appearance attributes

Appearance is the first specification that determines customer's acceptance over the product. From the research conducted, panels accepted the appearance attributes in all chia seed butter cake. However, there was no significant difference ($p > 0.05$) reported in all samples. This research revealed that customers favored the appearance of butter cake with added chia seeds. The highest score over appearance attributes obtained was from the chia seeds butter cake with 50% addition of chia seeds (4.94), followed by the 10% addition of chia seeds (4.66), the control butter (4.62) and with 70% addition of chia seeds (4.32). This proved that the addition of chia seeds to butter cake has successfully tackled the consumer's interests.

Table 1. Varian of Sensory Evaluation Analysis (mean score n = 50) in Four Samples of Chia Seeds Butter Cake.

Attributes	C	T1	T2	T3
Appearance	4.62 ^a	4.66 ^a	4.94 ^a	4.32 ^a
Aroma	4.62 ^a	4.90 ^a	4.50 ^a	4.88 ^a
Elasticity	5.26 ^a	4.20 ^b	4.64 ^b	4.22 ^b
Texture	5.06 ^a	4.06 ^b	3.90 ^{bc}	3.48 ^c
Butter flavour	5.38 ^a	4.76 ^b	4.84 ^b	3.98 ^c
Chia seed flavour	3.98 ^a	4.04 ^a	4.24 ^a	4.14 ^a
Aftertaste	3.96 ^a	3.70 ^a	3.96 ^a	3.52 ^a
Overall acceptance	5.48 ^a	4.64 ^b	4.78 ^b	4.36 ^b

C—control butter cake

T1—butter cake with 10% chia seeds

T2—butter cake with 50% chia seeds

T3—butter cake with 70% chia seeds

a-c: different alphabets in the same line that are significantly different ($p > 0.05$).

4.2 Aroma attributes

There is no significant difference ($p > 0.05$) in the aroma mean score from the analysis conducted over all the samples. However, the chia seeds butter cake T1 demonstrated the highest aroma mean score with (4.90), followed by chia seeds butter cake T3 (4.88), butter cake control (4.62) and chia seeds butter cake T2 (4.50). According to Pearson et al. (1983), the sulphured amino acid contributes to the aroma of the mean when it is on heat.

4.3 Elasticity attributes

The additions of chia seeds in the butter cake have also decreased the elasticity attribute in all samples. The highest decrement of elasticity was from the chia seeds butter cake T3 (4.22), while, the control butter cake indicated the highest elasticity level among all samples, which is (5.26). Marquez et al. (1989) stated that the low percentage of fat content resulted to a more elastic product. This statement has supported this research where T3 sample has actually had the lowest percentage of fat content as compared to other samples. Although the result for elasticity of T3 is not comparable to control sample, but T3 is the best among all samples with chia seeds in term of elasticity. Hence, it can be concluded that the score for the elasticity attribute was determined by the percentage of fat and water content. Nevertheless, there was no significant difference ($p > 0.05$) for elasticity attributes in all chia seed sample cakes.

4.4 Texture attributes

From the research conducted, generally, there was a significant difference ($p < 0.05$) between the samples tested. The texture score showed that the control butter cake has the highest score (5.06), followed by T1 (4.06), T2 (3.90) and T3 (3.48). However, this study found that the outcome obtained is parallel to what has been reported.

4.5 Butter flavour attributes

The butter flavour attributes have indicated a significant difference ($p < 0.05$) in all four samples. Control butter cake was noted with the highest mean score (5.38), followed by T2 (4.84), T1 (4.76) and T3 (3.98). The decrement of mean score for flavour might due to the percentage of chia seeds addition, which in a way had affected the taste of chia seeds in all three chia seeds butter cake samples.

4.6 Chia seeds taste attributes

Generally, the attributes of the chia seeds flavour over these four samples did not show any significant difference ($p > 0.05$) to the mean score of chia seed flavour. T2 noted the highest score

(4.24), followed by T3 (4.14), T1 (4.04) and control butter cake (3.98). Control butter cake has the lowest mean score in this study, due to none chia seeds content in the sample that contributes to the chia seeds flavour attributes over all other samples.

4.7 Aftertaste attributes

From the analysis, it was found that there was no significant difference ($p > 0.05$) in all samples over their mean score towards the unfamiliar flavour attributes. In this context, the control butter cake shares the same mean score of unfamiliar flavour with T2. This means that the addition of chia seeds did not affected the taste of each sample.

4.8 Overall acceptance attributes

For the overall acceptance attribute, it was found that there is a significant difference ($p < 0.05$) in all samples. Based on the data analysis, it was found that the control butter cake sample indicated the highest mean score for acceptance attributes (5.48), followed by chia seeds butter cake T2 (4.78), T1 (4.64) and T3 (4.36). In comparison with all the samples, T2 is the most favorable chia seeds butter cake for the consumers, which might due to the taste of butter and chia seeds contained in this sample.

4.9 Texture analysis

The texture analysis was measured with the use of an instrument Texture Analyzer plus TA.HD to identify the hardness and softness of all samples. The hardness means the pressure needed in first cutting the sample (N/mm). The level of hardness of both chia seeds butter cake and the control butter cake within the 9 days of storage is shown in the Figure 1.

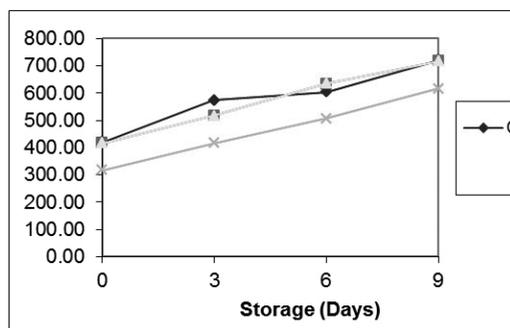


Figure 1. Changes in texture for chia seeds butter cake sample during storage.

C—control butter cake

T1—butter cake with 10% chia seeds

T2—butter cake with 50% chia seeds

T3—butter cake with 70% chia seeds

In the ninth days of storage, the hardness value can be observed in all samples. All the samples have shared approximately the same level of hardness except for sample T3. The analysis showed there was an increased in the level of hardness within the storage period. However, all samples showed a significant difference ($p < 0.05$) in cold storage from day 0 to day 9. Generally, T3 sample indicated the lowest level of hardness as compared to the other samples.

5 CONCLUSION

Through this research, generally, T3 sample gave the lowest level of hardness as compared to other samples which was caused by the existence of higher percentage of chia seeds content. The hardness level is much determined by the amount of fat in a sample whereby the highest amount of chia seeds indicated that the food are less in fat thus more tender and moist. As for the sensory evaluation process, the elasticity and flavour attributes, flavour, and overall acceptance were noted with significant difference ($p < 0.05$) between the control product and products. Meanwhile, the attributes of colour, aroma, chia seeds flavour and aftertaste stated no significant difference ($p > 0.05$) in all samples. For the overall acceptance over chia seeds butter cake product, T2 sample has been more accepted by the panels because of its fair content of chia seeds which was also similar to the control butter cake.

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Assessment of knowledge, attitude, and risk perception towards the practice of using repeatedly heated cooking oil among roadside food hawkers

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ABSTRACT: This study was conducted among 204 roadside food hawkers in Shah Alam, Selangor to identify the KAP and risk perception levels towards the usage of repeated heated cooking oil, and to evaluate the relationship between the independent and dependent variables. This study also would determine the most influential variable in determining their practice of using repeatedly heated cooking oil. A descriptive research design was employed by using a quantitative approach with a structured questionnaire collected using a drop off-pick up method. The data were analysed using SPSS version 21. The respondents were shown to have a good KAP and risk perception levels towards the usage of repeatedly heated cooking oil. There was a significant relationship between knowledge and risk perception towards practice, while attitude did not have any significant relationship with the dependent variable. The study also revealed that knowledge was the most influential factor in determining their practice. Much more research involving various the locations in Malaysia is recommended so that necessary intervention can be carried by the government to educate consumers and also food handlers for better health.

Keywords: Knowledge, attitude, risk, perception, cooking oil, food hawkers

1 INTRODUCTION

The Food and Agriculture Organization (FAO) has stated that almost 2.5 million people choose to eat the food that is being served by the street vendor or hawker stall every day (Fellows & Hilmi, 2011). Other than unique flavour and crispy texture (Hojjatoleslami & Sedaghat, 2012; Muhizi, 2014; Ng, Kamisah, Faizah, & Jaarin, 2013), the cheap price, and the simplicity of the food being served have influenced the consumer to choose and eat at the hawker stall (Choe & Min, 2007; Gadi, Bala, & Kumar, 2013). Although fried foods were said to affect the consumers' health, the food hawkers still choose to sell the foods due to high demand (Gupta, Downs, Ghosh-Jerath, Lock, & Singh, 2016).

Moreover, Sivananthan, Elamaran, Jasmin, Kushha, & Biomed (2013) stated that many commercial sectors including hawker stalls are practicing the use of the same cooking oil repeatedly during their business operation. This has become a serious issue since the usage of repeatedly heated cooking oil can affect human health that can contribute to the raising of chronic diseases such as cancer, liver and kidney problem, nerve system damage, and Cardiovascular Disease (CVD) (Ghidurus, Turtoi, & Boskou, 2013).

During the frying process, water and other compounds will travel from food to the fat, and resulted in hydrolysis, oxidation, and polymerization of oil, and also the production of volatile and non-volatile compounds. The non-volatile compounds can increase steadily in concentration and later cause toxicity. The presence of these compounds indicates the quality of used oil (Lumley, 1988). Furthermore, when the cooking oil is used repeatedly, the oil particles such as the free fatty acids, polar material and polymeric compounds will accumulate (Chloe and Min, 2007). The studies also found out that intermittent heating and cooling of oils results in higher deterioration of oils than continuous heating due to the oxygen solubility increase in the oil when the oil cools down from the frying temperature (Choe & Min, 2007; da Silva & Pereira, 2008; Das, Babylatha, Pavithra, & Khatoon, 2013; Ghidurus et al., 2013). However, a study conducted by Seppanen & Csallany (2006) revealed that the accumulation of toxic compounds was similar when the soybean oil was heated either continuously or intermittently. This is because, the ability of an oil to emit acrolein, the surface-to-volume ratio and the characteristics of the carbonyl compounds of an oil will exhibit different behaviour towards oxidation reaction (da Silva & Pereira, 2008).

It is difficult to prove that someone who is diagnosed with the related diseases could be caused by consuming foods fried with repeatedly heated cooking oil. This is because the effect of consuming degraded cooking oil will not give an immediate effect. However, in an experiment that was conducted by feeding rats with the degraded cooking oil for six months continuously had resulted in a significant increase in blood pressure with necrosis of cardiac tissue (Leong, Aishah, Nor Aini, Das, & Jaarin, 2008; Ng et al., 2013). Ng et al. (2013) presumed that the over-production of oxidative compounds that was formed when the cooking oil was repeatedly heated could be the cause for the diseases. Similarly, Jaarin, Mustafa, & Leong (2011) also concluded that repeatedly heated cooking oil would promote oxidative stress due to the production of free radicals and reduce of antioxidant and vitamin levels during heating of oils.

To make it even worse, there are currently no policies or any guidelines on the usage of the repeatedly heated cooking oil including the Malaysia Food Act and Regulation 2005 (Wai, 2007). Thus, the food service operator owns the freedom to use the cooking oil repeatedly and dispose of the oil whenever they feel necessary to do so. At the moment, the inspection at the foodservice operations by the Ministry of Health only covers certain areas such as pest control, the cleanliness of the food outlet, food operator's personal hygiene and food safety (Choe & Min, 2007). Apart from that, there is no effort being made in increasing the awareness and improving the attitude and practice of these food outlet operators in Malaysia regarding the usage of repeatedly heated cooking oil (Azman et al., 2012). Although it will not cause an immediate effect, still it should be referred as an important issue due to the practice of using repeatedly heated cooking oil during frying among food handlers (Sivananthan et al., 2013). At this point, the consumers seem to have limited awareness and level of knowledge regarding this issue. Hence, this study was conducted to assess the relationship between the level of knowledge, attitude and risk perception towards the practice of using the repeatedly heated cooking oil among roadside hawker stalls.

2 METHODOLOGY

2.1 *Study design and sample*

A cross-sectional study was conducted among 204 registered road-side hawkers in Shah Alam, Selangor between September 1, 2015 and November 2015. Only respondents who sold fried foods such as fried chicken, fried frozen foods, and a variety of fried '*Malay kuih*' like spring rolls, curry puff,

and doughnut, were included and conveniently approached to participate in this study. Due to limited time in completing the questionnaire, the drop off/ pick up (DOPU) method was employed.

2.2 *Questionnaire*

The questionnaire was adapted from previous studies (Azman et al., 2012, 2015; Cavus & Sheward, 2014; Paek & Hove, 2014; Sivananthan et al., 2013; Sjöberg, Moen, & Rundmo, 2004). The content validation of the questionnaire was done by cross reference and verified by experts in the identified field. Reliability of the questionnaire had been tested among the food handlers in the university colleges with Cronbach's alpha for each domain, range within an acceptable level (>0.60). The questionnaire used was in Malay language since the majority of the food hawkers in Shah Alam are Malays. The questionnaire was divided into five sections: Section A (knowledge), Section B (attitude), Section C (risk perception), Section D (practice), and Section E (demographic).

The knowledge domain comprised five (5) questions with agree and disagree responses, and only one option was the correct answer. One point was given for a correct answer and 0 for an incorrect answer. Possible total score ranged from 0 to 5. The attitude, risk perception and practice domains consisted of nine, six and eight items respectively. For attitude and risk perception, the response options were organized into a 5-point Likert scale with strongly agree, agree, neutral, disagree and strongly disagree, and scored as 5, 4, 3, 2, and 1. Hence, the possible total score for attitude and risk perception domains ranged from 9 to 45, and 6 to 30, respectively. For practice domain, the response options were organized into 4-point rating scale with "always", "sometimes" (less than 5 times per week), "seldom" (only did it when needed), and "never", and scored as 4, 3, 2, and 1. The possible total score ranged from 8 to 32. The scores obtained for each domain were then converted to 100 points. The score below 50% for each domain is defined as poor.

3 STATISTICAL ANALYSIS

Data were analysed using SPSS (SPSS Inc., version 21). The data were analysed using descriptive statistics to describe the demographic profiles of the respondents, while multiple linear regression analyses were performed to investigate the relationship between knowledge, attitude and risk perception towards the practice of using the repeatedly heated cooking oil, and to determine the most influential factor in determining the practice of using repeatedly heated cooking oil.

4 RESULTS AND DISCUSSION

Table 1 represents the demographic profile of the respondents. Of the total of 204 respondents, 60.8% (n = 124) were females, 56.9% (n = 116) had secondary school qualification and most of the respondents belong to 36–45 age group (38.7%). A slight majority (31.4%) of the respondents had 2 to 5 years of working experience. Almost half of the respondents sold fried *Malay kuih* (44.6%), followed by fried chicken (23.5%) and snack (22.5%) while only 9.3% of them sold fried frozen foods. Most of them used palm oil (81.9%) as their frying oil, while 16.2% and 2.0% of them used the vegetable oil and coconut oil, respectively. Previous studies have proven that palm oil contains few unique compositions that helps to maintain its quality which does not have in other types of cooking oil (Choe & Min, 2007; Choo, Nik Mohd Aznizan, & Norihan, 2007).

Hence, the majority of them reported that they used the cooking oil for 2 to 3 times before they changed it (65.7%), followed by 4 to 5 times (25.9%) and only a few of the respondents (11) stated that they only used the cooking oil once (5.4%). Almost equal distribution was seen on the needs to change the cooking oil where odour (34.3%) had been the highest factor to change the oil, followed by colour (33.3%) and consistency (32.4%). Most of the respondents reported that the amount of cooking oil used depended on the amount of food being cooked (45.6%). Majority of them reported that family and friends (41.7%) were the main source of information regarding the issues related to the usage of repeatedly heated cooking oil.

The majority of the respondents have a good knowledge regarding the usage of repeatedly heated cooking oil (92.6%). The findings were in agreement with studies conducted by Azman et al. (2015) and Sivananthan et al. (2013). In addition, there was a significant correlation between the knowledge and practice of the respondents towards the usage of repeatedly heated cooking oil ($r^2 = 0.212$, $p < 0.05$). As shown in **Table 2**, the majority of the respondents was able to respond to the questions correctly where more than 84% of the respondents scored four out of five questions correctly. However, only 59% of them know that the used cooking oil can be sold to produce biodiesel.

Similarly, the majority of the respondents have a good attitude towards the usage of repeatedly heated cooking oil (85.8%). However, there was no significant relationship between the attitude and practice of the respondents towards the usage of repeatedly heated cooking oil ($r^2 = 0.010$, $p > 0.05$). As summarized in **Table 3**, almost 30% of the food handlers would only use/ fresh oil every time they cooked. Only 40% of them agreed that the usage

Table 1. Respondent's demographic data.

	Frequency (percentage)
Gender	
Male	80 (39.2%)
Female	124 (60.8%)
Age	
18–25	51 (24.9%)
26–35	40 (19.5%)
36–45	79 (38.7%)
46–55	22 (10.7%)
56 and above	12 (5.9%)
Education level	
Primary school	63 (30.9%)
Secondary school	116 (56.9%)
University/college	17 (8.3%)
None	8 (3.9%)
Working/business experiences	
6 months–1 year	43 (21.1%)
2–5 years	64 (31.4%)
6–10 years	51 (25.0%)
More than 10 years	46 (22.5%)
Type of food sold	
Fried chicken	48 (23.5%)
Snack (eg: <i>keropok lekor</i> , churros)	46 (22.5%)
Fried <i>Malay kuih</i>	91 (44.6%)
Frozen food	19 (9.3%)
Type of oil used for frying	
Palm oil	167 (81.9%)
Vegetable oil	33 (16.2%)
Coconut oil	4 (2.0%)
How many times do you use the cooking oil before changing it?	
Once	
2–3 times	11 (5.4%)
4–5 times	134 (65.7)
Factor influences to change the cooking oil	59 (25.9)
Consistency	66 (32.4%)
Colour	68 (33.3%)
Odour	70 (34.3%)
Amount of cooking oil being used at one time	
1kg	15 (7.4%)
2kg	29 (14.2%)
5kg	67 (32.8%)
Depend on the amount of food being cooked	93 (45.6%)
I know about this issue from:	
Newspaper	29 (14.2%)
Radio	1 (0.5%)
Internet	37 (18.1%)
TV	10 (4.9%)
Magazine	13 (6.4%)
Family and friends	85 (41.7%)
Never heard about this issue before	29 (14.2%)

Table 2. Respondent's knowledge towards the usage of repeatedly heated cooking oil.

Question	Correct (%)	Wrong (%)
1. The food will lose its nutrients after being fried using the repeatedly heated cooking oil	84.8	15.2
2. The cooking oil needs to be discarded once it reaches the total polar compound value	91.7	8.3
3. The quality of cooking oil can be maintained by filtering it before using it again	84.3	15.7
4. I need to change the cooking oil whenever the colour turned dark or turned smelly	91.7	8.3
5. Used cooking oil can be sold to produce biodiesel	58.8	41.2

Table 3. Respondent's attitudes towards the usage of repeatedly heated cooking oil.

Question	A (%)	N (%)	D (%)
1. I will wash the cooking equipment with hot water and soap to remove the oily stain	71.1	21.1	7.8
2. I only use new/fresh cooking oil every time I cook	31.9	38.7	29.4
3. I use repeatedly heated cooking oil because there is no law that state it is illegal to do so	37.3	18.6	44.1
4. I use repeatedly heated cooking oil because I don't have any free time to discard and change the oil	20.6	27	52.5
5. I used repeatedly heated cooking oil because I don't know where I should discard the oil	19.1	19.1	60.8
6. I only use repeatedly heated cooking oil to cook raw meat because it would not affect the quality of food	27.5	32.4	40.2
7. I only use new/fresh cooking oil to cook food like <i>Malay kuih</i> and snack to maintain its quality	53.4	23	23.5
8. I will use non branded and low quality cooking oil because the price is cheap	36.8	23.5	39.7
9. I use repeatedly heated cooking oil to cut down the production cost	33.3	23.5	44.1

Note: A refers to "Agree", N refers to "Neutral", D refers to "Disagree".

of the repeatedly heated cooking oil could affect the quality of foods, while 53% of them would use fresh oil to maintain the quality of foods. It has become a common practice among food operators

Table 4. Respondent's risk perception towards the usage of repeatedly heated cooking oil.

Question	A (%)	N (%)	D (%)
1. The quality of cooking oil will remain the same regardless how many times it being used repeatedly	10.3	22.1	67.6
2. This issue is not important as there were no exposure given by the authority to educate the food handlers	11.8	15.2	73
3. I take this issue for granted because other food handlers also was using the repeatedly heated cooking oil in their business	19.1	14.2	66.7
4. I will support if the authority wants to organize a campaign to educate the food handlers about this issue	71.1	21.1	7.8
5. I will use the high quality and expensive cooking oil to retain the quality of food	49.5	38.7	11.8
6. I will spread this issue to other food handlers so that they will know the consequences of using repeatedly heated cooking oil	88.2	9.3	2.5

Note: A refers to "Agree", N refers to "Neutral", D refers to "Disagree".

to use certain types of cooking oil to fry a specific food in order to maintain the taste and quality of the food (Ahmad, 2014).

The majority of them (53%) also agreed that the usage of repeatedly heated cooking oil should be avoided, although 21% of them did not have time to discard or change it. Unfortunately, the food handlers admitted that they used the repeatedly heated cooking oil to save cost (33.3%) and some opted for a low quality cooking oil due to its cheaper price (37%). The findings were in accordance with Azman et al. (2012) and Jaarin et al. (2011). It is further worsen since there are no prohibited laws was mentioned in the Malaysia Food Act and Regulations 2005 in relation to the usage of repeatedly heated cooking oil (Wai, 2007).

In this study, the risk perception is referred to how the roadside hawker stalls reacted toward this issue after they heard about the effect of the usage repeatedly heated cooking oil towards human health (Sjöberg et al., 2004). The study revealed that all food handlers had a good level of risk perception, and there was a significant relationship between risk perception and practice ($r^2 = 0.155$, $p < 0.05$). However, a slight contradict response was observed in relation to the option on using high quality and expensive cooking oil in order to retain the quality of food. Almost 50% of the food handlers agreed that high quality and expensive cooking oil can

Table 5. Respondent's practices towards the usage of repeatedly heated cooking oil.

Question	A (%)	S (%)	R (%)	N (%)
1. I will use the same cooking oil to cook different types of food	21.6	23.0	41.2	14.2
2. I will use an appropriate amount of cooking oil based on the quantity of food being cooked/fried	74.5	17.6	6.9	1.0
3. I will use stainless steel cooking equipment to maintain the quality of the cooking oil	50.5	26.5	22.1	1.0
4. I will keep the used cooking oil in the stainless steel or glass container to maintain its quality	64.2	24.0	5.4	4.4
5. I will change the cooking oil when I feel necessary to do so	52.9	13.2	26	7.8
6. I will keep the cooking oil in different container depending on its colour and quality	43.6	20.1	24.5	11.8
7. The quality of cooking oil that I use is depending on the types of food being cooked/fried	69.1	23.5	5.4	2.0

Note: A refers to "Always", S refers to "Seldom", R refers to "Rarely", N refers to "Never".

retain the quality of food. But only 40% of them exhibited a positive attitude towards the usage of branded and expensive cooking oil while 37% of them opted for cheaper cooking oils. One of the possible reasons that led to the findings was the fact that in Malaysia, palm oil has been widely used as a cooking oil and made available in various grades from low to high-end grade (Azman et al., 2015).

The findings indicate that 85.8% of the food handlers had a good practice towards the usage of repeatedly heated cooking oil. It is further proven when majority of them reported to take proactive measures in practicing good cooking habit (Table 5). The study also revealed that with a total variance explained by the model of 6.2%, $F(3, 203) = 4.405$, $p < 0.01$, knowledge was shown to be the main predictor in determining the practice of food handlers towards the usage of repeatedly heated cooking oil ($\beta = 0.376$, $p < 0.01$).

5 CONCLUSION

As mentioned by Wai (2007), there are few countries in European Union managed to set the law in order to monitor the usage of repeatedly heated

cooking oil among the consumer. Thus, creating awareness as well as increasing the risk perception among the consumer is very important. This due to the usage of repeatedly heated cooking oil for deep frying has become a common practice not only among the food hawkers, but also among the households (Ng et al., 2013). It is also quite alarming to note that family and friends were their main source of information pertaining to the usage of cooking oil since the information could be misleading and may not always correct. Hence, proactive measures must be taken by the appropriate authorities in disseminating health related issue. In addition, the Ministry of Health could develop a national food law in order to monitor the usage of frying oil that exceed the polar compound (PC) limit among the food handlers (Wai, 2007).

Based on the findings, it may not be such a big concern regarding the KAP and the risk perception level among the food handlers in Shah Alam on the usage of cooking oil. However, the items used to assess their KAP and risk perception level may not actually measuring their ability and sufficient. The number of items used in each domain was very limited and too easy to endorse. Further studies should be conducted in other areas of Malaysia which may include food handlers and also other residents. A qualitative approach as well as observation studies should be conducted to really understand their usage of the cooking oil.

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Muslim consumer purchase behavior on doubtful Halal packed food

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ABSTRACT: Malaysia is well known as a Muslim country and is quickly becoming a global Halal-hub in promoting Halal food products in both Muslim countries and non-Muslim countries. The objective of this study was to analyse the Muslim consumer purchase behaviour on doubtful Halal packed food by using theory of planned behaviour. Besides, this study also examined the mediating effects between certification and Muslim consumer purchase behaviour on doubtful Halal packed food. Three hundred questionnaires were distributed in Kuala Selangor, Selangor, Malaysia. However, only 107 usable questionnaires were received with 35.67% response rate. The data were analysed using SPSS version 22 and Structural equation modelling Partial Least Square SEM-PLS. There are three dimensions used to identify Muslim consumer purchase behaviour on doubtful Halal packed food: attitude towards behaviour, subjective norm and perceived behavioural. All the results from this study show that the hypotheses were supported. However, there is a negative relationship towards Muslim consumer purchase behaviour on doubtful Halal packed food for subjective norm.

Keywords: Muslim consumer purchase behaviour, theory of planned behaviour, doubtful Halal, certification

1 INTRODUCTION

There is no doubt that halal food products are becoming popular not only among Muslim countries but also to the non-Muslim countries. This is evident by the rapid growth of global Halal market amounted approximately at USD3842.6 billion in 2004 and rose to USD3872.8 billion in 2005. It also showed further increased of USD3992.2 billion in 2009 and was projected to rise at USD4021.3 billion in 2010 (Mohtar, Amirnordin, & Haron, 2014). This promising growth was due to the increase of purchasing power, fastest growing market and the acceptance of Halal within the global population (Arsat, Kamaruddin, Azdel, Rejab, & Ruhadi 2015).

In general, the Halal concept serves as a guideline for Muslims all over the world in all aspects of products and services (Burhan, 2000 and Dahalan, 2008). It is a concept that encourages a Muslim to seek and use products, businesses and services that promote cleanliness in all parts and parcels of a person's life. Thus, Halal food means that a product is safe for consumption, hygienic and wholesomeness (Mohamed, 2001; Rezai, Mohamed, & Shamsudin, 2012; Arsat et al., 2015).

Although Halal industry is widely recognized, the issues of doubtful halal food is still occurring and becoming a major concern among consumers. Additionally, doubtful Halal food is not only

happening to fresh or dry goods, but also involving canned, processed and packed food. Often, an alarming amount of dry ingredients (spices and coffee), wet ingredients (tamarind paste and prawn paste), canned, semi processed and processed food products (carbonated drinks, burger patties, cheese and noodles) available in the market place are found doubtful in terms of Halal or in the stage of *syubhah* (Hamdan, Issa, Abu, & Jusoff, 2013; Tieman, 2011).

This phenomenon pose a significant impact to Muslim consumers purchase behavior. Generally, this is due to the fact that any indication of doubtful Halal food is known to most muslim consumers as nearly haram. Malaysia as aforementioned is known as a multiracial and multi-religious country, hence numerous food producers from different ethnics and religious beliefs are free to operate food related businesses (David & Dumanig, 2009). Owing to the fact that Muslim is the largest food consumers in this country, it is not a surprise that some doubtful halal foods are sold to the Muslim consumers, especially among the local non-Muslim food producers. This case is not only involve the canned processed food and packed food products with non-permissible additives added without prior knowledge for the purpose of a longer shelf life, but also there is no exception to semi processed food namely Kuew Teow, Yong Tao Foo and fresh noodle (JAKIM, 2014).

2 LITERATURE REVIEW

Attitude is defined as the person's belief that the behaviour leads to certain outcomes and his/her evaluations of these outcomes or in other words, it refers to the degree to which performance of behaviour is positively or negatively valued (Kholoud, 2009). Attitudes also inform behaviour (Young, Hwang, McDonald and Oates, 2010). Referring to Ajzens Theory of Planned Behaviour, it is stated that consumers' beliefs also form an attitude, which positively translated into purchase intention and purchase behaviour (Baker and Ozaki, 2008). Consumers' thoughts and feelings influence behaviour (Baker and Ozaki, 2008). According to Carvalho (n.d) attitude towards purchase occurs because consumers bought a product (behaviour) based only on their feelings about the product without taking into account the beliefs (cognition) toward the product.

Hypothesis 1 (H₁): Attitude is positively related towards consumer purchase behaviour (Baker and Ozaki, 2008).

Kholoud (2009) claimed that subjective norm is defined as the influence of social environment on behaviour. It also can be defined as the person's perception that most people important to him/her think that he/she should or should not perform the behaviour. Individuals not only perform behaviour under social pressure but the subjective norm also provides them information about the appropriateness of behaviour under consideration (Jager, 2000). Additionally, subjective norm also is perceived to affect purchase behaviour independently (Robinson & Smith, 2002).

Moreover, Gotschi, Vogel, and Lindenthal (2007) indicated a relationship between subjective norm and consumer purchase behaviour to be both significant and positive. This is in consistent with Shaw (2008) and Sidique, Joshi, and Lupi (2010) who concluded that the exhibition of behaviour resulting in a betterment of environment such as recycling was directly affected by the extent of the social pressure or social norm and the directionality of such relationship was positive in nature.

Hypothesis 2 (H₂): Subjective norm is positively related towards consumer purchased behaviour (Gotschi et al, 2007).

Kholoud (2009) stated that perceived behaviour control is a component that represents the individual's perceptions of the ease or difficulty of performing the behaviour of interest. Ajzen (1991) contended that PBC directly influences both intention and behaviour for behaviours that are under volitional control. The relationship between perceived behavioural control and behaviour indicates

that individuals will engage in behaviour when they perceive that they have control over the given behaviour and they will be prevented from performing the behaviour if they have no control (Keat, 2009). In addition, Keat (2009) also claimed that there is significant findings indicated that attitudes and perceived behavioural control have positive and strong relationship with purchase behaviour. According to Albarracin, Johnson, Fishbein, and Muellerleile (2001), subjective norms may have some or little impact on intentions. Moreover, intentions and perceived behavioural control are positively related to behaviours.

Hypothesis 3 (H₃): Perceived behaviour control is positively related towards consumer purchased behaviour (Keat, 2009).

3 METHODOLOGY

3.1 Sample and population

Data for this study were gathered by primary data collection method through personally administered questionnaires. Consumer from the Kuala Selangor have been chosen in this study as it is among the leading district in Malaysia that is competitive in economic for Small, Medium and Enterprise business market. Anonymous (2011) Department of Statistic Malaysia, reported that the state of Selangor recorded the highest increase of Small, Medium and Enterprise business in Malaysia. The technique of sampling used in this study was non-probability convenience sampling method because it was a viable alternative, due to the constraint of time, speed, costs, and conveniences in order to obtain enough respondents. A total of 107 respondents took part in this study. According to Barclay et al., (1995), the common sample size consideration is 10 times rules and the sample must be 10 times the largest number of structural paths directed at a particular construct in the structural model. In addition, Hair et al., (1998) claimed that 100 is the minimum sample size if SEM is applied to test the hypotheses. According to Green (1991), the sample size for this technique is according the number of predictors with three effect sizes, small, medium and large. With three predictors, 107 respondents were enough for this study.

Majority of the respondents were female (85 percent) and Malay group was the highest contributors of the total respondents (100 percent). The highest respondents were from the age group of below 25 years old. All of the respondents were Muslim (100 percent). This is due to the fact that all of the Malays in Malaysia are Muslims according to the constitution. Lastly, majority of the

Table 1. Demographic profiles.

Demographic profile	Percentage (%)	Frequency
Gender		
Male	15%	16
Female	85%	91
Age		
Below 25 years old	54%	58
26–35 years old	25%	27
36–45 years old	13%	14
46 years old and above	7%	8
Marital Status		
Single	57%	61
Married	40%	43
Others	3%	3
Education level		
SPM	27%	29
Diploma	33%	35
Degree	34%	37
Master degree	6%	6
Occupation		
Private sector	43%	46
Public sector	34%	37
Self-employed	21%	22
Unemployed	2%	2
Location		
Urban	100%	107
Race		
Malay	100%	107
Income level		
RM900-RM1500	20%	20
RM1500- RM3000	21%	21
RM3000-RM4500	36%	36
RM4500-RM6000	17%	17
RM6000 and above	6%	6

respondents were Degree holders represented by 34 percent of the total sample (Table 1).

3.2 Measurement

All items intended to measure the variables in this study were adopted from previously validated instruments. The construct of attitude, subjective norm and perceived behaviour control were measured from Ajzen (1991) and modified so that the focus was on the Muslim purchase behaviour on doubtful Halal packed food. Again, the items were modified for Muslim consumer purchase behaviour on doubtful Halal packed food. Measures of attitude (four items), subjective norms (three items), perceived behavioural control (four items), and Muslim consumer purchase behaviour on doubtful Halal packed food (seven items) were measured. Independent variable used five Point Likert-scales,

Table 2.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Table 3. Normality test.

	Min.	Max.	Skewness	Kurtosis
Attitude towards behaviour	1	5	-1.249	1.185
Subjective Norm	1	5	-1.201	1.305
Perceived behaviour control	1	5	-1.094	1.027
Muslim purchased behaviour	1	7	-0.583	0.012

while dependent variable used seven Point Likert-scales as shown in Table 2.

3.3 Normality test

Hair, Hult, Ringle, and Sarstedt (2014) stated that SEM-Partial Least Square (PLS) is non-parametric statistic method that does not require the data to be normally distributed. Although the software can work in non-normal data, it does not mean that the data should be in the non-normal distribution. Due to this limitation, Hair, William, Barry, Rolph and Anderson (2010) proposed to look at the skewness and kurtosis in assessing to what extent the data deviate from the normality rather than the test. Based on the results on Table 3 above, all the variables were normally distributed. It shows that the data matched the requirement for SEM-PLS.

3.4 Convergent validity

After the normality test has been executed and the data is suitable to be applied with SEM-PLS, the common approach is to confirm the validity and reliability of the item used in the study. Without confirming the measures that represents the construct of interest, it is useless to use them in order to test the theoretical model in this study. Hair et al. (2010) stated that convergent validity was carried out through factor analysis in order to get in depth judgement of the dimensionality of construct that have been studied. Besides, Hair et al. (2013) proposed to use the score of factor loading, Composite Reliability (CR) and Average Variance Explained (AVE) to evaluate convergent validity. CR is suitable for PLS and it does not assume that all indicators are equally weigh as considered by SPSS and CA (Chin, 1998). Bagozzi and Yi (1988)

mentioned that the AVE must be greater than 0.5. AVE for attitude is 0.694, subjective norm is 0.841, perceived behavior control is 0.572, and Muslim consumer purchase behavior on doubtful Halal packed food is 0.507. The results showed that the measurements model consists of relationship among the latent variables and the item indicators underlying each latent variable.

3.5 Discriminant validity

Discriminant validity indicated the extent to which given construct differs from other construct. Campbell and Fiske (1959) stated that one cannot define without implying distinctive and the verification of these is an important part of the validation process. Campeau (1999) argued that the Average Variance Extracted shared between construct and its measures should be exceeding variances shared between the construct and another construct. The results indicate that load is higher on their own construct than the other construct thus confirming the second criterion of discriminant validity. By using the Fornell and Larcker (1989) criterion, the result showed attitude at 0.833, perceived behavior control at 0.756, subjective norm represents at 0.917 and lastly Muslim consumer purchase behavior is 0.712. In summary, the measurement model demonstrated adequate convergent validity and discriminant validity to bring this study to the next level, to the structural relationship among variables in the research model.

3.6 Hypothesis testing

Table 4 presents results of a bootstrapping analysis used to evaluate the strength of the proposed relationship. Three hypotheses were formulated and all the variables were retained after testing the reliability. The individual hypotheses were tested. The test indicated whether the relationship is significant statistically from zero but in practice, it does not matter if the insignificant relationship remains in the PLS path model or is eliminated.

The results obtained, as shown in Table 4, revealed that H1 and H3 were found to be supported in the prediction model while H2 was

Table 4. Hypothesis testing.

Hypothesis	beta	T value
H1 Attitude -> Muslim purchased behaviour	0.196	1.724
H2 Sub Norm -> Muslim purchased behaviour	-0.043	0.432
H3 Perceived behaviour -> Muslim purchased behaviour	0.357	2.968

not supported. The results provided support for hypotheses, that is the relationship between attitude ($\beta=0.196$; $t\text{-value}=1.724$), subjective norm on Muslim consumer purchased behaviour on doubtful Halal packed food ($\beta=-0.043$; $t\text{-value}=0.432$), and perceived behavioral control on Muslim consumer purchased behaviour on doubtful Halal packed food ($\beta=0.357$; $t\text{-value}=2.968$).

4 DISCUSSION

The main objective of this study was to explore how the TPB could facilitate in predicting the Muslim consumer purchase behaviour on doubtful Halal packed food in Kuala Selangor, Malaysia. The model was statistically significant and the results demonstrate that once again, the robustness of the TPB helps in explaining halal food purchasing behaviour. Researchers assumed that, the level of education influence the decision making of purchased behaviour of Halal packed food. Concurrently, the level of income also plays a significant role in making decision because most villagers have low income and have no choice to buy the Halal packed food in the village area.

4.1 Implication and finding

The TPB model appeared to be able to predict the Muslim consumers purchase behavior on doubtful Halal packed food in Malaysia effectively. To encourage halal food purchase from a behavioral perspective, government authorities and halal food manufacturing companies must focus on creating a clean and proper food product that is suitable to be consumed. The company must refrain from committing fraud in terms of the ingredients and the logo of Halal regarding halal food purchasing. This is a win-win solution in order to improve the consumers' sense of convenience to buy halal food and the company would also profit from the good reputation of providing proper halal food.

4.2 Direction of future research

This study only focuses on the direct relation between TPB and Muslim consumer on doubtful Halal packed food. With the implementation of the Goods and Service Tax (GST), the price of the food products are expected to increase. This would affect the people and families with minimum wages. Due to this problem, it is recommended for future research to focus on the pricing of the food packaging to be the mediating factor that influences the Muslim consumer to purchase the product with a lower price although the product have no Halal certification or logo in order to fulfil their daily basic necessities.

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Syubhah semi processed food and rural Muslim consumer purchase behaviour

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ABSTRACT: One of the central issues dealing with Malaysian Muslim consumers is Syubhah or doubtful halal of semi processed food products. Not to exaggerate that owing to the status as the multi-racial and multi-religious country with multi religions food producers, some of the semi processed food products available in the market place still did not conform or doubtful in term of *halalness* or in the stage of *syubhah*. Compare to urban Muslim consumers, the semi-rural and rural Muslim consumers are found to be more prone to *syubhah* semi processed food although they are highly and sensitive in religious beliefs. With that, before obtaining the empirical result, this paper reviews the related literature through various journals, theses and conference proceedings, books and online news in addressing the issue of Syubhah semi processed food and Malaysian Muslim rural consumers purchase behaviour.

Keywords: Syubhah, semi processed food, rural, Muslim consumers, purchase, behaviour

1 INTRODUCTION

The healthy growth rates of the Muslim population and being the fastest growing religion across the globe has created an increasing demand for Halal products (Elasrag, 2016). Thus, the global product manufacturers are now shifting their attention to *Halal* products to gain a greater world market share (Thomson Reuters, 2015). The world communities are also beginning to understand the importance of the Muslim requirement for product and other consumption. In short, the *Halal* phenomenon is robustly growing, both domestically and internationally including food (Marzuki, Hall, & Ballantine, 2012).

Fundamentally, food in Islam is governed within three major concepts that is *Halal*, *Haram* and *Syubhah* and these three concepts determine the Muslims' food purchase and consumption decision. *Halal* food is declared as permitted and it is stated clearly in the Al Quran as the food that does not bring harm to the consumers (Al Ghazali, 2013). In simple meaning, the product is a) safe for consumption, b) hygienic, and c) wholesomeness in every aspect (Rezai, Mohamed, & Shamsudin, 2012). In fact, these three rules governed the concept of *Halalan Toyyiban* that comprehensively cover either the way food being prepared, served and processed (Man & Yahaya, 2014).

In contrast, *Haram* food is labelled as a food that is prohibited by the Islamic Law, unwholesomeness and strictly need to be avoided (Qaradhawi, 2014). *Haram* is despicable and need to be ditched

to avoid being punished at the judgment day afterwards (Al Ghazali, 2013). The amenable are clear, fit and unchangeable with specific adduce that was set by Allah (Man & Yahaya, 2014).

Despite these two concepts, *Syubhah* food exists in the midst. The status of food is ambiguous and is difficult to be determined whether they fall into *Halal* or *Haram* (Al Ghazali, 2013; Al Qaradhawi, 2014). As a matter of fact, it is inclining towards *Haram* (Man & Yahya, 2014). With that, this paper is reviewing and discussing the issue of purchased behaviour of the rural Muslim consumer toward Syubhah semi processed food as a proposal in conducting further research.

2 SYUBHAH FOOD IN ISLAM

Syubhah or doubtful halal is closely linked with doubts or suspicions on something which would cause uncertainty and constantly unsettled in mind or opinions (Ambali & Bakar, 2012). It is categorized as a grey area between lawful and unlawful that can fall into unlawful and prohibited (Hamdan, Issa, Abu, & Jusoff, 2013). The term *Syubhah* or ambiguous come from the Arabic root word as *Syabaha* which means near to, parallel, glimmer, suspected, or unclear things that suspicion and doubtful (Man & Yahya, 2014; Jamaludin & Wan Mohd Radzi, 2009).

Mukhtar and Butt (2012) clarified *syubhah* as a certain condition which are difficult to clearly cat-

egorized whether they are halal or haram. In other words, *syubhah* is pronounced due to the unclear explanation or any doubtful products related to haram and halal status which need to be comprehensible by decree of *fatwa*. According to Man and Yahya (2014) in order to determine the amenable of *syubhah*, the *Mujtahid* need to refer the *dalil-dalil* in the al Quran, *sunnah*, *ijma'* and *qisas*.

In line with preceding notion, the Islamic contemporary scholars addresses and try to resolve the *Syubhah* issues through two approaches which are *Al-Istihalah*, defined as the process of changes or transformation in states of matter or substance so that it becomes a different material from the original state (Jamaludin & Wan Mohd Radzi, 2009) and *Al-Istihlak* that referred to the process of destruction of a substance to exchange from original to new substance or ingredients (A. Ghani & Ismail, 2010)

Syubhah food occurs when the products come to a situation where there is a slight difference between *Halal* and *Haram* that is not clear in Nas and Dalil (*Ijtihad*) that makes the food to be questionable in term of its *Halalness* (Al Qaradhawi, 2014; Al Ghazali, 2013; Jamaludin & Wan Mohd Radzi, 2009). *Syubhah* food is continually becoming a serious issue in the *Halal* phenomenon in terms of its manufacturing, supplying, delivering, retailing and consumer purchasing behaviour (Ambali & Bakar, 2014). In other word, *Syubhah* is not only dealing with undoubted status of halal and haram of the food but it governs the whole range of food product supply chains which many times affect the Muslim world food market, especially with regards to the semi processed food products (Yahya & Marzuki 2013).

3 SEMI PROCESSED FOOD

Semi processed food is defined as ingredients or food products that have gone through a partial processing by the food manufacturer (Fortuin and Omta, 2009). Jenkins (2014) clarified semi processed food in the perspective of food diet and health as a semi-finished food products or partially processed from raw material to be used for further manufacturing or cooking process. Mahmood (2011) explained in the Islamic Food and Nutrition Council of America (IFANCA) Magazine semi processed food as foods or ingredients that have been going through the partial modification and transformation in the manufacturing activities from raw to convenience.

Siriuthaikorn (2003) who reviewed from consumer perspective asserted that semi processed food as suitable food products or ingredients that fit to be consumed although with minimal cooking

processes. The presence of semi-processed food is due to the increased in the level of economic, social and time factors (McClements, Vega, & McBride, 2011). This is in actual fact to meet the demand of the consumers who are always busy in their life; pursuing modernization and their changing life-style (Schermel, Emrich, Arcand, Wong, L'Abbé, 2013). Utilization of the semi processed food however still need to complete with the final preparation. Some semi processed food requires being re-cooked or the ingredients could be mixed with other ingredients. Due to that, most of semi processed food product are produced by some large manufacturers with easy storage, packaging, using convenience cooking and high life span product including canned foods, bottled and boxes (Henderson, Handy and Neff, 2013; Yunus, Wan Chik and Mohamad, 2010). The products that are in those category, just to name few are pan cake mix, corn flour, beef patties and frozen food.

However, there are some of the semi processed foods manufactured by the local producer that have a short time lifespan and in a short period of selling time (Junus, 2007). These food products are sold fresh and were daily or weekly manufactured (Department of Agriculture Malaysia, 2011). Most of the products in this category are usually being marketed at the wet market for daily business sales (University of Michigan, 2009) and sometimes involved community business based food products such as fish ball, fish cake, yellow noodle, kuew teow, tofu and many others (AGree, 2015).

Moreover, the majority of the semi processed foods are chemically processed with refined ingredients and added artificial substances are sometimes being debated among consumers with regards to the effect of consumer safety and health (International Agency for Research on Cancer (IARC), 2013). The use of artificial ingredients, high of salt and sugar, low in nutrients and high in Trans-fat create concerned among the consumers that could cause diseases and disorders of body functions (Manning & Soon, 2013). Some manufacturers undeniably still cannot comply with the standard of food safety and health requirement and in even worst toward religious requirement thus produced *syubhah* food products (Rahman, Ahmad, Mohamad & Ismail, 2011).

4 SYUBHAH SEMI PROCESSED FOOD AND MALAYSIAN RURAL MUSLIM CONSUMER

As with other Muslims of the world, Malaysian Muslim consumers as the highest population in this country is undoubtedly ascertained that the food products obtained or, buying from any

market place is religiously fit for their consumption (Rahman et al, 2011; Ambali & Bakar, 2014; Hamdan et al, 2013). The concern is relating to the halalness of the ingredients used, preparation and cleanliness of the food products either on the dry, wet, fresh, canned or processed (Dindyal, 2003). In short, *halal*, *haram* and *syubhah* are the important religious elements in shaping Malaysia Muslim consumer attitudes that influence their food purchasing behavior (Al-Hyari, Alnsour, Al-Weshah, & Haffar, 2012) and eating decisions (Ambali & Bakar, 2014).

Despite those notion, owing Malaysia as a multi-racial and multi-religious country with multi religions food producers there are noticeable and arguments that number of dry (e.g. spices, coffee and many others), wet (e.g. tamarind paste, prawn paste and many others), canned, semi processed and processed food products (e.g. carbonated drink, burger patties, cheese, noodles and many others) available in the market place still did not conform or doubtful in term of *halalness* or in the stage of *syubhah* (Hassan, Stephen, Anuar & Cyril, 2009). Taking one examples, Hamdan, Issa, Abu and Jusoff (2013) stated that there are many *syubhah* of the local semi processed food are sold to the public via '*halal*' creative marketing strategies although fake in *halal* labeling and certification.

In some instances, *syubhah* semi processed food is dealing with cleanliness (Berita Harian, 2015), using non permissible food chemical and additives (Talib, Ali, & Jamaludin, 2008), fraud and integrity (Ali, Marzuki, & Halim, 2014), manipulating ingredients (Ab Ghani & Ismail, 2010) and such cases are discussed later in the literature. This situation has given a serious consequence not only to Muslim consumers itself, but to food manufacturers, relevant authorities and the nation as a whole.

Comparing between location and consumers, semi-rural and rural Muslim consumers are more prone to *syubhah* semi processed food than those of the urban Muslim consumers although they are high and sensitive in religious beliefs (Rezai, et al. 2012). Not to exaggerate that some of the local medium semi processed food producers through its grocers especially among the non-Muslim in semi-rural districts are selling the yellow noodle, kway teow, fish ball, fish cake, tofu and many other products that are doubtful in term of composition of the ingredients, wholesomeness and *halal* logo or subhead food products to its Muslim consumers (Hamdan et al, 2013; Yunus, Chic and Mohamad, 2010). Dali et al (2009) and Ambali and Bakar (2014) in fact noted that the semi and rural Muslim consumers with no option or having no other alternative thus buying those semi processed food without a glance look at the product components/compositions compared to more option for the

urban Muslim consumers. These situations arise few questions. Do Muslim consumers in the semi and rural area in particular is having knowledge on so called *syubhah* semi processed food? What are the elements or attributes contributing to Syuhbah and do they concern on the composition of ingredients, wholesomeness, and labeling and certification on the semi processed food before buying it? To what extent the influence others like friends and brand equity like symbol and brand and trust influences their buying decision? As these scenarios are giving serious implications, the understanding on how the Muslim consumer dealing with Syuhbah or doubtful semi processed food, the antecedents and its outcomes is considerably crucial and needs to holistically be investigated.

Dealing with *halal*, *haram* and *syubhah* food, the area of interest as suggested by previous researchers are the consumers knowledge on composition of ingredients (Moothy, 2005), wholesomeness (Rahman et al, 2011), labeling and certification (Marzuki, et al, 2012), brand symbol (Dali et al, 2009) and trust with the products (Lang & Heasman, 2004).

Based on the literature, the available studies dealing with Muslim consumers mostly concern with *halal* food products. In restaurant sector, studies are centrally focused on *Halal* certification (Marzuki et al, 2012), customer perception (Al-Nahdi, 2008) and *Halal* logo (Ali, Marzuku & Halim, 2014). In *halal* logistics factors, most studies have focused on the *halal* meat logistics (Tie-man, Ghazali & Vorst, 2013), consumer perception (Rezai, et al, 2012) and supply chain (Omar, Jaafar & Osman, 2013). In a *halal* food processing industry, most studies are looking at the quality assurance (Talib, Ali & Jamaludin, 2008), *halal* export market (Talib and Razak, 2013), consumer awareness (Ambali & Bakar, 2014) and business ethical (Carrington, Neville & Whitwell, 2010). Despite these, less investigation to date, particularly looking at the causal relationship between *Syubhah* semi-processed food and Muslim consumers purchase behavior (Lada, Tanakinjal and Amin, 2009). In filling the gap and in line with the above mentioned issues an empirical investigation therefore warrants to be undertaken.

5 CONCLUSION

As the study is still under investigation, it is hoped that the result will create a new documentation and new evidence on Muslim consumers' behaviour toward *syubhah* semi processed food thus adding to the existing *halal* food literature in the consumerism studies. This study will most likely be leading other potential researchers to look more in-depth

or in broader scope related to the halal food studies and Muslims consumers purchase behaviour.

From practical perspective, the outcome flows from this study will help the responsible authorities and government to take necessary action or plan for the benefit of Muslim customers in particular with regard to halal food. In this context, the authority, especially JAKIM, state and district Islamic authorities can inject knowledge and help food manufacturers in enriching their understanding and be more alert on the sensitivity of Muslim customers. However, if there are no changes after the initiative, the responsible authorities can take a stern action against the responsible food producer. By doing this, all parties will benefit in developing and maintaining the continuous respects in the religious matters by each ethnic group.

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Commitment and loyalty of the hearing impaired employees in the fast food restaurant

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ABSTRACT: This qualitative paper reveals the commitment and loyalty of the employed hearing impaired employees in the fast food restaurant in Malaysia. Using Kuala Lumpur as the contextual setting for the study, six key informants among the Kentucky Fried Chicken (KFC), Marrybrown and Mc Donald's fast food restaurant managers were interviewed. Results revealed that it is worth for the fast food restaurants to have the hearing impaired as they in general are having a positive attitude, obedience and possess the skill that suit to their ability. Besides, they are much easier to manage, control and less demanding and these special groups are committed and loyal to the organization that they work in. Some implication for the managers of fast food restaurants, the government and other industry players as a whole is drawn from this study.

Keywords: Commitment, loyalty, hearing impaired employees, fast food restaurant, Malaysia

1 INTRODUCTION

No doubt Malaysian hospitality industry, which governs the hotel, restaurants and foodservice sector are still facing the human resource issues. Employee turnover, loyalty, job hopping, retention, attrition, career commitment and poor transfer of young graduate are the obvious issues and well discussed either on the underlying reasons and how to combat such issues. Despite this long term issues, the hospitality industry and its sub-sectors continuously provides opportunities for employment. The demand and the shortage of manpower continuously exist at all levels, ranging from a lower position, supervisory and managerial levels. According to Harun, Nelson and Bong (2007), the shortage of hospitality manpower involves the hotel, food service operation and other organizations including the various outlets of the fast food restaurant.

To cope with the increasing demand of employment in the diverse sectors of hospitality industries, the foreign workers and the hearing impaired graduate with hospitality specialized education can be employed by the hotel including the fast food restaurant especially for the back of the house work. The increasing number of participating rates of the hearing impaired graduates with hospitality, higher career education can clearly be seen particularly in the fast food restaurants (Mat Yusoff, 2010). Hartnett, Stuart, Thurman, Loy and Batiste (2011) contended that employers that hired

disabilities with specialized education found that they are qualified workers, help to increase their organization profits, and reduced significant cost of training. Apart from that, according to Groschl (2007), disabled workers have high productivity and low absenteeism. Despite this, a question arises on the loyalty and commitment among the hearing impaired employees. With that, this study empirically investigates the loyalty and commitment of the employed hearing impaired employees in the fast food restaurant in Malaysia.

2 LITERATURE REVIEW

2.1 *Disability and hearing impaired*

Disabilities Discrimination Act (1995) defined disabilities as conditions, which substantially limit day to day activities. This includes those who have long term physical, mental, intellectual or sensory impairment which may hinder their full and effective participation in society. Furthermore, an individual with disability is unable to perform major life activities to the extent of the average person. The Malaysian Disabilities Act (2008) classified disabilities as an individual who are disable in the past or who are considered to be disable later by some other people or organizations.

There are numerous types of disabilities that some people may experience, but only six are the most prevalent ones. They are vision disability, hearing disability, restricted mobility, restricted

coordination or dexterity, learning or memory disability, and psychological or psychiatric disability (Jensen, Sathiyandra, Rochford, Jones, Krishnan, & McLeod, 2005). In this research, the type of disability is only limited to hearing impairment or disability with either partial or total deafness which they are capable of undertaking the job.

2.2 *Career commitment and loyalty*

Career commitment is defined as an individual's attitude towards own profession or vocation (Chang, 1999; Blau, 1985). This vocation represents one passion and motivation in performing their job. Shim and Rohrbaugh (2011) strengthened this notion by stating that career commitment comprises of individual attitudes, career identification, job involvement, and career planning. All these elements can secure an individual career when commitment becomes an important indicator of occupational meaning (Aryee & Tan, 1992). They further contended that a person might be able to create significant investments in their job as long as they are being occupied with strong levels of both career commitment and expectation. Individuals with high levels of career commitment are likely to have higher career satisfaction (Carson, Carson, Roe, Birkenmeier, and Phillips, 1999).

On loyalty, many dictionaries define this term as the state or quality of being loyal or steadfast in allegiance to one's homeland, government or sovereign or faithful to a person, ideal, or custom. Loyalty, as a general term, signifies a person's devotion or sentiment of attachment to a particular object, which may be another person or group of persons, an ideal, a duty, or a cause. It expresses itself in both thought and action that strives for the identification of the interests of the loyal person with those of the object (Britannica, 1998). Northcraft and Neale (1996) argued that commitment is an attitude reflecting an employee's loyalty to the organization, and an ongoing process through which organization members express their concern for the organization and its continued success and wellbeing.

With regard to disabilities, according to Dey (2001) disable workers who worked in healthcare, retail and hospitality sectors had fewer scheduled absences than non-disabilities and nearly identical job performance ratings. In addition, workers with disabilities tend to remain with their employer for longer tenures, reducing turnover (Unger, 2002). O'Connell (2007) pointed out, that people with disabilities, although hard to get employed, but protect their professionalism when they are in the workforce. Hernandez, McDonald, Divilbiss, Horin, Velcoff and Donoso (2008) highlighted that employees with disabilities exhibited lower

absenteeism rates than other employees. In addition, the tenure of employees with disabilities is five times greater than non-disabilities and they are very least likely to move to another organization (Unger, 2002).

3 METHODOLOGY

In revealing the commitment and loyalty of the employed hearing impaired employees in the fast food restaurant in Malaysia, a qualitative approach through interview was applied for information gathering. The informants were Kentucky Fried Chicken (KFC), Marrybrown and Mc Donald's fast food restaurant outlet managers as these three fast food restaurants are hiring quite a number of hearing impaired in their restaurant. Kuala Lumpur was chosen as contextual setting for this study.

Semi-structured interview questions were developed with a pre-determined set of questions in a consistent order to ensure the uniformity of information collected. The questions were designed in an interactive way to clearly bring out and develop a relaxing, friendly atmosphere, thus gain high quality information through the interview.

Before the actual information gathering or an interview, the six selected fast food restaurant managers were contacted by telephone to obtain permission and their willingness to be part of the interview. The purpose of the interview was explained and informed to the participation and all the information provided are strictly confidential and their names would not be revealed. The dates, times and venues for the interviews to be conducted were then arranged based on the convenience and wishes of the individuals which required flexibility on the part of the researchers. The interviews were conducted by the researchers and each interview is tape-recorded. Overall, researchers were fully satisfied with the commitment and cooperation given by the informants during the interview session.

4 INTERPRETATION AND RESULTS

It is important to note that a thematic analysis is used in the interpretation of the interview information in this study.

4.1 *Informants profile*

All the six managers were the key informant in this study and had more than 10 years' of experience working in the fast food restaurants. They also have the authority to hire staff in their outlet based on the approval from their corporate office. The age range of the informants is between 30 to

40 years old and the majority of them possessed the undergraduate degrees. All of them are having monthly with salaries ranging from RM5000 to RM7000 monthly.

4.2 Attitudes of hearing impaired in the restaurant operation

All managers perceived the hearing impaired personnel that they hired are having a positive attitude, obedience and possess the skill that suit to their ability. Although, slightly having problem in hearing, they are performing well in whatever task assigned or given to them. Some of the responses are as follows:

“To me, these peoples are having positive mental attitudes as they can do their work. In any given tasks they are performing well and obedience. I have four of them in our restaurant operation and sincerely we have less problem as our operation is running smoothly with them around” (Manager 1)

“I agreed with some managers about the attitudes possessed by the hearing impaired. They are the same as none disable although facing a hearing problem. That’s does not matter as long as the having a good working attitudes and perform well. They have the ability to do their work with full attention without awkwardness. This hearing impaired is fit to work in the kitchen” (Manager 4)

4.3 Commitment and loyalty of the hearing impaired employee

The second question is asked on the commitment and loyalty among the hearing impaired employees from the fast food restaurant manager’s perspective. In this sense, all the managers unanimously revealed that although more attention should be given to hearing impaired employees compare to the normal physical employees, they are much easier to manage, control and less demanding. Most importantly, these special groups are committed. This is evident when all managers revealed that the hearing impaired employees are diligent and persistence in their work and never leave their work half way. In addition, they also have the element of loyalty and according to the manager none of them resigned since they join the restaurant, had no plan to work in another industry and will stay if the restaurant provides them the best option. Below is the response shared by the restaurant managers:

“Honestly, at the first stage it is not easy to handle them. However, eventually as time goes they begin to adapt to their environment. Once they picked up, this special group is much easier to manage, control and less demanding, you know. Although through sign language they are obedience diligence and persistence in their work. When asked them whether they

have intention to leave, they shake their head. That’s the reason why not even one of the leave our restaurant since they are being employed” (Manager 6)

“Although not providing comprehensive training this hearing impaired workers can perform the task. My instruction to them is through white marker pen as I write the tasks to be performed by them. You know... surprising me that they are following exactly what I have written on the whiteboard and never leave their work until accomplished. Besides committed, this hearing impaired is faithful and loyal. We have one female hearing impaired staff that had with us more than 10 years now. I guess the rest will do the same and compare to the normal employees, which often leaving our restaurant. Their physical condition and hard on getting job probably the reason” (Manager 3)

5 DISCUSSION AND CONCLUSION

The information gathered from the interview provides evidence that it is worth for the fast food restaurants to have the hearing impaired personnel as they in general are having a positive attitude, obedience and possess the skill that suit to their ability. Additionally, the hearing impaired personnel are much easier to manage; control and less demanding and most important this special group is committed and loyal to the organization that they work in.

The positive findings provided some implications to the managers of fast food restaurants, the government and the industry players as a whole. One of the obvious implications is that hiring the hearing impaired aids the industry players to reduce high employee turnover, labor shortage and career commitment that is commonly associated with fast food restaurants. This result directly creates the opportunity for the industry players to hire this special group as many of them are actively seeking for jobs. Employing the hearing impaired could position the food service organization in the eye of the public and fulfill the social obligation the disability community.

This study also provides significant implication to the government, particularly the Ministry Human Resource and the Ministry of Women, Family and Community Development Malaysia. These two ministries should improve what they have done by imposing stricter monitoring processes against all industry practitioners so that they do not violate the Malaysian Disability Act 1996. On top of that the collaborative effort between hospitality institutions, industry practitioners and the Ministry of Human Resource should continuously be held. This effort, in the long run, will ensure the government’s allocation and intention of giving equal opportunity of education and

employment, especially among the disable peoples could be achieved.

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Good Hygiene Practices (GHP) among school canteen food handlers

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ABSTRACT: The objective of this study was to verify the knowledge and practices of food handlers towards Good Hygiene Practices (GHP) in school canteen in Ipoh, Perak. The study was conducted in 14 school canteens and included 117 food handlers. Findings have indicated that good knowledge and positive practices on the prevention of cross contamination, hand washing procedures, personal hygiene and the use of disposable gloves were obtained among the food handlers. Although the results from this study were found to be satisfactory but evidently findings have also shown that food handlers are still lacking in their food safety practices. Hence, this could directly be a major contribution to food poisoning outbreak among the schoolchildren. These findings may enlighten the authority and food operators to monitor the quality control of food production in the school canteen and improve the hygiene and sanitary quality of the meals served to the schoolchildren.

Keywords: Good Hygiene Practices, knowledge, practices, food handlers, school canteen

1 INTRODUCTION

Food safety knowledge and practices among food handlers are of concern because of their relationship with the occurrence of foodborne illnesses. The roles of food handlers in the prevention of foodborne illnesses during food preparation, production, and distribution have a direct impact on the consumers. Several researchers have emphasized that food handlers are the individuals who are responsible for providing safe food to customers (Isara & Isah, 2009; Lues & Van Tonder, 2007). The importance of good hygiene practices should be considered at all level in school canteen. Food operators together with food handlers must consider food safety and hygiene at all times. It is an important concern, given that any incident can affect a high number of schoolchildren. According to Ministry of Health (2012), the food-borne diseases in Malaysia were identified to be caused by microbiological hazards. Further, recent health risk assessment revealed that the food-borne disease may be caused by (1) improper food handling; (2) the use of untreated water for non-drinking purposes; and (3) low sanitation and hygiene condition.

The incidence of food poisoning cases in school canteen has affected the young ones, which has also affected their health and disrupts their progress in class. The main contributing factor was identified as unsanitary food handling procedure which accounted 62% food poisoning episodes in schools (MOH, 2007). Food poisoning episodes was also

reported by various states in Malaysia commonly outbreaks occurring in schools (Zain & Naing, 2002; WHO, 2008; Sharif & Al-Malki, 2010). Foodborne illness cases are on the rise in Malaysia, despite various attempts made by the Malaysian government through the National Food Safety Policy. This can seen in the Health Facts Report (MOH, 2013) indicated that the incidence rate of 46.1 cases per 100,000 populations was reported in 2011 and an increasing 2.8 cases per 100,000 from the previous year. The application of good hygiene practices in food businesses is essential to protect consumers from food borne illnesses. All parties need to ensure that foods served in school canteens are prepared with the highest hygiene standards to reduce the probability of foodborne illnesses. Hence, to prevent food borne illness, it is essential to ensure that the quality of food they consume is safe and wholesome (Sheth, Gupta, & Ambe-gaonkar, 2011).

A food handler is an individual who are (1) directly involved in the food preparation; (2) come into contact with food or food contact surfaces; and (3) handle packaged or unpackaged food, or appliances, in any food premises (Food Hygiene Regulations, 2009). In the foodservice operation, food handlers play a critical role in the production, processing, distribution, and preparation of food. It is important that primary schoolchildren are provided with food that is free from the health hazards. Food handlers must have the skills and knowledge that they need to handle food safety as they carry out the work that they are responsible

for. To ensure food handlers to apply good hygiene practices, they should have the necessary knowledge and skills (Martins, Hogg, & Ortero, 2012). This is due to the fact that without food safety knowledge and skill, food contamination and related might occur at each step of food preparation. In addition to that, examples of unhygienic practices that possibly happened while working like coughing, sneezing in the food preparation area, improper hand washing and wearing dirty clothes may introduces a multiple microorganisms in the food (Sheth et al., 2011). These unhygienic practices can be prevented from get directly in contact with food by having the appropriate knowledge and training. Some food handlers usually have very poor knowledge of personal hygiene and were not being exposed to hygienic methods of food processing and handling. According to Mullan, Wong, and O'Moore (2010), good food handlings that are perform consistently in stable conditions eventually become habitual. A number of studies (Marklinder, Magnusson, & Nydahl, 2013) have indicated that although training may bring about an increased knowledge of food safety, this does not always result in a positive change in food handling behaviour.

This study could highlight food safety issues within the school canteen institutional foodservice system as well as to help the concerned authorities such as the Ministry of Health (MOH) and Ministry of Education (MOE) to take steps in the prevention of outbreaks of food poisoning among the schoolchildren in primary school canteens.

2 MATERIAL AND METHODS

2.1 *Sample*

The respondents of this study consisted of food handlers from 14 primary schools in Ipoh Perak. Data was collected by self-administered questionnaires to 117 respondents and all questionnaires were found useful and were retained for further analysis.

2.2 *Survey instrument*

A number of statements were added to and adapted from previous studies conducted in this field (Sani & Siow, 2014; Soon & Baines, 2012). The questionnaire consisted of four parts of modified questionnaires and a 5-point rating scale was used to indicate the frequency of food safety KAP on food handlers' GHP.

2.3 *Data analysis*

A cross-sectional survey was administered to explain the relationship between knowledge and

attitudes, knowledge and practices, association between socio-demographic profiles related to KAP in food safety. One sample t-test (95% confidence interval) was used to compare the test parameters. The questionnaires was checked for completeness, cleaned and edited. Complete items were coded and tabulated to Statistical Package for the Social Science (version 20.0).

2.4 *Reliability analysis*

The reliability of the food safety questionnaires designed was also determined by a pilot study on 30 food handlers at the school canteen. Referring to Sekaran and Bougie (2013), in order to ensure the reliability of the questionnaire, the result of reliability test must exceed (<0.70). By using the Cronbach Alpha test, the reliability coefficient test for knowledge and practices were 0.720 and 0.875 respectively.

3 RESULTS AND DISCUSSION

3.1 *Respondents' demographic profile*

One hundred and seventeen food handlers in school canteen were involved in this study. Out of 117 respondents surveyed, 31.6% were male and 68.4% female food handlers. Most of the respondents were at the age group of 35–44 years old (24.8%). Approximately, 76.1% of the respondents were married and majority of them are Malaysian with 95.7%. Of the total respondents, 5 or 4.3% were non-Malaysians, of which 2 (1.7%) were Indonesian nationals, 1 (0.9%) were Myanmarese and 2 (1.7%) were unknown. Ministry of Labor and Human Resources (2012) indicated that between 4.0% and 5.7% or total average 55,452 workers needed in food related industries for the period of 2007 to 2010 in Malaysia. As for the Malaysians, the number corresponds to the population by ethnic groups in school canteen, which comprising of 68.4% (80) Malays, 17.1% (20) were Indians, 11.1% (13) were Chinese, and 1.7% (2) did not mentioned their ethnicity.

Results from the study showed that most of the respondents' education levels were among secondary school leavers with 71.8% and only 1.7% were with no formal education, while the rest attained primary education, diploma or degree levels. Meanwhile, 32.5% of the respondents had working experience for more than 8 years in the school canteen. Finally, 84.5% of the food handlers had attended formal food safety training conducted by the MOH. According to the Malaysian Food Hygiene Regulation (2009), Regulation 30, food safety training is compulsory for food handlers.

Majority of the respondents (97.4%) had their typhoid vaccination which is a compulsory requirement for food handlers to work in any foodservice operation.

3.2 Food safety knowledge

In this study, almost all food handlers had high level of knowledge concerning the hand hygiene knowledge and cross contamination such as proper handwashing and use of disposable glove in preparing foods as well as good personal hygiene among the food handlers. Findings reveals that the proper 7-steps hand washing procedures are known by the majority of the food handlers (96.6%; $n = 96.6$), similar results being reported in the study conducted by Scott and Herbold (2010) indicated that proper and frequent hand washing can be one of the most effective means to prevent the spread and transmission of bacteria. Most of the respondents answered correctly (82.1%; $n = 96$) that a dishcloth cannot replace hand towels for wiping hands. Tan et al. (2013) reported almost similar results (85.9%) for the same questions and it is advisable that a dishcloth should only be used to wipe utensils or food contact surfaces. Otherwise, it may promotes a cross contamination between food and food handlers' hands when it is used for wiping hands.

Majority of the respondents were knowledgeable about the important of using disposable gloves (95.7%; $n = 112$), clean uniform (98.3%; $n = 115$), masks (82.9%; $n = 97$) and apron (90.6%; $n = 106$) which may reduce the risk of contamination. Tan, Cheng, Soon, Ghazali, & Mahyudin (2013) also indicate the same results in their study. But, majority (49.6%; $n = 58$) of the food handlers do not know that eating and drinking in the work places may increase the risk of food contamination. Since they are (respondents) working with foods, most of the food handlers are not aware with the possibilities that activities such as eating and drinking might increased the risk of food contamination.

3.3 Food safety practices

The majority of food handlers show positive results in respondents' hand washing practices, the prevention of cross contamination and the use of disposable gloves. More than 85% of the respondents' practices proper hand washing, washed their hands after: (1) using the toilet; (2) wiping nose; (3) having a break; and (4) handling food waste. This study corroborates with findings from Sharif, Obaidat, and Al-Dalalah (2013), which reported that food handlers have practices good hygiene level with a mean percentage score of 89.4% in hand washing and the prevention of cross contamination between raw and cooked foods. Bolton,

Meally, Blair, McDowell, & Cowan (2008) reported that the majority (92%) of food handlers washed their hands with bacterial soap after handling raw meat items. Similarly, in the National Australian food safety telephone survey, the majority of the respondents (82.3%) reported that they washed their hands with soap or detergent before and after preparing meals (Jay, Comar, & Govenlock 1999). Findings from Tokuç, Ekuklu, Berberoğlu, Bilge, & Dedeler (2009) also indicated that 93.2% and 97.3% of food handlers always wash their hands before and after touching unwrapped raw foods, respectively. Although the results from this study were found to be positively significant but evidently it shows that the food safety practices of food handlers in school canteen were still lacking. Hence, this could directly be a major contribution to food poisoning outbreak among the schoolchildren.

Another way to inhibit the transfer of pathogens is using disposable gloves when handling foods. Observation from this study indicated that more than 80% of the respondents had positive practices in using a disposable when touching ready-to-eat foods and change their gloves in between handling raw and ready-to-eat foods. Montville, Chen, and Schaffner (2002) emphasized that disposable gloves aid in improving food safety when worn and changed often during food preparation and service. They also reported that the bacterial transfer rate was 0.01% from food to hands and from hands to food when gloves were worn compared with a 10% bacterial transfer rate for those not wearing disposable gloves. Finding from Tokuç et al. (2009) indicated that the use of gloves while touching and distributing unwrapped foods was significantly higher in cooks and kitchen personnel ($\chi^2 = 7.280$, $p = 0.026$). These results did not corroborates with the study by Green & Selman (2005), in which approximately 60% of the foodservice employees did not wear gloves while touching RTE food.

3.4 Relationship between food safety knowledge and practices towards GHP

The one-sample t-test was conducted to prove the significance relationship between food safety knowledge and practices in relation to GHP. The rule of sample t-test states that if alpha, α , less than or equal to zero ($\alpha \leq 0$), there is enough evidence to support the data. Since p-value (0.000) is less than alpha ($\alpha = 0.05$), it can be conclude that there is enough evidence to support the analysis of food safety knowledge and practices towards food handlers' GHP. Levene's test for equality of variances shows that there is a significance difference between in the variance of mean score between knowledge and practice among the food handlers. This means that the variance between

knowledge and practices do not have equal variance in the mean scores. This conclusion is made at the significance level, $\alpha = 0.05$ (5%) or confidence level (95%). A study by Tan et al. (2013) revealed a slightly positive relationship between hand hygiene knowledge and self-reported practices of food handlers ($r = 0.249$, $p = 0.022$). Analysis of relationship using Pearson bivariate correlation also showed positive relationships between knowledge and attitude ($r = 0.233$, $p < 0.01$) and between attitudes and practices ($r = 0.217$, $p < 0.05$) (Siau, Son, Mohiddin, Toh, & Chai, 2015).

4 RECOMMENDATION FOR FUTURE RESEACRCH

Based on the findings, it is recommended that in order to ensure and maintain the GHP among the school canteens' food handlers, the owner of the canteen together with the Ministry of Health need to ensure all the employees does get their typhoid injections. It is due to the fact that this vaccination helps to prevent or reduce the possibilities of food borne illness via foods handling and preparation. Apart from that, hands-on training should be implemented by the canteen owners in order to inform their workers the correct hand-washing methods since it can be the potential way to reduce the possibilities of food contamination. The owners of the canteen should consider having a proper hand washing area at the premise because adequate facilities will influence to a positive behaviour among workers at work place. Finally, further research is needed so that comparison of the findings from other location of school canteen can be observed. Moreover, it would be worthwhile if future research involving the collaboration from government agencies such as MOH and MOE or other related agencies so that larger population and samples from various school canteen can be surveyed, which might increase the generalization of the food safety study.

5 CONCLUSION

Food safety in school canteen is the responsibility of every person who is involved in food service operation especially the food handlers. Awareness of food safety is crucially important especially among the school canteen operator and food handlers. Since schoolchildren are vulnerable group to get infected through the food poisoning cases, it is essential to provide them a safe yet nutritious food to be consumed. The study shows that there

is a significant relationship between the level of food safety knowledge and practices towards GHP among the food handlers. Although there are positive associations among the three; knowledge and practices among the school canteen food handlers, nevertheless via the observation process, it can be seen that many of the food handlers did not apply the knowledge they have into a real routine of food handling practices. Some practices like wearing a mask, gloves and proper safety attire especially shoes have been neglected by the food handlers. All the practices are being neglected due to the canteen owner failure to provide the amenities and also due to lack of the sense of prevention in the owner themselves. For that reason, it is recommended that it is compulsory for all school canteen food handlers to attend food safety training on a regular basis. This is to build up and strengthen their knowledge regarding the food safety matters and may help to minimize the incidence of food borne hazards in schools canteen to occur.

In conclusion, this study suggests that even though the knowledge and practices level of food handlers was satisfactory, some of the hygiene aspects need to be emphasized. Based on the study, the food handlers are still lacking in terms of basic knowledge regarding the hand hygiene and the possible behaviour that might contributed to possible food contamination. Therefore, the problems can be overcome through the education and training programs. The canteen owner and school management should ensure that the food handlers in their premise must obtain a food safety certification. Foodservice management would be able to bridge the gap between food safety knowledge and practices by providing regular food safety education sessions Azanza, Corazon, and Ortega, (2000). To be effective, training programs should be based on practicality in addition to theory and include hands-on training for risk assessment. The key to preventing foodborne diseases is to educate and train food handlers (Clayton & Griffith, 2008). Hence, government authorities such as the MOH, MOE, school management and canteen owner should work hand in hand in ensuring the food served to the schoolchildren are at its best quality.

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Gauging students' perception and attitudes towards Halal products and logos

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ABSTRACT: *Halal* is an eminent issue that has influenced many people across the world. This notion; which was initially considered notable only among the Muslims now has spread its wings to continue receiving significant attention from many non-Muslims worldwide. There are numerous factors that can be identified with *halal* issues and as far as this paper is concerned, one of it is the consumers' perception and attitude towards *halal* products and logos. Therefore, this paper delves into the students' perception and attitude towards *halal* products and logo. Methodologically, this study utilizes quantitative approach through self-administer survey to 319 students. Upon analysis, positive responses are collected from the students; that have shaped their perception and attitude towards *halal* products and logos. Thus, increasing *halal* awareness is crucial in order to protect the consumers' rights, particularly Muslim consumers.

Keywords: *Halal*, logo, product, attitudes, student's perception

1 INTRODUCTION

Islam is a practical religion that outlines distinguished rules and principles to be followed by Muslims in every aspect of their life. One of the aspect is consuming healthy, safe and clean food. The concept of *halal* and *toyyiban* is mentioned in the Quran:

"O mankind! Consume for that which may be legitimate, what's more wholesome, and take after not the example of the villain. Lo! He is an affirmed foe for you." [Al-Baqarah:168]

Halalan toyyiban can be interpreted as foods which are permissible for consumption in relation to *Syariah* law; that is safe, clean and not harmful. From the verses, it is clearly stated that the concept of lawful, good and wholesome is a part of faith and the purity of soul. Hence, the spiritual aspect and the concept of purity must to be protected by Muslim. Due to that, as the awareness grows, many Muslim consumers are now demanding for *halal* products (Izberk-Bilgin & Nakata, 2016). One of the indicator to ensure that the product is *halal* is by labeling it with a logo. As a result, there are many logos available in the market based on the products' country of origin.

To satisfy this purpose, the Department of Islamic Development Malaysia (JAKIM) has created *Halal* logo and delineated clear-cut guidelines

based on Holy Quran to ensure that the products in the market are recognized worldwide and *halal* to be consumed. Although the *Halal* logo has been made clear and apparent on the products, consumers still have doubts about the ingredients that can comply with the *halalness* concept (Zainalabidin Mohamed, Golnaz Rezai, Mad Nasir Shamsudin, & Chiew, 2008).

This is verified in the case of young generation where most of them have displayed uncertainties with the *Halal* logo and more likely to be cautious when dealing with them (Golnaz Rezai, Zainalabidin Mohamed, & Mad Nasir Shamsudin, 2012). For instance, due to the *halal* awareness and knowledge that the young generation presented, as a result, they seem to be more careful in usage of the *halal* meat as stated by Tieman (2013). This has led them to expect a higher level of segregation of meat handling during the *halal* meat logistics in supermarkets, transportation, storage at sea or airports.

They also has a high perception that any Islamic, Muslim or Malay brand name indicates that the products are made by 100% Muslim and Malay manufacturers, and thus, confirming the foods' *halalness*. Most of them fully depend on the brand names to signify the *halalness* of the products (Hashim & Musa, 2014).

Since the perception and attitude of *halal* concept and confidence levels of young generation remain vague; therefore, this study focuses on the

perception and attitude of students towards *halal* products and logo. Their confidence level will be then determine based on this matter as it is critical for them to disseminate knowledge and information about *halal* to their next generation. The objectives could be met by answering these questions:

- RQ1: What are the students' perception and attitude towards *halal* products and logo?
RQ2: What are the students' confidence level towards *halal* products and logo?

This study is significant in increasing the consumers' awareness by keep educating them about the *halal* matter. The manufacturers also will upgrading their products; both in practicing the right ethics and process, and using the recognized *halal* logo. When these practices have been applied, it may help in contributing a healthier lifestyle.

2 LITERATURE REVIEW

Perception can be defined as the whole judgment of consumers towards certain products (Norshamliza Chamhuri, Yeni Kusumawaty, & Batt, 2015). In this case, the understanding towards the *halal*-concept is highly crucial. For instance, even though *halal* foods at the present time have received positive feedbacks, it is fundamental for us to also record the negative views; to gain bilateral insights about this topic (Mahiah Said, Faridah Hassan, Rosidah Musa, & Rahman, 2013). There are many misinterpretations especially among the non-Muslim consumers towards the meaning of *halal* which may lead to confusion, such as *halal* means pork free. Thus, it is vital to understand the term of *halalantoyyiban* when selecting products to be consumed.

As been said before, the young consumers have been found to expect a higher level of segregation of meat handling during the *halal* meat logistics in supermarkets, transportation, storage at sea or airports (Tieman, 2013). The *halal* products should be separated by any means with the non-*halal* products in order to sustain the products. By doing so, it should prevent the risk of being contaminated during the whole process (Tieman, 2011). Norshamliza Chamhuri et al. (2015) also demonstrated that *halal* is the secondary factor for consumers to consider before making their decision to purchase foods after the freshness albeit Islam has taught the followers to eat *halal* foods and leave those *haram* foods. This has been explicitly mentioned in the Holy Quran:

"You are forbidden to eat carrion; blood; pig's meat; any animal over which any name other than God's has been invoked; any animal strangled, or victim

of a violent blow or fall, or gored or savaged by a beast of prey, unless you still slaughter it (in the correct manner); or anything sacrificed on idolatrous altars." [Al-Maidah: 5:3]

The verses (Al-Maidah 5:3) above emphasize that religious beliefs will not only determine our attitudes towards *halal* foods, but also creates awareness on our health. Thus, *halal* foods aim to provide healthiness towards those who consume them (Abdul Raufu Ambali & Ahmad Naqiyuddin Bakar, 2014).

One of the important indicators to choose *halal* products is based on the logo. According to *Halal* Industry Development Corporation (2013), unlike other countries, Malaysia is the only country in the world that has its *Halal* Certification system fully supported by the government. Malaysia plays an important role by becoming the leader of the *halal* hub internationally (Fischer, 2016). The development of the *Halal* Assurance system is indeed meticulous. Due to this, most of the governments in other countries have decided to follow the guidelines outlined by JAKIM (Fischer, 2016). The products were produced and inspected based on the *halal* criteria as stated in the Holy Quran. As the result, the Malaysian *Halal* logo is recognized and accepted worldwide (*Halal* Industry Development Corporation, 2013).

However, previous studies have found that many consumers were still doubtful with the JAKIM's *Halal* logo and this has led them to refer to the list of ingredients to ensure the *halalness* of the products (Zainalabidin Mohamed et al., 2008). This attitude shows that besides *Halal* logo, the customers were also checking on the list of ingredients to determine the *halalness* status of the products (Zainalabidin Mohamed et al., 2008). Furthermore, dealing with Malaysians with higher levels of education and various religious background shows that their hesitation is clearly displayed when it comes to purchasing *halal* products with *Halal*-logos (Golnaz Rezai et al., 2012). The researcher concluded that this may be due to the experience that they have had in dealing with numerous *halal* issues and controversies in their life. This shows that although they were very concerned about *halal* food products and logo, and reacted more positively towards foods with the JAKIM's *Halal* logo, the consumers' confidence level towards this issue, however, is still questionable.

According to Golnaz Rezai et al. (2012), several factors have been proven to determine the consumers' confidence level towards *halal* labeled foods. The first and most important thing is to display the JAKIM's *Halal* logo on the food products, followed by well-known product brands, and the list of detailed ingredients of the products

(Golnaz Rezai et al., 2012). Although the JAKIM's *Halal* logo is not the only source of information to ensure the *halalness* of the products, it may help the consumers to indicate that the foods are safer and reliable than those without the *Halal* logo. This is because any misleading information will directly affect the consumers' purchase decision (Zainalabidin Mohamed, Mad Nasir Shamsudin, & Golnaz Rezai, 2013). Thus, we strongly believe that the consumers' confidence level towards *Halal* food products and logo should be studied.

3 METHODOLOGY

As this study should be completed in a given period, the descriptive cross-sectional research design was chosen by conducting the quantitative method. Due to a few constraints, only students of Universiti Teknologi MARA, Pulau Pinang (UiTMPP) from the Bachelor programs' March to July 2015 session was selected to be involved in this study.

The questionnaire which was adapted from Golnaz Rezai (2008) consists of two sections. The first section (demographic profiles) is measured using the Nominal scale, and the second section (perception and attitude towards *halal* products and logo) is measured using the Likert scale in part A and B, and Ordinal scale in part C and D.

Of all 350 questionnaires that were distributed 325 questionnaires have been returned and only 319 were usable and valid with the response rate of 91.1%. The questionnaire was distributed by using the non-probability convenience sampling method and analyzed by using the Statistical Package for the Social Science (SPSS) Statistics version 20.

4 FINDINGS AND DISCUSSION

The respondents of this study consist of more female (90%) than male (10%) students. With respect to age, most of the students were 21–23 years old (73.7%), followed by 24–26 (19.4%), 18–20 (6.6%), and 27–29 (0.3%) years old. And based on the program, the highest range were Electrical Engineering (27.9%) followed by Civil Engineering (27.6%), Culinary Arts Management (68%), Hotel Management (15.4%), Mechanical Engineering (6.0%), and Chemical Engineering (1.9%) students.

Table 2 shows the result analysis of current UiTMPP students' perception and attitude towards *halal* products and logo. Based on the mean, most of the respondents (4.56) were highly aware about the religious obligation during their purchasing process and concerned about how those *halal*

Table 1. Respondents' demographic profile.

Characteristics	Number	Percentage
Gender		
Male	32	10
Female	287	90
Age		
18–20	21	6.6
21–23	235	73.7
24–26	62	19.4
27–29	1	0.3
Program		
Civil engineering	88	27.6
Electrical engineering	89	27.9
Mechanical engineering	19	6.0
Chemical engineering	6	1.9
Hotel management	49	15.4
Culinary arts management	68	21.3
Semester		
1	1	0.3
2	20	6.3
3	5	1.6
4	55	17.2
5	56	17.6
6	103	32.3
7	50	15.7
8	29	9.1

foods were grown and processed (4.55). They also strongly agreed that the *halalness* problems mostly came from animal origin food products (4.18). Nonetheless, there were still some of the respondents (1.72) did not bother about the existence of *halal* logo on their food products.

Besides that, the respondents believed that the *Halal* logo could assist them in making their purchase as they heavily relied on it, signifying their faith in Islam (4.51). They supported that the advertisements have helped them in purchasing *halal* food products (4.31). Nearly all of the respondents (4.57) were confident with products with *Halal* logo compared to those without it. Nevertheless, there were still some of them perceived that the *halal* products were only confined to the slaughtering process without the lawful act and ethic (4.34).

In addition, dealing with foods containing ingredients with scientific names, approximately some of the respondents were doubtful before making their purchase (4.03). The respondents were also aware that monitoring was the JAKIM's main problem after issuing the *Halal* logo to any food products' manufacturers (4.10). The respondents also have high confidence towards *halal* food products (4.32). Finally, nearly half of them felt that common plant-based products rarely have *halal* problems (3.61).

Table 2. Students' perception and attitude towards *Halal* food products and logo.

Statement	Percentage					Mean
	1*	2*	3*	4*	5*	
1. Religious obligation concern	0.3	0.3	9.4	23.2	66.8	4.56
2. Know how grown and processed	0.3	0.0	7.5	28.5	63.6	4.55
3. Most problems with animal origin	0.6	1.3	18.2	39.2	40.8	4.18
4. Do not care of existence logo	61.8	19.7	7.5	6.6	4.4	1.72
5. Look for <i>halal</i> label	1.3	1.9	10.0	27.3	59.6	4.42
6. Help based on beliefs	1.3	1.6	7.5	24.5	65.2	4.51
7. Country of origin and ingredients	0.0	0.9	21.3	42.6	35.1	4.12
8. Maintain good health	0.6	0.9	9.4	26.6	62.4	4.49
9. Advertisements influence behavior	0.3	1.6	13.5	36.4	48.3	4.31
10. Confident with <i>Halal</i> logo foods	0.6	0.6	6.9	24.8	67.1	4.57
11. Slaughter with ethics and acts	1.3	0.3	16.9	25.7	55.8	4.34
12. Doubtful scientific names	1.3	0.6	25.7	38.9	33.5	4.03
13. JAKIM's monitoring problems	0.6	0.0	21.6	43.9	33.9	4.10
14. Advertisements increase awareness	0.3	0.6	8.5	42.3	48.3	4.38
15. Full confidence with <i>halal</i> foods	0.3	0.9	12.5	38.9	47.3	4.32
16. Seldom crop-based problems	0.9	1.6	47.0	36.1	14.4	3.61

*Indicator: 1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; 5-Strongly agree.

The next part is studying their regularity of checking *Halal* logo and list of ingredients. Table 3 below shows the results analysis.

Based on the mean, the frequency of checking *Halal* logo is the highest factor (4.28) in ensuring the *halalness* of food products followed by the trustworthiness of *Halal* logo presented on the foods packaging (4.09) and the regularity in checking the ingredients after looking at the *Halal* logo (3.56).

Table 3. Respondents' regularity of checking *Halal* logo and list of ingredients.

Statement	Percentage					Mean
	1*	2*	3*	4*	5*	
1. How often check <i>Halal</i> logo	1.9	1.6	11.0	37.6	48.0	4.28
2. How often examine ingredients	1.6	8.8	39.8	31.7	18.2	3.56
3. How often trust <i>Halal</i> logo	0.6	3.1	16.0	46.7	33.5	4.09

*Indicator 1-Never 2-Rarely 3-Sometimes 4-Often 5-Always.

Table 4. Respondents' confidence towards *Halal* logo's country of origin.

Logo country of origin	Percentage %
Malaysian <i>Halal</i> logo	87.2
Thailand <i>Halal</i> logo	1.4
Indonesia <i>Halal</i> logo	2.6
Singapura <i>Halal</i> logo	1.7
Chinese <i>Halal</i> logo	1.7
Australia <i>Halal</i> logo	2.3
American <i>Halal</i> logo	1.4
French <i>Halal</i> logo	1.7

Table 5. *Halal* logo.

	Malaysia	85.5
	Thailand	1.7
	Indonesia	3.1
	Singapore	2.0
	China	2.2
	Australia	2.2
	Unrecognized logo	1.7
	U.S.A (IFANCA)	1.7

Table 4 shows the results of the respondents' confidence level towards *Halal* logo based on the country of origin.

Results revealed that, the highest ranking of *Halal* logo country of origin was Malaysia's itself (87.2%) followed by Indonesia's (2.6%) and Australia's (2.3%). Singapore's, China's and France's have an equal amount of confidence level percentage that is 1.7% and followed by Thailand and America, both at 1.4%.

Table 5, on the other hand, demonstrates the results of respondents' confidence level based on the corresponding *Halal* logo.

Malaysian *Halal* logo (approved by JAKIM) is recorded as the highest ranking of confidence, chosen by the respondents. This is then followed by Indonesia's (3.1%). China's and Australia's received the same respondents' confidence level that is at 2.2%. The 5th ranking is Singapore's at 2.0%. As for the other three countries; Thailand's, U.S.A's, and an unrecognized logo have an equal total confidence level which is at 1.7%.

5 CONCLUSION AND RECOMMENDATION

The overall finding indicates that the students are more careful when choosing the *halal* products based on the logo. Majority of them are more confident with *Halal* logo by JAKIM. It is also revealed the fact that that they are increasingly concerned about the foods they are consuming. When the students are more confident with *Halal* logo by JAKIM, they can eventually differentiate between the genuine and fake *Halal* logos. As a result, the student's perception, attitude and confidence towards *halal* food product and logo will substantially grow. However, consumers' perception towards *halal* food products and logo may depend on their knowledge. In this case, increases knowledge and awareness of the *halal* food products and logo is vital.

For future study, researchers can opt to use qualitative studies to validate how *Halal* logo can shape one's perception, attitude and confidence when choosing their food products. Through this method, we will be able to get more accurate and clear explanation about the respondents' opinion and reactions towards this issue (Nor Ardyanti Ahmad, Tunku Nashril Tunku Abaidah, & Mohd Helmi Abu Yahya, 2013). For example, we could explore their understanding on *halal* concepts in Malaysia, thus provided them with the exact knowledge about *halal* if necessary. However, the qualitative method could only be used if there were more time provided in completing a study as it may take longer time to analyze the results compared to the quantitative method.

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Preferences towards quality, trust and trend in Halal restaurant

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ABSTRACT: As a fast growing Muslim population in the world had from 1.6 to 1.7 billion people, the halal food demand also had increased from 12 to 13 percent as well. Due to this factor, restaurants operators require to apply the Halal certification which will give benefit such as cleanliness, safety and healthy food. This study has been conducted to discover the consumer preferences towards Halal restaurant. The aim of this study is to identify relationship between quality, trust and trend factors towards Halal restaurant. 100 questionnaires were distributed to the respondents in Shah Alam. Finding shows that there is the relationship between quality, trust and trend with the consumer preferences towards Halal restaurant. It was found that the trend influences the customers in choosing the Halal restaurant. This trend factor was agreed by almost all different religion because Halal food was well known in Malaysia and that most of respondents were often exposed with the Halal food. Besides that, Halal food can be served in many cuisines that can meet the taste of people from different demographic background.

Keywords: Consumer preferences, Halal restaurant, quality, trust, trend

1 INTRODUCTION

Islam is the official religion of Malaysia and majority of the population was Muslim. The notion of halal is very important for all products and services consumed in the daily lives of Muslims. Food consumed by Muslims must meet the Islamic dietary code and is called halal. Halal is an Arabic word meaning lawful or permitted. Therefore, halal foods are food permissible under Islamic law. Muslims are always guided by the halal and haram status of the food. They are raised to eat foods that are classified as halal, hygienic and safe (Rezai, 2012). In the Quran God commands Muslims to eat all that is halal. One of the many verses in the Quran which convey this command is as follows:

“O Mankind Eat of that which is halal (lawful) and tayyib (wholesome and pure) in the earth, and follow not the footsteps of the devil. He is an open enemy for you” (2:168). The definition of halal is not complete without haram being mentioned. Haram, the opposite of halal, means unlawful or forbidden. Both concepts of halal and haram form the objectives of Syariah i.e. to preserve religion, life, property and progeny.

Muslim consumers have become more concerned about choosing products that are halal. Halal logo has a special attraction to Muslim consumers; the introduction of halal logo by

JAKIM has generated more awareness among the Muslims of the importance of consuming products or engaging in services that follow Islamic guidelines and principles. Halal logo also certifies food outlets which are permissible to be patronized by Muslims (Rezai, 2012) halal product should be recognized as a symbol of cleanliness, safety and high quality (Merican, 1995). JAKIM have shown the innovative way making the perfect rules and regulation to make the customer will get the Halal food when dine out restaurant. In order to get the exact customer preference of what was in their mind about the Halal restaurant, the research study reviewed the basic and useful understanding especially to the food operator and also for the people who are planning for dine out in halal restaurant. Majority of studies on halal products mainly focus on Muslim consumers. A few recent works have reported that non-Muslim consumers would appreciate halal products globally (Alserhan, 2010; Coolen-Maturi, 2013; Stephenson, 2014). Therefore, many Halal restaurants nowadays had been patronage for all kinds of consumer. The purpose of the research is to study the consumer preferences towards Halal Restaurant whereby the consumer is include the Muslim and Non-Muslim. The research is carried out to fulfill the following objective to identify the factors when selecting the Halal restaurant, to compare

which factor contribute the most when selecting Halal restaurant and to examine the relationship between quality, trust and trend factors towards halal restaurant. The aim of the study is to identify the consumer preferences towards Halal restaurant that they going to patronage. Malaysia Halal food sector is now becoming a strong economic force locally and globally (Said et al., 2013) due to the fact that most of consumers are from the Muslim and Non-muslim community. Consumers patronize Halal restaurant because of the trend, quality of the Halal food itself and the trust from the halal status of the food.

2 METHODOLOGY

The methodology that has been used is a descriptive study involving questionnaire. The target respondents for this study was the population of people in Shah Alam area. This study population is focus on consumer that used to eat at Halal restaurant. 100 questionnaires have been distributed to the consumers who used to patronize at the Halal restaurant. According to Sekaran (2010), a sample sizes larger than 30 and less than 500 are appropriate for most research. The suitable and ideal spot nearby of halal restaurant that researcher have been distributed questionnaire is nearby KFC, Starbuck, around section 7, Shah Alam also nearby Mee Tarik Warisan at section 13, Shah Alam, nearby UNISEL, and around section 2 Shah Alam.

Reliability test were used to see how reliable or relevant is the question in the questionnaire according to the variables. According to Sekaran (2000), the value of coefficient is between 0 to 1 where if α score less than 0.6 means that the question is less coincide with the issues to be studied where as the score between 0.6 to 0.8 showed that the question are accepted. If the α value of greater than 0.8 then it is a good question. In this study a Cronbach's Alpha is used to measure the reliability of dependent variable and independent variables. The reliability is measure using the Cronbach Alpha score and measured the internal reliability of consistency significant each variables.

As shown in the Table 1, the realibility test for the dependent variables, preferences on Halal restaurant whereby the value of Cronbach's Alpha

Table 1. Independent variables (quality, trust and trend).

Independent variables	Cronbach's Alpha	No of Items
Quality	0.919	15
Trust	0.852	15
Trend	0.867	15

was 0.815. Since the reliability test for dependent variable is above 0.60, the result can be accepted.

3 RESULTS AND DISCUSSIONS

The profile of respondents consists of female higher than male which the female respondents with 52% ($n = 52$) and male only 48% ($n = 48$) percent respondents. Besides that, food consumption and food choice is driven by all type of age. With the result, it's showed that the most respondent belong to the group age of 21 to 31 years old. Besides that, with Malaysia's multi-races which consists of Malay, Chinese, Indian and also others citizen whereby, Malay is 72% ($n = 72$), Chinese 14% ($n = 14$), 11% represent Indian and 3% others. Malaysia show the largest of population was Muslim consumer thus, halal is the enormous issues here. The majority of participants were Muslims (72%, $n = 72$) followed Christian (9%, $n = 9$), Buddha and Hindu both with 8% ($n = 8$) and other religious (1%, $n = 1$) of consumer that patronizing Halal restaurant. In term of education level the result showed that most respondent is a degree holder with 54% ($n = 54$) and the rest represent STPM or Diploma (35%, $n = 35$) and SPM or below (11%, $n = 11$). Besides that, most of the respondent came from private sector with 31% ($n = 31$). In term of income level, the result of study showed that the highest frequency is 40% ($n = 40$) which most of respondent have income of 1001 to 3001.

3.1 Relationship between consumer preferences on halal restaurant with quality, trust and trend

As refer to the range stated, there is weak strength relationship between customer preferences on halal restaurant with quality and trust factors whereby the score for quality is $r = 0.383$ and trust is $r = 0.293$. While for trend, there is moderates strength relationship between customer preferences on halal restaurant with trend with score of $r = 0.407$.

3.2 Factor that contribute the most in selecting halal restaurant

Factor that contributes the most in selecting halal restaurant is trend factor with unstandardized

Table 2. Preference on halal restaurant.

Variables	Quality	Trust	Trend
Preference on Halal Restaurant	0.383**	0.293**	0.407**

beta coefficient is 0.297. While the lowest factor that contribute in selecting halal restaurant is trust with unstandardized beta coefficient is -0.210. As for quality factor has showed a result with unstandardized beta coefficient is 0.287 and indicates there is a positive relationship between trend and customer preference on halal restaurant.

3.3 Discussion

As a conclusion, the result of the study shows that the respondents had given a positive response towards their preferences on Halal restaurant. Most of the respondents have knowledge and understanding the Halal concepts. Most of the respondents are frequently consume food at Halal restaurant and they also will purchase Halal food in the future. Researchers can see that many peoples eat at the Halal restaurant almost every day and will always consume Halal food. There also because many Halal restaurant mushrooming nowadays so that the Halal restaurant easy to find and near with the respondents house.

The result from the study indicates that the trend is the most factors that influenced the customers choosing the Halal restaurant. This trend factor was agreed by almost all different religion because Halal food was well known in Malaysia and most respondents were often exposed with the Halal food. Besides that Halal food can be serving in many cuisines that can meet the taste of people from different demographic background.

From the research that had been conducted, the food operation can know the customers preferences towards Halal restaurant and can improve their marketing strategies to attract the customers to patronage their restaurant. The most important thing is the Halal certification and Halal logo from the JAKIM because Halal logo is an important factor in today's business and it becomes ones of the marketing tool to get consumer attention and crucial commercial value which surpasses the boundaries of races, religious, and internationally (JAKIM, 2010).

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Sport tourism in urban area

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ABSTRACT: Sport tourism is a hot issue nowadays. It refers to the travel that involves participation in a sport event. The aim of this paper is to discuss sport tourism in urban area. Cycling is one of them. This paper performed literature review or library research. The result shows that the sport tourism can consist of tangible and intangible aspects, such as hotel restaurant, media, transportation, merchandise, and sponsorship. Sport tourism can attract many visitors or supporters. Related to the site, it is mostly developed in urban area. In urban area, many public facilities are built, including sport facilities such as cycle or bike lane. Cycling is one of sport tourism that is developed in the city. It is a response to sustainable development and the desire of society to keep healthy. This sport is dominated by male in productive ages. Unfortunately, the comfort and safety of this sport still need to be improved due to the limited facilities.

Keywords: Sport, tourism, urban area, facilities

1 INTRODUCTION

Tourism is one of the largest industries in the world (Hall and Page, 1999). This industry generates intensifying foreign exchange comparing to the other industries (such as oil and gas, automotive, electronic, and farming) (WTO, 2003). Its growth is predicted to increase (5%) in 2020 (Weed, 2006 & Ross, 2010). Sport tourism is one of branch in tourism industry. It was popular in 1990 (Schwark, 2001) and is still booming up to nowadays. Similar to tourism industry, its growth is predicted to increase up to 10% in 2020 (Weed, 2006 & Ross, 2010). This number is bigger than the growth of tourism industry.

Sport basically has been existed since 900 BC in Greek. Most of cities in this place had public gymnasium where people gathered to train and relax (Barrow, 2013). The Greek people loved sport. They believed that health body was very important to keep them fit (Barrow, 2013). Besides, they also thought that sport was a good preparation for a war as they need to be fit to begin the fight with their enemy (Barrow, 2013). The famous sport event in Greek was Ancient Olympic Games.

Sport in Greek then influenced Roman and United State. Roman, in imitation of the Greek, began to build places for exercise. Sport competition even held in this country. Meanwhile, in United State, sport competition has been held since 1896, known as Modern Olympic. It became the leading of international sport event. The competition involved many sport activities, such as football, badminton, sailing, swimming, etc.

In 1990, sport tourism began to develop. In this era, people began to interest to do a travel with the

aim of participating in a sport event. Sport seems to be the main motivation for them to do a travel. The topic of sport tourism even is particularly discussed in Nation World Tourism Organization (UNWTO) and Committee International Olympique (CIO) in 2001. Relating this, Ritchie and Adair (2004) believe that sport tourism will be one of popular topic in the world.

The prediction of Ritchie and Adair above seem to be true. Nowadays, sport tourism is assumed as a big social phenomenon in the world (Kurtzman & Zauhar, 1998). More than 75.3 million people in United States do a travel to attend the annual sport event held in another country (Travel Industry Association in Shonk and Chelladurai, 2008). In Indonesia, more than 60 thousand people attended National Sport Event (PekanOlah Raga Nasional (PON)).

The above fact indirectly indicates that sport events can give significant contribution to Tourist Visitation (Riaupos, 2012). Besides, it also gives positive impact on the hotel occupation, trade, transportation, and arts. In other words, sport events can increase the economic growth of an area (Euhenio-Martin, 2003), including area development.

2 LITERATURE REVIEW

2.1 *Sport tourism*

Sport or exercise is physical activity that is regularly done to maintain a good health. The concept of sport is continually developed. It is even assumed as prestige activity that can enhance social cohesion (Thames Gateway, 2015). Madrigal (1995) states that sport is hedonistic experience having various

dramatic feelings between enjoyment, entertainment, unexpected excitement, and pressure. Doing sport or watching sport is not bound in time. Sport spectators, for instance, can watch sport match at home. The question occurs then, what is sport tourism?

De Knop and Standeven (1998) define sport tourism as sport-based travel whether as participants or observer. This is in line with Gibson (1998b) who defines sport tourism as leisure-based travel that takes individuals temporarily outside of their home to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities.

From the two definitions above, it can be concluded that sport tourism have several characteristics: (1) journey; (2) time allocation (in vacation or no); (3) physical activity (as player or spectator); (4) service or product usage (information service, transportation, hotel/accommodation, sport icon merchandise, souvenir, food and beverage); (5) the existence of sponsor or manager to attract people to come; and (6) marketing in various media according to the targeted market segment.

In the case of supply, sport tourism offers tangible and intangible things that have both cross-sectors and multi-sectors characteristic. In term of tourism, it offers satisfaction, loyalty to certain club, and response to the product quality as well as the activity. Sport tourism also produces fanatics to the favorite club. Shank (2005) states that sport tourism product can be goods, service, or the combination of both that are designed to give several benefits for the players, spectators, and sponsors. Based on the travel experience, sport tourism can be categorized into three different types: Event Sport Tourism, Active Sport Tourism, and Nostalgia Sport Tourism (Ross, 2001).

2.2 Urban area as sport tourism location

City is an area where heterogeneous populations leave. It is the center of civilization and the reflection of country progress. It also has attractions to be visited.

City can be the tourist origin or tourism purpose. It also can be tourism service centers (such accommodation, transportation, restaurants, shopping centers, and entertainments). This is in line with Maryani (2007) who states six functions of city in tourism: tourism attraction center; tourist source; tourism destination gate; transit area; tourism base camp; tourism service center. Besides, city is also a place where sport facilities for both international and national events are built.

The development of city is inseparable from the development of sport tourism (Gee, Makens, & Choy, 1997). In other words, sport tourism can be a good media to promote the city (Shonknd Chelladurai, 2008). This statement is supported by

Gibson (1998a) who states that sport tourism can be the driver of city economic growth.

Unfortunately, sport event held in a city is not responded well by the society. Most of them are not satisfied to the facility built for this event as they cannot enjoy it. Besides, it is also not in accordance with their local needs (Ross, 2001).

2.3 Cycle tourism

Bicycle is one of non-motorized transportation. It is sustainable transportation with limited space and limited passenger capacity. Along with the development of technology, the use of bicycle as transportation starts to be leaved behind. Nowadays, it is widely used as a tool to do a recreation and to maintain a good health. Cycle tourism can give economics, social, and environment benefits (Ritchie, 1998; Faulks, Ritchie, Fluker, 2007). As Lumsdon (1996) states that cycling can not only maintain a good health, but also protect the environment from pollution. Besides, it can be recreational activity.

Cycle tourism can be done either in mountain (off-road) or urban area. Cycle tourism in urban area should be supported by the government by providing the cycle lanes. The regulation of cycle lane has been written in the Regulation No 22 Year 2009, and Article 25 about Traffic and Road Transportation. The Regulation states that all roads used for general traffic should be equipped with road equipments, such facilities in the form of security, safety, order, and fluency.

Indonesia's Highway Directorate and Road Town Directorate mention several definitions of cycle lane:

- a. Lane, part of road that is particularly made for vehicles in one direction.
- b. Bicycle lane, left road that is used for bicycle. It is marked by road marking
- c. Bicycle pedestrian lane, road that is served for bicycle or pedestrian. It is made parallel to the traffic lane in separated ways. It uses physical structures, such retaining rails.
- d. Bicycle lane, a part of roads that is used for bicycle or tricycle. It is made parallel with traffic lane in separated way. It uses physical structure, such curbs and guardrails.

Meanwhile, Gillham (2011) categorizes cyclists into three following types:

- a. Inexperience cyclist, people who are not proficient enough in cycling. They need a time to learn how best to cope with traffic hazard and become familiar with relevant traffic rules.
- b. Utility cyclists, people who use bike as mode of transportation, such as for work, pick up goods, or socialize.
- c. Sport/leisure cyclist. This is experience cyclists. They use cycle for recreation or exercise.

They use cycle in mountain or urban area by using particular lane.

In Bandung, cycling is rapidly grown since the implementation of Car Free Day program in every Sunday on specific road. This program gives the opportunity for the society to do exercise as well as recreation. Putranto (2011) even asserts that the implementation this program has prompted the society to have a bicycle in order to be able to train. To support this program, cycle lanes are made in several locations (such Dago, Wastukencana, Aceh, Tegallega, and Gasibu). Many cycling community are also created, such bike to work, bike to campus, bike Bandung, and Bandung Cycle Chic.

Related to cycle tourism in Bandung, Wibawa, et.al (2015) conducted a study that investigated the aims of people to bike, the characteristic of people who bike, and the quality of cycle lane. The result of the study showed that the people's aim to bike in Bandung was for exercise and recreation. There were only some of them who used bike as mode of transportation.

Concerning the cyclists' age, most of them (63.3%) were 20–50 years old. There was only 33.3% who were under 20 years old. In the case of gender, it was dominated by male (67.7%) rather than female (33.3%). Besides, most of cyclists were students (63.33%). This finding was in line with the study conducted by Faulks (2007) as well as Edna and Nastasha (2004), which found the majority of cyclists in Australia and Croatia was male in the productive age (15–54 years old).

In addition, the study conducted by Wibawa, et al. also showed that cycling facilities, convenience, and security in Bandung was not in accordance to the bikers' needs. This finding is supported by Karim and Zulkaidi's (n.d.: 602) study entitled "The Strategy in Enhancing the Cycling Service Level in Bandung". The study revealed that cycling service level in Bandung was increased 20–30%. Unfortunately, none of the road got C level (indicating quite worth to be used for cycling). Five road got D (less worth to be used for cycling), 21 road got D (bad to be used for cycling), and five roads got F (unsecure to be used for cycling).

This indicates that cycling in Bandung is considered as the relaxed (casual) sport. Unfortunately, the facilities built to support this activity still need some improvements, especially in term of road continuity, road signs, and cycle lanes.

3 CONCLUSION

Sport tourism has potentials to be developed since it can attract many tourists (whether as participant or spectators). It also gives significant contribution to the economic growth, social, and area development.

Urban area or city is a place where many facilities are built, including sport facilities. Sport facilities are provided not only for society, but also for national or international events. Cycling tourism in city has many benefits. It can reduce air pollution as well as produce health society that uses their free time effectively. To support cycling tourism in city, the efforts from many stakeholders, including government, are needed. The government, in this case, has responsibility to equip the city with appropriate and good facility so that it can be a secure, comfort, and attractive place to bike.

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Regulation of commercial whitewater rafting national certification: Assessment of Indonesian whitewater rafting operators

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ABSTRACT: This research examined the regulation of commercial whitewater rafting declared by Indonesia Tourism Ministerial Decree number 13 in 2014. In order to meet 20 Millions Tourists in 2019 and become competitive in ASEAN Economic Community, this certification began mandatory in 2017. This government regulation was being tested to three differences Rafting Operator, which has different scale of business and different characteristics of river. The Ministerial Decree consist of 7 chapters and 20 articles also were formulated in three aspects such as Products, Services, and Management, with 10 elements and 53 sub-elements. This research was conducted by qualitative descriptive survey and had the sample of respondents who have been well informed and trained by local government and well informed for Ministerial Decree. Furthermore, to gather specific information, this research was conducted by in depth interview to the senior employee and licensed in Indonesian Rafting Federation (FAJI). The result showed that three rafting operators were not compliance with the standards. However, most of the respondents were suggesting another correction of standards in managerial aspects, and should have scoring system because every sub elements were not weighing equally.

Keywords: Whitewater rafting, special interest tourism, rafting operator

1 INTRODUCTION

Whitewater rafting and kayaking are growing exponentially in popularity, with almost 10 million rafters and 2 to 3 million kayakers, yet little has been published concerning the safety or hazards of these activities (Fiore, 2003). Furthermore, another author said, whitewater rafting is one of the skilled commercial adventure tourism business (Buckley, 2004). However, there was no research in Indonesian Standardization of Commercial Whitewater Rafting. This research aimed to reveal whether the standardization applied on field.

The statistical results show that tourist rafting skill, level of challenge of rafting activity and playfulness significantly and positively influence tourist flow experience that, in turn, promotes a positive mood and satisfaction. Moreover, tourist satisfaction significantly and positively influences tourist loyalty (Wu & Liang, 2011). Extraordinary Experience of combination between land and river were the most anticipated by the tourists (Arnould & Price, 1993).

Nowadays more and more Rafting Tour Operator in Indonesia are growing sporadically. This watersport is relatively high risk and dangerous if not maintained based on regulation. Moreover,

river guide and participant injuries are relatively on upper body. Similar acute injuries were reported by whitewater kayakers and canoeists and involved sprains/strains, fractures, and dislocations, followed by lacerations, contusions, and abrasions. The shoulder and upper extremities (wrist/hand, elbow/forearm) were the most common sites of injury (Attarian & Siderelis, 2013).

To give element of security and minimize the risk when doing rafting, Tourism Stakeholders such as Ministry of Tourism, Indonesian Rafting Federation (FAJI), and Rafting Operators were formulating national standards for Whitewater River Rafting Business and Guiding. Finally, it is approved by the National Board of Professional certifications (BNSP).

Standard business rafting tour stipulated in the Regulation of the Minister of Tourism and Creative Economy (PERMENPAREKRAF) Number 13 in 2014 consists of 7 chapters and 20 articles. In order to improve the quality of products, services and management and business competitiveness rafting tour, the administration shall meet the standards of this Ministerial Decree. All of the provisions regarding the general business rafting tours, certificates and certification of rafting tour, guidance and supervision as well as administrative sanctions.

It is very important for the tourism stakeholder to enlist the certification program. It must be the benchmark for Indonesian Tourism to reach the target 20 million tourists in 2019. The certification program also will help tourism in Indonesia competitive in Asean Economic Community (AEC). The findings of this research would be applied by the Rafting Operators Professional as managerial evaluation to achieve National Certification.

2 LITERATURE REVIEW

2.1 *River as media for adventure tourism*

River according is the mass of water that naturally flows in a valley (Tisnasomatri, 1999). River is a natural channel in which there are streams that flow into the lake and the sea. The cycle will not integral to each other affect each other, namely the hydrological cycle. Irrigation or canal can not be classed as a river, for streaming, does not occur naturally. A river with its tributaries is a channel of water flowing in a river basin, which is "a whole area that leads to the relevant river and its tributaries (Fandeli, 2000).

2.2 *Correlation between commercial whitewater rafting and adventure tourism with tourism ministerial decree*

Rafting and white water rafting are recreational outdoor activities which use an inflatable raft to navigate a river or other body of water. This is often done on whitewater or different degrees of rough water, and generally represents a new and challenging environment for participants. Dealing with risk and the need for teamwork is often a part of the experience. Furthermore, it is an excellent outdoor adventure element. The Whitewater River generally represents a new and challenging environment for participants (Hunter, 2007).

Dealing with risk and the need for teamwork is often a part of the experience *Whitewater rafting is examined as an example of the adventure tourism market. Separately, the needs, motivations, and expectations of whitewater rafting participants are surveyed before and after rafting. An analysis that compares these participants with and without prior rafting experience recommends a different form of marketing strategy for each group* (Fluker & Turner, 2000). Furthermore, the Ministerial Decree standards were formulated in three major aspects such as:

- a. Products (Tour Package, Facilities, and Rafting Equipment),
- b. Services, (Clarity of rafting package, handling complaint, Insurance)

- c. Management, (Human Resources, S.O.P, Financial, Evacuation Procedure)

This regulation came with 53 sub-elements respectively (Peraturan Menteri Pariwisata No.13, 2014).

3 METHOD

The method used in this study is a qualitative descriptive method that went through a field survey approach (Efendi, 1989). In this study we conducted investigation whether the ministerial decree standard was compliance with rafting operator. The survey was addressed to 3 operators such as Ronin Adventure, Tjawene Adventure and Banyu Wong Adventure. Furthermore, to gather specific information this research was conducted by in depth interview (DiCicco-Bloom & Crabtree, 2006) to the senior employee and licensed in Indonesian Rafting Federation (FAJI). This research were adopting descriptive research it seeks to tell solving existing problems based on data verification to test the truth of field data collection (Achmadi & Narbuko, 2009). Afterwards, the number of indicators were collected and ranked between three Rafting Operators.

4 RESULTS

4.1 *Business standards in tourism product*

Table 1 shows the Business Standards for whitewater rafting operator from the point of view of the product (Rafting Package, River Guide, Primary Equipments, and Secondary Equipments). Most of the operators were relatively meet the standards. Thus, the scale of business determined the number of equipments.

4.2 *Business standards in services*

Table 2 shows the Business Standards for Whitewater Rafting operator from the point of view of the services (Standard Operating Procedure and Other services). Most of the operators said that the office meant to be near the target market. They placed the office in shopping center, Mall or even travel agent to attract more business. However, they managed the office in rafting location as simple as they could. The guests were free to choose wether they need to reserve, book, or pay in convenient and trusted place. Regarding security, indicator no. 6 was unavailable for all the respondents. They said, it was unnecessary because local guard would be enough.

Table 1. Comparison business standards in tourism products between operator.

No	Indicators	Rafting operator		
		Ronin adventure	Tjawene adventure	Banyu Wong adventure
1	Availability of river rapid	Grade II until III	Grade II until III+	Grade II until III+
2	Availability of safe road access to the starting point (put in).	Safe access road by local transportation	Safe access road by local transportation	Safe access road by local transportation
3	Availability of representative location to start rafting in calm stream (put in)	Safe location	There is small rapid	Safe location
4	Availability of representative location to finish rafting in calm stream (take out)	Safe location, but there is no stair	Safe location	Safe location
5	Availability of safe road access at finish point (take out)	Safe access road by local transportation	Safe access road by local transportation	Safe access road by local transportation
6	Availability room or safe area for briefing with participants	Flat and safe orientation area	Flat and safe orientation area	Flat and safe orientation area
7	River Guide has license or certificate from authorized organization	Licensed by FAJI but no evidence	Licensed by FAJI but no evidence	Licensed by FAJI
8	River Guide has knowledge and experience related river morphology and ability to handle the guests	River guide having knowledge but no communication with participant	River guide having knowledge but no communication with participant	River guide having excellence knowledge and communication
9	Having excellent equipments, good condition, ready to use based on national regulation such as: a. raft/kayak/canoe and other types b. paddle c. life jacket d. helmet	a. 15 rafts but only available 7 b. paddles are adequate c. Life jackets are adequate but having various types d. helmets are well maintained	a. 6 rafts and all were available b. paddles are adequate c. life jackets are very poor. Evidence shown buckles are broken and fabric torn apart d. helmets were unsafe and protective foam are removed	a. 25 rafts maximum and all were available b. paddles were adequate c. life jackets were safe d. helmets were well maintained
10	Number of equipment is suitable with guest ratio	Yes	Yes	Yes
11	Having repair kit	Yes	Yes	Yes
12	Having throwing rope, flipping rope, whistle, rescue knife, carabiner, pulley, and air pump	Yes	Yes, Exclude knife	Yes
13	Having communication device	Mobile phone	Mobile phone	Mobile phone and Handy Talkie
14	Having standard of First Aid Kit and Oxygen Can based on Government Regulation	Only First Aid Kit and incomplete	Only First Aid Kit and incomplete	Only First Aid Kit
15	Local transportation is always available as pick up service	Transportation from local community	Transportation from local community	Transportation from local community

Table 2. Comparison business standards in services between operator.

No	Indicators	Rafting operator		
		Ronin adventure	Tjawene adventure	Banyu Wong adventure
1	Registration and Reservation are both received by phone/email/fax. Those informations are well communicated for: a. Activity package b. Schedule c. Products d. Price	Jl. Raya Situ Cileunca K.4 No. 9 Pangalengan Bandung CP: +62852 9409 3986 - Kong	Jl. Raya Pangalengan Km.27 CikalongHilir Village CP: +62822 9898 6012 - Ade Sukmana	Jl. Raya Madukara No.1, Kutayasa Village, Madukara, Banjarnegara Region CP: +62812 2662 155 - Fajar
2	Reservation and Registration being handled professionally	Yes	Yes (but there were 2 options from Tourism Village or Travel Agent)	Yes
3	Payment by cash or credit card	Only cash and transfer	Only Cash	Cash and Credit Card
4	Locker is well prepared and available	Yes	Unavailable	Yes
5	Information of rafting package is well scheduled	Yes	Based on request	Yes
6	Security Personel is registered from Indonesian Police. Proven by Membership card.	Unavailable	Unavailable	Unavailable
7	Procedure of First Aid is well informed to the employee	Yes	Yes	Yes
8	Procedure of handling complaints is well informed to the employee	Yes	Yes	Yes
9	Life Insurance is well informed to the Guests	Yes	No information	Yes

4.3 Business standards in managerial

Table 3 shows the Business Standards for White-water Rafting operator from the point of view of managerial aspect (Organization, Management, Human Resources, Facilities). Most of the operator were unavailable to show documents of managerial refer to indicators number 2, 3, 4, 5, 11. Those indicators were indicating S.O.P, company planning, safety and healthy working environment and also agreement documentation with nearest hospital. Indicator number 13 were checked unnecessary for safety deposit box because lockers would be adequate. Indicators number 16, 17 were unnecessary because employee room was enough, medical room were using nearest clinic. Indicator number 21 was responded totally unnecessary because most of the office were surrounded by water and located outside. Indicator number

28 and 29 were unavailable because always informed verbally.

5 RESULT AND DISCUSSION

Indonesia Minister of Tourism granted certificates to those operators who met 53 points of standard. Based on the result Ronin Adventure had 35 points, Tjawene Adventure had 32 points, and Banyu Wong 38 points. The Result showed that three Rafting Operators were not compliance with the standards. However, most of the respondents having excellent business and were suggesting another correction of standards in managerial aspects. The Decree should be revised and have scoring system because sub elements were not weighing equally. Some indicators are shown unnecessary such as security guard which licensed from police department and fire extinguisher was considered improperly needed in outdoor building.

Table 3. Comparison business standards in managerial between operator.

No	Indicators	Rafting operator		
		Ronin adventure	Tjawene adventure	Banyu Wong adventure
1	Profile Company: a. Company Objectives b. Organization Structure c. Employee Job Descriptions	Only employee job description is unavailable	There is no documentation	Yes
2	Document of Standard Operating Procedures	Unavailable	Unavailable	Unavailable
3	Detailed Company Planning which is well documented and organized	Unavailable	Unavailable	Unavailable
4	Document of Safety and Healthy Working Environment Programme	Unavailable	Unavailable	Unavailable
5	Partnership Documentation with Doctor, Clinic, or Hospital	Unavailable	Unavailable	Unavailable
6	Having Documentation of Managerial Evaluation and Employees Assessment	No	No	Yes, but shown in briefing. There were sanction if the employee made a mistake
7	Having Documentation of River Guide Log Book and Trip Report	No	No	No
8	All of employees using Company Uniforms, nametag/ID/Emblem	Yes	Some of them	Yes
9	Company has Planning and Career Development	No	No	Yes
10	Having Program and Training for employee improvement	Training with FAJI	No	Training with FAJI
11	Having training program of safety and rescue	No	No	No
12	Front Office is equipped with office appliances, air circulation and lighting based on national regulation	Yes	No	Yes
13	Front office equipped with: a. Table and Chair b. Locker c. Safety Deposit Box	No Locker and Safety Deposit Box	No Locker and Safety Deposit Box	No Safety Deposit Box
14	Having communication devices such as: Phone, Mobile Phone, Fax, or Internet Connectivity.	Only Mobile Phone	Only Mobile Phone	Yes
15	Having Emergency Devices Communication	Only Mobile Phone	Only Mobile Phone	Mobile Phone and Handy Talkie
16	Employee Changing Rooms are equipped with: a. Separate room between male and female b. Lockers	Only one changing room	Only one changing room	Only one changing room
17	Medical room is equipped with: a. Oxygen Can b. Examine Bed c. First Aid	Unavailable	Unavailable	Unavailable
18	Having room or area for equipment repair	Yes	Yes	Yes

(Continued)

Table 3. (Continued).

No	Indicators	Rafting operator		
		Ronin adventure	Tjawene adventure	Banyu Wong adventure
19	Having feasible storage room/area	Yes	Yes	Yes
20	Having prayer room	Yes	Yes	Yes
21	Fire Extinguisher is always available	Unavailable	Unavailable	Unavailable
22	Having shower room and or changing room which is separated from male and female with air circulation and lighting based on national regulation. Minimum: 5 units	Yes	Yes	Yes
23	Male and Female Toilet is separated from the office building with adequate lighting and air circulation.	Only one toilet	Only one toilet	Yes
24	Electrical facilities are based on National Regulation	Yes	Yes	Yes
25	Water installation is made by national regulation	Yes	Yes	Yes
26	Company sign board made with following instruction: a. strong and safe materials, with clear and readable letters. b. Installed by national regulation	Yes	Yes	Yes
27	Parking Lot is clean, safe and well maintained	Unavailable, because using public parking area	Yes	Yes
28	Having information board regarding safety and security	Unavailable	Unavailable	Unavailable
29	Having Map of rapid location and information about the name, level of difficulty, dangerous location and evacuation route. All of the informations understood by employees	Unavailable	Unavailable	Unavailable

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The inspiring narcissist leaders: A tale of Tony Fernandes and Richard Branson

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ABSTRACT: A discussion of leader's role in tourism and hospitality sector remains scarce compared to other business sectors. This article discusses some characteristics of two notable leaders in airline sector, Richard Branson and Tony Fernandes. Interview transcripts from 2007 to 2014 from both of the leaders were extracted and content analyzed. This paper concludes that those who are characterized as self-oriented and narcissist leaders are passionate and visionary leaders. Being narcissist is also means that they have confidence in themselves and often refuse to listen to negative and discouraging comments from other. They were never-say-never when they have a dream to pursue.

Keywords: Narcissist leaders, airline industry, visionary leaders, Tony Fernandes, Richard Branson

1 INTRODUCTION

As people spend time for travel, airlines industry is now immersed in a highly competitive environment that requires more creative and capable work-force to provide high quality services. Industry complexity and increased competition have forced tourism business leaders to adopt new ways of achieving companies' goals. Thus, business leaders play an important role to answer these challenge. They are performing on a global level that changes faster and is becoming extremely competitive (Greger and Peterson, 2000: 18).

Tony Fernandes is the founder of Airasia Airlines, the biggest low cost carrier airline in Asia that flies to more than 20 countries. In 2012, he moved Airasia Head Quarter from Kuala Lumpur to Jakarta, Indonesia to expand his company. Meanwhile, Richard Charles Nicholas Branson is a founder of United Kingdom-based Virgin Airlines. Once had facing some difficulties with educational institutions because of dyslexia, Branson's business ventures have ranged from private 74-acre island for rent to space tourism (Branson, 2012).

In tourism and hospitality industry, particularly airlines industry, both Branson and Fernandes are known for their strong leadership and entrepreneurial characteristics which can inspire not only their employees but also their customers and competitors. Both of their profiles have similarity as narcissist, flamboyant, out spoken and creative leaders. This article discusses the two narcissists yet inspiring leaders characteristic and how they influence their organization culture.

2 LITERATURE REVIEW

It has been more than two decades that the "leadership" terminology has replaced "management" as the operative word in hospitality operations (Testa, 2001). However, defining leadership is not an easy task. Dubrin (Western, 2008:23) estimates there are 35,000 definitions of leadership in academic literature. Amid difficulties to define "leadership", Testa (2001) proposed a simple yet powerful definition of being a leader, which means that 'one must be able to encourage or inspire followers'. Great leaders are those who are able to inspire people to act and give them a sense of purpose or belonging that has not related with any external benefit to be gained (Deborah, 2010).

Sinek (2010) believes that great leaders have similar occurring pattern of a way of thinking, acting and communicating despite their difference scope of interest and field. This pattern is arguably able to create people to follow them not only because they were swayed, it is because they were inspired. Furthermore, he explains an alternative perspective why some leaders and organizations have achieved such disproportionate degree of influence by proposing The Golden Circle model. This concept has three layers circle, which starts from 'why' as the core circle, continues to 'how' and 'what'. The model codifies three distinct and interdependent elements that make every person or organizations function at its highest ability (Deborah, 2010).

Sinek (2010) explains that by 'why', the leaders know what their purpose is, why their company exists and sell their product or service. The 'how'

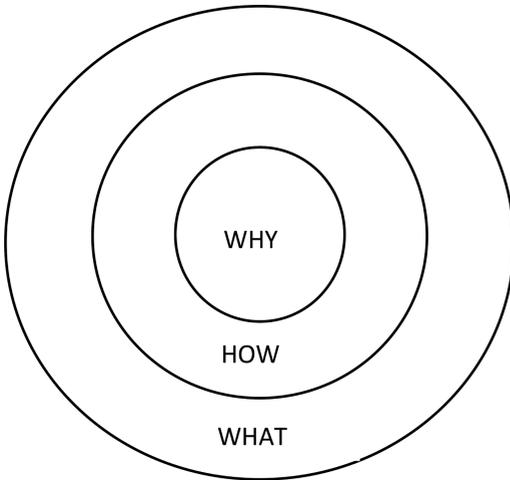


Figure 1. The golden circle. Source: Sinek (2010).

is when some people or some companies know ‘how’ they do what they do, whether they call it as “differentiating value proposition” or “unique selling proposition”. ‘What’ is ‘everything tangible an organization says or does. Everything outsiders can see, hear or experience such as products, services, partnerships, and marketing.

In line with Sinek’s ‘why’, Collins and Porras (1996) suggest new entrepreneurs to start with the descriptive statement of the product they made, and then ask, why the product is important for five times. They argue that after few whys, the new entrepreneurs will find the fundamental purpose of the organization. It creates passion. McGinn (2012) argues that passion is one from three factors that very important for success. Inspiring leaders should have passion to do something with industry change because they will get through so many skeptic and setbacks (Klapmeier, 2007), thus, persons who do not have enough passion or perseverance cannot be an inspiring leader.

2.1 The art of being narcissist

Maccoby (2000) explains that throughout history, narcissists have always emerged to inspire people and to shape the future. On one hand, productive narcissists leaders are gifted and creative strategist who always see the big picture and have audacity to push through the massive transformations. Maccoby (2000: 94) argues on the danger of narcissism is it “can turn unproductive when, lacking self-knowledge and restraining anchors, narcissists become unrealistic dreamers”. Narcissistic leaders are those who come closest to their collective image of great leaders. They are two reasons for

this, great vision and scores followers. Productive narcissists understand how the vision thing works well, because naturally they are the persons who see the big picture. They are not analyzer, and instead of trying to understand the future, they attempt to create one. To paraphrase George Bernard Shaw, ‘some people see things as they are and ask ‘why?’, while narcissists see things that never were and ask ‘why not?’ (Maccoby, 2000:96).

3 METHOD

Branson’s and Fernandes’ interviews from 2007 to 2014 were collected from internet and transcribed. The transcribed interviews then content analyzed to identify sources characteristic. Content analysis has gained popularity in the hospitality and tourism research for the last decade (Stringam & Gerdes, 2010). It is considered as a “system” used to investigate texts by counting a specific theme or examining the meaning (Bos & Tarnai, 1999; Lu & Zhu, 2006). The primary presumption of all content analysis is that cultural forms of expression can be expressed in texts, that means that the content analysis of texts is concerned with social fact. Thus, the analysis results and its interpretation are correspondingly dependent (Bos & Tarnai, 1999).

4 RESULT AND DISCUSSION

Richard Branson and Tony Fernandes started their carrier in aviation industry by challenging the biggest—government owned—airline companies in their countries: British Airways and Malaysia Airlines. Despite the similarity, they started their business with different motivation. Fernandes started with a very vivid picture of his dream at very young age (Harvey, 2012).

“My dream, when I was growing up and I was in boarding school, I had 3 things ... A picture of a Qantas plane, a picture of West Ham Football Club, and the third one was a picture of the Williams F1 sports car ... and I have achieved all 3 right now, so I am living my dream.”

This strong and vivid dream had become Fernandes’ long-term vision. He confessed that he can reach his childhood dream because of his personal credo; ‘dream the impossible, believe the unbelievable, and never take no for an answer’. Today, he is not only living his own dream, but also provide opportunities for those were not be able to fly before.

Fernandes and his employees believe that Airasia’s tagline ‘Everyone can fly’ is not an empty

mission, it is a mantra that is believed by every person in his organization (Harvey, 2012). Fernandes' and Airasia' visions are very clear. Fernandes created a vivid description of his vision and translated it into company's vision.

"For us, the inspirations are very simple. That slogan that we have, the tagline that we have now, 'Everyone can fly,' is not just a catchy slogan; it is what we actually do. It is a mission that we set ourselves to do and it is a mission that inspires us inside."

Branson, on the other hand, started his carrier by founded magazine and recording companies before he started the airlines company. Critics of Branson have been saying same things for three decades. He is considered as an adventurous, reckless and unfocused entrepreneur who always wants to try new things than building lasting businesses (McCarthy, 2011). This description is probably best described by Branson' answer when he was asked about his personal vision to encourage young entrepreneur to start a business, he said; "Screw it, let's do it". Branson personal vision' looks stands in stark contrast with Collins and Porras (1996) idea about visionary leaders. According to them, visionary leaders have a vivid description about what he want to do and reach. Branson started his airlines company with quite simple purpose. Branson' interest in airlines industry arise when he had flight cancelled some 30 years ago. He said ("Flying in the Face of Ordinary—The First Time," n.d.):

"If I fly on somebody else's airline and find the experience is not a pleasant one, which it wasn't 21 years ago, then I think, well maybe I can create the kind of airline that I'd like to fly on."

Branson believed some airline companies did not look after their customers well, and because of this, he wanted to be the one who bring affordable and enjoyable flights. Both of Branson's and Fernandes' statements showcase their strong passion and will. They do not only said the credos out loud, but also embodied it on their own vision and personality. This is the reason why they rarely listen to other people when those people say "No" and "Impossible". Sinek (2010) argues that this quality differentiate between visionary and average leaders.

Branson is known as flamboyant and high profiles billionaire. His adventuresome and out spoken character makes him loved by media, which he used it very well. He even made his own documentary which recorded his daily activities life and broadcasted in Youtube; 'a day in the life of Richard Branson'. In early day of his success, he nearly 'killed himself' twice for boating and ballooning.

This narcissistic character of Branson is supported by his 'hobby' to speculate on unproven new model of business such as Virgin Galactic or bitcoin. Similarly, Tony Fernandes is known as an entrepreneur that loved being interviewed by national TVs and was a host in Asia' Reality show, The Apprentice Asia. However, compared to Branson, Fernandes is considered as a less narcissist leader. Branson admits that his narcissist personality more or less influenced by Sir Freddie Laker advice when he launched Virgin Air. Laker suggested Branson to go out and sell himself since it will be very difficult for him to outmarket British Airways. Laker emphasized that Branson should appear on every newspaper's front page (Branson, 2012). Branson followed Laker's advice as he said (Polish, n.d.):

"I think publicity, getting your brand or getting your company's name out and about is absolutely critical, particularly if you're a consumer-oriented brand. You have to be willing to use yourself, as well as your dollars you spend on advertising, to get your brand on the map... If CNN rings me up and wants to do an interview with me, I'll drop everything to do it because it's a global chance to get the brand across on a global basis."

To Virgin group, Branson' narcissistic character is a blessing in disguise. On one hand, it can be their greatest advertisement ever, but on the other hand, their image and reputation might be disturbed when Branson does something unproductive that may affect their brand and image. It can be happened because Virgin brand itself is highly dependent on Branson's profile.

Both Branson and Fernandes shared their embedded values and visions to their employees and made the visions grew and accumulated within the organization. To make their visions keep growing, the next step they have done to prolong their passion inside company was by creating open and encouraging workplaces without complex bureaucracy. Fernandes (Harvey, 2012) makes sure each of Airasia offices has an open workspace and without hierarchy.

"Our workspace is an open plan workspace where nobody has rooms. People can walk up to me any time they want. Two, everybody has my contact number so people from errand boys to the senior management will just call, SMS, and email me directly, and they get problems solved very quickly. You do not need to go through layers of bureaucracy."

Similarly, Branson (Polish, n.d) creates an open communication with his employee and eliminate hierarchy barrier between him and his employees whenever possible.

"If you do invite all your staff to the party in particular city, you get out and spend time with them ... Get out, party have fun with your staff. Don't worry about making a fool of yourself."

Weiss and Molinaro (2005) argue that an open workspace can establish a sense of community in the organizations that inspires employees. When this atmosphere created, employees will have a closer connection to their leader as well as to their company and promote a productive communication process among them. However, openness itself is not sufficient to transfer the leaders' vision. There are some specific criteria that should be possessed by employees to ensure the leaders' passion and vision well delivered. Therefore, hiring a right person is crucial either to Fernandes or Branson.

"In AirAsia, that is something we have tried to introduce in the management philosophy, where we want people to pursue their dreams, pursue their passion. A simple thing of how different we are, is that when we hire people I look for two things: The hunger in their eyes and the passion in their hearts... we look for people like-minded, like us, the one who have a dream and want to pursue that dream."

Fernandes (Harvey, 2012) recruits candidate that has common passion with him. This is to make sure that his vision and creed can easily transfer to his employees so they can keep his company ahead of competition. This argument supports the statement that good leaders should be connected with their employees (Tesla, 2001) and must clearly communicate the vision to all levels of the organization (Greger and Peterson, 2000). Similarly, Richard Branson explains that he hires an employee *"with a personality that fits with our company culture"*. Specifically, Branson always looking for people who are *"fun, friendly, caring and love helping others"* thus, he makes sure that *"the kind of people who run our companies are the kinds of people who, again, look for the best in people and lavish praise upon people"* (Bort, 2013).

Both Fernandes' and Branson's arguments implicitly showed that they believe that employees' personality has an important role in team cohesiveness to make the company works well so the organization can accomplish their missions and eventually fulfill the company's vision. Apart from their personality, both Branson and Fernandes hire people based on their ability and intelligence. In contrast with most business leaders, Fernandes (Harvey, 2012) always ensure to be surrounded by people who are smarter than him.

"AirAsia is not a one-man show; we have 10,000 big brains working for us. For me, it would be ridiculous if I had all the talent in-house and I did not use it."

Similarly, Branson believes that being an entrepreneur is *"all about finding and hiring people smarter than you. Getting them to join your business and giving them good work, then getting out their way, and trusting them"* (Lakhiani, n.d). This attitude, not only flourish the creativity and innovative ideas from employees but also encourage healthy competition in internal company. This is how Airasia and Virgin group maintain their market leadership.

5 CONCLUSION

Tony Fernandes and Richard Branson have many similarities in term of personal characteristic. Characterized as charismatic and narcissists leaders who are good in personal relationship, both of them are the persons who never-say-never when they have a dream to be pursued. They are risk takers who mostly rely on their intuition.

Fernandes' and Branson's strength probably best described by two words; passion and vision. Passion is a crucial factor for success McGinn (2012). Inspiring leaders should have passion to do something with industry change because they will get through so many skeptic and setbacks (Klapmeier, 2007), thus, persons who do not have enough passion or perseverance cannot be an inspiring leader.

Vision is another element Fernandes and Branson have that differentiates them from ordinary leaders. Being narcissists mean they believe on their dreams and visions, and to some extent refuse to listen to negative and discouraging comments. Kouzes and Posner (2009) explain that being forward-looking—envisioning exciting possibilities is one attribute that differentiates great leaders from average leaders. As suggested from their study that only 3% of the typical business leader's time is spent on envisioning and enlisting. It explains why most companies failed since most companies only focus on short-term goals. Visionary leaders often have a vivid description that is vibrant, engaging and specific (Collins and Porras, 1996). They regularly create innovations that customers do not even know that they need it yet.

Despite their similarity, Fernandes is considered as a moderate risk taker and less adventurous than Branson. Fernandes never had a dream to own more than 200 companies, and although he is a venturer capital for some companies, he devoted himself to lead Airasia while Branson never involved too long in his own companies.

To sum up, this paper contributes to the knowledge and practices of leadership in tourism and hospitality industry. Particularly related to how is the narcissist character affect company's culture by

incorporating their visions, dreams, and passion to the organization.

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Communication apprehension levels of tourism and social sciences students

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ABSTRACT: First year students who study in universities for the first time will face an unavoidable transitional phase. The students have to face not only the academic challenges, but also a challenge to adapt to an environment that is completely new comparing to their high school daily life. One major challenge that often experienced by the students is a lack of communication comfort, which can turn into a disturbing factor for their academic achievements. In the current study, the authors measured the level of Communication Apprehension (CA) in 243 first year students of Tourism and Social Sciences departments in Indonesia University of Education. The results show moderate level of CA in most of the departments and only one department that achieved low level of CA.

Keywords: Communication apprehension, freshmen, tourism students

1 INTRODUCTION

There are something notable about first year students. In spite of their initial expectation and knowledge towards college life, many students experienced totally different phenomena from what they have expected. Many of them have little to no experience with college life and are flabbergasted by the reality of their first year (Kaufka, 2010). This surprising experience is prone to take students to an avoiding state known as communication apprehension.

Communication Apprehension are often interpreted as a state of fear, nervous and anxious when one's wanted to communicate or interact with others. In sense of college setting, the rigor academic setting in universities mostly focused their students activity in small groups and dyadic interactions among other students and to their teachers. Then, as stated by Rosenfeld, H. Grant III, and McCroskey (1995) lecturers typically begin each new course as strangers and seldom achieve more than acquaintance relationships with their students, and freshmen students perceive themselves least competent to communicate with strangers and acquaintances. This suggests that a large number of at-risk students feel they are not competent and thus avoiding communicating with their teachers, which includes asking questions and participating in class discussions. In this case, it is interesting to find out how tourism students experience the communication apprehension under the impression that they are being nurtured to be ready to communicate with global community.

Based on the above assumptions, the study attempts to investigate and measure the communication apprehension occurred in freshmen students particularly tourism and social sciences students in Indonesia. This study aims to explain the phenomenon of communication apprehension in the classroom and to explain the cause of the students' anxieties. It is expected that by knowing the level of apprehension, the lecturers of first year students will be able to help them adjust into the university life where many of them are on their own for the first time.

2 LITERATURE REVIEW

2.1 *Communication apprehension*

Anxiety can occur in various situations, particularly in communication settings. as argued by West & Turner (2009) communication anxiety is considered as a fear experienced and perceived by individuals during their communication, usually in the form of feelings of tension, nervousness or even panic when they are communicating. In relevance to the study, McCroskey (2001) stated communication apprehension is the broad term that refers to an individual's fear or anxiety associated with either real or anticipated communication with another person or persons.

The anxieties, which occur in the classroom, will lead the students in to a state of communication avoidance. It is no wonder that the largest group of quiet students is those who are communication apprehensive. Students who have level

of high communication apprehensive may have desire to communicate with their peers and lecturers, but are impeded by their fear or anxiety about communication.

McCroskey (in Richmond, Wrench, & Gorham, 2009) identifies at least four types of communication apprehension: (1) trait-like communication apprehension, which cuts across time, receiver, and situation; (2) context-based communication apprehension, which is associated with a single type of communication context cutting across receiver and time; (3) audience-based communication apprehension, which is associated with a single receiver or group of receivers cutting across context and time; and (4) situational communication apprehension, which is specific to a given context with a given receiver at a given time.

Furthermore, the CA in a classroom setting will bring up two types of students. The student who is highly communicatively apprehensive (reluctant to talk, quiet) tends to suffer from general anxiety, has a low tolerance for ambiguity, lacks self-control, is not adventurous, lacks emotional maturity, is introverted, has low self-esteem, is not innovative, has a low tolerance for disagreement, and is unassertive. On the other hand, students who have a low level of communication apprehension (likes to talk, usually outgoing) tend to have low general anxiety, tolerate ambiguous situations, have a high degree of self-control, are adventurous, are emotionally mature, is extroverted, has high self-esteem, is innovative, is able to tolerate relatively high levels of disagreement, and is assertive (Richmond, Wrench, & Gorham, 2009).

2.2 Previous studies

Numerous previous studies show that students find communication apprehension is a common obstacles faced by students of any level exceptionally undergraduate students. Research conducted by Syarani, D (1991) on the Assertive Behavior and Interpersonal Communication Apprehension shows that the communication apprehension was heavily attached among students' in their university life. Beth Kaufka (2010) in a case study of first-year student perceptions of required student-faculty conferences, reports that students were very clearly perceived the faculty conferences as helpful for their learning experience and reducing their communication anxiety.

In addition, Blume (2013) in his studies entitled "Communication Apprehension: A Barrier to Students' Leadership, Adaptability, and Multicultural Appreciation" pointed out that communication apprehension was negatively associated with students' willingness to take on leadership opportunities, appreciation for a multicultural world, and adaptability to new situations. The current study

will give another perspective of communication apprehension in an Indonesian higher education setting with its causal factors.

3 METHODS

In this study, the research design is based on a comprehensive data collection effort at the research site, collecting quantitative data from questionnaires that address questions concerning the students' feelings about communicating with others.

3.1 Respondents

The sample consist of 243 undergraduate students in the faculty of social science education, Indonesia University of Education. The samples were randomly selected to take the survey from all 11 departments in the faculty including three tourism departments (tourism marketing management, Catering industry management, and Resort and leisure management), Islamic education, sociology, civic education, geography, Surveys, Mapping, and Geographic Information, Social science education, Communications, and History education. All students voluntarily participated in the study. Then, a follow-up interviews with the respondents are conducted to strengthen the data.

3.2 Measures

Participants completed the interactional based data measurement developed by McCroskey (1982) known as Personal Report of Communication Apprehension-24 (PRCA-24). The PRCA-24 is the instrument which is most widely used to measure communication apprehension. It permits one to obtain sub-scores on the contexts of public speaking, dyadic interaction, small groups, and large groups. The instrument is composed of twenty-four statements concerning feelings about communicating with others.

PRCA-24 reveals a four-dimensional structure consisting roughly of the four contexts of the PRCA:

Table 1. Norms of personal report of communication apprehension-24 (PRCA-24).

	Mean	Standard deviation
For total score	65.6	15.3
Group	15.4	4.8
Meeting	16.4	4.8
Dyad (Interpersonal)	14.5	4.2
Public Speaking	19.3	5.1

group discussion (questions 1 to 6); meetings (questions 7 to 12); dyad/interpersonal (questions 13 to 18); and public speaking (questions 19 to 24). The survey result is calculated using CA subscores Scoring Formula and then total scores are converted into three level of CA classification (High, Moderate, or Low level of CA). Table 1 shows the norms used in the scoring formula.

4 RESULTS AND DISCUSSION

4.1 PRCA-24 scoring formula

The 24 statements in the PRCA-24 is computed and converted four communication context into scores by computing an overall communication apprehension (CA) score as well as subscores for four communication contexts: group discussions, meetings, interpersonal conversations, and public speaking. Each context has their own scoring formula (based on statement items on the PRCA-24 instrument) as developed by McCroskey (1982).

The results of the survey on first year Tourism and social sciences students communication apprehension are described in table 3.

In determining the overall score, all of the four subscores should be added and the scoring range

should be between 24 and 120 with the following interpretation:

- Scores between 83 and 120 indicate a high level of communication apprehension.
- Scores between 55 and 83 indicate a moderate level of communication apprehension.
- Scores between 24 and 55 indicate a low level of communication apprehension.

Based on the results derived from the PCRA-24 measurements, it can be seen that communication apprehension is a definite challenge that will be faced by first year students. Only one out of 11 departments in the faculty that has low level of Communication Apprehension (Tourism Marketing Management, 50 points of CA). The other faculties are in moderate level of CA with the range between 60–72 points. According to the PCRA-24 results the Tourism Marketing Management students have achieved a low concern level in interpersonal communication, group discussion and meetings.

Based on the communication apprehension measurement, a “high” score means that the participants or students have more anxiety related to oral communication than most students do. The “high” range is from 80 to 120. A “low” score means that the students have less anxiety related to oral communication than most people do. The “low” range score is 50 or below.

Anxiety about a communication situation is not entirely a bad thing. While it is uncomfortable, the physiological arousal associated with anxiety, up to a point, contributes to greater mental preparation, greater physical awareness, and general readiness for the demands of the situation. In fact, most effective communicators experience an increased level of anxiety prior to an important communication situation (Lucas 2009).

Table 2. Subscores scoring formula.

Group discussion	Item 2 + Item 4 + Item 6 – Item 1 – Item 3 – Item 5 +18
Meetings	Item 8 + Item 9 + Item 12 – Item 7 – Item 10 – Item 11 + 18
Interpersonal conversation	Item 14 + Item 16 + Item 17 – Item 13 – Item 15 – Item 18 + 18
Public speaking	Item 19 + Item 21 + Item 23 – Item 20 – Item 22 – Item 24 + 18

Table 3. Overall PRCA-24 results.

Departments	PRCA-24 Components				Communication Apprehension (CA)
	Group discussion	Meetings	Dyad	Public speaking	
Tourism marketing management	11	11	10	18	50
Geography education	14	12	15	20	61
Social science education	14	16	14	17	62
Civic education	14	17	16	17	62
History education	15	18	17	18	68
Surveys, mapping and geographic information	17	17	17	18	69
Islamic education	15	18	17	19	69
Sociology	14	15	16	18	69
Management resort & leisure	16	18	16	20	70
Communications science	17	18	16	19	72

Overly high levels of anxiety, however, can inhibit performance. Many individuals with high levels of communication apprehension have experienced the negative effects of these high levels of anxiety. This negative experience, in turn, reinforces the fear of being in such a situation again. In the students' case, they will be reluctant to communicate in an academic setting that involves public discussion or presentation.

At the follow up interviews, the respondents admitted that the reason behind the low level of anxiety is because of the motivation given by the faculty members and a support from the sophomore and senior students. The lecturers "forced" the first year students to be engaged more in the classroom by focusing more on classroom activities that encourage verbal communication. Then, by having international exchange students among the first year students, it boosted their motivation to be involved more in the classroom.

In line with this, Friedman (1980) suggests that creating a warm and easygoing climate in the classroom will help students in reducing communication apprehension. The climate covers helping students to know one another at the beginning of the year; using drama and role-playing situations; having students to speak to the class in groups or panels rather than individually; allowing students to work with classmates with whom they feel most comfortable; having students to speak from their seats rather than from the front of the room; and presenting students with oral activities in a developmental sequence.

The study findings also indicate that the other 10 departments achieved a moderate level of CA. The data shows that the faculty environment, interactions with lecturers, and the classmates, are instrumental factors in keeping the students' anxiety at a moderate level.

However, public speaking is recorded as the most demotivating factor of the first year students' communication comfort. Public speaking has become the highest PRCA-24 points in all departments. Public Speaking remains a big challenge for students. According to the National Institute of Mental Health (2013), it is estimated that as much as 74% of the world's population struggles with a fear of public speaking to a certain degree. It is also experienced by the first year students who are expected to deliver their thoughts far more often than in high schools. Thereby, first year students need to adjust and there is a big possibility that they are having a culture shock and shifting their confidence into a state of communication apprehension.

As discussed by Richmond et al. (2009), in the classroom environment, communication apprehension

can cause a student who is quiet to be perceived in a less positive way than the student who is outgoing. The students who are quiet in the classroom are perceived to be less competent, less intelligent, less likely to get into trouble, less likely to do well in school, less likely to be called upon to respond.

5 CONCLUSION

The phenomenon above indicates that communication apprehension or anxiety can be experienced by anyone, including first year students. Therefore, it is essential that teachers or lecturers communicate with their students supportively as well as creating an environment where students also engage in positive behaviors, encouraging their classmates, or delivering their criticisms in a supportive and constructive manner. A low and moderate level of communication apprehension will give positive influence on the development of students. Thus, when students' communication apprehension level is low they are more capable and able to concentrate more, comprehend, and recall information.

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The orientation and value of spiritual tourism demand toward sustainable benefits in Bogor region

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ABSTRACT: Information on tourism demand value and characteristics are not only important as one of substantial needs to provide optimal service performance, but also important to ensure sustainable utilization of tourism resources. Regarding the dynamics of spiritual tourism activities in Bogor Region, this study involved tourists, Bogor resident, local business units, and local employees to provide a representative description of spiritual tourism demand and its benefits on the local economy. Assessment through the closed-ended questionnaires instrument, followed by one-way ANOVA analysis, identifies that the orientation of tourists and society on the aspect of perception, motivation, and preferences are aligned at positive value. The approximate value of actual spiritual tourism demand among tourists is up to 7 visits/person/year, while potential demand among Bogor society is up to 5 visits/person/year. However, in terms of job opportunity and other multiple economic impacts, the dynamics of spiritual tourism activities in Bogor are not yet to provide optimal and sustainable benefits, mainly due to high economic leakage problem.

Keywords: Spiritual tourism, tourism demand, demand orientation, multiple benefits

1 INTRODUCTION

Spirituality is a missing dimension of modern human life. Material welfares from advance development of science and technology, on its negative side, has fostered ego glorification that resulted as greediness of human beings in exploiting resource; and even removing human existence to make it further away from the true happiness. In the midst of this existential crisis, more people become aware on the importance of spirituality for human life (Nasr, 1975).

The growing enthusiasm on spirituality which perceived as a modern way to live a holistically happier, healthier, productive and meaningful life has put spirituality in one of the important marketing commodity for various industries, including tourism (Herntrei & Pechlaner, 2011). The following trend can also be observed in Indonesia through many parties' efforts to re-branding spirituality potentials in various popular terminologies, such as: holistic tourism, pilgrimage tourism, religious tourism, spiritual tourism, and the very latest Sharia tourism. Moreover, many tourism agents tend to transform and revitalize traditional sacred sites visiting ritual into variety of more convenient form of integrated tourism packages (Subawa & Widhiastini, 2013).

The startling increase of actual spiritual tourism demand appears in a report by Armstrong (2006), which records 873% rise in the number of visit on Islamic gravesites administered by Archaeological

Service of East Java during period of 1988–2005; from <500,000 visitors in 1988 to 3,500,000 visitors in 2005. The same report also record declining figures for visits to other kinds of 'archaeological' sites, such as pre-Islamic temple (*candi*) and caves compared with interest in Islamic gravesites. In 1988 only 49% of visits to all categories of archaeological sites were to Islamic gravesites, but by 2005 this had risen to 89% (Armstrong, 2006).

High public interest on the wide range of spirituality potentials, which marketed through tourism, arouses needs and urgency to optimize spiritual tourism development through comprehensive planning that combines integrative relationship between demand and supply factors (Cooper et al. 1996). Specifically, the study of the demand are needed to provide optimal service performance without causing deviations in consumption patterns of tourism services; which can lead to disruption of supply chain performance and sustainability elements of ecology, economy and socio-culture as the important pillar in tourism development (Sunarminto, 2012).

For example, Bogor Region as combined administrative area of Bogor City and District of Bogor is one of the most suitable related destinations for study site on spiritual tourism development in Indonesia. Besides having wide variety of tourism resources potential—which also represents wide range of spiritual tourism development phenomenon, both administrative regions are also strategic

as the satellite area of Jakarta, and have complete facilities and infrastructures as national tourism destinations. Therefore this study is conducted in Bogor Region with the aims of: (a) to determine demand value on spiritual tourism, (b) to analyze the orientation and alignment orientation between components of spiritual tourism demand, and (c) to analyze benefit value of spiritual tourism dynamics, as indicated by economic impact to the locals.

2 METHOD

The study was conducted in the city and district of Bogor during May to October 2014. It was taken by face-to-face survey on three study aspects of (a) tourists as the actual demand, (b) society in City and District of Bogor as the potential demand, and (c) local business units and employees as beneficiary parties of spiritual tourism demand. Samples for each study aspect are described in Table 1.

The spiritual tourism demand measured by respondents' participation in various spiritual-related travels during the previous year of 2013. The orientation factors include perception, motivation and preference for spiritual tourism, measured through close-ended questionnaire adopted from

Table 1. Samples of study.

Study aspect	Total sample person	Sample description
(a)	90	Consist of 30 tourists in each of following tourism objects: (1) Sacred Grave of Empang in South Bogor, Bogor City; (2) Parahyangan Agung Jagatkartain Taman Sari, District of Bogor; and (3) "Az-Zikra" majlisdhikr group in Sentul, District of Bogor.
(b)	291	Consists of 167 residents living in six sub districts of Bogor City, and 124 residents of 24 sub districts in District of Bogor.
(c)	101	Consists of 38 business owners & 9 employees at the Sacred Grave of Empang; 13 owners & 6 employees at Parahyangan Agung Jagatkarta; and 30 owners & 15 employees in the Majlis of Az-Zikra. The 101 total samples of business units and employees represent more than half of existing business units and employees in the study sites.

One Score—One Indicator Method with application of 7 points Likert Scale (Avenzora 2008). The alignment of expressed orientation tested through One-Way ANOVA with 95% confidence level.

Tourism economic impact includes *direct, indirect* and *induced effects* are calculated based on the flow of money from tourists' expenditure to the revenue of local business unit and employees (Vanhove 2005). Lastly, the tourism multiple economic benefits estimated by two types of multipliers, namely *Keynesian income multiplier* and *ratio income multiplier* (META, 2001).

3 RESULTS AND DISCUSSION

3.1 Perception on the development of spiritual tourism

Perception of tourists and Bogor society on the positive impact of spiritual tourism development are aligned ($p = 0.185$) at average score of 5.65 or *likely to be high* (Figure 1). Some of the positive impacts, which perceived to gain maximum valuation scores among other, are related with the aspects of social-community relations (points E and F), conservation of resources (point A) and local economy (point C).

Tourists and Bogor society also have accordance perception towards negative impacts of spiritual tourism development ($p = 0.296$), at the average score of 3.26 or *rather low* (Figure 2). In line with the general principles of sustainable development that prioritizes the importance of benefit values and minimal negative impacts in the aspect of economic, ecological, and socio-cultural, hence these findings tend to be a positive indication that the spiritual tourism dynamics in Bogor are on the right track to be developed to optimal and sustainable way.

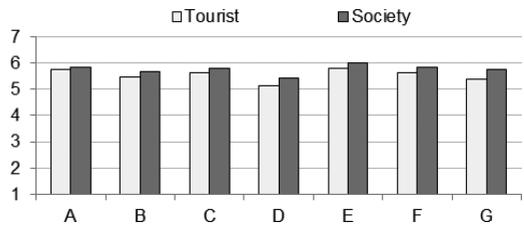


Figure 1. Perception on positive impact. A: conserving tourism potentials ($\mu = 5.78$ $p = 0.96$), B: improving public facilities & infrastructures ($\mu = 5.59$ $p = 0.19$), C: business & employment opportunity ($\mu = 5.71$ $p = 0.86$), D: increasing regional revenue ($\mu = 5.27$ $p = 0.54$), E: improving tolerance & religious harmony ($\mu = 5.90$ $p = 0.44$), F: improving coordination among locals ($\mu = 5.74$ $p = 0.63$), G: raising local culture values ($\mu = 5.57$ $p = 0.02^*$).

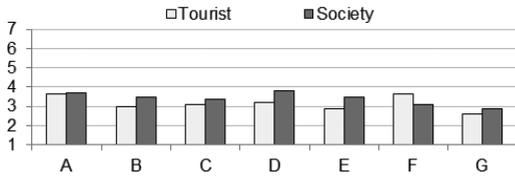


Figure 2. Perception on negative impact. A: litter, waste and pollution ($\mu = 3.67$ $p = 0.50$), B: loss of green open space and biodiversity ($\mu = 3.21$ $p = 0.06$), C: monopoly in economic benefits distribution ($\mu = 3.24$ $p = 0.42$), D: inflation and/or local prices expensiveness ($\mu = 3.48$ $p = 0.00^{**}$), E: exploitation, commodification, misuse of objects and/or sacred activity ($\mu = 3.16$ $p = 0.01^{*}$), F: degradation and deviations of religious and/or local traditions ($\mu = 3.35$ $p = 0.04^{*}$), G: the growth of crime, gambling, prostitution, etc. ($\mu = 2.73$ $p = 0.96$).

3.2 Motives of spiritual tourism

The motivation of tourists and Bogor society to visit spiritual tourism objects in Bogor are consistent on four domains of motivation ($p = 0.478$) with average score of 4.51 or *tend to be rather high* (Figure 3). Spiritual-religious motives got relatively high score due to tendency to make the spirituality, which came from religious doctrines as alternative way to escape from modern life pressures.

3.3 Preference in the selection of visited objects

The preference on the attributes that would become underlying pull factors to determine visited object is at the average score of 4.98 or *tend to be rather high* (Figure 4). There are dispersion of preferences between tourists and Bogor society ($p = 0.02$), that tourists are more preferred to visit the popular/famous object, while Bogor society tend to put preference on the object with personal bond as the highest overall score attribute.

The high preference score on attributes of personal connection and object popularity should be responded with the ability of sites managers to build good image by providing impressive visiting experience and strong personal connection. According to Hughes et al. (2013), this can be achieved, among others, by using effective interpretation.

3.4 Value of spiritual tourism demand

The average demand for spiritual tourism visits in the tourists reach up to 7 visits/person/year, while the average potential demand in Bogor society reach up to 5 visits/person/year. The spiritual tourism demand is further described by the intensity of each generation (Table 2). It is based on assumption that the date of birth or date of adulthood correlates with the timeline of cultural change because of the socio-political constellation dynam-

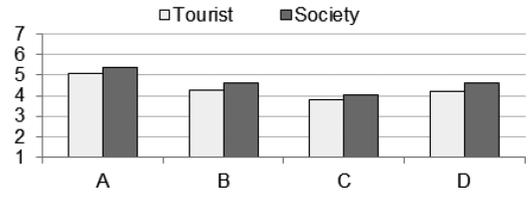


Figure 3. Motives of spiritual tourism. A: spiritual—religious motives ($\mu = 5.27$ $p = 0.06$), B: traditional motives ($\mu = 4.44$ $p = 0.33$), C: social—welfare motives ($\mu = 3.93$ $p = 0.44$), D: recreational motives ($\mu = 4.43$ $p = 0.34$).

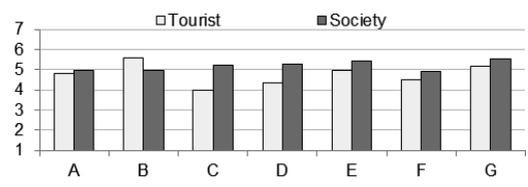


Figure 4. Preferences on spiritual tourism object. A: easy and/or close access ($\mu = 4.90$ $p = 0.58$), B: popularity/big names ($\mu = 5.27$ $p = 0.06$), C: complete facilities and services ($\mu = 4.60$ $p = 0.00^{**}$), D: affordable costs ($\mu = 4.82$ $p = 0.00^{**}$), E: clean and comfortable environment ($\mu = 5.19$ $p = 0.03^{*}$), F: full with other visitors ($\mu = 4.71$ $p = 0.03^{*}$), G: good personal bond; in any aspects of spiritual/traditional/emotional ($\mu = 5.34$ $p = 0.07$).

Table 2. The demand value for spiritual tourism in Bogor among generations of respondents.

Generation	Tourist		Society	
	%	μ	%	μ
Silent Generation (1928–1945)	–	–	1%	5
Baby Boomers (1946–1954)	4%	2	5%	6
Boomers II (1955–1965)	12%	9	13%	6
Gen X (1966–1976)	23%	8	21%	4
Millenials (1977–1994)	52%	6	44%	5
Gen Z (1995-up)	8%	13	16%	5
Overall	100%	7	100%	5

Remarks:
%: proportion in the sample category,
μ: average number of spiritual tourism visits in Bogor per annum.

ics as well as the industrialization-modernization processes.

The average value of spiritual tourism demand on Millenials and Gen Z—as two youngest generations—in the tourists sample group, is greater than overall average of spiritual tourism demand within the same group. Furthermore, the average value of spiritual tourism demand of two youngest generations in the society sample group is equal

to the overall average demand in the group. Therefore, those values can be a positive indication of sustainability of spiritual tourism demand in the future. As Piewdang et al. (2013) concluded from their study in Thailand, that the community potentiality in sustaining tourists is the highest important indicator from the community component to support spiritual tourism development.

Along with the phenomena of “demographic bonus” and increase in the middle class which are happening in Indonesia (Nizar 2015), the relatively high tourism demand in productive age level should be optimized for development of spiritual tourism that can led to creation of added value. Regarding the idea of Avenzora & Pratiekto (2013) on related role of spiritual tourism in minimizing conflicts between religious communities, the optimization on roles and functions of spiritual resources should also be oriented on educate younger generation about the importance of peace, tolerance, and unity in diversity of faith and beliefs.

3.5 Functions of spiritual tourism demand

Psychological variables give more significant effect on spiritual tourism demand in Bogor than economic and socio-cultural variables (Table 3). The perceived Supply Satisfaction Variable is the only estimator among psychological variables that always significant on both of tourists and society demand

Table 3. Demand functions of spiritual tourism.

Variable	Tourist ^a		Society ^b	
	β	<i>p</i>	β	<i>p</i>
constant	-31.82	0.000**	-6.196	0.009**
ln (Age)	0.448	0.117	-0.108	0.579
ln (Income)	0.033	0.725	-0.038	0.595
ln (Motivation)	-0.059	0.896	-0.139	0.681
ln (Supply satisfaction)	6.198	0.000**	1.628	0.000**
ln (Gained benefits)	0.460	0.493	1.489	0.002**
ln (Negative experiences)	0.002	0.992	-0.285	0.045*
ln (Travel costs)	-0.064	0.431	-	-
ln (Spiritual well-being)	0.482	0.349	0.227	0.487
ln (WTP to visit Bogor)	-0.105	0.162	0.050	0.296
dummy (Sex)	0.196	0.309	0.300	0.017
dummy (Education)	-0.120	0.446	-0.073	0.579
dummy (Spare time)	-0.218	0.271	0.174	0.282
dummy (Community influence)	0.088	0.568	0.339	0.005**

Remarks:

a. function for tourist; R = 0.847; R² = 0.718; adj. R² = 0.670.

b. function for Bogor society; R = 0.545; R² = 0.297; adj. R² = 0.251.

functions; while the perceived gained benefits from spiritual tourism (Gained Benefits Variable), and perceived negative experiences encountered during spiritual tourism visit (Negative Experiences Variable) are significant only on society demand functions. The insignificant influence of Economic related variables such as Income, Travel Costs, and WTP to visit Bogor indicates that the experiences from spiritual tourism are valued highly beyond any economics burdens and limitations.

The positive and significant values of Community Influence Variable indicates that respondents who are actively involved with any community that lives supportive campaigns toward spiritual tourism have higher chance to be engaged in spiritual tourism compared with respondents who have no such involvement. The influence of community is even more significant than other socio-cultural variables, such as Age, Sex, Education, and Spare time variable (availability of fixed regular spare-time associated with daily work pattern).

3.6 Contributions to local economy

This study observed that there are, at least, 157 local people rely on economic benefits of spiritual tourism activities for their livelihood in study area; consist of 81 local business owners in surrounding of study sites (such as food stalls, souvenir shops, and street-vendors) and 71 local employees on business units and object management. It means that local people’s businesses in study sites already provides real contribution to local economy, even though the scale is commonly micro. The employment can be optimized by growing local business units supported with innovative efforts to create more added values on delivered products and services.

Tourists expenditure purchased inside tourism areas will generate positive impact on the economy of locals. However, their expenditures in outside of the region; classified as leakage, do not provide added value on the local economy (Vanhove 2005). The leakage of spiritual tourism in Bogor is estimated up to 53.92% from tourists expenditure, or worth an average Rp106,322/person/visit (Table 4).

Table 4. Tourists expenditure and economic leakage of spiritual tourism.

Expenditure components	Value (Rp)	Percent (%)
Expenditure inside area (a)	90,855	46.08
Leakage (b)	106,322	53.92
Total expenditure (c = a + b)	197,177	100.00
Number of visits/year (d)	217,855	
Leakage per year (e = a * d)	23,162,827,722	

It is mainly due to high transportation cost, and meals (foods/drinks) purchased from outside tourism area.

The most significant economic impact from spiritual tourism activities in study area is the direct impact of transaction between tourists and local business units inside tourism areas, which resulted to net income earned from tourists' spending (Table 5). Otherwise, there are also indirect economic impact counted from business units' expenditures inside tourism area and local employees' income; and induced impact from employees' household spending inside tourism area, which mostly used to buy daily consumption on local markets.

The Keynesian income multiplier value of 0.43, which means that any increase of Rp1.00 visitors spending would only generate Rp0.43 for the local economy, indicates insignificant direct economic impact of spiritual tourism (Table 6). Therefore, stakeholders' innovative actions to increase tourists spending inside tourism area are immediately needed for generating more impact on local economy.

The generated benefit from spiritual tourism dynamics in Bogor can be described by the ratio income multiplier. Ratio income multiplier type I value of 1.35 means that every Rp1.00 increase in the revenue of business unit would increase the income of business owners and employee amounted to Rp1.35. Moreover, ratio income multiplier type II value of 1.66, means that every Rp1.00 increase in the revenue of business units would result in increase of total local income; which includes the direct, indirect and induced impacts (as business unit owners revenue, employees' income and employees' spending at local area) amounting to Rp1.66.

Spiritual tourists in Bogor have average willingness to pay up to Rp387,300/person/visit; or higher than their average actual expenditures to organize

spiritual tour, which is Rp197,177/person/visit. Hence, there is a difference between WTP and actual expenditures up to Rp190,123/person/visit as a net-benefit value; which can be the basis of strategic decision making on recreational activities and tourism industry (Marsinko et al. 2002). The difference value can be optimized to provide financial space for preservation of objects and improving environmental quality, as well as improving economy of the locals.

4 CONCLUSION

Orientations of tourists and Bogor society on the development of spiritual tourism are aligned at a positive value. Therefore, the alignment can be a good capital to reach optimal and sustainable management level of spiritual tourism resources.

The demand to visit spiritual tourism objects in Bogor is indicated on viable level to ensure demand sustainability in the future. Currently, the average demand for spiritual tourism among tourists is up to 7 visits/person/year, while the average potential demand among the Bogor society is up to 5 visits/person/year. The demand to visit spiritual tourism objects in Bogor is influenced by several factors. They are (a) psychological factors related to total satisfaction, which includes satisfaction on objects performance, the perceived benefits of the visit, as well as negative experiences during the visit; (b) interaction with spiritual community; (c) the income level; (d) education level; and (e) availability of fixed regular spare-time in work schedule.

The dynamics of spiritual tourism in Bogor are not yet to give optimal contribution on economic development of locals; concluded from created job opportunity and other multiple effects from tourism activities. The indication of high leakage, as a main factor behind un-optimal economic impact from spiritual tourism, can be seen as opportunity and challenge to create optimal added value which could generate more benefits for the locals by increasing tourists' expenditure inside tourism area. However, it takes commitment and seriousness from all parties to ensure that development optimization of spiritual tourism objects will not degrade the noble values of spirituality and local socio-culture itself.

Table 5. The economic impact of spiritual tourism.

Economic impact	Value (Rp)
Direct impact	4,907,688,000
Indirect impact	4,464,396,000
Induced impact	1,524,255,000

Table 6. Multiplier effect of spiritual tourism.

Multiplier	Value
Keynesian Income Multiplier	0.43
Ratio Income Multiplier Type I	1.35
Ratio Income Multiplier Type II	1.66

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Should higher tourism education curriculum be adapted into qualification framework in ASEAN Economic Community (AEC) era?

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ABSTRACT: This study is aimed at investigating the conformity of curriculum implemented by higher tourism education to the qualification framework. The Curriculum of Resort & Leisure Management Department at Indonesia University of Education is selected as the subject of the research due to its easy access and authors' advance understanding about the idea and the content of the curriculum. The results show that the curriculum is rather consecutive than concurrent. Several inconsistencies were found between curriculum and its implementations especially when compared to the qualification framework. This could bring disadvantages when facing working competition in the ASEAN Economic Community (AEC) era. Concurrent curriculum should prepare higher tourism education graduates to be ready and meet the qualification framework.

Keywords: higher tourism education, qualification framework, AEC era

1 INTRODUCTION

One sector to be the center of competition in the ASEAN Economic Community (AEC) era is tourism (Tosepu, 2015) that covers travel agents, restaurants & spas, tourist guides, theme parks, MICE and others (Torpey, 2010). In 2014, the number of certified tourism workers in Indonesia stood at 121,520 people, of which 58,627 were facilitated by the Tourism Ministry and 62,893 others were prepared by the Professional Certification Institute (LSP) (Fitriani, 2014). Those numbers were still far below the requirements or only 30% of 254,000 people needed in the AEC era (Soepardi, 2014).

However, the situation was positively responded by higher education institutions seeing it as a good opportunity to hold tourism education in higher education institutions. There were only high school level and diploma for tourism education, but in the past ten years tourism department in level of undergraduate, graduate, and doctoral program have begun to appear. To ensure the quality of tourism workers' competence in the AEC era, the Indonesian government through the Ministry of Manpower and Transmigration of the Republic of Indonesia established the Indonesian Qualifications Framework (IQF) or locally known as the SKKNI for several professions in the tourism sector. The implication of the qualification was that whether the curriculum that has been implemented so far on the higher tourism education should be

revised to meet the IQF. This study is aimed at investigating the conformity of the curriculum implemented by higher tourism education to the IQF, and clarifying whether it should be adapted to the IQF or not.

2 LITERATURE REVIEW

2.1 *Concurrent curriculum*

The principle of relevance curriculum development can be divided into two: internal and external (Richards, 2005). The internal relevance deals with the conformity of curriculum components to education components, while the external one covers the conformity of curriculum content to developments of society needs, times, and technology as well as science (McKenney, Nieveen, & Akker, 2006; Sanjaya, 2008). The idea, development, implementation, and evaluation of curriculum should be adjusted to increase the internal relevance; and thus, to increase its external relevance, it should be developed with concurrent and or consecutive approach (Haenilah, 2014).

The concurrent curriculum integrates professional competence (hard skill and soft skill) and academic content (theory) as a whole. Graduates will be well prepared to work and eligible for professional certification. Meanwhile, the consecutive curriculum separates academic studies and professional studies in their own places. Graduates will

need to take certain competency tests to be certified as professionals (Dantes, 2007).

Several studies found that the concurrent curriculum is more effective than the consecutive one in terms of preparedness of graduates to work (e.g. Li, 1999; Yusuf, 2010; Zeichner, 2010). Several studies on tourism education also found that concurrent curriculum is more relevant to the field of work (Rahman, 2010; Lin, 2014; Owusu-Mintah, 2014). In the tourism education, the concurrent curriculum also allows surrounding community and environment to be involved as part of the curriculum (Marunda, 2014).

2.2 Indonesian Qualification Framework (IQF)

The qualification framework has been developed in a bid to reform the national education since the 1990s. It is a formal system that describes qualifications, including knowledge, skill, and attitude aspects that are relevant to performance of duties and requirements in a field of work.

The IQF is a reflection of the quality of human resources in Indonesia (Presidential Decree Number 8, 2012). IQF serves as a neutral reference that can equalize learning outcomes resulted from formal or non-formal education, as well as learning outcomes acquired through job experiences (Higher Education Law Number 12, 2012). At the international stage, the IQF serves a device that can recognize and translate international workforce's or students' qualifications to the Indonesian qualification system (Education and Cultural Ministerial Decree Number 73, 2013).

The first IQF in the tourism sector set by the Ministry of Manpower and Transmigration of The Republic of Indonesia was that for travel agents, hotels and restaurants. In 2015, there are already 26 fields of work in the tourism sector with the IQF including spas, catering services, food industries, tour guides, Meeting Incentive Convention Exhibitions (MICE), destination planning consulting, and others.

As a whole, the IQF implementation strategies must be able to 1) be an integrated part of the human capital planning, as well as management strategies and quality improvement of human resources, 2) be a guideline and reference for the development and the improvement of education quality starting from the secondary education level to the university level, 3) be a guideline for industries, business enterprises, and government institutions in setting up their career planning and development, 4) be a guideline and reference for quality development and improvement of private and government training centers, 5) be a guideline for profession associations to design professional development and certification, 6) be a guideline for

individuals or community at large for conducting self-assessment on their qualification and career development (Santoso, 2010).

3 METHODS

Curriculum of Resort & Leisure Department of Indonesia University of Education was selected to be the subject of the study due to its easy access and the advanced knowledge of the authors about the curriculum. This study is considered as a preliminary study and would be extended by employing several curriculums from different higher tourism education institutions. This study employs quantitative data analysis. The first step was collecting secondary data from literatures, and then studying the academic document as the primary data before holding a small Focus Group Discussion (FGD) involving all education staff of the department, two practitioners from tourism industry, and two experts in a day. Results of the above steps were then investigated further to find the conformity of the curriculum to the IQF for the tourism sector and to answer the question whether the curriculum should be adapted to the qualification framework.

4 FINDINGS AND DISCUSSION

The Resort & Leisure Department was founded in March, 2005. The number of students who are interested in continuing their studies to the department was quite high. There were around 635 enrolled students in 2008, decreasing into 602 in 2009. However, the number grew in 2010 and 2011, and reached 2010 enrolled students in 2015 (see Table 1 for details).

Table 1 shows that the number of students wishing to learn about tourism especially in the field of resort & leisure has been increasing over time. It means that the department has a bigger responsibility to

Table 1. The Number of enrolled students on Resort & Leisure Department in the period of 2008–2015.

Year	Number of students
2008	635
2009	602
2010	764
2011	937
2012	1149
2013	1581
2014	1901
2015	2010

* Resort & Leisure Management Department (2015).

prepare its prospective graduates with appropriate competencies in line with the work field.

The Focus Group Discussion generated three scopes of study of the Resort & Leisure Management Department based on Mill's definitions of resort (2008) which are 1) tourist attraction, 2) accommodation, and 3) leisure activity. Tourist attraction consists of at least five kinds of attractions (Marpaung, 2002) including 1) cultural attraction, 2) natural attraction, 3) event, 4) recreation, and 5) entertainment. The above scopes of study were then adapted to the National Education Minister of Republic Indonesia Decree on core curriculum of higher education that consists of 40–80% of main competencies and 0–30% of specific competencies. The result was 145 credit units that are divided into: 1) 36 credit units for specific subjects related to resort management (40%), such as Resort & Leisure Concepts, Planology of Tourism, 2) 10 credit units for specific subjects related to leisure management (11%), such as Professional Conference Organizer (PCO), Professional Exhibition Organizer (PEO), and Event Organizer (EO), Business, Recreation Management, and 3) 45 credit units for general tourism subjects (49%), such as Introduction to Tourism Marketing, Tourist Behavior, and others.

To develop graduates professionalism, the department designated several courses for students requiring them to undergo professional studies or practicums. On the job training (OJT) is also designated that lasts for 4 to 6 months for third grade students. OJT locations during the last three years (2013–2015) can be categorized into three locations, namely 1) resorts (34.61%), 2) Hotels (46.5%), and 3) office (19.23%) (The Resort & Leisure Management Department, 2015). When compared to the subjects proportion (51%) which are related to resort & leisure management, it can be concluded that the training locations are not in line with the curriculum content. It also can be said that there are inconsistencies between the curriculum and its implementation. When the curriculum is compared to topics of students' theses, the number of topics which are not closely related to resort or leisure management such as hotel (21.78%), social economic impact, waste problem, training, tourism curriculum, and others (15.11%), is still considerably high.

Table 2 shows that there is also inconsistencies between the curriculum and graduates' competency development. This means that the curriculum is considered consecutive rather than concurrent. A simple relevance test was also employed to examine the relevance of the curriculum involving 20 IQF certified professions in the tourism sector.

Table 3 shows that graduates of the Resort and Leisure Management are very competent in three

Table 2. Categories of thesis topics in the Resort & Leisure Management Department in 2013–2015.

No	Theme category	Q	%
1	Resort management	85	37.78
2	Leisure management	57	25.33
3	Hotel	49	21.78
4	None of the above	34	15.11
	Total	225	100.00

*The Resort & Leisure Management Department (2015).

Table 3. Curriculum relevance with the IQF.

No	Tourism professions in the IQF	Relevance level			
		1	2	3	4
1	Tourism marketing planning consultant		√		
2	Tourism destination planning consultant				√
3	Guide and Tour leader		√		
4	Tourist guiding	√			
5	Ecotourism guiding			√	
6	Museum guiding	√			
7	Diving guiding		√		
8	Rafting guiding		√		
9	Rock climbing guiding		√		
10	Outbound guiding		√		
11	Agrotourism guiding			√	
12	Zoo guiding	√			
13	MICE				√
14	Impresario service				√
15	Hotel & Restaurant			√	
16	Catering service	√			
17	Spa		√		
18	Theme park			√	
19	Travel agent		√		
20	Waiter & bartender	√			
	Total	5	8	4	3
	%	25	40	20	15

*(1) very weak; (2) weak; (3) strong; (4) very strong.

out of 20 professions. Competency of 1) tourism destination planning is obtained from the scope of resort management study, 2) MICE and 3) Impresario service are obtained from the scope of the leisure management study. However job, opportunities in those three work fields are still considered low compared to other tourism sectors, such as hotel & restaurant or catering service. Based on the findings above, it can be concluded that curriculum with consecutive approach will face obstacles in developing students' competencies in line with the qualification framework. In the AEC era, this condition will bring several disadvantages, espe-

cially on the graduates' side. They will not be well prepared to compete with other job seekers from other ASEAN countries. If most of graduates end up working outside the tourism sector, education expenses they have spent would be inefficient, and the institution reputation will decline due to diminishing stakeholders' trust.

5 CONCLUSION

In facing challenges posed by the AEC era, higher tourism education has an academic responsibility to develop curriculum in line with the qualification framework. In the case of the Resort & Leisure Management Department's curriculum, which is still consecutive in nature, several inconsistencies are found between 1) curriculum's idea and its implementation, 2) curriculum structure and the job training locations, 3) curriculum content and theses' themes, and 4) graduates competencies and qualification framework. The findings suggest that higher tourism education will need to 1) consider changing its curriculum development from consecutive to concurrent in order to meet the qualification framework, 2) pay attention to the regulation issued by the Ministry of Research, Technology, and Higher Education concerning national higher education standards in developing curriculum structure, 3) establish mutual partnerships between tourism higher education and tourism industry, 4) accommodate a trial test of profession competency for senior students.

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A conceptual study: Muslim tourists' perceived value in Sharia Compliant Hotels (SCH) in Malaysia

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ABSTRACT: The increasing Muslim population worldwide has directly resulted to the growth of demand for Islamic product and services. In responding to this, the Sharia Compliant Hotel (SCH) is a new type of hotel that has been introduced by hoteliers to cater the needs of Muslim tourists in Malaysia. Perceived value has been empirically demonstrated to have enormous influence on customer behaviour. However, there is a lack of empirical evidence regarding the effects of Muslim Customer Perceived Value (MCPV) on consumer purchase intention toward Sharia Compliant Hotel. Therefore, the purpose of the study is to understand the effects of Muslim consumer perceived value on behavioural intention. Knowledge of Muslim customer perceived value provided by this study can be useful for hoteliers to plan effective marketing programs and provide the best experience, as well as Halal services that meet the needs and expectations of Muslim tourists.

Keywords: Sharia compliant hotel, Muslim consumer, perceived value, behavioural intention

1 INTRODUCTION

In the past few years, the development of hotels has portrayed a rising demand from global markets. This rapid development has led to the saturation of this industry. In the Malaysian context, the government has supported numerous amenities for tourism activities in order to grow possible areas in the tourism industry, including the hotel industry. In recent years, there has been a growth of demand on Islamic hospitality and services in Malaysia due to the increase of Muslim tourist arrivals, especially from the Middle East.

This phenomenon has been influenced by the tragedy of September 11, which changed the travel direction of Muslim tourists from Western countries to Muslim countries (Munirah, Kamarudin & Ismail, 2012; Samori & Abdul Rahman, 2013; Battour et al., 2011). The increase of Muslim tourist arrival has triggered the development of Sharia Compliant Hotels (hereafter SCH) in Malaysia. The existence of SCH can be an added value in promoting Malaysia as a Muslim-friendly Destination.

However, there is a lack of comprehensive study found in Islamic or Sharia compliant practices in the Malaysian hospitality industry (Zailani, Omar & Kopeng, 2011). To date, research in this type of hotel has mainly considered the practice of SCH (Salleh, Hamid, Hashim & Omain, 2014) as well as opportunities and challenges

(Razalli, Abdullah & Hassan, 2009; Samori & Abdul Rahman, 2013). Thus, Muslim consumer intention and acceptance of this concept remain ambiguous. Consequently, a framework is needed to provide an in-depth understanding of consumer intention to patronize a Sharia Compliant Hotel. Therefore, this paper seeks to fill the knowledge gap by identifying Muslim consumer purchase value towards intention to stay at SCH by using a multi-dimensional perceived value.

2 LITERATURE REVIEW

2.1 *Sharia compliant hotel*

Sharia compliant hotels are a relatively new concept in Malaysia, thus, hoteliers are less knowledgeable about this concept and creates confusion among them (Razali et al., 2009). The basic concept of Sharia compliant hotels was initiated by Islamic countries such as Kuwait and Saudi Arabia, as most Muslim travellers originate from these regions, and influence potential growth (Stephenson, Russell & Edgar, 2010). The concept of Sharia Compliance Hotel has focused on acknowledging religious attributes in tangible forms of hospitality (Stephenson, 2014). According to Salleh et al. (2014), this concept of hotel stresses on how to fulfil the religious needs as well as family and health.

Rosenberg and Choufany (2009) examined three major aspects as guidelines for Sharia Compliance

Hotel operation: building design, interiors, and financial aspect. Most researchers, industry analysts, and practitioners agree with Henderson's (2010) set of attributes about hotel operations, which include:

- The hotel should be able to provide or serve halal and non-alcoholic drinks.
- The Holy Qur'an and prayer mats are available with a *Qiblah* (direction of Kaaba) indicator in all rooms of the hotel.
- The placement of beds and the design of toilets should be opposite to the direction of the *Qiblah*.
- A prayer room for customers.
- No dancing clubs and any sort of unsuitable form of entertainment are present.
- Muslim staff must have a proper dress code.
- Separate recreational facilities should be available for men and women, such as swimming pools, gyms, and so on.
- Separate rooms/floors should be available for unmarried couples.
- Appropriate tourist dress code is enforced.
- Alcoholic drinks and gambling should not be allowed in the restaurant and hotel lobby.
- No alcoholic beverages and prohibited foods should be in the rooms' refrigerators.

2.2 Customer perceived value

Perceived value is a subjective construct that is different from individuals depending on their cultures and beliefs. Delivering value is paramount in Islamic hospitality services, as it has been identified as a competitive advantage and key determinant of consumer decision making (Al-Sabbahy, Ekinci and Riley, 2004; Woodruff, 1997; Zamani-Farahani and Henderson, 2010). There are three basic propositions that are axiomatic to the theory of consumption values: (1) consumer choice involves multiple consumption values; (2) consumption values contribute to different results depending on the given choice situation; and (3) consumption values are independent.

Lin and Huang (2012) found that this theory has been used and tested by more than 200 applicants and confirmed to have a good predictive validity in measuring behavioural intention (Sheth et al., 1991). In addition, Long and Schiffman (2000) applied the theory to segment consumers according to their values and relationships with service providers to understand motivation and behaviour.

Creating customer values must be done continuously and conducted in an efficient manner. In the hospitality industry, quality of services that meet the expectation of customers is very important in order to stay resilient in the industry (Choi and

Chu, 2001; Haywood, 1983). Customer value is vital in hospitality and tourism, and can be a source of competitive advantage (Al-Sabbahy et al., 2004; Woodruff, 1997; Zamani-Farahani & Henderson, 2010; Eid & El-Gohary, 2014).

Gallarza & Saura (2006) pointed out that there are three factors that make the concept of value so essential for marketing researchers. First is to enhance the understanding of roles of values in influencing consumer behaviour. Second, the value construct can indicate a variety of areas in consumer behaviour such as product choice (Zeithaml, 1988), purchase intention (Dodds & Monroe, 1985; Sweeney & Soutar, 2001), repeat purchase (Nilson, 1992) and loyalty (Bolton, Kannan & Bramlett, 2000; Parasuraman & Grewal, 2000). Third, consumer value is directly linked to main consumer behaviour dimension such as quality, satisfaction, and behavioural intentions that are also known as prominent marketing constructs.

Several studies have interpreted the concept of customer perceived value as a multidimensional construct (Al-Sabbahy et al., 2004; Eid & El-Gohary, 2014; Sánchez, Callarisa, Rodríguez & Moliner, 2006). For example, Eid & El-Gohary (2014) identified that cognitive value (price and quality), affective value (social and emotional) and Islamic Value (physical and non-physical attribute). Petrick (2002) produced a multidimensional scale to measure perceived value that contains five components: behavioural price, monetary price, emotion, quality, and reputation. Prebensen, Vittersø & Dahl, (2013) proposed a scale to measure perceived value of tourist destination that consists of four distinct dimensions: emotional, social, quality/performance, and price/value-for-money.

Numerous researchers have found that there are two important dimensions in perceived value: (1) the functional value: benefits received (economic, social, and relationship); and (2) sacrifices made (price, time, effort, risk, and convenience) by the customer (Sanchez et al., 2006; Eid & El-Gohary, 2014). Sheth et al. (1991) identified that the main driver of consumer choice is functional value.

Functional value can be defined as a service characteristic or attribute including reliability, durability, and price. This definition is consistent with Stigler's economic utility theory which states that functional value can be measured in either monetary or functional terms. Following this definition, Sánchez et al. (2006) developed four dimensions of perceived value for tourism product, namely functional value of the establishment (installations); functional value of the contact personnel (professionalism); functional value of the service purchased (quality); and functional value price. Jamal et al. (2011) stated that functional value is a perception of physical performance or benefit that

is generated from using a product or service. Based on the following definition, the functional value for this study consists of service quality and price.

Affective value dimensions play important roles in understanding the tourist purchasing decision in hospitality and tourism (Eid & El-Gohary, 2014), therefore it is essential to add on the subjective or emotional reaction that is produced in the mind of consumers (Prebensen et al., 2013; Sweeney & Soutar, 2001). Affective dimensions are identified as feelings or emotions received before or after using the product or services. Most previous researchers have divided affective dimension into social (impact or benefits of purchase to the social) and emotional dimensions (impact and benefits to the emotions or feelings) (Sánchez et al., 2006; Sheth et al., 1991; Sweeney & Soutar, 2001; Jamal et al., 2011). Numerous studies have revealed the roles of affective value as an antecedent of post-purchased behaviour (Dumand & Mattila, 2005). Jamal et al. (2011) have discovered that in the homestay tourism experience, affective factor especially emotional aspect is the most important dimension in influence tourist perceived value. This finding is also consistent with studies conducted by Dumand & Mattila (2005), which found that affective factors are prominent in determined the behaviour intention of cruise vacationers. Based on prior literature, this study has used social and emotional dimension to measure intention of Muslim tourist to stay in SCH.

Although many researchers have provided significance evidence of the existence of functional and affective dimensions of perceived value, there is no study that presents the perceived value of a purchase from an Islamic perspective. Undoubtedly, religiosity plays a vital role in influencing consumption choices among Muslim customers including in hospitality and tourism. In Islam, it is compulsory to all the Muslims to consume product or services that are compliant to the Sharia or Islamic principles as stated in the Qur'an. or else it is considered a sin. Salleh et al. (2014) found that most of the industry analysts and experts highlight the importance of fulfilling the religious need in hotel services. Thus, this is one of the factors that encourage hoteliers to establish SCH facilities that allow Muslim travellers to perform their regular religious duties. However, the need for and value of this concept of hotel differ from one Muslim to another depending on their religious faith and degree of observance of the religion.

The study of value from the perspectives of Islamic is important, as in the Islamic faith, the boundaries of the spiritual and secular are transcended (Eid & El-Gohary, 2014). The holy book of the Qur'an provides guidance in all aspects of human life, so religion leads the direction of

individual decisions in tourism destination and activities. Therefore, process of the evaluation value for tourism and hospitality product needs Islamic Sharia requirements. So, any attempt to develop a scale of the overall Muslim consumer perceived value of a purchase, must not only include functional and affective dimensions but also **Islamic attributes**. The availability of Islamic attributes such as prayer facilities, Halal food, Islamic entertainment, and Islamic dress codes are considered as a huge influence on the decision of Muslim consumer to purchase a particular tourism product or services (Battour et al., 2011; Eid and El-Gohary, 2014).

2.3 Behavioural intention

Behavioural intention refers the process of consumer's decision making to stay loyal to a product that he or she consumed and influence other people to purchase the product or service (Egan, 2011; Solomon, 2012). Zeithaml et al. (1996) divided the behavioural intention into five variables: (1) remain loyal; (2) say positive things about the product; (3) recommend to others; (4) pay premium price; and (5) spend more. According to Yang and Peterson (2004), most studies on consumer behaviour describe behavioural intention as a customer loyalty.

In hospitality, behavioural intention is commonly referred to as intention to visit, revisit, and recommend to others (Bigne et al., 2001). This has been used as a behavioural variable in other fields of consumer behaviour (Cronin & Taylor, 1992; Parasuraman, Berry & Zeithaml, 1991). Recent studies have found that there are many variables that influence behavioural intention, including quality of the service (Brady & Robertson, 2001), perceived value, image, satisfaction (Kozak, 2001), previous experiences (Kozak, 2001), and culture (Liu et al., 2001). Positive experience of service influence repurchases intention and recommendation of service to acquaintances and friends. Based on exposition of the previous literature, this study has used one common variables of behavioural intentions includes intentions to stay in Sharia Compliant Hotel.

3 RESEARCH MODEL

In developing an in-depth understanding of consumer intentions to stay in a Sharia Compliant Hotel, this study uses a conceptual model that shows the theoretical relationship between Perceived Value and Behavioural Intentions (see Figure 1). Therefore, the following hypotheses are proposed:

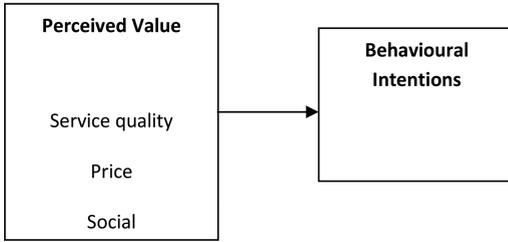


Figure 1. The proposed Model.

- H₁: The functional value (service quality) will have a positive impact on intentions to purchase.
 H₂: The functional value (price) will have a positive impact on intentions to purchase.
 H₃: The affective value (social) will have a positive impact on intentions to purchase.
 H₄: The affective value (emotional) will have a positive impact on intention to purchase.
 H₅: The Islamic value (Islamic attribute) will have a positive impact on intention to purchase.

4 CONCLUSION AND IMPLICATIONS

To conclude, development of SCH is significant in Malaysia in order to attract more Muslim tourists and to realize government plans to be a world *halal* hub. There are many advantages of implementation SCH, as the growth of demand of Islamic goods and services. Furthermore, the Pew Research Center has reported that Muslim tourists constitute a lucrative market. Thus, the influx of Muslim tourists will give opportunities to Sharia Compliant Hotels to entice these tourists to stay at their hotels and indirectly could increase their profit. The consumption experience in the hospitality and tourism industry is intangible and subjective (Sweeney and Soutar 2001; Eid & El-Gohary, 2014); thus, the value dimensions are different for every individual. For hotel operators, it is essential to define accurately their customer value, because perceived value will influence customers to return and recommend the service to others.

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The trend of late marriage among young Muslim Males in Malaysia: Do wedding food cost causing the causation?

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ABSTRACT: Through the application of qualitative approach this paper report some useful insights pertaining to the issue relates to the factors influencing the late marriage among male mature young adults in Malaysia and to what extent wedding food cost cause the causation. Achieving higher than self-sustaining incomes, careers and advanced educational qualifications are the identified factors. However, the most remarkable finding is that food costs which include the wedding feast for the guests and other related amenities directly delaying them in tying the marriage knot. In other words, inability to pay for the over-priced food items deemed necessary in wedding ceremonies indeed are the new cause in this modern era. This phenomenon conveys numerous consequences and implications not only to the young adults themselves but society and the nation as a whole.

Keywords: Late marriage, wedding food cost, young male Muslim, Malaysia

1 INTRODUCTION

Most people agree marriage is a social norm and practice in every religion, nation and culture as the union of two devoted individuals. The union of men and women through marriage is not only an institution for the couple but also means the unification of both families. Marriage is important for the development of the family and society for almost all mankind (Abdullah, 2009a, 2009b; Abdullah, Musa, & Zain, 2010; Ikamari, 2005). Jemain (2001) contends that, as social life is moving forward parallel with globalization and modernization, some western countries might be no longer regarding marriage as mandatorily legitimate. However, some communities still believe in the necessity of marriage (Ali, 2012).

According to Fukutomi (2002) and Abdullah (2009b) marriage is surrounded by traditions, customs, cultures and religious obligations that greatly vary among ethnic groups, countries, social classes and religions. In Islam, marriage is one of the most important Islamic teachings regarding institutions and it is treated as a sacred event of a union of two members of the opposite sex to avoid cohabitation which is strictly prohibited or *haram* (Jemain, 2001). In this sense, Islam prohibits two members of the opposite sex from living together without a marriage bond. Henceforth, to ensure good fertility and promote healthier community growth, young adults who are reaching maturity and are capable mentally and financially, are encouraged

by Islam and many other religions to enter into early wedlock (Jemain, 2001).

Despite marriage being part of a Muslim's obligation, the economy, education and career advancement are believed not only altering the perception of Muslim young adults regarding the early marriage, but deliberately causing them to delay of tying the knot or ending their bachelorhood (Abdullah, 2009a; Jemain, 2001). This is occurring not only in a world-wide setting but the phenomenon of late marriage is also happening to Malay Muslim adults in Malaysia and the trend is increasing in momentum (Mahmud, Azman, Aziz, & Ismail, 2012). As reported, single men in the age group of 21 to 25 was stated to be at 88.3 percent and those in the age group of 30 to 35 years had substantially increased from 14.5 percent in the late nineties to almost 40 percent in 2012. (Department of Statistic Malaysia, 2013).

The progressive increments of the late marriage of among the male mature Muslim young adults are causing great concern among the older generation and the government as this will inevitably cause a decline in the nation's fertility which will widen the age gap between the young and the elderly and the percentage of the population growth. As cited by Rahman (2011), Lembaga Penduduk dan Pembangunan Keluarga Negara listed several significant factors influencing the late marriage of mature adults. They include financial status, discrepancies in a future spouse match, education and career advancement security.

In addition, the cost of food for the wedding custom practices is also assumed to have a certain degree of effect on the late marriage among mature Malay Muslim Males adults in Malaysia. The rising cost of dowries or *hantaran/mahar* with a substantial portion going to food which is related to the wedding reception may also have a significant impact (Abdullah, 2009b; Azahari, Saripudin, & Wahab, 2009). Although Islamic teaching does not encourage Muslims to overspend on their wedding receptions, however, owing to the attachment of customs, cultures, traditions and the wave of modernization, higher demands to showcase the wedding are manifestly apparent. As substantial amounts of money need to be spent in fulfilling all related wedding costs, including food, it could delay marriage among the Malay Muslim young adults. To see whether this phenomenon holds true the real evidence, therefore needs to be gathered, even though the relationship between financial status, income capability, career advancement, higher education advancement and the late marriage has been extensively studied (Arunachalam, 2007; Azahari et al., 2009; Goldstein & Kenney, 2001; Ikamari, 2005; Jemain & Ghani, 2003; Jones, 2012). Owing to the gaps, this paper is qualitatively diagnosing the reasons for late marriage among the male Malay Muslim mature young adults.

2 LITERATURE REVIEW

2.1 *Late marriage and its determinants*

It is undeniable that globalization and the waves of modernization have brought a new trend and adjustment to socio-economics, culture and customary practices (Coontz, 2004). Globalization and modernization have undoubtedly raised the cost of living while economic demand is positively associated with the postponement of childbearing (Martin (2002). Marks et al. (2000) posited that socio-economics which govern education, income and occupation are correlated with one another and, in other words, education partially plays a supplementary role in determining income earning level, occupation or career development (Goldstein and Kenny (2001). These elements also determine one's ability to afford many things in life. Socio economics, as argued by scholars, is a determinant of marriage (Azahari et al., 2009; Garenne, 2004; Goldin & Katz, 2002; Jampaklay, 2006; Jones, 2012). Individuals in a higher socio—economic group with good educational attainment, income and occupation are found to be more likely to tie the knot early (Goldstein and Kenny's, 2001). However, these attributes are also determined to be the precursors of the trends towards late marriage (Azahari et al.,

2009; Garenne, 2004; Goldin & Katz, 2002; Jampaklay, 2006; Jones, 2012). Career advancement, the acquisition of higher education and earnings are showing a certain degree of need for postponing marriage among the young adults (Garene, 2004). Ikamari (2005) stated that setting career goals in one's mind means one may ignore the relevance of marriage and the financial state of the individual is involved in coping with having a family.

2.2 *Wedding food cost*

At a wedding, food is metaphorically used for a myriad of reasons including symbolism, superstition, social mechanics (Noor, Zakaria, Shahril, Hadi & Zahari, 2013) and is part of culture and traditions (Rearick, 2009). Food is embedded in weddings and as the central locus of the event it is definitely associated with a substantial amount of cost. In this sense, wedding food costs can be defined as the expenses allocated within the wedding budget that are specifically designated for food related necessities through the whole phase of a wedding (Abdullah, 2009b; Horioka, 1987; Mohamed et al., 2010). Wedding foods related necessities include the gifts, reception, edible gifts for the guests, cakes, and other traditional ritual food is related to a symbolic practice (Abdullah, 2009b; Mohamed et al., 2010). Zahari et al. (2011) contended that a wedding involves almost all aspects of cost, including food through its preparation, cooking, serving and consumption. They further argued that the growing sophistication brought by globalization and modernization in foodservice businesses like catering services leads the wedding host to engage such services in catering for the food and other requirements for their wedding events (Abdullah, 2009b Abdullah et al., 2010). With catering services, it is no exaggeration that the wedding reception is becoming an area of extravagance among wedding hosts to impress the guests and directly increases the overall wedding food cost (Abdullah, 2009). In fact, Su-Lyn (2013) states that the wedding food cost is the largest amount in a wedding budget and the wedding ceremony now has far more a commercial value.

3 METHODOLOGY

3.1 *Sampling and instrument*

Based on the topic and informants, qualitative approach through the interview was applied for information gathering. The rationale of choosing this approach is owing to the intention of this study, which to understand, recognizing the phenomena or unveil the matters relating to common behav-

ior rather than describing the individual behavior through arithmetic or statistical analysis. The sample population is among the selected Malay men in the category of mature young adults with ages somewhere around 30 to 40 years and who have not yet been married. Semi-structured interview questions were developed with a pre-determined set of questions in a consistent order to ensure the uniformity of information collected. The questions were designed in an interactive way to clearly bring out and develop a relaxing, friendly atmosphere, thus gain high quality information through the interview.

3.2 Procedure for data collection

Before the actual interview, 50 informants were initially identified through friends, relatives and virtual social networking. Those who met the stipulated criteria were contacted through telephone, email, and online social networks such as Facebook and WhatsApp to obtain permission and their willingness to be part of the interview. The purpose of the interview was explained and informed that participation was voluntary and all the information provided strictly confidential and that their names would not be revealed. The dates, times and venues for the interviews to be conducted were then arranged based on the convenience and wishes of the individuals which required flexibility on the part of the researchers.

The interviews were conducted by the researchers within two weeks. Each individual was first asked for permission to tape-record the interview and the researchers were allowed to do so by all of them. In each interview, a predetermined set of semi-structured questions based on the objectives of the study were posed to the informants. The researchers ensured that leading questions were not asked which could lead the informants to answer in a certain way and provide a greater chance of biased answers. The probes were used to explore the answers in more depth. As most of the informants were less able to converse and express themselves in English therefore Bahasa Malaysia was thoroughly used in the interview session. Each interview session lasted between forty minutes to one hour on average. Overall, researchers were fully satisfied with the commitment and cooperation given by the informants during the interview session. The information obtained was then translated into English.

4 ANALYSIS AND RESULTS

It is worth mentioning here that a thematic analysis is used in the interpretation of the interview information. This analysis captures something

important about the data in relation to the research issue and represents some level of patterned response or meaning within the information gathered.

4.1 Informants profile

As previously mentioned, fifty (50) male mature young adults from Kuala Lumpur and Selangor have been the informants for the interview. The age range of the informants is between 30 to 40 years old and the majority of them possessed the secondary school certificate, the undergraduate and the postgraduate degree. Most of them are holding the position of supervisory and managerial levels with salaries ranging from RM 2500 to RM 5000 monthly.

4.2 The trend of late marriage among male mature young adults in Malaysia

The first question asked; *how do you see a late marriage trend among male mature young adults in Malaysia?* Across all of the interviews, all fifty informants have given almost similar answers which the trend of late marriage among male mature young adults seems to be at an increasing motion in Malaysia. Below quotation is the obvious answers obtained.

Quotations

“Late marriage has been one of the topics that are receiving a lot of discussion among the individuals nowadays in Malaysia. Now, male young adults are showing more evident in delaying their marriage behavior as they exhibit positive reaction and move along with the modernization wave that demands for even more than marriage itself.”

“... Marriage demands a great stability in terms of finances, mental and spiritual readiness... and to fit into this fast-paced globalization and modernization era, a male young adult group might definitely reconcile their decision on early marriage. As bad as they don't want to say, unmarried male mature young adults are definitely growing in its number... and that would include us as well yeah?”

4.3 Factor influencing the late marriage among male mature young adults in Malaysia

The second question ponders on the factors that contribute of delaying the marriage. In this sense, all of the informants voiced a unanimous idea that socioeconomic characteristics like achieving higher than self-sustaining incomes, careers and advanced educational qualifications do pose contributing effects on the late marriage. In addition to these, food costs, which include the wedding

feast for the guests and other related amenities, have the most significant influence on late marriage among young mature Malay males in Malaysia.

Themes	Quotations
Acquiring advanced educational level	“I think it is a norm now that individuals acquiring higher level of education, thus settle down with their marriage in the late. Needless to say that I am one of them. Nevertheless, it is worth noting it is not the education per se that is causing the delay but actually the overall commitment that one has to put into the study demands much higher commitment and attention... and for that, I would say yes I agree with the fact that I am also delaying my marriage in order to make way for my study to finish without any interferences.”
Acquiring higher income	“Yes! I do agree that income level can significantly cause the late marriage! Without a doubt! With high priced stuffs nowadays... income just speaks out loud on your capability to buy or do something and marriage is one of them.”
Career	“In today’s era, anyone needs to have a good job to secure your financial support. As marriage nowadays demands for over the top expensive things, I would rather find myself a better paid job first before getting marriage. After all, being 30 is never too old for me to find a better job and when I have the money, marriage is not a big question anymore.”
Higher Wedding food cost/dowry	“...yes it does contribute to marriage postponement. What I am trying to say is that overall wedding costs are overly expensive, and this includes food cost which significantly higher in a marriage ceremony. In this sense, the cost of kenduri (wedding feast) in wedding alone had drawn the greatest concern in marrying any sooner. You know, due to the incapability in fulfilling those costs I am delaying my marriage. In sum, the rapid raising of food cost significant effects on young male marriage intention.”

4.4 Large amount of food cost in wedding ceremony

The last question probed in the interview is that “do you believe that there is a considerably large amount of food cost in marriage events?” Again, all of the informants agree that the large amount of wedding cost goes to the food through its preparation, cooking, serving, consumption and other matters related to it. Some verbatim on the matter are as follows.

Quotations

“Oh well... if you talk about food, we cannot run from the fact that Malays are blessed with food at abundant. Food is everywhere and wedding just happens to be one of the occasions where special foods served to the guests. When I say special, I mean large quantity and exquisite menus. Of course it devours a lot of cost and for the most part, even higher than the rest of the wedding budget. But what can we do right? It is in our culture...”

“I do believe food cost is the most prominent in the wedding budget. We need to serve a lot of people that come during wedding receptions. Not to mention also the makan beradab (special feast) for the groom and bride, bunga telur, and also door gifts where sweets and other confectionaries being given to the guests. These all involved cost you know.”

5 DISCUSSION AND CONCLUSION

The ultimatums of the globalization and modernization are seen to slightly ruin the marriage practices specifically in the timing where marriage postponement is concerned. This study strengthened the previous studies that the socioeconomic characteristics are given a ponderous impact to the late marriage trend among the male mature young adults in Malaysia. Achieving beyond self-sustenance income of the socio-economics, the career and advance education acquirement are the factors contributing to the late marriage among male mature young adults. The fluctuation of income, career and advance education differ the capability of individuals in fulfilling the modern day marriage demands which and not to exaggerate that involve the extravagant wedding reception, lavish feasts and other over the top expenses therein thus resorting the postponing of marriage.

It is interesting to note and in fact the most remarkable findings of this study is that wedding food cost which includes the wedding feast for the guest, wedding cake, *makan beradab*, *hantaran* and door gifts have given significant impact to late marriage among the Muslim male mature young adults in Malaysia. In other words, the incapability in fulfilling the overly priced food items deemed in wedding ceremonies indeed cause the causation. It is unquestionable that the wedding food cost nowadays is sky high by itself, but yet, the trend of many Malay families eagerly exhibits their extravagant wedding receptions which subsequently soar up the spending on foods for their exquisite fine dining, style menus, roof-high and elaborately decorated wedding cakes, and even the fanciful candy bar for kids which is getting popular at wedding receptions recently. This act brings such a burden to the Muslim male mature young adults to fulfill all the demand of the total cost or in *hantaran*

quoted by the bride's family hence causes them to delay their marriage. This phenomenon in return, conveys numerous consequences and implications for the young adults themselves, the society and ultimately affects the nation.

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Is *umrah* truly religious tourism?

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ABSTRACT: From a newly evolving perspective, *umrah* is seen as a social activity as well as a tourism one. Just like tourism, the schedule for *umrah* is not specific and involves visitations Islamic historical sites among others. In light of this point, in order to answer the question of whether ‘*umrah* is truly tourism?’ through a content analysis methodology, we examine the current developments on *umrah* management and how these developments have transformed this religious activity into a tourism. Based on this foundation, this paper explores how *umrah* manifests itself into a tourism and examines the religious verses and hadiths talking about *umrah* to establish and justify the current transformation.

Keywords: *Umrah*, religious, tourism

1 INTRODUCTION

From a religious perspective, *umrah* is defined as a non-mandatory lesser pilgrimage made by Muslims to Mecca, which may be performed at any time of the year (Online Oxford Dictionaries, 2016). During this lesser mandatory pilgrimage, the visiting Muslim performs *tawaaf*—a walk around (or circumambulates) the Ka’bah; *Ihram*—enters a state of sacredness in order to perform the lesser mandatory pilgrimage; *Sa’y*—a walk between As-Safaa and Al-Marwah, which consists of seven circuits; and lastly, *Taha-tul*—an Islamic ritual which indicates coming out of the state of *Ihram* (Islamweb, 2015), in other words, one is accepted to engage in the previously prohibited things during *Ihram*. Should any of these requirements is not satisfied the *umrah* ritual is considered void.

According to the Islamweb (2015), during ‘*Umrah*, pilgrims do not go to Minaa, ‘Arafaat and Muzdalifah or throw pebbles on the Jamrahs (stone pillars representing devils) or offer animal sacrifice because these rites are only performed during the Hajj pilgrimage. In addition to these requirements (commonly known as pillars of *Umrah*), there are also other compulsory requirements, i.e.: stating *Ihram* (assumed at the *meeqaat* (the boundary of the place for the ritual). When the pilgrim fails to comply with the compulsory requirement of *umrah*, his pilgrimage is still considered valid. However, pilgrims have to pay a penalty which could be sacrificing a camel, a cow or a sheep depending on the kind of offence (Darasalam Australia, 2016). If one cannot afford to do so, he should fast for ten days: three days during the pilgrimage and seven days when he or she returns to his or her homeland (Q.S. Al Baqarah: 196).

After *ihram umrah* from *meeqaat*, the next procedure is performing the *thawaf*; i.e. walking around Ka’bah. The ritual begins from the direction of Hajar Aswad, with the Ka’bah on the left. The pilgrims are required to walk seven times around the Ka’bah, and enter Masjidil Haram after the seventh round.

Ka’bah is only a symbol that Allah chooses as the center for *umrah* pilgrimage. It signifies obedience to Allah. Ka’bah is the first site for religious ceremony in Islam ever built in the world, and it becomes the center for Muslims to worship God. On one corner of Ka’bah is a black stone called Hajar Aswad. This stone is the sign for the start and the finish of *thawaf*. It is recommended (*sunnah*) for men to kiss the stone during their ritual; following the examples of the Prophet Ibrahim a.s. and the Prophet Muhammad SAW. The core value of the ritual of kissing Hajar Aswad is the obedience towards the examples and recommendations of the Prophet. Concerning this, Umar r.a., when kissing Hajar Aswad, stated: “By Allah, I know that you are a stone and can neither benefit nor harm. Had I not seen the Prophet [Muhammad] touching and kissing you, I would not have touched [and kissed] you.” (Hadith narrated by Ahmad from Ibnu ‘Abbas).

Following *thawaf*, the next ritual is *Sa’y*. In this ritual, the pilgrim should speed-walk back and forth from Shafa to Marwah hills for seven times. This ritual symbolizes (and imitates) the experience of Siti Hajar (wife of the Prophet Ibrahim) when she walked back and forth between the two hills to find water for her and her newborn baby. The pilgrimage of *umrah* ends with shaving/cutting at least three strands of hair from one’s head.

The main benefit of *umrah* pilgrimage is that it is a *Rihlah Muqaddasah* (holy pilgrimage). *Umrah* is essentially a holy pilgrimage in which each ritual is a representation of worshipping action. The Prophet Muhammad provided special directions of how to perform this pilgrimage to set it apart from other pilgrimages; “Mounts are not saddled for except to (travel to) three masjids (mosques): al-masjid al-Haram, this masjid of mine (the Nabawi in Madinah), and al-masjid al-Aqsha.” (Hadith narrated by Al-Bukhari & Muslim). Other benefits that Allah promises to people who perform *umrah* pilgrimage include: a. expiation of sins; b. getting awarded heaven; c. the expenses spent for the pilgrimage is considered the same (will get the same reward) as expenses spent in God’s way; d. obtaining reward equivalent with that for *jihād*; e. the demise during the pilgrimage is considered the same as *syahid*; f. the prayer for others will be granted; g. becoming a person that Allah and His angels praise of (Hadith narrated by Bukhari & Muslim).

2 METHOD

Today, *Umrah* visas can be converted into tourist visas. This was disclosed on April 26th, 2016. During the launching ceremony in Riyadh, Prince Sultan said the program aims at providing an opportunity to *Umrah* pilgrims to see the landmarks of the country, Islamic historical sites, attractive tourist destinations, shopping centers and malls and also make cultural, medical, educational and marketing tours, visit exhibitions and attend conferences after having completed the *Umrah* (Dawn, 2016).

This implies that *Umrah*, promotes positive tourism, and therefore, it is a tourism. However, to prove this, using a content analysis methodology, this paper examines the contribution of *umrah* to tourism promotion and development. The paper also explores how *umrah* manifests itself into tourism. We also examine the religious verses and hadiths talking about *umrah* to establish and also justify the perspective of the socialists on whether *umrah* can serve the purpose of tourism. The goal is to bring about a clear understanding of the teachings of Islam on tourism from the Islamic perspective.

3 FINDINGS

The purpose of tourism (or travelling) in Islam is to take notice and learn. In Al-Quran, there are commands to walk (visit) to several sites. Allah says; “Say (O, Muhammad): ‘Travel in the land and see what the end of those who rejected truth

was’” (Q.S. Al-An’am: 11). In another verse, Allah says: “Say to them (O, Muhammad): ‘Travel in the land and see how has been the end of the criminals (those who denied Allah’s Messengers and disobeyed Allah.’” (Q.S. An-Nam: 69).

Umrah is essentially a worshipping ritual commanded by Allah and Allah’s Messenger: “And perform properly (i.e. all the ceremonies according to the ways of Prophet Muhammad) the Hajj and *Umrah* for Allah...” (Q.S. Al-Baqarah: 196). *Umrah* is a ritual to get oneself closer to Allah.

Performing *umrah* with worldly intention will not result in anything for the afterlife. However, if it is performed with the intention to hope for Allah’s blessing, the pilgrim will get the benefits in the world and in the afterlife. Therefore, it is necessary to equip and prepare the people who will perform *umrah* so that their intention and determination stay honest and pure.

4 DISCUSSION

In the tourism sector, there are many terms to categorize the tourism activities; including cultural tourism, ecotourism, historical tourism, religious tourism, spiritual tourism, and so on. According to Soekardjo⁵, the spiritual motive and spiritual tourism are ones of the oldest forms of tourism. Before mankind travels for leisure, business, sports, and so on, they have travelled for pilgrimage.

Koentjaraningrat⁶ stated that the primary contents of cultures in the world are: 1) language; 2) knowledge; 3) social structure; 4) tools of life and technology; 5) system of earning a living; 6) system of religion; and 7) art.

Recently, religious tourism becomes a new trend that many people are crazy about. Religious tourism becomes some kind of unspoken agreement (*ijmak sukuti*) recognized by many people; including the airline services, manager of pilgrimage site, public figures, and common people.

What is religious tourism? From its name, it is clear that this kind of tourism is meant to enrich religious knowledge and improve spirituality. However, it is a religious pilgrimage to slake the spiritual thirst of men. This is not common tourism in which people travel for leisure or for recreational purposes.

Islam exists to solve all problems in human life. It does not concern only the afterlife; it also concerns with the worldly matters. Islam is the perfect religion and system of life. It understands the needs of men, based on their physical and spiritual tendencies. Islam acknowledges the nature and instinct of mankind as the creation of Allah, creatures that like to play and have fun, as they like to eat and drink.

Religious tourism, as performed by the Prophets, puts more emphasis to the recreation of mind and

soul, rather than physical leisure. In other types of tourism, the travel often makes people more stressed out, instead of alleviating stress. It is because they may get stuck in traffic jam, queue in a very long line to get in the tourism site, lose something valuable, and many other reasons. Therefore, a tourism activity should contain some sort of entertainment for the mind; for instance, enjoying the beauty of Allah's creation and remembering Allah.

Umrah as a religious tourism is a special ritual. It is special because only those who can afford it can go on the pilgrimage. The category of 'being able to afford' itself varies. People who wish to go on *umrah* pilgrimage have to be able to afford it financially, physically, and mentally. *Umrah* is also one of the pillars of Islam, as it is closely related to Hajj. A true Moslem cannot be considered perfectly Islam, unless he has performed the Hajj ritual. However, not all people who have not gone to the pilgrimage are considered having imperfect religion. This only applies for those who have the ability (can afford it financially, physically, and mentally), but deliberately choose not to do the pilgrimage ritual. Unlike Hajj, *umrah* does not consume too many costs, and it can be carried out any time. At the very least, *umrah* can be a balm for those who wishes to do Hajj but have not been able to.

Since *umrah* is a religious tourism, it should fulfill the religious requirements in addition to the tourism ones. It means that the pilgrims should get the degree of *mabrur* (which means that their rituals and sacrifices are being accepted by God). This goal cannot be achieved if the pilgrims do not have a true and honest intention. In a popular hadith, it is stated that intention (determination) is the root of all worshipping rituals (*Inamal a'malu biniat*). Wrong intention or false determination, not doing the ritual for Allah, will yield negative effects. Should a person intend to get some sort of prestige from *umrah* to strengthen his social status in the society; he is truly blinded by his heart. His white attire during the pilgrimage, which is a symbol of purity of the heart, is tainted by bad intention.

People who go on *umrah* pilgrimage and treat it as a common tourism or normal travel, or those who do it only for social status, will get nothing out of his rituals. Everything a man does should be because of Allah, including *umrah*.

In a hadith, it is stated that, "there will come a time. .. when the rich will perform the Hajj as a pastime, the people of the middle class will do so to conduct business, and the poor to beg for charity, and the scholars to show off" (Hadith narrated by al-Daylami from Anas bin Malik).

So that *umrah* is not considered merely a tourism or travelling activity, there are several criteria or requirements to be satisfied. Firstly, the motivation and intention to perform the pilgrimage

should be for Allah SWT. Secondly, the funds to be used as expenses in the pilgrimage and to be left for living expenses at home, should be obtained in a *halal* (honest) way. Thirdly, the process of the rituals should be in accordance with the *manasik* (ritual) exemplified by the Prophet Muhammad; which means that the requirements, the *rukun*, and the *wajib* of the pilgrimage should be satisfied. Fourthly, the effect of the pilgrimage should be positive; in the sense that the pilgrim undergoes a change in quality of his behaviors, to be better. Fifthly, the title given to the pilgrim after he finishes the pilgrimage must not be a trap of vanity.

Umrah can only be successfully performed by those who strictly follow the requirement, *rukun* and *wajib*, of the pilgrimage. They cannot do *rafats*, *fusuq*, and *jidal* during the pilgrimage. Although *rafats* means sexual activity, it covers more than just that. A pilgrim must not copulate and must refrain himself from talking, seeing, hearing, or doing something remotely related to sexual activity. *Fusuq* means the activities that are considered negative in Islam; talking about others (slandering), for example. Meanwhile, *jidal* means fighting. The pilgrim must not do any of these activities to get the benefit of his *umrah* pilgrimage.

Although it is hard to achieve the *mabrur* state, it does not mean that the pilgrims of *umrah* cannot do so. As long as the intention is truly to hope for blessing from Allah SWT, comes from a pure heart, and results in an improvement, it is possible to be *mabrur*.

5 CONCLUSION

The purpose of tourism (or travelling) in Islam is to take notice and learn. In Al-Quran, there are commands to walk (visit) to several sites. *Umrah* is essentially a worshipping ritual commanded by Allah and Allah's Messenger: "And perform properly (i.e. all the ceremonies according to the ways of Prophet Muhammad) the Hajj and Umrah for Allah. Performing *umrah* with worldly intention will not result in anything for the afterlife. However, if it is performed with the intention to hope for Allah's blessings, the pilgrim will get the benefits in the world and in the here-after. Therefore, it is necessary to equip and prepare the people who will go to *umrah* so that their intention and determination stay honest and pure, though they can after go for tourism. Let it be a religious one.

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Sports tourism event attributes, destination image and revisit intention

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ABSTRACT: This research discussed on the issues that are related to the relationships between sports tourism event attributes and destination image. Sport event is one way to add the attractiveness of a destination for new markets, first time and repeat visitors. From the previous literature, participation in leisure sports has increased in recent years because people desire more active holidays in sports like cycling, golf, jogging and hiking. However, there is a relatively scarce amount of adequate research regarding sports event and destination image done previously. Therefore, this paper attempt to investigate sport tourism event attributes, destination image and will be of great value to event and tourism industries in sequence to enhance the events service quality and destination image. In order to obtain the information, the researcher will conduct survey through questionnaires and will distribute to the international participants at the coming sport event that will be conducted at Putrajaya.

Keyword: Sport tourism event, destination image, leisure

1 INTRODUCTION

No denying the fact that sports play an important role in shaping the human lifestyles. With that many individual are directly involved either in various indoor or outdoor sport activities. In line with this sport tourism has been identified as the fastest growing type of tourism (Higham & Hinch, 2001). Sport event is one way to add the attractiveness of a destination for new markets, first time and repeat visitors (Dimanche, 2003).

Sport tourism is a service industry which is influenced by the quality of services provided. Sports event can be categorize from mega sporting events such as national championships to smaller size sports event such as local cycling, walking and running events which can also be characterized as leisure sports event. From the previous literature, participation in leisure sports has increased in recent years because people desire more active holidays resulting in a boom in sports like cycling, golf, jogging and hiking (Villiers, 2001). Sports are one way to attract people or tourist to come to the destination. The tourism literature has acknowledged the importance of destination image and its role on destination awareness and decision making process (Baloglu, 1997, 1999; Baloglu & Brinberg, 1997). There has been very limited research of motivations on sport tourism and only one or two attempts to study the satisfaction or revisit intention of general tourists. Consequently, knowledge on sport event's attributes includes access quality, accommodation quality, and venue quality

and behavioral intention in Malaysia is lacking. Therefore, this study would like to investigate on the sport event attributes and the behavioral intention among the international participants to revisit Malaysia.

2 LITERATURE REVIEW

2.1 *Sport tourism*

Sport tourism is a type of activity that involves people travelling away from their main residence for the purpose of participating in a sport activity for recreation or competition. Scholars began studying sports tourism as early as 1973, but the topic did not gain much attention until 1986 (Nogawa, Yamaguchi & Hagi, 1996).

Regarding to Gibson (1998), this activity also include travelling for the purpose of watching sports event or visiting sport attractions at a specific time. Hinch and Higham (2011) had specifically suggested there were two types of sport tourism which are passive sport tourism and active sport tourism. For active sport tourism, it related to the participation of the tourist to the sporting experiences, meanwhile passive sport tourism involve with the activity of observing and attending the event (Hall, 1992).

Leiper (1990) defined sports tourism as the limited time a consumer travels away from home for sports that have specific rules and contain contests of athletic skill as well as fun. Gammon and Robinson (1997) provided a hard definition

and soft definition. In the hard definition, sports tourists actively or passively take part in competition; therefore, the sports themselves are the main reason for travel. In the soft definition of sports tourism, people travel away from home primarily to enjoy leisure activities.

2.2 *Sport tourism event attributes*

Shonk and Chelladurai (2008) indicated that sport event attributes can influence tourist satisfaction which in turn, influences the tourist's intention to return to the place of the event and/or the event itself. In addition, sport event attributes indicated three dimensions which are access quality, accommodation quality and venue quality.

2.3 *Access quality*

Turco, Riley, and Swart (2002) describe approachability and ease of contact as important elements in marketing a sport event. Sport tourists are more likely to perceive a higher quality experience when they can easily access the various places and things they want to see and do. This study model includes access to three primary areas, (a) the destination; (b) the sport venue; and (c) the accommodation.

2.4 *Accommodation quality*

Accommodation refers to hotels, motels, cabins, lodges, and resorts. The sport tourist may assess his or her interaction with hotel personnel as pleasant or otherwise. Chelladurai and Chang (2000) said that, quality in such interactions include the helping orientation and behavior of the contact employee in terms of good manners and care toward clients, and prompt and individualized attention. Ambient conditions, facility design, and social conditions directly influence the perceptions of physical environment (Brady & Cronin, 2001).

2.5 *Venue quality*

Venue quality refers to the facility where the event is scheduled to take place. Client–employee communications are just as important at the sport venue as they are in the hotels. Wakefield, Blodgett, and Sloan (1996) suggested that the stadium environment may have a significant effect on the extent to which a spectator desires to return to the venue. According to Greenwell, Fink, and Pastore (2002a), consumer perceptions of the physical environment at a sporting event are positively related to attendance at a sporting event, motivation to attend an event, and willingness to attend the athletic event. Salient factors of the physical environment include cleanliness of the restrooms, comfortable seating,

sound system, parking facilities, stadium signage, facility layout, and facility design.

2.6 *Destination image*

Hunt (1971) defined a destination image as the impression held by an individual or a group of people of a place other than their normal areas of residence. Crompton (1979) pointed out that a destination image refers to a summation of beliefs, ideas and impressions of a particular location. Lawson and Bovy(1977) indicated that a destination image is an overall expression of knowledge, impressions, prejudices, imaginations and sentiments of a specific location held by an individual or a group of people. Markin(1974) defined a destination image as a personalization, internalization and conceptualization of whatever is known about a place by an individual.

3 METHODOLOGY

3.1 *Research design*

This study used exploratory study as there is very limited number of study in this topic has been conducted in Malaysia. An exploratory is undertaken when there are few or no earlier studies to refer to. The focus is on gaining insights and familiarity for later investigation or undertaken when problems are in a preliminary stage of investigation. The research paradigm for this study is based on quantitative methods with the implementation of structured questionnaire as the research instrument to gather primary data. The respondents will be the international participants that will take part in the sport event in Putrajaya.

3.2 *Sample and population*

It is important to mention that the sample population for this study will be international and non-local participants. The reason these respondents will be chosen is because they are not familiar with the destination, so their first time experience will determine whether they want to come to rejoin the event again or not. With regard to the sufficient number of respondents for this study, based on other researchers' experiences (Jones, 2001), only 20 to 30 surveys can be administered daily when dealing with transit and departure tourists.

3.3 *Plan for data collection*

As this study is to access the experience of the international and non-local participants towards the sports event image and destination image and their intention to revisit the destination for leisure

activities or to re-joining the event in the future, the data will be collected at the event's venue itself during the event day. Prior to administering the survey, the researcher will also check the event schedule that will be held in the short time. The location will be around Putrajaya due to the popular location as main attraction for foreigners that participate in sport event in this country.

3.4 Pilot test

Pilot test is a pre-testing of questionnaire before it is being distributed to the actual respondents. As a pilot study should be carried out and is considered to be last safeguard against the possibility of ineffectiveness of the main survey (Moser, 1985), it will be undertaken before the final process of data collection. Pilot test was conducted at a sports event which took place at Putrajaya on March 2016 with a total number of 30 international participants will be approach. Hill (1998) suggested 10 to 30 participants for pilots in survey research. The questionnaires were distributed personally to the respondents who participated in the running event at Putrajaya on March 2016 which was Powerman Asia Championships Malaysia. Researchers distributed 30 sets of questionnaires to the participants 2 hours before the event started.

3.5 Demographic profile of respondents

Table 1. Pilot study.

Gender	Male (17) Female (13)
Country of origin	China (1) Australia (11) UK (16) Japan (2)
Travel frequency	Once a year (1) Twice a year (18) 3 to 5 time per year (11)

3.6 Reliability test

To measure the reliability of the questionnaire used, the study used SPSS Version 21 to tabulate the data and the Cronbach alpha was run for the pilot test. The results are as follows:

Table 2. Realibility test.

Variables	Cronbach's alpha
Access quality	0.875
Accommodation quality	0.786
Venue quality	0.698
Destination image	0.665

The items are high consistency value. The items are considered to be appropriate for measuring the concept used for the study.

4 CONCLUSION

Sport event tourism, like tourism in general, is believed to have contributed significantly to the tourism development in this country. The findings of this study hopefully can provide valuable information for sport sponsors, sport managers or event managers to organize more sport events to attract participants. Besides that, this study may provide important information for tourism marketers to make proper strategies on how to satisfy tourist, and attract tourists to revisit the destination and surrounding area in Malaysia.

It is also seeks to make contribution to the current body of knowledge by scrutinize the relationship between sport tourism event attributes, destination image and behavioral intention. At the end of this study, the result hopes to provide useful information and can encourage for future researchers who will conduct a research in these fields.

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Islamic religiosity as the moderator in the relationship between values and travel decision making

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ABSTRACT: As the Muslim population is growing rapidly, Muslim consumer market should be critically concerned by businesses to satisfy the needs and wants of consumers. The study aims to investigate the moderating effect of Islamic religiosity on the relationship between Muslims Customer Perceived Value (MCPV) and tourists' travel decision making. Six dimensions of Muslim customer perceived value (quality value, value for money, emotional value, social value, protection of religion and protection of intellect) are proposed to determine the effects on Muslim tourists' travel decision making.

Keywords: Islamic religiosity, Muslims Customer Perceived Value (MCPV), decision making, Muslim

1 INTRODUCTION

Tourism industry has evolved in many concepts of tourism such as Islamic tourism. Consequently, Islamic tourism is seen to be a potential industry to be concerned with. Muslim tourists must be considered as vital segment in tourism industry whereby they need to be catered with the religious needs and satisfactions (Farahdel, 2011). As far as Islamic tourism is concerned, general concept which previously been proposed by scholars are visualized into new concept in Islamic perspectives. Based on the study done by Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC) in 2016, Muslim travellers represented the travel sector was worth \$121 billion in 2014 and the total number of Muslim visitor arrivals reached to 116 million. This figure represents 10.2 percent of the global visitor arrivals. It is anticipated that this will increase to 180 million by 2020 and will compose 11.4 percent of the market with an expenditure projected to be \$212 billion (COMCEC, 2016). COMCEC (2016) also reported that the total number of Muslim visitor departure from Malaysia is 4.3 million in 2014.

As Muslim market is one of the largest tourist markets in the world, there is still lack of knowledge related to Islamic perspectives on tourism in the related study and literature (Eid & El-Gohary, 2015). There is a need to investigate on how Islamic religiosity moderates the relationship between Muslims customer perceived value and travel decision making. Muslim tourists are keen to explore new experiences and destinations, together with the

awareness of their basic needs, is now pouring the global demand for Islamic tourism products and services (COMCEC, 2016). To date, there has been little empirical research that investigates customer value from the perspectives of Muslim customers (Eid & El-Gohary, 2015).

This study contributes in a new field of knowledge to the researcher by adding in some Islamic tourism perspectives into the research, as proposed in the variables. The study basically allows the researcher to have in depth knowledge on tourism study in Islamic area. It also can serve as a platform for the tourism marketers to have variety of ideas in providing Islamic tourism products and services to the tourists, where it can help the owners of businesses to be aware and alert on new dimensions of tourism products and services, for example travel agencies can provide travel packages in accordance with Islamic principles.

2 LITERATURE REVIEW

2.1 *Muslims Customer Perceived Value (MCPV)*

Customer Perceived Value (CPV) is a subject of interest to many researchers in hospitality and tourism industry (Eid & El-Gohary, 2015). Customer perceived value in overall has three phases, which is purchase phase, then consumption phase and evaluation of results (Sabiote-Ortiz et al., 2016). After the purchasing which also involve the dimension of CPV such as service quality, value of money and satisfaction, then the perceived value is consumed and lead to the evaluation of results;

loyalty, decision making and behavioural intention. The term *perceived* recommended to reflect the experiential view, where it is believed that consumers' experience is depending on the value judgment (Eid & El-Gohary, 2015). They also suggested that other possible factors that might influence perceived value should be examined in future research. The recent argument took place in which to measure the perceived value based on four distinct dimension; emotional, social, quality/performance and value for money (Prebensen et al., 2013). Current researcher uses the four dimension in the study framework as the traditional value dimensions, where she also add on Islamic value dimensions into the study to have an overview on Muslims Customer Perceived Value (MCPV). In this current research, researcher intends to examine the customer perceived value, focusing on Muslims market. Meaning to say, this study is assessing the factors of perceived value in both conventional and Islamic perspectives, which include six basic categories: (1) quality value; (2) value for money; (3) emotional value; (4) social value; (5) protection of ad-Din (religion); and (6) protection of intellect.

Islamic value dimensions are constructed from *maqasid shariah*; protection of religion (Ad-Din) and protection of intellect. Auda (2007) summarized that *maqasid shariah* are categorized into three categories, *ad-dharuriyyat* (necessities), *al-hajiyyat* (needs) and *at-tahsiniyyat* (luxuries). Hence, to assess MCPV, Eid and El-Gohary (2015) believed that Muslim tourists do not only evaluate the traditional values, but also religious identity that contributes to the value creation. Auda (2007) in his book titled "Maqasid al-Shariah as Philosophy of Islamic Law: A Systems Approach" considered the term "values" in Islamic perspectives as *maqasid*. The researcher only extracts two values from *maqasid shariah* (protection of ad-Din and intellect) and other values are considered for future research.

2.1.1 Quality value

The authors from previous research have argued that there is no consensus on how to view quality relative to perceived value (Sabiote-Ortiz et al., 2016). Quality viewed as one of the important values which lead to satisfaction. Hence, researcher feels that there is a need to conduct this study to fill the gap. The production and services are both related to quality of factors, which need to be assessed separately (Anderson et al., 2015). Since hospitality and tourism industry are part of the service industry, the quality is vitally important in targeting and creating values to tourists, most importantly in providing service quality. Tourist perceived the good service quality as the good value dimension. Perceived quality also offers value

to consumers in evaluating the overall excellence of a brand (Asshidin et al., 2016).

2.1.2 Value for money

The value for money in the dimension of perceived value is the combination of monetary price and nonmonetary price, such as costs, time and convenience (Kashyap & Bojanic, 2000). Previous study considered value for money to customers' overall assessment of the perceived value of a service as worth their money. Customers who care about the value for money might state a better desire to stay than those who are less care to believe whether or not a service offers good value for money (Siu et al., 2012). Logically, the worthy of the money is dependent on perceived values which lead to satisfaction or dissatisfaction.

2.1.3 Emotional value

There are five main dimension of the emotional values such as sincerity, excitement, competence, sophistication and ruggedness (Jabreel et al., 2016). In addition to functional value, Lee and Choi (2011) have emphasized the importance of emotional value. People decide to go to travel because of their emotional, due to the excitement they are going to feel, the priceless experience and others.

2.1.4 Social value

Previous researchers do not view the creation of social value as a scarification, but a way of achieving a greater happiness, meaningful life and a better socially oriented way of daily life (Altinay et al., 2016). A study done by Bjarstig and Kvastegard (2016) found that majority of people mentioned heritage and identity as significant social values because most of them had a family connection. Hereby, relationship among families is vital to consider the dimension of social value.

2.1.5 Protection of religion (*Hifdz ad-Din*)

This value falls under the Islamic value dimension where researcher adds on the *maqasid shariah* value into the dimension. Anything that has values will contribute to benefits for human, for instance the protection of religion is an essential value, not only in the world but also the hereafter. In the perspective of religion, it was shown that the term "religion" has evolved to "freedom of belief" in contemporary expressions (Auda, 2007). According to Lee et al. (2011), the concept of "value" has not clearly practicable. Researcher adds on protection of religion as a new dimension of values in Islamic perspective.

2.1.6 Protection of intellect (*Hifdz al-Aql*)

The researcher inserts this value dimension in Islamic value dimension to relate it towards the

decision making to travel. Somehow, protection of intellect needs human to perform good deeds while travelling, such as gain knowledge and prevent from forbidden acts, for example, alcohol and drugs consumption (Auda, 2007). From the Quran verse Surah At-Tin Verse 4, “*Verily, We create man in the best conformation*” explained that Allah created human in the best figure, where He cares about the positive qualities, physical and mental. It is under consideration of human itself on how they behave and utilize Allah’s creatures. Perhaps, protection of intellect can acts as a value in order to have a good decision making and satisfaction.

2.2 Islamic religiosity

Islamic philosophy is accomplished by uttering submission to Allah (God) and mainly achieved by adherence to Islamic lifestyles; obey to Allah’s commands and avoidance of the forbidden (Aziz et al., 2016). The spiritual values that a person has might contribute to the religiousness of him or her. Researcher intends to pick Islamic religiosity as the moderating effect on the relationship between conventional and Islamic values and travel decision making. There are some measures of spirituality and religiosity for use with Muslims which contribute in the understanding of how Muslim individuals commonly relate to Allah (Bonab et al., 2013). The current research is concerned with the level of religiosity which related to the attachment to Allah in order to make decision. Attachment to Allah will be evaluated through the individuals’ actions and customer decision Allah (Bonab et al., 2013). There is no consensus among the experts on the number of dimensions that create the construct of religiosity (Eid & El-Gohary, 2015). Previous researchers argued that religiosity plays a full moderating role in the relationship between the contextual variables and purchasing behaviour among Muslim tourists (Eid & El-Gohary, 2015). Variables such as value dimensions endowed effects to the consumer behaviour, which is related to the travel decision making. The current study fills the gap of the past research to consider whether religious Muslims consider Islam as the reference to travel. The measurement of Islamic religiosity accepts the perspective of Islamic Belief and Islamic Practice (Farahani & Musa, 2012). The level of religiosity is judged based on the religious activities that been performed and how attached a person to his or her religion and Allah, with the adherence of Holy Quran and Sunnah.

2.3 Travel decision making

Travelling to a destination is not an easy decision to make as it needs to consider many complicated

choices, allocation of time and money either it is worth or not. Consumer decision making is understood as the process of gaining information and integrate them into purchase decision (Choi et al., 2012). By conducting the current research, the Muslim travellers acquire their travel decision making based on the perceived value dimensions. In the globalization of tourism industry, it is rational to believe that tourist decision-making has also developed in which tourists are becoming more experienced and empowered (McCabe, Li & Chen, 2016). Researcher argued that if the value perceived by the Muslim travelers lies in their decision making to travel. This research is conducted to fill the gap of travel decision making in Islamic tourism concept.

2.4 Effects on MCPV on tourist decision making

Based on previous research on the multidimensional nature of consumer value, it supposedly may have positive and negative effects on MPCV construct (Eid & El-Gohary, 2015). Current research has different perspective where it examines how MCPV affects tourist decision making, as shown in Figure 1. Hence, the six dimensions should be considered; quality value, value for money, emotional value and social value has been chosen as the independent variables. Somehow, the researcher added on two Islamic value dimensions from *maqasid shariah*; protection of religion and protection of intellect as the special features of Muslim tourists.

The current researcher intends to support the literature to be adapted in current research, thus, hypotheses are proposed as below:

H₁: There is relationship between quality value and Muslim tourists’ travel decision making.

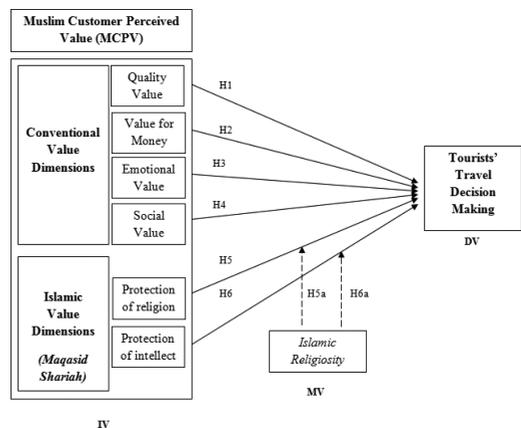


Figure 1. Theoretical framework.

- H₂: There is relationship between value for money and Muslim tourists' travel decision making.
 H₃: There is relationship between emotional value and Muslim tourists' travel decision making.
 H₄: There is relationship between social value and Muslim tourists' travel decision making.

Apart from the conventional value dimensions, as the study is proposing Islamic value dimensions, it is a good consideration to understand Muslim tourist behaviour in their decision making. The new dimension of Islamic values; *maqasid syariah* will have effects on the tourist decision making. Hence, the hypotheses are proposed as below:

- H₅: There is relationship between protection of religion and Muslim tourists' travel decision making.
 H₆: There is relationship between protection of intellect and Muslim tourists' travel decision making.

2.5 Moderating effect: Islamic religiosity

Religiosity considers the quality and the extent to which an individual is religious. Researcher claims that Islamic religiosity has the moderating effect on the relationship of MCPV and travel decision making, as shown in Figure 1. Tourists' attitudes and behaviour may differ depends on their religiosity (Egresi et al., 2012). For instance, people with different level of religiosity may have different attitudes when travelling to a destination. Researcher supported the previous research by Eid and El-Gohary (2015) where the moderating effect of Islamic religiosity only affects on the relationship between Islamic value dimensions and travel decision making. Hence, two last hypotheses are proposed as below:

- H_{5a}: Islamic religiosity moderates the relationship between protection of religion and Muslim tourists' travel decision making.
 H_{6a}: Islamic religiosity moderates the relationship between protection of intellect and Muslim tourists' travel decision making.

3 METHOD

This study use quantitative approach and descriptive research design by using cross-sectional method. Self-administered questionnaire will be used as a survey method because it is more convenient. The unit of analysis is individual, in which it will be represented by the Malaysian Muslim tourists who travel outbound Malaysia. The researcher will use probability sampling by using stratified random sampling. This type of sampling will

involve the division of a population into smaller groups which is also known as strata.

The researcher plans to use Statistical Package for Social Sciences (SPSS) Version 21 to analyze the data that will be collected in order to conduct statistical analysis. The data will be analyzed by using descriptive statistics and also multiple regression to test the correlation between two or more variables. In order to test the reliability of the questions in the survey, Cronbach's Alpha testing will also be used. The Cronbach's Alpha must be more than 0.7, which is a standard measure of the test for a valid structure and reliable set of questions.

4 CONCLUSION

Upon review of literature on MCPV and related variables, Islamic religiosity seems to be the moderating factor between Islamic value dimensions (protection of religion and protection of intellect) and Muslim tourists' travel decision making. This study is believed to contribute in tourism industry, especially in Islamic tourism area, where the demand of Muslim tourists is increasing from year to year. It is possible for the key industry players to cater for the Muslim tourists' needs and wants which lead to their travel decision making and satisfaction. Muslim Customer Perceived Values (MCPV) are critically important as influence factors to Muslim tourists in their travel decision making.

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Entrepreneurial intention among hospitality students: A case study in UiTM Terengganu, Malaysia

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ABSTRACT: The entrepreneurship development has become one of the national agenda in many countries including Malaysia. Despite the fact that, a well-educated student are having difficulties in looking for job employment, self-employment and entrepreneurship have been identified as the practical resolution to the problem of unemployment and underemployment amongst the degree holders. The entrepreneurial culture is growing among graduates who wish to build a career regardless of their field of study in higher institution. This study aimed to explore the entrepreneurial intentions, motivations and obstacles into entrepreneurship among bachelor students in Faculty of Hotel and Tourism Management Universiti Teknologi Mara (UiTM) Dungun, Terengganu. Self-administered questionnaires were distributed within two (2) weeks and 272 samples have been collected. Results revealed that bachelor students owned a remarkable intention to become entrepreneurs where they are motivated by main pull factors such as to earn reasonable living, opportunities in the market, to challenge their self, and for their personal freedom. Also, obstacles such are lack of assets for collateral overwhelmed other items followed by lack of savings and difficulty in obtaining bank finance were identified as the critical obstacles barring the student's from choosing entrepreneurship as their career choice. The instrument should open up opportunities for researchers to further evaluate entrepreneurial intention across the social sciences field focusing in Malaysia.

Keywords: entrepreneurial intention, motivation factors, push factor, obstacles, hospitality students

1 INTRODUCTION

Generally, entrepreneurial intention is remarked as an epistemology of an individual that lead the attitude in directing an individual's attention and action towards the authorization of entrepreneurial behaviour, creating new business concept and undertaking in entrepreneurial career. Hence, it is vital for students to get involved in entrepreneurship as a career option. It will works by understanding their interest and aims towards entrepreneurial intention.

However, from Malaysia perspective, higher education is not a major determinant of career success. This may sound desirable especially after foreseen the increasing number of unemployment rate from year to year (Malaysia Higher Education Statistic, 2005–2011). A recent study by Neneh (2014) highlighted that the high unemployment rate among university graduates has also resulted in high underemployment as there are too many graduates who are not doing work that makes fully practice of their skills and capabilities.

According to the press conference on young Malaysian talents event in 2012, the Minister of Higher Education (MoHE), YB Dato Seri Mohamed Khaled, emphasized that “Malaysia is producing more graduates than jobs”. This is proven, as many graduates nowadays are unemployed and underemployed. In addition, the US President Barack Obama in a visit to Malaysian Global Innovation and Creativity Centre (MaGIC) Cyberjaya in 2014, stressed the importance of providing a chance for youth in order to create things and start their own business since they will become the potential generations in fueling the economies by creating job opportunities (Rahim, 2014). This signifies how crucial the entrepreneurial elements in creating job potential among graduates.

Currently, UiTM Terengganu has initiate a body of Malaysian Academy of SME and Entrepreneurship Development (MASMED) which is responsible in providing and promoting entrepreneurial activities. This can be done by perceiving potential products and identifying intention of the students to embark in entrepreneurial activities. However,

based on the entrepreneurial report on UiTM Terengganu Strategic Planning 2015–2020, the result indicated that the students did not showed the positive feedback and lacked of interest towards short term entrepreneur programs that is currently been conducted. In fact, the student only took part for the sake of the subject purposes without understanding the main objectives of the program. This is certainly true based on an empirical study conducted at UiTM Sabah resulted less participation from the student of Faculty Business Management (FBM) in entrepreneurship activities (Dony et al, 2015). To date, numerous study studies have been conducted in entrepreneurial intention, though, minimal studies have been done pertaining to entrepreneurial intention among hospitality students. Therefore, there is a need to fill the gap in entrepreneurship literatures regarding entrepreneurial intention particularly among the students from Faculty of Hotel and Tourism, UiTM Terengganu.

Nowadays, issues pertaining to the high rate of unemployment among UiTM graduates' has become a national concern as UiTM alone has produced one of the highest number of graduates in Malaysia as compared to other public and private institutions (Malaysia Higher Education Statistics, 2005–2011). According to the statistic also, the scenario become more critical when the total of undergraduates produced each year flooded into the slow growth job market. Moreover, the increasing number of enrolment in UiTM also contributes to this issue, as a result, there has been no increase in the employment rate of these undergraduates. In the smaller scope, this situation also persists in branch campuses especially in UiTM Terengganu. According to the statistic report of graduate's employability in 2015 by Ministry of Higher Education showed that Faculty of Hotel and Tourism Management UiTM Terengganu contributed the third highest unemployed graduates for social sciences field.

Therefore, in order to address this issue, this study is attempted to minimize the problem and as a result it boost up the growth of job opportunities. This can be achieved by encouraging more entrepreneurs to venture into new business. Hence, the existence of the entrepreneurs should be seen as a vital factor for the economic growth of the country. Besides that, the unemployment issues among the graduates in Malaysia, are seen as an opportunity for them to embark in entrepreneurial field. To date, there is no published study has been carried out in determining the entrepreneurial intentions among bachelor students specifically in Hospitality courses. Thus, the objectives of this study are to explore the entrepreneurial intentions, motivations and obstacles into entrepreneurship among bachelor students in Faculty of Hotel and Tourism

Management Universiti Teknologi Mara (UiTM) Dungun, Terengganu. This gap may become a starting point to address the issue pertaining to entrepreneurial intention among bachelor students in higher institution.

2 LITERATURE REVIEW

2.1 *Entrepreneurial intention*

Entrepreneurial intention is an assertion as the state of one's mind to nurture the new business or endeavour creation. In general, entrepreneurial intention is defined as the intention to have an entrepreneurial career before creating a new venture (Md. Rosli, 2013). Neneh (2014) notified that the personal commitment of the prospective entrepreneur to start a business has a significant impact on shaping the entrepreneurial intention. This is aligned with Zain et al., (2010) which the authors explicate that personality traits influence intention which the manner in how the person thinks and behaves influences their decision to become an entrepreneur.

Kruager and Brazeal (1994) specified that before there can be entrepreneurs there must be the potential for entrepreneurship, whether in a community seeking to develop or in a large organization seeking to innovate. Inherent with this, the group, organization, or community possesses some potential for entrepreneurial activity.

The entrepreneurial function implies the discovery, assessment and exploitation of opportunities, in other words, new products, services or production processes; new strategies and organizational forms and new markets for products and inputs that did not previously exist (Shane & Venkataraman, 2000). Consequently, entrepreneurial intention is a decision to form a new business venture that is planned rather than being conditioned. An individual may have the potential of being entrepreneur because own competency and self-efficacy but may not make the transition into entrepreneurship because of a lack of intention (Krueger et al, 2000). In the extend to this, the entrepreneurship inadvertently creates opportunity for employment and becoming an employer which simultaneously required human capital to ensure the sustainable of the business owned.

2.2 *Motivation for entrepreneurial intention*

Studies that focus on motivations into entrepreneurship intention have been discussed using several approaches. To suit the purposes of this study, motivations have been grouped into pull and push factors (Neneh, 2014; Samuel et al., 2013; Eijdenberg & Masurel, 2013; Olufunso, 2010; Ali et al., 2010). Pull and push factors are viewed as

factors that attract people to become self-employed (positive motivations), while push factors are factors that force people to engage in various forms of entrepreneurship (negative motivation). Furthermore, (Shamim, 2008; DeMartino & Barbato, 2003) observed the pull factors is classified as internal driven motivation for instance need to be own boss; a need for autonomy; a need for achievement; a need for power; independence and flexibility; wealth creation, opportunities in the market, to take advantage of to provide job security; my creative talent; be my own boss; to realise my dream; I enjoy taking risk; earn a reasonable living and enjoying a quality life. Conversely, other researchers such as Kirkwood (2004), Still and Soutar (2001), McGregor and Tweed (2000), examined that push factors are externally driven motivation such as unemployment, poverty, certainty of client war, niche market, interest in a subject.

2.3 Obstacles to entrepreneurial intention

Obstacles to entrepreneurial intention is best defined as factors that inhibit the starting of a business (Neneh, 2014). Latest reviews from Neneh (2014) and Fatoki (2010) on obstacles to entrepreneurial intention discover that factors such as lack of funding, difficulty in obtaining bank finance, inadequate capital, lack of business skill, fear of failure and lack of willingness to take risk may inhibit young entrepreneur who wish to pursue an entrepreneurial career. On top of that main obstacles to entrepreneurial intention are lack of assets for collateral, inadequate business knowledge, lack of funds/sponsorship, perceived risk, inadequate support from government (Samuel et al., 2013).

3 METHOD

Currently, there are about 350 undergraduates that registered in Faculty of Hotel and Tourism Management and derived from two courses; Bachelor Degree in Hotel Management (HM240) and Bachelor Degree in Food Service Management (HM242). In order to achieve 100% response rate, all students are selected in this study. To achieve the aims for this study, purposive sampling technique was used to gain representative samples by analyzing hospitality students in a sample and to ensure the questionnaires will be evenly distributed with regards to different semester, programs and gender. The questionnaire was adapted from Samuel et al. (2013); and Olufunso (2010) to measure entrepreneurial intention among Hospitality students in UiTM, Terengganu. The research paradigm was based on descriptive study where frequencies and percentages are the main analysis used. The 350

questionnaires were randomly distributed by and lecturers and class representatives during class sessions with the consent of lecturers involved.

4 RESULT AND DISCUSSION

4.1 Respondents' background

A total of 272 respondents with (78%) response rate were fully completed within data collection time frame. Majority of the respondents were females 230 (84.6%) with 41 (15.1%) males. Most of the respondents 268 (98.5%) were between the ages of 18 and 25 years old and only 4 respondents were 26 to 35 years old. Moreover, 156 (57.4%) respondents were taken (HM240) bachelor degree in Hotel Management and remaining of 116 (42.6%) respondents were in (HM242) bachelor degree in Food Service Management.

The result in Diagram 1 demonstrate types of business venture which the respondents wish to embark after graduated. Majority of the respondents 154 (56.6%) chose to ventures in food and beverage followed by clothes/footwear/accessory with 57 (21%). Meanwhile, 31 (11.4%) respondents chose others including online business, hotel, laundry, bakery, health product, multilevel marketing, and home-stay. The remaining 30 (11%) respondents chose to embark in Hair Salon/Beauty Care/Spa/Massage. This indicates the students' education background influenced entrepreneurial intention. This comparable with (Zain et al., 2010) which researchers revealed that Malaysian business undergraduate students remarks personality trait influence intention.

4.2 Entrepreneurial intention

Table 1 shows the respondent ranked the intention to be own boss with 89.3% was the highest item in entrepreneurial intention followed by the fact that respondents have a strong intention to start a business someday (83.1%). The lowest intention with 61.4% was the respondents have thought seriously to start my own business after completing my study. This indicates that students possess high intention



Figure 1. Types of business ventures.

into entrepreneurship. Likewise, the results showed that respondents favour to be self-employed.

4.3 Motivations for entrepreneurial intention

The descriptive statistic for motivations of entrepreneurial intention is presented in Table 2. The items with the highest frequencies for motivations are to earn a reasonable living (95.6%); opportunities in the market (91.9%); to challenge myself (91.5%); and for my personal freedom (91.2%). The items with lowest frequencies are entrepreneurial family culture (62.5%); to use the skill learned in the university (69.9%); I enjoy taking risk (70.6%). This indicates that pull factors are dominantly force hospitality students to employ in various entrepreneurship forms. This is aligned with Samuel, Ernest and Awuah (2013) studied on Polytechnic students in which one the most prominent factor was to earn reasonable living and the lowest item voted by the students was enjoyment of taking risk. On the other hand, this finding contrary with a study done by Olufunso (2010) which the students were more towards push factors such as to provide employment and to provide security on their entrepreneurship intention.

4.4 Obstacles to entrepreneurial intention

Table 3 specifies on obstacles that posed major concerns by the respondents. Lack of assets for collateral (85.3%) overwhelmed other items followed by lack of savings (84.9%) and difficulty in obtaining bank finance (83.1%). This result is highly consistent with Samuel, Ernest and Awuah, (2013) where researchers identified the major obstacle for the Polytechnic students was lack of

assets for collateral. Nonetheless, lack of support from family or friend (39.7%) has indicate as the least obstacle by the respondents. Sustenance with this, Fatoki (2010) studied on obstacles to youth entrepreneurship identified lack of funding may inhibit the graduates' entrepreneurial intention.

Table 2. Motivations for entrepreneurial intention.

Items	Percentage
To provide employment	85.3%
To provide job security	83.8%
Opportunities in the market	91.9%
Earn a reasonable living	95.6%
To take advantage of my creative talent	85.3%
Support for potential entrepreneurs	80.1%
For my own satisfaction and growth	89.7%
To be my own boss	87.1%
To realize my dream	89.3%
For my personal freedom	91.2%
To challenge myself	91.5%
Good economic environment	87.1%
I enjoy taking risk	70.6%
To invest personal savings	78.3%
To use the skill learned in the university	69.9%
Entrepreneurial family culture	62.5%
Increase my prestige and status	72.4%
Follow the example of someone that I admire	77.6%
To maintain my family	89.7%
Enjoy myself	90.4%

Table 3. Obstacles to entrepreneurial intention.

Items	Percentage
Lack of savings	84.9%
Difficulty in obtaining bank finance	83.1%
Lack of assets for collateral	85.3%
Lack of business skills (financial, marketing)	79.4%
Lack of information about how to start a business	73.5%
Lack of business experience	83.5%
Lack of information about any government agency that can assist in funding a business	84.2%
High cost of business registration	79.0%
Fear of starting business due to risk involve	76.5%
Future uncertainty	80.5%
Fear of business failure	74.3%
Weak economic environment	82.7%
Lack of support from family or friend	39.7%
Difficulty in convincing others that it is a good idea to carry on	66.9%
No one to turn to for help	50.0%
Difficult to find right partners	70.2%

Table 1. Entrepreneurial intention.

Items	Percentages
My professional goal is to become an entrepreneur	73.9%
I prefer to be an entrepreneur rather than to be an employee in a company	72.8%
I am prepared to do anything to be an entrepreneur	69.9%
I'll put every effort to start and run my own business	79.0%
I have thought seriously to start my own business after completing my study	61.4%
I have a strong intention to start a business someday	83.1%
I'm determined to create a firm in the future	75.4%
I want to be my own boss	89.3%
I will start my business in the next five years	61.8%

5 CONCLUSION

This study revealed that hospitality students in UiTM Terengganu owned a high intention to become entrepreneurs while the types of business ventures were in food and beverage, clothes/footwear/accessory and others such as online business, hotel, laundry, bakery, health product, multilevel marketing, and homestay represented their high level of entrepreneurial intention. Students were motivated to engage into entrepreneurship by pull factors such as to earn a reasonable living, to get opportunities in the market, to challenge themselves, and for their personal freedom. Subsequently, most of the millionaires nowadays are young entrepreneurs who had the courage to not only pursue their dreams whole heartedly, but achieved it before they reach young adult age. Malaysian entrepreneurs been successful highlighted mainly on e-commerce which is part of online business. Thus, this become a motion for concerns to expose initial and potential opportunities for entrepreneurship extensively to the current generations nowadays which also known as “the millennials”.

As such, it is recommended that collaborations such as sharing session, tour and campaign between higher institutions and successful entrepreneurs to unleash the potential prospect. Moreover, it furnished the students with real success definition by these existent role models as a preliminary point. Besides that, this may also help to reduce the lack of assets for collateral among students to fund the business by gaining valuable knowledge. This notion is believed may provide useful insight not only for higher institutions but also all the parties involved. Future studies may analyze the social sciences field as a whole, so that diverse sample could be obtained in improving generalization of the findings.

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Shariah Compliant Concept (SCC): An approach as best practice at Waqf Hotel

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ABSTRACT: For the past few decades, the issues pertaining to Shariah-compliant have become a buzzword among the fiqh scholars, administrators, and academicians. This is a mechanism to measure the standard of hotel, which is operating in accordance the Islamic principles all over the world in line with Shariah-Compliant concept. The term of Waqf is referred to an act of holding certain property and preserving it for the confined benefit of certain philanthropy and prohibiting any use or disposition of it outside that specific objective. To be specific, Waqf can be defined as the detention of specific thing in the ownership of Waqif the devoting of its profit or product for the purpose of charity to the needy. In association with the growth of hotel industry, Waqf Hotel probably will stimulate to the development of Shariah Compliant Concept (SCC). The study adopted content analysis, which focused on secondary data or archives (previous studies) as main references. Hence, this study is intended to identify Shariah Complaint Concept (SCC) as a part of new approach best practices implemented at Waqf Hotel. Therefore, to fulfill the needs and demand of Islamic community in tandem with the needs of new approach on hotel, the implementation of Shariah Compliant concept in Waqf Hotel is crucial to support the growth of hotel and tourism sectors in Malaysia.

Keywords: Shariah Compliant Concept (SCC), hotel industry; Waqf Hotel, best practice, new approach

1 INTRODUCTION

The hospitality industry is one of the fast growing sectors and become one of the main contributors to the Malaysian economic. In the year 2015, the total tourist arrival is up to 25.7 million people worldwide with the total receipts were RM69.1 billion (Tourism Malaysia, 2016). In recent year, the total tourist arrival will be increasing year to year. Based on the 'Malaysia Budget 2014', the government will continue the important role as to encourage the investor to have their new hotel development to accommodate the guests as well as to attract the tourist to come and stay in Malaysia. Therefore, the new approaches for hotel evolution need to be introduced and implemented. This new approach will reflect Islamic image of the country according to the Shariah Compliant concept implemented in Waqf Hotel.

The Shariah-compliant concept that applied to the hotel must follow the overall Islamic values that include from sources of capital to their daily operation (Mohd Yusuf & Muhammad, N.A). Yusuf (2009) and Jurattanasan & Jaroenwisana (2014) also defined Shariah Compliant as the concept that provides services where services offered

and financial transactions are based on completely Shariah principles, not only limited to serving halal food and beverages but also for health, safety, environment and the benefits of economic aspects of all people, despite any race, faith or culture. In Malaysia, only two hotels have been recognized as Shariah-Compliant hotel including De Palma Hotel and PNB Sime Darby Park Suite Kuala Lumpur. In overall, it shows how vital this Shariah Compliant concept to be implemented to fulfill the Islamic requirement especially in Islamic Country likes Malaysia. Therefore, there is need to practice the Shariah Compliant concept in Waqf Hotel as a part of hotel industry evolution.

Waqf Hotel is known as one of the latest concepts of the hotel that being offered and developed on donated land to represent the Malaysia's Islamic identity. To date, in Malaysia, there are four (4) Waqf Hotel which are Hotel Grand Puteri, Kuala Terengganu; Hotel Seri Warisan, Taiping, Perak; Hotel Pantai Puteri, Tanjung Keling, Melaka; and Klana Beach Resort Port Dickson, Negeri Sembilan (Yayasan Wakaf Malaysia, 2016). Each and every Waqf Hotel is managed by Yayasan Wakaf Malaysia and Jabatan Wakaf, Zakat dan Haji (JAWHAR), in line with the emergence of new

hotel concept to support the increasing demand of the accommodation facilities for tourists and local visitors. Nowadays, the existence of Waqf Hotel is crucial to support the growth of hotel and tourism sectors in Malaysia. Moreover, this also contributes and enhances the community's socioeconomic through massive job offering, increase the standard of living, improve infrastructures and support national economic.

1.1 *Problem statement of the study*

For the past decades, the issues pertaining to Shariah Compliant have become the prominent issues among the fiqh scholars, administrators, and academicians. With its massive application, it is not an easy task to apply the concept of Shariah Compliant within the Hotel industry. However in Malaysia, there is an existing guideline pertaining to Islamic Quality Standard for Hotel Design that somehow or rather contributes to Shariah-Compliant concept.

To date, most of the studies on Shariah Compliant only discussed solely on the attributes of Shariah Compliant hotel (Samori & Abdul Rahman, 2013; Mohd Yusof & Muhammad, N.A; Yusof, 2009; and Jurattanasan & Jaroenwisana, 2014). Moreover, no existing study discussed merely on Waqf Hotel. Thus, the Islamic community has opened their eyes to accept the important needs and growth of hotel based on Islamic Compliant approach. Therefore, to fulfill the needs and demand of Islamic community in tandem with the needs of a new approach to hotel implementation, the implementation of Shariah Compliant concept in Waqf Hotel is crucial to support the growth of hotel and tourism sectors in Malaysia.

Despite this emergence and development, yet, there are no formal criteria for this concept or an established model for Islamic hotel even in the Middle East (Samori & Abdul Rahman, 2013). Since this new concept is still new, it seems that the literature that discusses the concept of Islamic hotel is also known as Shariah-Compliant Hotels is less (Razalli et al., 2012). Therefore, the discussion on Shariah Compliant concept as a part of new approach best practices at Waqf Hotel is found to be crucial.

2 LITERATURE REVIEW

2.1 *Shariah compliant concept*

According to Abdullah (2010), the increase in demand for products and services that comply with Islamic practices is obvious and substantial in finances and food both in the past and at present.

However, the trend is moving forward towards hospitality and tourism industry. In the hotel industry, there is growing demand for hotels that offer facilities and rooms that follow the Shariah law (Rosenberg & Choufany, 2009; Sidiqqi, 2011). According to Henderson (2010) and Mohd Yusof and Muhammad (N.A), the industry practitioners, and analyst have come out with a set of Shariah Compliant hotel attributes which are as follows:

- a. Must have prayer rooms either at the lobby or certain floor.
- b. No alcohol to be served or consumed on the premises.
- c. Halal food.
- d. Quran prayer mats and arrows indicating the direction of Mecca in every room.
- e. Beds and toilets positioned so as not to face the direction of Mecca.
- f. Bidets in bathrooms.
- g. Appropriate entertainment (no nightclubs or adult television channels).
- h. Predominantly Muslim staff.
- i. Separate recreational facilities for men and women (swimming pool, gym, spa, etc.).
- j. All female floors for a certain floor which.
- k. separate them from floors for male and family.
- l. Guest dress code must be posted at the hotel entrance or lobby.
- m. Islamic funding (hotel financed through Islamic financial instruments).
- n. Art does not depict human or animal form.
- o. Copies of Quran or Quran with translation in every hotel room.
- p. Islamic staff dress code requirements.

2.2 *The concept of waqf*

Over the years, there is an increasing number of research particularly in the concept of Waqf in many disciplines. The term of Waqf is referring to an act of holding certain property and preserving it for the confined benefit of certain philanthropy and prohibiting any use or disposition of it outside that specific objective. To be specific, Waqf can be defined as the detention of specific thing in the ownership of Waqif the devoting of its profit or product for the purpose of charity to the needy as been also highlight by Imam Abu Hanifah. Waqf is differing from the term of donation in a way waqf generates profit to the respective needy and reward to the donors. Waqf applies to nonperishable properties that it can be used without excruciating the property itself. Therefore, Waqf widely relates to land and buildings. However, there are also available Waqf in term of computers, notebooks, machinery, vehicle, share, and stocks and cash money.

Generally, Waqf aims to assist the needy, helping the oppressed, improving the lives of the downtrodden, regulation of the economy, raising the standard of living, dissemination of science and knowledge, constructing and administering mosques, libraries, school, clinics, hospital, and welfare centers (Kamali, 2007). Al-Azhar University in Egypt and University of Cardova in Spain are among the education institution that founded using Waqf land (Latiff et al., 2008). In Malaysia, Waqf Hotel is known as a hotel that being developed on donated land to represent the Malaysia's Islamic identity. JCorp has played a significant role in practicing Waqf for the development of the Ummah. The establishment of Kumpulan Waqf An-Nur Berhad with the management support by KPJ Healthcare Sdn Bhd to manage a chain of Waqf An-Nur Clinics and Malaysia's first Waqf Hospital in Pasir Gudang, Johor among the success stories of Malaysian Waqf practiced by JCorp (Kamali, 2007).

To date, in Malaysia there are four Waqf Hotel that has been build including Hotel Grand Puteri, Kuala Terengganu; Hotel Seri Warisan, Taiping, Perak; Hotel Pantai Puteri, Tanjung Keling, Melaka; and Klana Beach Resort Port Dickson, Negeri Sembilan. Each Waqf Hotel is managed by Yayasan Wakaf Malaysia and Jabatan Wakaf, Zakat, dan Haji (JAWHAR), in line with the emergence of new hotel concept to support the increasing demand of the accommodation facilities for tourists and local visitors.

3 METHODOLOGY

The study adopted content analysis, which focused on secondary data or archives (previous studies) as main references. Related literature that are already being documented or analyzed by other researchers on Shariah compliant concept and consumer Waqf Hotel were reviewed. Several kinds of online resources such as Emerald, Science Direct, Scopus and others were utilized to gather data in order to acquire journals that are related to the topic. All related studies were tabled out and compared to generate in-depth knowledge pertaining to the topic. Arguments and debates on issue related to Shariah compliant and Waqf Hotel are included in the discussion part of the paper.

4 DISCUSSION

Malaysia's tourism sector is one of the 12 national Economical Areas (NKEAs) which has been identified as one of the contributing prime sectors in Malaysia economy achievement. Malaysia

government will continue it has strived to push the hospitality and tourism industry to be greater performance. This is in line with the government's aspiration via Malaysia Tourism Transformation Plan, which aims to attract 36 million tourists to Malaysia and generates RM168 Billion for the country by 2020 (Malaysia Investment Development Authority, 2015).

The economy stability has led Malaysia to boost up the tourism industry in these few years. The positive growth of economic consequences to foreign exchanges, job opportunity and improve the Malaysian quality of life. The growth of tourism industry definitely will contribute to the other allied industry especially accommodation, food and beverage, entertainment and shopping (Poon et al., 2005).

Accommodation or so called hotel industry is one of the significant sectors that support the umbrella of tourism industry which linkages to the Malaysian hospitality industry. Previous studies discovered that there are some factors that influenced the development of hotel industry in Malaysia such as the availability of low-cost courier, low cost of travelling, growth number in room availability, hotel attractiveness as well the number of tourists (Zahrah, 2007).

In general, the hotel can be differentiated according to separate measurements based on size, location and product type (Ismail, 2002). This includes the different types and concept of the hotel such as full-service, city, airport, resort and budget hotel that also can be found In Malaysia. Shariah Compliant hotel and Waqf Hotel can be categorized as one of the new and latest concept in Malaysia hospitality industry.

Nowadays, the existence of Waqf Hotel as one of the latest concepts of hotel operation that being offered is crucial to support the growth of hotel and tourism sectors in Malaysia. Furthermore, together with the latest new concept of hotel operation that is in line with the Islamic values known as Waqf Hotel, the implementation of Shariah-Compliant concept will give a new contribution to the knowledge that may have a strong influence in fulfilling the needs and demand of Islamic community. This implementation is known as a part of hotel industry evolution in tandem with the needs of new approach for hotel operation management.

According to the previous literature, most of the study showed, there is none information about Shariah Compliant concept that has been implemented at Waqf Hotel. In addition, fewer people know about the existence of Waqf Hotel and most of them misunderstand and assumed that Waqf Hotel is already practiced Shariah Complaint concept based on the so-called name of "Waqf Hotel" but in reality it is not.

The Shariah-compliant environment and concept that applied to the hotel must follow the overall Islamic values that include from sources of capital to their daily operation (Mohd Yusof & Muhammad, 2013). Yusof (2009) and Jurattanasan and Jaroenwisana (2014) defined Shariah-Compliant as the concept that provides services where services offered, and financial transactions are based on completely Shariah principles, not only limited to serving halal food and beverages but also for health, safety, environment and the benefits of economic aspects of all people, despite any race, faith or culture.

In overall, it shows how vital this Shariah-Compliant concept to be implemented to fulfill the Islamic requirement, especially in Islamic country, likes Malaysia. Moreover, this also contributes and enhances the community's socioeconomic through massive job offering, increase the standard of living, improve infrastructures and support national economic.

In addition, it also can cater the needs of Muslim travellers in Malaysia and further stipulates the tourism industry of the country; the existence of Muslim-friendly services offer in the hotel and Shariah-Compliant environment is crucial (Sahida, Ab Rahman, Awang & Man, 2011).

5 CONCLUSION

This study concludes that the Shariah Compliant concept is important and offers a huge impact on the implementation of best practice at Waqf Hotel. It is recommended to be implementing as a new approach to the hotel organizations that may raise more benefit to the hotel industries, economic, society and nation. Hence, there is a significance to see the study on the concept of Waqf Hotel particularly from Malaysia perspective. Nevertheless, the conjectures have yet to be further investigated.

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Vacation preferences in Sundanese culture: Time conception, orientation and utilization

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ABSTRACT: Culture is one of the factors that influence the patterns and utilization of vacation time and activities of certain communities. This study is aimed at analyzing the conception of time, place, and form of utilization of vacation by Sundanese people, which are the target of domestic tourists to be reckoned. This study involves about 425 respondents spread across West Java and employees descriptive qualitative data analysis. The instruments used in this study are related to the conception of time, vacation destinations, and the context of vacation activities. The results show that the content of tourism should contain useful guidance and experience. The choice of destination is not a major factor, except the context of togetherness is the main driving factor for tourism. Anticipation for mass tourism, which is still preferred by domestic tourists, should be done through comprehensive regulation and management of tourism area.

Keywords: Sundanese culture, vacation preference, tourist behavior, cross-cultural communication

1 INTRODUCTION

Leisure time is a major terminology that underlies tourist activity. Basically, leisure time is the remaining time of total time in a day, minus time used to conduct biological activity (basic necessities of life) and professional activity (Roberts, 2006). Availability of long leisure time become one of the tourism activity factors, a trip to observe the natural, cultural, or artificial appearances in a while and not for the purpose of making a living (Sheller & Urry, 2004).

The pattern of leisure time utilization of a particular community is strongly influenced by the culture inherent in their daily lives (Rogoff, 2003; Lee and Sparks, 2007). Culture guides people to follow the ways of how they manage time and how to keep the time (timekeeping). Culture teaches the right time to visit, as well as the time to chat (Rogoff, 2003; Lee & Sparks, 2007; Levine, 2008). Cultural conception of time is an important aspect of the practice of cross-cultural communication. Comparative studies of culture also emphasize this aspect because congestion of intercultural communication and interaction may occur due to misunderstandings in timing.

To learn the culture of certain communities in taking advantage of leisure time is an important component in determining the pattern of their vacation. It becomes important for the study of tourism to determine the distribution pattern of vacation, the preferred location in carrying out the vacation, and how to take advantage of their vaca-

tion. Results of analysis of the vacation pattern will be an important input for the management of tourism areas to determine the type of activities and facilities to be designed.

The potential of domestic tourism in Indonesia is strongly influenced by the composition of population who live in the archipelago that lies between latitudes 11°S and 6°N, and longitudes 95°E and 141°E. Based on the data in Table 1 on the composition of the highest population by province, West Java is the province with the largest population in Indonesia. Indonesia, with a total population of 250 million people, consists of the majority 41% of Javanese and 15% of Sundanese, making the province as the most densely populated (more than 43 million inhabitants)¹.

Based on the data of the number of trips made by Indonesians based on provinces of origin (Table 2), West Java occupied second place from the period of December 2013–May 2014. It indi-

Table 1. The composition of the population by provinces in Indonesia.

No	Province	Population (in millions)
1	West Java	43.1
2	East Java	37.5
3	Central Java	32.4
4	North Sumatera	13.0
5	Banten (Java)	10.6

Source: Statistics Indonesia, population census 2010.

Table 2. The number of trips taken by Indonesians by province in the period of December 2013–May 2014.

No	Province	Number of trips		
		Quarter I	Quarter II	Total
1	East Java	10,122,812	9,644,184	19,766,996
2	West Java	8,528,340	10,365,700	18,894,040
3	Central Java	9,316,636	7,753,493	17,070,129
4	Jakarta	3,882,286	4,793,338	8,675,624
5	North Sumatera	2,060,876	2,409,067	4,469,943

Source: Statistics of Indonesian tourist profile (<http://www.kemepar.go.id>).

states that the domestic tourism in West Java has a great opportunity to grow so that the behavior of tourists who come from West Java region (dominated by the Sundanese) is an interesting topic to be studied and learned, especially on its patterns and choices of utilization.

The purpose of this study is to analyze the pattern of vacation and vacation time of Sundanese people, especially from the aspect of the conceptions of time, place, and methods of vacation. This research is expected to help tourism area managers to determine the type of tourist attractions, the diversity of tourist activities offered, and the facilities that can be developed, especially for the target market in West Java, since the potential market is huge. This study is a combination of cultural conception and tourist behavior studies in utilizing vacation (Hess, Adler & Polak, 2007; Huybers, 2005). Where the common study focus on consumer behavior towards an interest to visit a destination, the novelty of this study lies in the conception of the use of vacation. It is the basis of certain community culture encouraging the emergence of a new paradigm in creation, interaction, strengthening cultural identity, and defining vacation culture.

2 LITERATURE REVIEW

2.1 *Meaning of time in Sundanese culture*

The time recognition is universally applicable. However, each language realizes the concept of time uniquely in its use. Besides assessed from the perspective of taxonomy of time environment, the cultural conception of time is often analyzed from the three aspects: informal time; perceptions regarding past, present, and future; and the monochronic and polychronic classifications (Samovar, et al, 2014; Samovar, et al, 2015).

Past, present, and future relate to the meaning given by culture supporters about the nature of time, either in the past or in the future. Each nation gives a different meaning to the three dimensions of

time in accordance with the ways they understand time. Monochronic and polychronic mapping relate to the comparison of ten habits associated with the orientation of time, for example: the definition of time. A nation with monochronic culture defines time strictly, so that they only work on one thing at a time. Vice versa, a nation with polychronic culture does many things at one time. The study on the lexicon of the time in a language is not only limited in the linguistic context alone, but is also performed in the broader socio-cultural context so it can reach its function in sustaining cultural practices (Foley, 2001).

The lexicon of time in Sundanese language can be classified into five groups: (1) the time of worship, (2) the time of family and community relationships, (3) the time of working, and (4) the time of resting (Fasya, 2011). Based on the functions, the lexicon of time can be categorized into three functions: (1) individual function, (2) social function, and (3) divine function (Fasya, 2011).

In this context, the Sundanese view of life contains many things about human being as person, man and society, man and nature, man and God, and man in pursuit of outward progress and inward satisfaction (Warnaen et al., 1987: 164–165; Garna, 2008: 187).

2.2 *Culture vs vacation pattern*

Individual's choices of leisure time are influenced more by the factor of the past, rather than by rational factors or bounded rational decision making (Woodside, 2006). Leisure factor, in turn, affects pattern and distribution of time division, including the holidays (vacation). Several studies evaluating the effect of culture on tourism were focused on the ideology of cultural aspects (Mansfeld, 1995; Fisher & Price, 1991). The studies analyzed the relationship between the international tourism with tourist decision to come back, due to the cultural charms of the place or the local inhabitants (Fisher & Price, 1991). Some of these studies, particularly, discuss specifics culture of a particular community or nationality and the effect on the pattern of utilization of leisure time/holiday and vacation satisfaction (Master & Prideaux, 2000; Reisinger & Turner, 1997; McGown, 1988). However, research conducted by the Master and Prideaux (2000) reveals that culture is not a factor that determines the satisfaction of people in using holidays. It can happen due to the comprehension and understanding of certain people against the principle of cross-cultural differences.

3 METHOD

The study was conducted in West Java, particularly in regions with societal conditions that reflect the Sundanese culture. The sources of data in this study were selected randomly. Samples were selected from

each sub-cultures that exist in West Java, so that there are 424 respondents from Bandung, Ciamis, Tasikmalaya (East Priangan), Cianjur, Bogor, Purwakarta, Subang, Majalengka, and Cirebon.

The research instrument consists of three aspects. The first aspect is related to the meaning of time. The second aspect is the orientation of time, including the meaning of past, present, and future. The third aspect includes the use of vacation time.

Data on all of the three aspects were collected through a questionnaire. It contained 12 questions about the meaning of time (related to the timeliness and completion of job), time orientation, and the use of vacation; 10 questions in the form of a list of monochronic-polychronic categories to understand the meaning of time for West Java communities regarding their activities and 5 questions about vacation pattern.

The data were analyzed qualitatively by combining data taken by both questionnaires and interviews. The meaning of time contained in the Sundanese tradition is used as a “compass” in viewing the shift of direction in determining the meaning of time, time orientation, the use of vacation time, and the implications for activity trips.

4 RESULTS AND DISCUSSION

4.1 The contextual meaning of time

Based on the interviews with the respondents, it is known that the current pattern of time management of the Sundanese people has largely changed. Nowadays, activities are scheduled by the definitive time set. In terms of scheduling, the tradition that attaches time by the sun position with loose restrictions has been abandoned. For example, students start to study at 7 a.m., not at the time of *haneut moyan* (warmth of the sun in the morning, usually at 7–8 a.m.), as well as the office break starting at 12:00 p.m. to 13:00 p.m. and is no longer called *tengah poe* (refer to time when the sun position is directly above us/90 degree angle).

Sundanese cannot be categorized into simple categories of polychronic and monochronic. In some ways, they are monochronic oriented, but in other things, they are rather polychronic. Overall, Sundanese trend is closer to polychronic, where they do many things at one time, easily distracted by other activities, flexible in scheduling, performing indirect speech (*malapah gedang*, high context), emphasizing the closeness to colleagues rather than schedule, target, and other agreements that have been made.

Initial findings suggest that Sundanese generally perceive time in a holistic manner. They do not separate past, present, and future. In some activities, time is attributed with a mystical meaning, so that obedience is not formed logically. However, the meaning of

time depends on the context and activity. For example, a child’s education is not concerned with the matters of the family origin (past), but entirely about the future of the child. Nevertheless, choosing a potential life partner should consider the origins of the family (the past). Selecting principle matters should consider benefits of today and the future, including its impact in the Hereafter (the life after death).

Past, present, and future are understood as an intact continuum, although some activities emphasize on one aspect. The past is considered as a time that gives today’s meaning of life. Therefore, although it is believed that someone should not be confined to the past but he/she also cannot fully detach from the determinism of the past. Since the past is described as time moving away, today is the time that is actually owned. Utilization of today is believed to determine what will be obtained in the future. Therefore, today is believed to be a time to achieve the desire of life and to design the picture of future. The future is understood as the fruit grown from the seeds planted today and yesterday. Although the future is believed as not completely human design (since it is believed that God is the real determinant), today is not only to fulfill the task alone but also the time to invest.

4.2 Patterns of holiday and vacation

Sundanese people claim to have leisure time (even vacation time) a lot, but generally do not schedule time for vacation. Only 30 percent of respondents have a particular desire for a vacation. Among those, only 5 percent have special planning. Table 3 illustrates the activities undertaken by most Sundanese while on vacation. Most of them choose to do fun activities with family during holidays. It can be in the form of visiting tourist attractions or the residences of relatives. The point is that everything is done in the context of togetherness. This shows that social motivation is a major push factor that motivates Sundanese to travel.

Table 4 provides an overview of the vacation concepts and options for Sundanese. The concept of vacation (tourism) is understood in three perspectives (content, context, and destination). Entertainment content (or anything derived from tourism activities) should contain guidance. There-

Table 3. Percentage on preferred vacation activities.

No	Vacation activities	Prefered (%)
1	Picnic	18.94563
2	Family gathering	29.32455
3	Travel to relatives	37.39703
4	Doing nothing	3.953871
5	Home working	10.37891

Source: Research data, 2012.

Table 4. Vacation concept and choices of Sundanese people.

Content (%)	Comedy 10.65	Entertaint 8.93	Valuable 53.57	Novelty 22.32	3.57
Context (%)	Personal objective 4.46	Self improvement 8.03	Social activities 53.57	Adventures 10.71	Hobbies 23.21
Destination (%)	Novelty 26.78	Unique 38.39	Beautiful 31.25	Nearest 2.68	Scarcity 0.89

Source: Research data, 2012.

fore, the holiday is not just for fun, but it is also to get useful experiences. Vacation is done in togetherness. Therefore, fun is not only emerged from the attractions enjoyed, yet it is obtained from ways to enjoy it. The pleasure appears when it can be enjoyed together, whether with friends or relatives. In the interim, the intended destination generally has the appeal in its uniqueness, beauty, and novelty. Aspects of distance and scarcity of destination is not a push factor for their travel activities.

In relation to the research results, the development of tourist destinations in West Java, specifically for the local market target, can make the content and the context of public vacation for Sundanese as references. The development of tourist attractions and activities that accommodate the needs of socialization can be accommodated through the organization of vast open spaces, avoiding too massive barriers, providing a meeting place for groups (non-individual), and repacking attractions that promote the attractiveness of educational, cultural, and religious values. Elements of togetherness as the context of Sundanese vacation time suggests that the concept of mass tourism is still an attraction for local tourists. It requires the management of area supported by regulation and adequate resources, as well as attention to the capacity of the area for the realization of destination sustainability.

5 CONCLUSION

In giving the meaning of vacation, the emergences of entertainment media in certain limits have reschedule Sundanese daily activities and shaping public perception on vacation (tourism). However, it does not change the substance of entertainment in terms of content, context, and destination selection. Entertainment is constructed to provide guidance. Entertainment (tourism) is constructed in the context of togetherness.

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Tourism and religion: Can they coexist?

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ABSTRACT: In Northern parts of Bandung, Indonesia, the developments of tourism were not as smooth as expected. The tourism developments in this region were often hindered by local religious leaders. The refusal is caused by the negative impression from local religious leaders toward tourism industry. This phenomenon raised some questions regarding whether it is true that religion is highly resistant to tourism and what the local government have done or will do to overcome the polemic. In investigating the phenomenon, a qualitative study was conducted in five tourism sites in Northern Bandung. In collecting the data, surveys, document study, and in-depth interviews were carried out in this study. The main respondents of this study are the stakeholders, religious leaders, visitors and local communities in the tourism sites. The findings in this study showed that Northern Bandung is undergoing a process of dynamic equilibrium where tourism can go hand in hand with religious values and the local wisdom occurred in the area.

Keywords: tourism, religiosity, religious leader, equilibrium

1 INTRODUCTION

1.1 *Background*

Tourism has become one of the most popular phenomena in the last half century. Socio-economically speaking, it is a vital dimension of global integration and trade activities and has become the largest source of foreign exchange receipt in the world (Vietze, 2008: 2). In Southeast Asia, tourism has massively been an economic activity since the beginning of 1970s. Since the 1980s, East Asia, Southeast Asia and the Pacific had experienced the highest growth in regional tourism arrivals in the world, averaging 9.2 percent per annum (Hitchcock, 2008: 8).

In terms of national income, tourism is the second biggest source of foreign exchange receipts after oil and natural gas sector (Vanessa, 2008: 7; Henderson, 2010: 79). In 2009, tourism sector had attracted tourists and brought in as many as 6.5 million people with foreign exchange earnings at \$ 7.5 million (Fadillah, et al., 2012: 206). Tourism has also significantly contributed to regional original income (Vanessa, 2008: 7).

Due to its economic positive impact, Indonesian government both national and regional has paid great attention to the development of the tourism industry. Many studies show that local residents in numerous countries also generally tend to have positive attitudes toward tourism (Blešić, et al. 2014, Gursoy, et al. 2009 and 2002). Tourism

has been believed to be able to increase employment, incomes and provide stimulus for the development of other sectors.

However, some of Muslim leaders and local communities in Indonesia have a high concern on the negative impacts of tourism to the religious values and surrounding environment. Tourism is considered as a threat to the religious and social values for the community nearby. Drugs, alcohol consumption, lewd behavior, gambling, immodest dress, open affection between males and females, sexual promiscuity and prostitution are identical with tourism and those all are forbidden in Islam (Timothy, 2008, 189). It is not surprising when there were some refusal actions to the development of tourism in numerous sites in Indonesia, including Bali, East Java and in other historical areas including the northern parts of Bandung.

Thereby, the purpose of this study was to qualitatively determine the impact of tourism and religion encounters through the experiences of tourism stakeholders on the area and investigate the strategies applied by the tourism operators and policy makings in adjusting the tourism developments with religious values (Henderson, 2010: 75–76).

1.2 *Site profile*

Lembang is a sub-district of West Bandung Regency, West Java Province, Indonesia. Geographically, West Bandung Regency is located between 60° 41' to 70° 19' South latitude and 107°

22° to 108° 05' East longitude (as cited in: www.bandungbaratkab.go.id).

West Bandung Regency is inhabited by 1.408.550 people, with 705.679 male and 702.871 female. Inhabitant's occupation is varied. Most of them are agricultural workers sector and land laborer (33.87%). The rest is in industrial sector (16,53%), trade sector (15,51%), service sector (9,51%) and the others (24.59%) (as cited in <http://www.jabarprov.go.id>).

Religiously speaking, the inhabitants are mostly Muslim (1.521.500 people). The rest, 6.250 people are Christian, 12.237 people are Catholic, and 510 people are Konghucu (<http://jabar.kemenag.go.id>). The residents are devout adherent as seen from a lot of prayer places. In this regency there are 754 Mosques, 673 Musholla (small prayer place), 36 Protestant Churches, 1 Catholic Church, and 2 Puree (as cited in <http://jabar.kemenag.go.id>).

West Bandung Regency is one of national mainstays where it is Bandung concave with industry, agriculture, tourism, and plantation (West Bandung Regency Document). In tourism sector, West Bandung Regency as seen from its tourism main plan aims to make West Bandung Regency as regional tourism destination area in West Java. In doing so, West Bandung Regency keeps developing all potential resources both physical and non-physically, and introduces it widely. Tourism is directed as community and government's activity to increase regional original income and inhabitant's prosperity (Regional law of West Bandung Regency No. 4, 2012).

2 LITERATURE REVIEW

There are not many studies conducted on the topic of the impacts of tourism into religion in the contemporary world (Zamani-Faharani, 2010: 79; Stausberg, 2011). However, there are some previous studies related to the importance of religious aspect in developing tourism as can be seen in the following:

Mansfeld, et. al., *Muslim Tourism to Israel—Characterization: Trends and Potential*. (2000). Hebrew, University of Haifa: Center for Tourism,



Figure 1. West Bandung Regency Map.

Pilgrimage, and Recreation Research. In this book, the writers recommended for the hospitality industry in Israel, to fulfill particular needs of Moslem tourists, such as providing accommodation, placing 'Mecca stickers', placing a copy of the Qur'an in every room, and providing *halal* food.

Joan C. Henderson, *Managing Tourism and Islam in Peninsular Malaysia*, (2003) in *Tourism Management* 24, (447–456) and *Islam and Tourism, Brunei, Indonesia, Malaysia, and Singapore* (2010) in *Tourism in the Muslim World; Bridging Tourism Theory and Practice*, Volume 2, (pp. 75–89), Emerald Group Publishing Limited. In these articles, Henderson discusses about the important of providing and satisfying special needs of Muslim visitors in tourism places, such as prayer place (or mosque), signage pointing to Mecca for prayer, and *halal* meals.

Adi Weidenfel and Amos Ron, *Religious Needs in the Tourism Industry* (2006, unpublished). In this article they suggested Christian audient to employing Christian workers at a hotel, providing information on religious activities and institutions, a Bible in a hotel room.

H. Heyer, *Sharia-compliant hotels: The next big thing in Arabia*, eTN, Jul 3, (2008). In this article he has elaborated the massive and rapid development of 'Sharia-compliant hotels' in contemporary Arabia.

Amid of the few articles about the relation between tourism and religion, especially in Indonesia, this paper will portray the dynamic interactions between tourism and religion (Islam) in Northern Bandung tourism sites.

The study is shaped by the following questions; (1) To what extent do the religious communities refuse the tourism development, and (2) what the local government have done or will do to overcome the polemic.

3 METHODS

A qualitative approach was used in collecting the data through a survey and in-depth interviews with related stakeholders. The interviews were conducted with government officials and religious leaders including the Secretary of Tourism Departments of West Bandung District, the Head of Indonesia Ulama Council, Lembang chapter, and one of the local elders in Lembang.

Lembang is chosen as the study site due to its nature as one of the most religious areas in the region and at the same time have a 4-star tourist sites potential in Indonesia (tripadvisor, 2016). Thereby it is interesting to see how religion and tourism coexist in the area. The recorded

interviews were transcribed into text and inductive thematic analysis was used to qualitatively analyze the transcripts.

4 FINDINGS

Based on survey in five tourism sites (Gunung Tangkuban Parahu, Maribaya, De Ranch, Floating Market, and Farm House), document study, and interview with Dra. Sri Dustirawati (Secretary of Tourism Department in West Bandung District [KBB]), on 30 March 2016 in Pusdiklat KBB in Lembang, it is found that during 2013 to 2015 there was a significant development in tourism industry, especially in term of visitors' number.

Natural and culinary tourism sites in this area have been visited by around 1.050.000 people in 2011, and increase above 200% or equal to 3.658.200 tourists in 2015. This significant rise mainly results from the existing two new tourism sites, namely Floating Market and Farm House. In culinary tourism, it rises significantly counting to 5.687.700 consumers in 2011 and becoming 14.286.100 consumers in 2015.

This phenomenon is interesting since at first many parties especially from religious leaders felt a serious worry with regard to the development of tourism in the area. This information is gotten from Drs. K.H. Maman Somantri (Chairman of Indonesia Ulama Council [Majlis Ulama Indonesia, MUI] of Lembang Sub-district), and KH. Saepul Hakim (General Chief of MUI Cikahuripan Village, held on 2 March 2016 in office room of DKM Great Mosque, Lembang.

The Ulamas were initially afraid if tourism would degrade religious values, and traditions. They did not want Lembang to be a very secular place and the people will end up living a lifestyle that does not correlate to the local wisdom and religious values:

"we used to have a strong resistance against tourism policy here because we thought that tourism will leave nasty taste in mouth and will make our local people lifestyle more secular and thrown further from religious values" (interview, Chairman of MUI- Lembang)

In fact, prior to 2011 there had been numerous protest rallies against the development of tourism in the area. Eventually, the resistance of ulamas came loose. The chairman of MUI- Lembang added that the government had done a wonderful job in socializing and synchronizing their program with the local elders and religious leaders. (interview, Chairman of MUI- Lembang). That is why the refusals decreased along with the rise of

people awareness on tourism development as an undeniable development in our life.

5 DISCUSSION

5.1 *Tourism in Islam*

Tourism in term of travelling has long been acknowledged in Islamic history. There are some events associated with travelling activity, such as *Hirja* (migration), the *Haji* to Mecca, *Ziyara* (visiting shrines), and *Rihla* (travel for other reasons such as education and commerce). In the Quran itself there are many verses which endorse travelling to achieving spiritual, physical and social goals, such as Ali 'Imran: 137; Al-An'am: 11; Al-Nahl: 36; Al-Naml: 69; Al-'Ankabut: 20; Al-Rum: 42 and 9; Saba': 18; Yusuf: 109; Al-Hajj: 46; Fathir: 44; Ghafir: 82 and 21; Muhammad: 10; Yunus: 22; and Al-Mulk: 15. In sum, tourism is allowed in Islam and even encouraged by its teachings. However, Islam demands tourism activity that adheres to Islamic teachings, in conduct, dress, food and prayer (Zamani-Faharani, 2010: 80).

Islam has some laws regulating Muslim interaction in daily life, including during travelling. Islam prohibits such deeds as consuming pork and other *haram* (forbidden) foods, drinking liquor, dressing inappropriately, displaying affection publicly, and shaking hands or any physical contact of the opposite sex, sharing rooms for unmarried couples, and gambling. (Zamani-Faharani, 2010: 80-81).

5.2 *The influence of tourism into religiosity in Lembang*

Although tourism development in Lembang is part of integral national, regional, and local development (see Academic paper regional law draft of West Bandung Regency), the success of tourism development in this area cannot be discarded from the roles played by government officials along with other related components, especially religious leaders. This study argues against some studies in tourism, such as Shackley (2004), Timothy and Olsen (2006), which have ignored the religious needs in the tourism and hospitality industries.

However, religious factor in developing tourism industry is very important to consider. Tourism and religion have actually a close relationship in term of mutual influence. Tourism can impact on inhabitants' religiosity and religion can also impact on the development of tourism. As in many nations, like in the Middle East and North Africa, in which Islam is the foundation of society and order of law, in Indonesia Islamic principles thus underpin tourism policy, development objectives,

and the management and operation of the industry (Hitchcock, et.al., 2008: 188; Zamani-Faharani, et al., 2010: 79). In Lembang case, since most of visitors are Muslim (71%), therefore, all stakeholders have to pay high attention to the need of both visitors and indigenous inhabitants' religiosity.

5.3 *Ulama-Umara forum as a way out*

In Lembang where this research is conducted, tourism is developed by adjusting with the religious, cultural and local values (see Academic paper of regional law draft of West Bandung Regency and interview with Dra. Sri Dustirawati). In this case, government officials have sought to undertake some strategic programs such as collaborating with in form of *Ulama* (Islamic Scholars) and *Umara* (Government officials) forum. The activity is conducted by having a short Stay in villages nearby the tourist areas and Giving assistance to *Ulama*, *Ustadz* (Islamic Preachers), Islamic schools, learning centers, and local community.

In *Ulama-Umara* Forum for instance, Muslim scholars and government officials gather once in every two months. By having this forum, both parties can have a proper setting where both government officials and local religious leaders *can* share their thoughts on finding the best way out in developing the tourism industry without crossing the line of religious beliefs.

As informed by the local elders and ulama in Lembang (Drs. K.H. Maman Somantri and KH. Saepul Hakim), They admitted that they were bothered by the impression that tourism development will give a negative image and bad examples to the local youth. However, a proactive government approach in convincing *Ulama* and community has given new insights for the local communities on how to look at the developments in positive manners. This government's strategy has successfully altered *Ulama* and *Ustadz's* psychological state about the negative side effects of tourism. In turn, tourism development in the area has not only supported by government but also by the local elders and religious figures.

Through these approaches, many *Ulama* and *Ustadz* have accepted and supported tourism development, and they actively play their role as the watchdogs for the tourism activities in their area to nurture the harmony between tourism and religious practices.

Regarding this, the secretary for the regional tourism board stated her positive response: "... *this forum give us, the government the chance to explain our program and get their feedbacks eye to eye and heart to heart in an amicable manner*" (interview, secretary of west java tourism board). In line with this, the local religious leader found that the forum

as a positive thing: "... *by having ulama-umara forum, we can share our thoughts without bureaucratic boundaries, which is good, so we can speak our mind directly in response to the government tourism policy*" (interview, Chairman of MUI-Lembang)

Despite the economic positive multiplayer impacts to all components and to other sectors, tourism can also provide religious needs for Muslim visitors and indigenous residents. An *Ustadz* in Tangkuban Parahu mount tourism site even takes part directly in building mosque and managing religious activities in it, such as holding Friday Prayer.

Among the positive influences of tourism to community' religiosity can be seen the provision of prayer places, swimming pool for women (segregated from men), and mosques' prosperity throughout Lembang's road side. At least, there are seven mosques which are experiencing significant improvement, both physical and non-physical, including Great Mosque Lembang Sub-district.

With direct involvement of *Ulama* and *Ustadz* in socializing and implementing tourism industry, the level of refusal can be reduced and negotiated. In turn, tourism industry developed significantly, the number of visitor increases, the level of community's prosperity improves, and community's religious life evolves. They improve both mundane and celestial life at the same time.

6 CONCLUSION

In Lembang, tourism and religion can cooperate mutually. Tourism can be developed by fulfilling religious needs and complying with religious teachings. In short, Lembang is undergoing a process of *dynamic equilibrium*; where the demand of tourism development is appreciated and religious tradition is preserved.

Through an amicable manner of collective socialization to all of community components, particularly to local religious leaders, the development of tourism is able to go hand in hand with religiosity. Thus tourism in Lembang have become a new trend in Indonesian tourism Industry where the tourism practice can bring both economic prosperity and religious greatness at the same time.

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An integration of Graduate Competency Model (GCM)

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ABSTRACT: The development of hospitality and tourism industry in Malaysia leads to aggressive competition within the hotel industry in Malaysia competing to win the fraction of share markets. As consequences, the need to employ highly talented employees is inevitable. However, it is believed that what academic institution offers were found to be in contrast from the actual business needs. The purpose of this paper is to integrate a fully fit graduate competency model that is tailored to the needs and wants of the hotel industry in Malaysia. This paper examines several competency models and frameworks to develop a propose model with dimensions that fits the needs of the Malaysian hotel sector. The outcome of the paper will provide invaluable cohesive findings from the stakeholders towards the fully fit model that best fit to the Malaysian hotel sector. As a result this study will assist the academic institutions in preparing highly competent workforce to the industry.

Keywords: graduate, competencies, competency model, hotel management

1 INTRODUCTION

The travel and tourism is an important industry worldwide that generates over 250 million employment opportunities which represents 8 per cent of the global workforce and contributes to at least 9 per cent of the world's Gross Domestic Product (GDP) (World Travel & Tourism, 2014). The scenario is evident in many countries where the industry makes a substantial contribution to the economic growth, with some countries depends on hospitality and tourism to spur the growth and development. The hospitality industry in Malaysia is experiencing the same progression where there is an increase in number of tourist arrivals every year, which leads to growth of hotel accommodations. It is reported by Tourism Malaysia the number of hotels has increased from 2724 in 2012 to 3094 the following year (Tourism Malaysia, 2014) and thus creating new employment opportunities. Moreover hospitality and tourism industry has been selected as one out of the twelve (12) National Key Economic Areas (NKEA) in the Economic Transformation Program (ETP) launched in 2010 as part of Malaysia's National Transformation Program to elevate the country to developed-nation status by the year 2020 (Economic Transformation Programme, 2010). The report forecasted that hospitality and tourism industry will create at least 465,000 new employment opportunities by 2020

and 68 percent of job created requires vocational, diploma or degree qualifications (GE Blueprint, 2012).

The hospitality and tourism industry is now turning to academic institutions for recruitment of skilled workforce to fill the diverse industry demands (Eurico, da Silva, & do Valle, 2015). However, Malaysian hotels are having problems in attracting and retaining skilled and knowledgeable workers (Patah, Zain, Abdullah, & Radzi, 2009). Goldsmith and Zahari (1994) posited that there is poor transfer rate of graduates into the industry especially in the hotel sector. Academic institutions have also been criticized for not effectively preparing hospitality graduates for employment in the industry (Sarkodie & Adom, 2015). In concurrent with that the issue of compensation and benefits were also found to be among the problems that contribute to scenario (Lahap, O'Mahony, & Dalrymple, 2014). Thus, it will lead to new hospitality students having an unrealistic image of working life in the industry and expect a different working environment from what the hotel can offer (Ahmad & Zainol, 2011).

Brown, Arendt, and Bosselman (2014) argued that many hospitality graduates will tend to leave the industry once they entered into hospitality academic institution without accurate understanding of the industry. Ricci (2005) posited that hospitality graduates might secure jobs in the industry if

they are provided with true image and perception by the academic institutions. Study by Weeks and Muehling (1987) revealed that students with better understanding and perception of the industry helped industry recruiters to attract more qualified workforce. Hence, it is important for the academic institutions to consider graduates' competency needs in order to develop and evaluate a hospitality program that is relevant to the industry (Millar, Mao, & Moreo, 2010; Wang & Tsai, 2014).

2 LITERATURE REVIEW

2.1 *Competency and competency-based education*

There are number of researchers offer demarcations of competencies. (Gale & Pol, 1975) defined competency as "the quality of being functionally adequate in performing the tasks and assuming the role of a specified position, with the requisite knowledge, ability, capability, skill, judgment, attitudes, and values" (pp. 20). According to Tas (1988), competencies are activities and skills considered necessary to perform duties of specific position. Brophy and Kiely (2002) concurred with Tas and further include attitude as competency. Competency is also be defined as the ability and skill incorporated in training and education, supporting industry needs for labor and promoting graduates employability (Le Deist & Winterton, 2005). Competencies encompasses of bundle knowledge, skills and abilities that can be valuable in the world of work (Millar et al., 2010). Millar et al., 2010, added that these are the specific characteristics for the students to learn in their classroom. The word "competency" may be defined differently depends on perspective in which it is used (Campion, Fink, Ruggeberg, Carr, Phillips, & Odman, 2011; Lucia & Lepsinger, 1999; Millar et al., 2010; Tas, 1988). It is evident that there is no specific definition for the word "competency" (Cheng, 2012). Nonetheless, researchers often defined the word "competency" relates to "knowledge", "skill", "abilities" and sometimes "attitude" or behavior which consist of observable performance, standard of outcome of a person's outcome and the underlying attitude of a person (Campion et al., 2011; Millar et al., 2010).

Cheng (2012) stated that in education, the learning outcome which specifying the desired outcome of the graduates are competencies. It is the base for Competency-Based Education (CBE) (Millar et al., 2010). Competency-based education expressed by (Mayo & Thomas-Haybert, 2005) is a procedure calling for discernible aims, individual feedback, utilization of various learning styles, and a mixture of appraisal measures. Competency-based education focuses on then skills and abilities essential

to recruiters and highlights the competencies or behavior that can be improved by the learners (Millar et al., 2010). The process of recognizing and determining the required competencies needs to come from various stakeholders (Cheng, 2012). Campion et al., (2011) argued that the process of identifying the right competencies is through considering organizational context which is to link competency model with organizational goals and objectives, starting at the top, using job analysis methods to develop competencies and considering future job requirement.

2.2 *Competencies and hospitality education*

The literature pertaining to student's core competencies has been widely discussed within the hospitality literature. The literature has always endeavored to find an ideal demarcation between the roles played by the industry and the academic institutions. Studies examining the relationship of hospitality management and industry has found it to be a complex position. As stated by Airey and Tribe (2000, p. 277) "in its origins, the education developed from on the job training in hotels", thus recapping its vocational focus which "emphasized the important links between an educated workforce and a strong economy ... the basis of knowledge about hospitality originally drew strongly from studies generated directly from the industry and the world of work rather than from the many disciplines or other fields of enquiry which help explain hospitality" (Airey & Tribe, 2000).

Due to the nature of the industry in which the multidisciplinary, or for some the interdisciplinary, educators contended that the industry needs candidates with abilities to integrate and blend their skills, knowledge and attitudes. Professionals from the industry and educators of hospitality management established that during the 1980's, stated that the necessary component of student's preparation to graduate competently was to include professional work experience (Morrison & O'Mahony, 2003). Evans (1988) in his article entitled "Academic credibility and the hospitality curriculum", disagreed with purist who reprimanded to the of hospitality education. He argued that their derision for the professional schools (including hospitality), were groundless. Evans (1988) posited that academic institutions designed their curricula to develop "well-rounded" graduates equipped with diverse competences.

2.3 *Graduate competencies*

In another perspective, Guthrie (2009) categorized competencies as personal competencies and job competencies and argued that the two should

always be appropriately balanced. Other studies have divided employability into core items and advancing items, in which the former refers to core skills that meet general and various job requirements whereas the latter refers to the specific skills needed for certain industries' and jobs (Ohio State University, 1995). Parallels can be drawn between core skills and personal competencies' and between specific skills and job competencies. Numerous studies have discussed the relationship between core skills and a successful career (McCabe, 2008). However, career success requires both personal and job competencies.

Moreover, many studies have analysed the nature of employability or competency from the perspectives of various stakeholders, such as businesses (Christou, 2002; Millar et al., 2010; Sisson & Adams, 2013), teachers (Millar et al., 2010) students (Christou, 2002) and employees (Lane, Puri, Cleverly, Wylie, & Rajan, 2000). From the perspective of the employers in hospitality and tourism industries, employers need cheap and flexible labour in order to remain viable (Curtis & Lucas, 2001) however, from the perspective of the students, work is often an introduction to the world of work, and their experiences assist with both personal and career development (Barron & Anastasiadou, 2009). However, Beard (1995) argued that the world of work should be more closely linked with higher education both through formal periods of supervised work experience and more informally through students work experiences.

2.4 Competency model

The usage of competency models in human resource practice has been around since 1970's (Millar et al., 2010). A former Harvard psychologist, David McClelland developed the first competency model based upon request by the United States Information Agency (USIA) to interview their officers in order to assess their successful performance (Lucia & Lepsinger, 1999). The interview are based on competencies (attitudes and habits) which McClelland believed to be the best assessment. It resulted in USIA effectively recruiting candidates with similar habits and attitude (Lucia & Lepsinger, 1999). Chung-Herrera et al., (2003) stated that competency models act as a descriptive tools to identify, categorize and summarize competencies for employees to perform effectively in an organization to achieve the required standard. In a nutshell, competency model is a set of integrated competencies essential for outstanding performance. It is a tool that identified the skills, knowledge, personal characteristics and behaviors needed by an organizations for their employee to execute efficiently and help the organizations to

achieve their strategic goals (Lucia & Lepsinger, 1999).

Using competency models provides an organization with various advantages, such as aid the process of recruiting and selecting the right candidates, assessment programs, development of job descriptions, identifying and developing training programs, succession planning and curriculum development (Campion et al., 2011; Cheng, 2012; Lucia & Lepsinger, 1999). Campion et al., (2011) recommended augmenting competency models with the aid of visual will enhance memory and improve communication of the information presented. Simple and focused on the core idea competency models excluding every detail of the model is recommended when using visual portrayal (Campion et al., 2011).

In hospitality industry, Sandwith's Competency Domain Model is one of the most notable and reliable competency models (Millar et al., 2010). Competency Domain Model by Sandwith have been used by researchers to study essential competencies needed by organization. Sandwith expanded Katz's three-skill approach for effective administrators omitting the importance of skill level. Sandwith clustered competencies/skill into five domains: (1) Conceptual/creative domain, (2) Leadership domain, (3) Interpersonal domain, (4) Administrative domain, and (5) Technical domain (Sandwith, 1993).

According to Katz (1955), all three skill areas are important at every level of administration, but they "vary in relative importance at different levels of responsibility" (p. 37). While the idea of Katz's typology skill model have been expanded, the skill model is still relevant in the human resource management and it is still being acknowledged (Peterson & Van Fleet, 2004). For the purpose of this paper, Katz's three-skill approach will be used. This approach will be integrated with Sandwith's model and will be the conceptual framework as pictured in Figure 1.

The reason of selecting Katz's approach is to adapt the idea of different level of competencies for different level of administrators in an organization

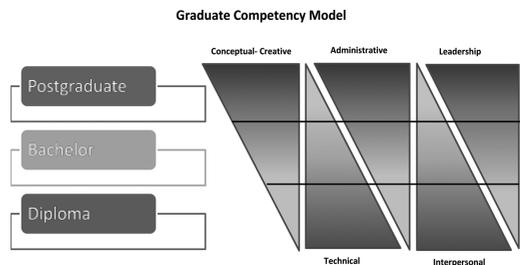


Figure 1. Proposed graduate competency model.

and modified it to the level of learning outcomes in the academic Institution. In the model, the level of education is divided into diploma, bachelor degree and postgraduate. This is to look into the development of competencies needed by graduates at different level of education from the perspective of the stakeholders; which is the practitioners, academic institutions and students. As mentioned above, the model is integrated with Sandwith's Competency Domain Model. The five domains in the model are illustrated in triangles to show different degree of attention for each of the domain for different level of education. The model not only can be used to accommodate academic institutions in reviewing the curriculum for hotel management program, it is also hoped to provide guidance for recruiters to select candidates from various level of education.

3 IMPLICATION OF THE RESEARCH

The paper explores various literatures and models on competencies pertaining to graduate employability in the hotel sector. The paper extends the literature on how to improve learning outcomes from the curriculum in the future. This will be particularly valuable to the Malaysian Hotel Industry which is an industry that now competes in the international tourism market. In order to reach this goal, businesses within Malaysia need skilled and competent workforce. The aim of this paper is to assist in improving Malaysia's competitive position by providing the research findings to the Malaysian government and local practitioners and academic institutions so that the results can be used to improve skill and knowledge for the industry workforce. In this way, the study will have a capacity-building role to assist future economic development within Malaysia (Lahap, O'Mahony, & Dalrymple, 2014).

As for the hotel industry, this paper indirectly provides literature and finding for future training and development of human resource competencies through the process of selecting, recruiting, training and compensating the right candidates for the job, reducing the turnover rate in this sector. Hence improving the quality of service to compete domestically and internationally.

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Profundity in maxims of Eco-Islam among hospitality students

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ABSTRACT: The foundations of Islamic principles have connected its teachings with caring for the environment in great lengths. However, the emphasis of formal and informal strategies in implementing successful environmental programs and policies usually lacks the inculcation of environmental ethics of individuals, who play pivotal roles as executors of the environmental policies. This study proposes that the maxims of Islam could be an effective basis for developing inherent environmental ethics. In that light, this study narrows on university students enrolled in hospitality programs whom will be the future of hospitality industry's key players. Three focus group sessions consisting of 21 undergraduate students were conducted, 19 of whom are Muslims. The topic of discourse revolved around the five Eco-Islam maxims related to conceptualization to the environment. The results indicate moderate consciousness in relating Islam to the preservation of the environment. While respondents regard themselves as spiritually connected to the religion, the connection in relating the requirements Islam makes in the preservation of the environment is slight.

Keywords: Eco-Islam, hospitality, students, ethics

1 INTRODUCTION

Environment, if damaged or polluted, is impossible to restore to its original state. Natural disaster such as flood, earth quake and landslide impacts the environment brutally. Nevertheless, deteriorating environmental conditions are in fact worsened by human acts; so much so, at times it looks as if nature is retaliating. It is no longer willing to be hospitable to those who abuse the land and resources, and responding to that disastrous abuse with its own set of disasters (Mangunjaya, 2010). While forces of nature are unstoppable, there's still hope in minimizing the environmental damage caused by human. It is about creating awareness, instilling the right mentality and attitude followed by incorporation of daily practices towards a healthier environment. The human condition was never separated from the natural order. It was a matter to be reckoned with at every moment of existence like the very air we take into our lungs (Khalid, 2002). Hence, human and nature are inseparable commodities and functions well as in symbiosis.

1.1 *Research issues*

In the past few decades, environmental sustainability has received intensified focus where government,

business and individuals have become increasingly cognizant of the need to lessen our environmental footprint (Gadenne et al., 2011). Environmental consciousness campaign or promotion often chimes about ensuring a better environment for the future generation. Henceforth, this paper proposes the installation of the green attitude among university students, the future generation themselves. Environmental education is assumed to have a significant influence on the environmental awareness, everyday lifestyles and consumer behavior of students. Along with that, several higher education institutions have recently recognized the importance of integrating sustainability issues into education to make this impact focused and explicit (Zsóka et al., 2013). Knowingly, students function in a group and Gadenne et al. (2011) assert that embracing the behaviors regarded as norms within a group helps people feel a part of that group and gives them a sense of group membership. Hence it is vital that the promotion targets at involving them as a unit in cultivating the environmental consciousness mindset.

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2 LITERATURE REVIEW

2.1 *Environmental consciousness*

The degradation of the environment has been associated with disproportionate equilibrium between usage and production. The environment is being exploited excessively to support the growing population and need for economic wealth (Brown et al., 1987). Brundtland (1987) defined sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs in the United Nations World Commission and Development Report. Brundtland's conception has its merit and is still relevant in present times (Drexhage and Murphy, 2010, Goodland, 1995). In order to be sustainable, the first step to be taken is creating or raising the consciousness on the existing environmental crisis.

Knowledge creates understanding and leads to awareness which then result in action (changed behavior). The most important dimensions of an individual's environmental awareness appear to be environmental knowledge, values, attitudes, willingness to act and actual behaviors (Nemcsicsné Zsóka, 2008). Apart from that, factors that motivate environmental behaviours include feelings of guilt (Young et al., 2009), moral obligation (Tanner and Kast, 2003, p.886), sense of social responsibility (Ozaki, 2011), high levels of moral belief (Stokes, 2009), ease of adoption and personal relevance (Ozaki, 2011) and good feelings about purchasing from organisations whose products and processes were more environmentally friendly (Pickett-Baker and Ozaki, 2008). In addition to

that, there is a growing number of studies focusing on Islamic teachings with regard to creating environmental consciousness among the public.

2.2 *Islam and environment*

Islam cannot ordinarily be described as a religion and it prescribes a way of life that goes beyond the performance of rituals (Khalid, 2002). The holy Quran is a complete guide to the Muslims, it comprises every aspect of our lives be it political, social, economy or environmental. The word nature or environment cannot be found in the Quran and the closest modern Arabic usage is the word *bi'a* which connotes a habitat or a surrounding (Khalid, 2002). Many verses in the Quran explain about natural conservation. The roots of Islamic environmental practice are to be found in the Quran and the guidance (sunnah) of Prophet Muhammad (Khalid, 2002). One of the verses of al-Rum mentions that "damage on land and sea is caused by human acts" (Mangunjaya, 2010). Additionally, Al-Damkhi (2008) asserts that regulation of human life by religious ethics includes the dimension of the environment; and what the problems of the environment make clear is that without a religious approach, there is no reason to do anything at all about those problems.

Hamka, a renowned Islamic scholar was asked is the role of Muslims in conserving the environment and he answered "Muslims could be motivated if they understood the direct, practical benefit. For example, Muslims must do the prayer (solah) five times a day and must have water to do the obligatory ablutions before they pray (Mangunjaya, 2010). God sends down water from the sky and by it brings the dead earth back to life as narrated in the Quran (21:30) 'We made from water every living thing' (Khalid, 2002). This example portrays the importance of water conservation in order to ensure the process of the prayer is not interrupted and applies directly to the Muslims. The Quran again uses an environmental theme in exhorting humankind to be moderate; (6:142): "It is He who produces gardens, both cultivated and wild, and palm trees and crops of diverse kinds and olives and pomegranates both similar and dissimilar. Eat of their fruits when they bear fruit and pay their dues on the day of their harvest, and do not be profligate. He does not love the profligate" (Khalid, 2002).

The usefulness of nature to human beings is spoken of in numerous verses. Evidently, the Quran speaks of creation and it contains two hundred and sixty-one verses where this word is used in its various grammatical forms. These verses contain references to the human world; to the natural world of the Earth, from trees to turtles, from fish to fowl; and to the sun, stars and skies (Khalid, 2002). Thus

it is apparent that the teaching of Islam, especially the contents in the holy Quran urges human beings to be gentle with the environment.

On a different note, the Muslims are taking the Islamic teachings on sustainable environment to another level. Khalid (2002) reported that developing environmental awareness among Indonesian Muslims has been successful in that, by mobilizing core groups of Muslims, namely Islamic scholars and leaders to build and publish documents in an environmental 'fiqh', environmental activists are now welcomed warmly in several places. He added that the success is crucial or it would be bitterly ironic if the country with the largest Muslim population becomes notorious for serious environmental failures when one of Islam's key principles is the respect and conservation of God's creation (Mangunjaya, 2010). Additionally, the existence of The Islamic Foundation for Ecology and Environmental Sciences (IFEES) also utilizes Islamic principles to create and promote activities to preserve the environment and fight the ecological crisis (Esposito, 2011, p. 131, Mangunjaya, 2010). Moreover, IFEES also organized a workshop called 'Quran, Creation and Conservation'. This workshop presents the principal concepts from the Quran and Islamic teachings relevant to conservation for instance; the teaching that God created this earth in a harmonious, balanced condition and subjected it to human stewardship for the benefit of humankind but they have the potential to disrupt and damage this condition and engender, in its place, imbalances (Mangunjaya, 2010).

In conclusion, internationally, the relevance of religious traditions in protecting biological diversity has been deemed critical given the example of the research report by WWF International and the Alliance of Religion and Conservation (ARC) concludes that a range of spiritual teachings can have an important role to play in preserving natural areas (Mangunjaya, 2010).

2.3 *Maxims of Eco-Islam*

According to Abdelzaher et. al (2015) Eco-Islam refers to the phenomenon that links Islamic teachings and the environmental ethics. The Quran and Hadith revealed 1400 years ago are the source of authentic teachings behind preserving the environment (Abdelzaher et. al, 2015). In fact, Rice (2006, p.373) asserts that religious teaching and religiosity are shown to be associated with pro-environmental behaviour. Thus, this serves as a proof that devoted Muslims adopts the responsibility towards the environment knowing that it links to the teachings in the Quran, which is also a sign of respecting the creator. This is in line with Taback and Ramanan (2013) study which proposes that the sustainability

pursuit must be accompanied with a sense of purpose to avoid a sole reason such as 'self-interest'. They added that religion can provide that sense of purpose of the whys behind environmental ethics. Having said that, Abdelzaher et. al (2011) proposed the eight fundamental maxims of Eco-Islam which explains between the relationship of a Muslim devotee and his or her environment. The maxims are further divided into two categories related to the conceptualization of the environment and the human actions toward the environment.

- a. The first five maxims depict the conceptualization of the environment which includes:
- b. The Environment is created and owned by Allah.
- c. The Environment is sustained and guarded by Allah.
- d. The Environment is a sign of Allah to human beings.
- e. The Environment is itself in worship of Allah.
- f. The Environment is a witness for or against human actions.

This study seeks to identify:

- a. What is Eco-Islam to the students and the underlying logic behind its calling for protecting the environment and
- b. Do they see the connection between Islamic teachings and the environment. Therefore, the focus of this study is on the first category of the maxims, which is the conceptualization of the environment solely.

3 METHODOLOGY

The qualitative method is suggested as an effective method to obtain robust information and ideas from a specific group about a particular topic. Notably, focus group has proven to be a valuable research method to identify a range of ideas and concepts in discovering the multidimensional beliefs that could arise from the targeted group. Furthermore, the findings from the collected data could serve as foundation to design a larger quantitative research (O'Neill, 2011; Krueger and Casey, 2000). The selection of sample is consistent with Krueger and Casey's (2000) suggestion for focus group to contain between six to eight participants consisting of comparatively homogenous group of people.

Potential participants were invited to the focus group sessions by explaining the essence of the study as well as the importance of communicating their insights toward the success of the study. To justify, the sample selection is based on the factor that these students are studying hospitality courses

whom are the future decision makers of the industry. The researchers also assured that the participants' identity will be kept anonymous in the report and that the participation is purely voluntary. As a result, 21 students agreed to participate in the study and were divided to three separate sessions. On average, the duration of each session is one hour and the interview was recorded using voice recorder, with the permission from the participants. Each session was conducted with two researchers to enable the results to be triangulated and analyzed and avoid bias.

4 FINDINGS

Following the focus group interviews, the recordings were manually transcribed before analysis were made and results were drawn. The transcripts were content-analyzed to capture the essence of the research questions. The findings are presented based on the five maxims included in this investigation.

4.1 Respondents' profile

Three sessions of the focus group interviews were conducted at three different dates involving 21 students, 19 whom are Muslims and two non-Muslims. Majority of the participants were female, consisting of 17 and the remaining four are males. The students are selected from two different programs, namely Hotel Management and Culinary Arts, simply on the basis that they are the key future industry players after graduating. The division between the two courses are almost equal where 10 students are from Culinary Arts and 11 from Hotel Management.

4.2 Maxims

To recap, the Eco-Islam consisted of eight maxims towards understanding the relationship between the environment and Islamic teachings. The focus of this study is on the first five maxims included in the conceptualization of environment since this is an initial study tapping into students understanding and perception of the environment and its connection to Islamic teachings. A statement portraying each maxim was constructed and communicated to the respondents and they were asked to comment on it. The discussion of the findings is divided based on the five maxims as below:

4.2.1 *The environment is created and owned by Allah*

Generally, majority of the respondents agree that the environment is created and owned by Allah and

human beings are causing damage to the environment when they should be protecting it from harm. The respondents collectively agreed that abusive behavior towards the environment is unacceptable as it causes pollution and other damaging effects especially for the future generation. However, the respondents also admit that they do not know how to respond to a campaign due to several reasons such as no sense of belonging, feeling that it does not affect them directly and assuming that others would do it but not them.

4.2.2 *The environment is sustained and guarded by Allah*

Human are entrusted to care for the environment knowing that Allah is aware of their behavior. It has to be based on intrinsic factor to protect the environment from harm. It is known that human are the ones causing damage to the environment and the respondents urged that these behaviors be curbed immediately simply because of a statement "We don't inherit this earth from our ancestors but we are borrowing it from the future generation". The respondents also assert that the fundamental action in doing so is to stop littering start recycling and adopts the right green practices in our daily lives.

4.2.3 *The environment is a sign of Allah to human beings*

The environment always gives a sense of peace to those who are grateful and appreciate the creation. It is always mesmerizing to observe the nature such as mountains, clouds, hills and trees because it instigates the feeling of worshipping the One who creates such beautiful creation which cannot be replicated or copied. The respondents admit that the environment is an excellent source of inspiration and serves as a gentle reminder to remain faithful and loyal to Allah. Majority of the respondents agreed that protecting the nature equates to respecting the Creator.

4.2.4 *The environment is itself in worship of Allah*

The respondents believe that Allah creates every living being and that they worship Him, in their own way. Human beings have specific time and system to worship the Creator but as for the animals, plants and every other being, the way in which they worship Allah is unknown. It is mentioned in the Quran that human being must maintain good relationship with not only Allah and other human being but to the nature too. Several respondents agreed that when we do good to the animals or tree, they (the animal or tree) would ask Allah to repay the kindness and vice versa. Therefore, the respondents unanimously support the statement.

4.2.5 *The environment is a witness for or against human actions*

This maxim received the most identical response from the respondents by referring to the Quranic verse (Yaseen) where on judgement day, we would not be able to speak but our good or bad deeds would speak for themselves. This is a rather stern warning from Allah in terms of the judgement day and the afterlife. The respondents made connection between protecting the environment and the verse whereby good deeds will be rewarded and vice versa. Several respondents provided examples of the good deeds done by human which was highlighted in the social media especially when a human saved an animal and how the animal remembered the person and forms a bond with each other.

5 DISCUSSION

Evidently, the respondents demonstrate adequate understanding of the conceptualization of environment based on the statements presented to them according to the five maxims. For instance, the respondents acknowledged that littering is unacceptable but could not explain the ripple effect of such behavior to the environment. However, the respondents immediately acknowledged the effect (flash floods, extreme weather etc.).

With reference to establishing connection between Eco-Islam and environment, the respondents were able to interpret it moderately. A few of the respondents recalled Quranic verses and made reference to it during the interview. As such, the researchers believe that the fundamental understanding of Eco-Islam exist among the respondents and it would not be difficult to instill the environmental ethics values to them. Abdelzaher et. al (2015) proposed that Muslims take great pride in their faith and when told that being environmentally ethical is part of their *deen*, they have the inclination to apply it.

6 CONCLUSION

The relationship between environmental actions and religious teachings is a growing area of research among management scholars (Brammer et. al, 2007; Helfaya et. al, 2014; Kamla et. al, 2006). This study contributes to the body of knowledge of environmental ethics in relation to Eco-Islam among university students, who are the future generation of industry players. Even though the results suggest moderate connection and understanding of the concept, this shade light to future research on the area as well as tapping into new methods of instilling responsibilities towards the environment among young adults.

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