

ISSN NO. 2515-6780
VOL 6, ISSUE 1 DECEMBER 2022

JOURNAL
**ON TOURISM
& SUSTAINABILITY**

EDITOR

Prof Eugenia Wickens, OTS, Oxford, UK

ASSOCIATE EDITORS

Dr Vasiliki Avgeli, Director of Studies, MBS College of Crete, Greece
Prof Ali Bakir, University of Business and Technology (UBT), Saudi Arabia
Dr Wendy Sealy, Chichester University, England, UK

EDITORIAL BOARD

Assoc. Prof. Michal Apollo, University of Silesia in Katowice, Poland
Assoc. Prof. Ann Suwaree Ashton, National Institute of Development Administration, Thailand
Assistant Prof Gurel Cetin, Istanbul University, Turkey
Prof. David Chan, The Chinese University of Hong Kong (CUHK), China
Dr Mary Constantoglou, University of the Aegean, Greece
Dr Mustafa Daskin, Sinop University, Turkey
Dr Irene Dimou, Hellenic Mediterranean University, Crete, Greece
Dr Vanessa Gowreesunkar, Department of Tourism and Hospitality, Anant National University, India
Prof Azilah Kasim, UUM, Malaysia
Prof Sonia Khan, Institute of Vocational (Tourism) Studies, H.P. University, Shimla, India
Prof Ramesh Raj Kunwar, Tribhuvan University, Nepal
Ass Prof. Christina Koutra, NYIT, Abu Dhabi
Dr Jeetesh Kumar, Taylor's University, Malaysia
Prof Hongbo Li, Huaqiao University, China
Dr Pedro Longart, Warwick University, UK
Prof Alfonso Marino, Business Economic University Studies of Campania, Italy
Prof Korstanje Maximiliano, University of Palermo, Argentina
Dr Bùi Lê Anh Phương, Duy Tan University, Vietnam
Prof Jovan Popesku, University of Singidunum, Serbia
Prof Mart Reimann, Tallinn University, Estonia
Prof Shiwei Shen, University of Ningbo, China
Dr Portia Pearl Siyanda Sifolo, Tshwane University of Technology, South Africa
Prof David G Simmons, Lincoln University, New Zealand
Prof Marios Soteriades, Ningbo University, Ningbo, China
Prof Amitabh Upadhyay, Skyline University College, UAE
Prof Yasuhiro Watanabe, Oberlin University, Tokyo, Japan
Dr Yana Wengel, Hainan University, China
Dr Siti Intan Nurdiana Wong, INTI International University, Malaysia

COPYRIGHT: Journal On Tourism & Sustainability

ABSTRACTING AND INDEXING: Open Journal Systems

Aim

Journal On-Tourism & Sustainability (JOTS) is dedicated to supporting the rapidly expanding area of tourism development research. The primary focus is to advance critical thinking on tourism as a catalyst for sustainable development. It is a peer-reviewed journal aiming to publish original research from a multidisciplinary perspective. We welcome theoretical, conceptual, and empirical research that explores the relationship between tourism and development.

Subject Coverage

The subject matter of the journal includes:

- Development and policy
- Eco-tourism as a force for development
- Small & medium enterprises
- Tourism dependency
- Destination marketing and tourism demand
- Tourism strategies
- Rural tourism-homestays & cultural experiences
- Impacts
- Voluntourism & travel philanthropy
- Mountain tourism
- Physiological preparation of mountaineers
- Events and festivals
- Methodologies

We publish papers that consider any aspect of the above topics. Contributions may deal with one or more of the economic, social, cultural, political, organisational, and environmental themes in tourism.

Publishing for the first time

We encourage emerging scholars who are publishing for the first time to send us their manuscripts.

Peer Review Statement

Quality is ensured by rigorous, anonymous peer evaluation of each main paper by two independent referees. The Editors, on behalf of the Editorial Board, make the final decision concerning publication. Submission is online through the journal's website and OJS submission system. <https://ontourism.academy/journal>

Submission Preparation Checklist

As part of the submission process, authors are required to check off their submission's compliance with all the following items: submissions may be returned to authors that do not adhere to these guidelines.

- The submission file is in OpenOffice, Microsoft Word, or RTF document file format.
- Where available, URLs for the references have been provided.

- The text is single-spaced; uses an 11-point font, Charter BT; employs italics, rather than underlining (except with URL addresses); and all illustrations, figures, and tables are placed within the text at the appropriate points, rather than at the end.
- The text adheres to the stylistic and bibliographic requirements outlined in the Author Guidelines.
- Please make sure you include (1) Author(s) full name and title(s), (2) Affiliation (s) and (3) Contact details with your submission.
- Inform Editor-in-chief any inaccuracies found after publication promptly

Author Guidelines: The journal is published twice per year. (Autumn & Spring)

Online Submission: Manuscripts are submitted to the Editor-in-Chief for observation and review. The Editor-in-Chief and Associate Editors monitor the review process.

Manuscript Submission

Manuscripts submitted to the journal are subjected to a double-blind review. Guidelines for submission are available directly from the journal's website. Main articles should be no longer than 6000 words; manuscripts would be reviewed anonymously (2 reviewers) and if required, returned to authors for revision. These should be accompanied by an abstract of no more than 250 words with five-six keywords. Footnotes must be avoided. Diagrams and Figures should be clearly related to the sections of the text to which they refer. They should be placed within the text where they are to be published.

Shorter items

Research notes should be no longer than 3000 words. These would be reviewed anonymously (2 reviewers) and if required, returned to authors for revision. These should be accompanied by an abstract of no more than 200 words with five-six keywords.

Industry Reports should be no longer than 3000 words. These would be reviewed anonymously (2 reviewers) and if required, returned to authors for revision. These should be accompanied by an abstract of no more than 200 words with five-six keywords.

Conference Reports of 800-1000 words.

Book Reviews of 800 words.

The journal is available on the internet to readers.

Publication Ethics Guidelines

Manuscripts submissions to OTS journal should make sure that:

- The submission has not been previously published, nor is it before another journal for consideration (or an explanation has been provided in comments to the Editor)
- Findings are correctly presented
- Discussion of the significance of their findings is included
- Include only those who qualify for authorship
- Authorship changes require the approval of all authors including any to be removed
- Disclose any conflict of interest
- Data and methods section are correctly presented
- Original research results are published
- Obtain permission to publish from the copyright holder for any previously published content (including quotations, figures, or tables).

Full Papers

- Barcelos, UNESCO Creative City: A Perspective Paper Of The Craftspeople 06
Francisco Joaquim Barbosa Gonçalves and Carlos Manuel Martins da Costa
- Roles Of Responsible Leadership In Driving Responsible Consumption And Production (SDG 12): A Comparative Study Between Two-Michelin Starred Chef Richard Ekkebus (Amber) And One-Michelin Starred Chef Shane Osborn (Arcane) 15
Anny WS Ho
- Delving Medical Tourism In India: Insights and Challenges 24
Suneel Kumar, Vanessa GB Gowreesunkar, Sanjeev Kumar, and Varinder Kumar
- Local Campaign Effect On Tourism Supply Chain During The Times Of Covid-19 38
Sthandiwe Cedric Mkhize and Portia Pearl Siyanda Sifolo
- Sustainable Community Participation: A Reality Or A Fallacy? 50
Stanley Ngwetjana, and Portia Pearl Siyanda Sifolo
- The Future Of Entomotourism: The Sustainable Bugs Appetite 63
Phuah Kit Teng, Siti Intan Nurdiana Wong Abdullah and Bernard Lim Jit Heng
- Sport Event Tourism And Sustainable Development Perspectives In Danang City 76
Trinh Thi Thu & Dinh The Toan

Research Notes

- Impact of Tourism in the Himalayan State of Mizoram, India: Challenges and Way Forward 87
Nirban Laskar, Vignesh Kumar N, and Ruhul Amin Mozumder
- Fabricating Global Chronology Of Food & the Recreation in Globalization 93
Subhadip Majumder and Samir Thapa

BARCELOS, UNESCO CREATIVE CITY: A PERSPECTIVE PAPER OF THE CRAFTSPEOPLE
Francisco Joaquim Barbosa Gonçalves and Carlos Manuel Martins da Costa
Aveiro University, Aveiro, Portugal

Abstract

Barcelos is part of the UNESCO Creative Cities network in the category of Crafts and Folks Art, since 2017, however, according to a study by Gonçalves and Costa (2020), this fact was known by 5.1% of visitor's respondents only, despite of being a territory of craftspeople and the birthplace of the "Rooster of Barcelos" ("Galo de Barcelos" in Portuguese language), one of the main symbols of the Portuguese tourism. This study aims at understanding how Creative Tourism might support the vitality of crafts, encourage a new generation of craftspeople, and contribute to the sustainable development of a territory being part of the UNESCO Creative Cities network. The data collection for this research was carried out through a "focus group" session (group interview), which is a qualitative research technique. It might be concluded that the development and implementation of a Creative Tourism project emerges as a priority and a tool for the sustainable development of the territory and crafts of Barcelos.

Keywords: Tourism; Creative Experiences; Crafts; UNESCO Creative Cities.

Introduction

Barcelos has been known as a territory of craftspeople, and the birthplace of the "Rooster of Barcelos", one of the main symbols of Portuguese tourism, representing the intangible cultural heritage and a honey-pot product of this territory, that might contribute to the success of its tourism industry. In this territory there is a strong link between crafts and local community, being able of generating a sustainable creative sector, as crafts activities are spread across different productions, namely pottery, images, ceramics, embroidery, weaving, wood, iron and tin and also many other arts and crafts, such as leather and contemporary crafts made by dozens of creators, making this territory look like a Living Museum of crafts and folks art (UNESCO, 2017).

Therefore, this paper aims at understanding how Creative Tourism might support the vitality of crafts and encourage a new generation of craftspeople and contribute to the sustainable development of a territory being part of UNESCO's Creative Cities network.

Literature Review

Creative Tourism might be defined as a new generation of tourism, which requires an evolution from destination governance, that must recognize creativity in their cities as a resource, offering new opportunities to satisfy tourists' motivations, needs and interests, which are constantly evolving. This implies a journey towards committed and authentic experiences, participating in learning arts, heritage or any distinctive character of a place, and providing a connection between local residents and all those who create that living culture (UNESCO, 2006).

Creative Tourism is perceived as a different form of Cultural Tourism, while this one is based on passively observing, seeing, and contemplating (visiting museums and art galleries), Creative Tourism is based on experiencing, participating, and learning. Furthermore, it satisfies the self-actualization needs focused on the development of skills based on intangible resources, like dancing, singing, crafts, painting, festivals, but avoiding negative impacts generated by the consumption of built space. It emerges as a new phenomenon, the experience economy, sharing

economy, globalization, intangible cultural heritage, and tourism as a tool for the sustainable development of territories. In this sense, the co-creation concept and the need of valuing creativity and innovation were brought to the center of the debate as critical factors for sustainable development and distinguishing tourist destinations (Ferreira, 2014).

The development and implementation of Creative Tourist Destinations are part of a new approach to tourism. Intangible cultural heritage and the cultures of local communities emerge as the main resources of the Creative Tourism, which offers to visitors the opportunity to develop their potential creativity through active participation in typical experiences together with local community's culture (Gonçalves, 2018). Furthermore, according to Gonçalves and Costa (2019), tourists are looking for creative experiences in Barcelos (the case study), namely watching, making or/and painting a "Rooster of Barcelos", learning how to work with clay (its raw material), learning how to tell the Jacobean legend of the miracle of the "Rooster de Barcelos", cooking a roasted rooster, and many other authentic experiences. In fact, tourist demand has evolved, as new tourists, being educated and aware of environmental problems. They look for authentic experiences, much closer to local communities' culture. Also, new tourist demand will make destinations' supplies to reinvent themselves, and to start the development of new products and skills (Carvalho, 2021).

Creative Tourism and Intangible Cultural Heritage emerge as two related concepts, because both include traditions and crafts, promoting respect for cultural diversity and human creativity. These two concepts include living cultures, practices, representations, expressions, skills and knowledge, as well as tools, objects, artefacts and associated cultural spaces, in fact, everything that communities, groups and, in some cases, individuals recognize as being part of their cultural heritage, transmitted from generation to generation, constantly, created by groups and communities according to their environment, interaction with Nature and History, providing them a sense of identity and continuity, and promoting respect for cultural diversity and human creativity, including oral traditions and expressions, languages, arts, social practices, rituals and festive events and traditional crafts (Carvalho, 2021; Costa, 2014; Ferreira, 2014; Gonçalves & Costa, 2016; Gonçalves & Costa, 2019a; Gonçalves & Costa, 2019b; Gonçalves & Costa, 2022; Richards, 2011; UNESCO, 2006).

According to UNESCO (2017), in the territory of Barcelos there has ever been a strong link between residents and crafts community, which contributes to make crafts to be a sustainable creative sector. Moreover, crafts and craftspeople emerge, in Barcelos, as a key immaterial cultural heritage contributing to the sustainable development of tourism, therefore, it was searched into the dictionary the term crafts, which means "the manufacture of objects with raw material existing in a given region, produced by one or more craftspeople in a small workshop or at home". Furthermore, UNESCO (1997) defines craftspeople as those who have the ability to create objects of aesthetic and/or functional value, through manual work, using traditional materials and crafts techniques. Moreover, Bakas *et al.* (2019) argue that craftspeople, in rural areas and small towns, play several roles as networking agents that organize and offer creative tourist experiences.

As already mentioned, the concepts of Creative Tourism and Intangible Cultural Heritage include traditions and crafts, promoting respect for cultural diversity and human creativity. Moreover, according to Richards (2021), Creative Tourism provides to craftspeople the opportunity to value their own products and activities, as current experience economy offers even greater value to consumers, linking them to important themes and generating education, entertainment, aesthetic value and emotion. However, developing creative experiences to "Crafts Tourism" presents some challenges, mainly in this post-pandemic era, namely preserving craftspeople identity, moving away from a purely economic relationship with tourism industry, involving younger generations in crafts activities, and involving tourists as cocreators, rather than treating them as an economic resource. In the crafts sector, it might be important to develop opportunities for the youngest

people, as the future of crafts depends on passing on crafts skills and know-how to the young generations, but even more important, passing on the love for the materials and crafts techniques, this being a particular challenge in rural areas sparsely populated.

Culture and creativity have assumed a key role in the debate on how to stimulate urban and rural regeneration processes, particularly on how to support the symbolic economy, therefore tourism has become a key tool for the development and implementation of creative strategies (Richards, 2020). According to Garnham (2005), the use of the term “Creative Industries” can only be understood in the context of the information society policy, although, crafts have always intended to be recognized as one of those “Creative Industries”, among which, may be also included Advertising, Architecture, Art and Antiques Market, Design, Fashion, Cinema, Leisure Software Music, Performing Arts, Publishing, Software, Television and Radio (Potts et al., 2008). Furthermore, according to Richards (2021) the concept of “Creative Industries” comes from the definition proposed by the Department of Culture, Media and Sport of the United Kingdom, in 1998, that defines it as follows: “Creative Industries are those coming from individual creativity, skills and talents and being able of creating jobs and wealth through the generation and exploitation of intellectual property”. In fact, crafts might bridge the gap between the older concept of “Cultural Industries” and the more recent paradigm of “Creative Industries”. In modern economies, these “Creative Industries” are linked to innovation and contemporary production, while crafts are usually linked to traditions and preservation of the past. Therefore, countries where crafts are still seen as an important part of their “Creative Industries” belong to emerging economies, actually, crafts emerge as a poor relative of the “Creative Industries”, mainly in modern economies, being seen as inferior to artistic creativity, however, in recent years, there has been a change thanks to the growing role of tourism, and the closer relationship between crafts and tourism, that has put a wider audience in contact with crafts producers, particularly, the growing popularity of Creative Tourism has boosted the activities of local networks of craft producers, having stimulated a more local approach to crafts development (Richards, 2021). Additionally, Hieu and Rasovska (2017) argue that developing “Crafts Tourism” brings economic and sociocultural benefits, and contributes to the preservation and the sustainable development of “Crafts villages” helping not only in the expansion of the market and production of favorable opportunities, but also in the preservation and promotion of the cultural values of those villages. Creative tourism plays a decisive role in linking the economics of the tourism sector (tourists) to the territory, as it is advocated by Costa (2020). Ferreira et al. (2019) argue that crafts emerge as a key element of Barcelos’ culture, being a form of expression inspired by several themes, needs and forms of local daily life. It is also argued that Barcelos crafts’ themes are created by simple people, with their hands and imagination, making pieces of great cultural value and being a mark of this territory identity. Moreover, it might be argued that the “Rooster of Barcelos” has the potential to contribute for the sustainable development of this territory as a Creative Tourist Destination, since it is one of the main symbols of Portuguese tourism, a local intangible cultural heritage, and it is also one of its main honey-pot products in attracting visitors to Barcelos (Gonçalves & Costa, 2022).

Research Methodology

Research Question: how Creative Tourism might support the vitality of Crafts and encourage a new generation of craftspeople, and contribute to the sustainable development of a territory being part of UNESCO's Creative Cities network?

Research Methodology might be defined as a systematic form of research that contributes to the production of knowledge, contributing to the understanding of the various phenomena that individuals and organizations encounter in their daily activities (Altinay & Paraskevas, 2008). Therefore, data collection for this research was carried out through a “focus group” session (group interview), which is a qualitative technique. However, Collis and Hussey (2005) argue that a method is not necessarily qualitative or quantitative by classification, but according to its use, therefore, quantitative data are obtained if the collection method is based on the frequency of occurrence of a phenomenon or variable, but qualitative (nominal) data is obtained if the data collection is carried out on the meaning of the phenomenon. Thus, qualitative research must begin with the formulation of the research question and, consequently, the way in which this problem will be answered, although, it is not characterized by deduction (formulating a priori hypotheses to be tested by data collection), it is important asking what the literature reflects on the phenomenon under study (Resende, 2016).

A “focus group” session can be considered a qualitative data collection technique, whose main purpose is to extract feelings, opinions and reactions from the attitudes and responses of its participants, generating new knowledge. Additionally, it is recommended the moderator/researcher participate in the analysis of the data obtained, as he has privileged information about facial expressions, the tone of voice used by the participants, the context of the speeches and the climate of the discussion (Galego & Gomes, 2005). Furthermore, according to Schröder and Klering (2009), research carried out through “focus group” sessions, at a practical level, is efficient because it generates expressive material from a small group of surveyed subjects (involving between six and ten people), and producing, in a short time, data rarely obtained through interviews and individual observations, that might be carried out virtually (online focus groups). In this sense, data collection for this research was carried out through a “focus group” session based on “the systematic questioning of several people at the same time in a formal or informal environment” (Fontana & Frey, 2005, p. 703). This “focus group” session was carried out on June 11, 2021, at 6:30 pm, recorded via ZOOM, with the agreement of the participants (see sample of respondents). Subsequently, it was transcribed to make it easier to be analyzed. At the beginning of the session, the participants were introduced, the research question was launched by the moderator (one of the authors), and, in this way, the various interventions of the interviewees began.

Regarding the selection of the sample of interviewed subjects, within the scope of qualitative methods, sampling techniques have been developed that can be encompassed under the broad term of purposeful sampling, which is determined by the needs of the emerging theory, being open to participants and cases that provide more opportunities to collect the most relevant data on the research question (Altinay, L. & Paraskevas, 2008). In this sense, below is a table with the characterization of the sample of respondents:

Interviewed subjects	type of relationship with the phenomenon under study	gender	age group
1	Cultural immaterial	male	50
2	Cultural material	male	60
3	Politian	male	60
4	Economical - tourism	male	40
5	Economical - tourism	male	40
6	Economical - Craftspeople	male	60
7	Economical - Craftspeople	male	50
8	Economical - Craftspeople	male	50
9	Economical - Craftspeople	female	60
10	Economical - Craftspeople	female	50

Table 1 - characterization of the sample of respondents based on our own elaboration

Data Analysis

Regarding the analysis of qualitative data within the scope of studies in the field of tourism knowledge, it is noted that many of these data predominantly result from transcripts of “focus group” sessions, interviews, recorded observation and analysis of documents, sites, photos, and multimedia. Thus, within the scope of this research, it was decided to carry out a content analysis, which is currently one of the most common techniques in empirical research carried out by the different Human and Social Sciences (Vala, 1986). Moreover, according to (Creswell, 2007), qualitative data analysis is a detailed methodological process, that consists of a rigorous approach to data collection and analysis, and written reports, including the themes and respective key ideas, and even some of the main quotes from the respondents within the scope of the transcription of the “focus group” session.

According to Jennings (2005), within the scope of a content analysis, texts must be read, annotated, and coded, as categories are generated from reading, annotation, and coding. Thus, categories are evaluated in relation to the relevance of the emerging taxonomy in relation to the empirical scenario from which they emerged, involving reflection, and questioning of the attribution of codes and categories and the context of the real world. Qualitative data are not quantifiable (represented in numerical form), and their analysis is a conceptual interpretation of the set of data, using specific and analytical strategies to convert raw data into a logical and explanatory description of the phenomenon under study, to make sense of what the data say about the research question. In fact, “the most significant aspect of content analysis is a clear understanding of the process and the selection of appropriate categories” (Hall & Valentin, 2005, p. 206). Moreover, according to Bardin (1977), there are several content analysis techniques, however, the analysis by categories is the technique to be mentioned first, because chronologically it is the oldest and, in practice, it is the most used technique. This technique works by breaking up the text into units, into categories according to analogical regroupings, and presents different possibilities of categorization, but the investigation of themes, that is, thematic analysis is fast and effective if it is applied to direct and simple. In this sense, the categorization process corresponds to a transformation of raw data into a text to achieve a representation of its content. This process goes through several stages: in the first stage, the categories are created (it

can be called the labeling process) based on the interview guide, forming a provisional grid; in the second, the interviews carried out are read, distributing the units of meaning (encoding) by the different categories, and it may be necessary to create new categories or reorganize the grid (conceptual map); in the third, the texts are reread, but this time, by category, and recategorized according to the interpretation performed; and in the last one, before interpreting the data, those created categories might be validated (Resende, 2016). Therefore, based on this research question, its objectives, the literature review, and the data collected through this “focus group” session, the process of data coding resulted in the following categories (themes) and subcategories, as presented, below, in **Table 2**.

Theme 1: Crafts and Folks Art
Subcategories: main key ideas resulting from qualitative data analysis:
1a. Barcelos is the largest crafts center in the country
1b. Barcelos Craftspeople are fantastic and creative human resources
1c. "Figurado de Barcelos" is a distinctive brand of Barcelos
1d. need for a project for the development of crafts in Barcelos
Theme 2: Craftspeople
Subcategories: main key ideas resulting from qualitative data analysis:
2a. unsustainability of the craftspeople profession
2b. craftspeople as entrepreneur
2c. craftspeople as local Heritage
2d. craftspeople as key element of Barcelos, UNESCO Creative City
Theme 3: UNESCO Creative Cities Network
Subcategories: main key ideas resulting from qualitative data analysis:
3a. crafts Heritage of Barcelos
Theme 4: Tourist Destinations
Subcategories: main key ideas resulting from qualitative data analysis:
4a. Association of Barcelos' craftspeople
4b. Governance of Barcelos tourist destination
Theme 5: Experience economy
Subcategories: main key ideas resulting from qualitative data analysis:
5.a Development experiences creative tourism
Theme 6: Rooster of Barcelos
Subcategories: main key ideas resulting from qualitative data analysis:
6a. Rooster of Barcelos, symbol of Portuguese tourism
Theme 7: Crafts Innovation and Development
Subcategories: main key ideas resulting from qualitative data analysis:
7a. elaboration of a strategic plan to develop the local crafts
7b. create the Barcelos crafts route
7c. teaching crafts in public schools
7d. create the Living Museum of Barcelos crafts

Table 2 – categorization process.

Source: own elaboration based on data qualitative analysis of this research.

Discussion of Findings and Conclusions

Some findings and conclusions resulting from the literature review and the qualitative analysis of data obtained through the “focus group” session might be discussed, below. Therefore, according to respondents of this “focus group” session, it might be concluded that Barcelos emerges as one of the largest crafts centers in Portugal. Moreover, it was argued that Barcelos’ craftspeople are fantastic and creative human resources, emerging as a valuable intangible cultural heritage of this territory, which has two distinctive brands, namely the “Figurado de

Barcelos” (figurative of Barcelos) and the traditional “Rooster of Barcelos”. This finding was corroborated by the literature review: according to Gonçalves and Costa (2019), in Barcelos, tourists look for creative experiences, namely, watching the “Barcelos Rooster” making process, but also making and painting their own rooster, learning how to work the clay, and learning the Jacobean legend of the miracle of the “Galo de Barcelos”. Furthermore, accordingly to Gonçalves (2018), the development and implementation of Creative Tourism emerges as an innovative approach to tourism, whose main resource might be intangible cultural heritage and local communities’ cultures, offering to tourists the opportunity to develop their creative potential through active participation in immersive and characteristics experiences of the host communities’ cultures.

Although crafts and craftspeople emerge as a key intangible cultural heritage in Barcelos tourist destination, respondents claim on the unsustainability of their crafts profession, claiming it is an entrepreneurial activity without future, mainly due to its low profitability, as they need a second job to survive, but also due to the old age of craftspeople in the workforce, as well as the lack of knowledge in management, digital skills, and marketing. As mentioned in the literature review, the future of crafts faces several challenges. Firstly, it needs to involve younger generations in the craft activities, and to engage tourists as creative actors, rather than treating them only as economic resources. Moreover, it might be important to develop opportunities for young people, however, it was argued that the local politicians should act, urgently, to save crafts activity, in Barcelos, mainly because it emerges as a local important intangible cultural heritage and the ‘key factor’ of Barcelos being part of the UNESCO Creative Cities network, in the Crafts and Folks Art category.

According to respondents, it was argued that the “survival” of this intangible cultural heritage (crafts of Barcelos) needs developing and implementing the Creative Tourism in this territory, which is the birthplace of the “Rooster of Barcelos”, one of the symbols of Portuguese tourism, having the potential to leverage the sustainable development of the Creative Tourism in this destination (Gonçalves & Costa, 2022). Moreover, as mentioned in the literature review, Creative Tourism and Intangible Cultural Heritage emerge as two related concepts, because both include traditions and crafts, promoting respect for cultural diversity and human creativity. Therefore, crafts are presented as an important resource for local tourism, but this should also be a tool for the sustainable development of this territory and, obviously, for the local crafts. The growing relationship between crafts and tourism has put a wider audience in contact with crafts producers, particularly, due to the growing popularity of Creative Tourism (Richards, 2021). Nevertheless, according to UNESCO (2017), in Barcelos, there is a strong link between residents and the craftspeople community, what might contribute to having a sustainable creative sector. Moreover, it was argued that “Crafts Tourism” brings economic and sociocultural benefits and contributes to the preservation and development of territories in a sustainable way, helping the expansion of the markets, but also helping the preservation and promotion of the territories’ cultural values (Hieu & Rasovska, 2017).

As a conclusion, it might be argued there would be a win-win relationship between craftspeople activities and the development and implementation of a creative tourist destination, in Barcelos. Furthermore, the fact of being part of UNESCO Creative Cities Network is mainly due to the quality of its crafts and craftspeople, therefore, it is argued that local governance should take measures to safeguard this key Intangible Cultural Heritage. Among those actions to be taken, it was suggested the elaboration of a strategic plan to develop the local crafts, the creation of a Living Museum of Barcelos Crafts, and to create the Barcelos crafts route, implementing the teaching of crafts in public schools, but above all, the implementation of a governance structure for this tourist destination, involving all stakeholders, namely the residents, the association of craftspeople, the gastronomic brotherhood “Rooster of Barcelos”, and local City Council, among others.

Key Terms and Definitions

Creative Tourism: phenomenon resulting from travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, providing a connection with those who reside in this place and create this living culture.

Interpretation of Heritage: acts as the revelation and the voice of the members of communities and their heritage, living cultures and the intangible cultural heritage.

“Figurado de Barcelos”: it is a tradition, local cultural heritage, namely crafts of roosters, other animals, devils, and religious objects.

Rooster of Barcelos (Galo de Barcelos): it is a tradition, local cultural heritage, resulting from two ancient customs from Barcelos, namely Crafts of roosters and the legend of the rooster miracle in the Camino of Santiago, associated by tourism.

Tourism: it is a phenomenon resulting from people traveling outside their usual environment and their activities in the destination in accordance with the Tourism Satellite Account.

References

- Altinay, L. & Paraskevas, A. (2008). *Planning Research in Hospitality and Tourism*. Elsevier, Ltd.
- Bakas, F. E., Duxbury, N., & Vinagre de Castro, T. (2019). Creative tourism: catalysing artisan entrepreneur networks in rural Portugal. *International Journal of Entrepreneurial Behaviour and Research*, 25(4), 731–752. <https://doi.org/10.1108/IJEBR-03-2018-0177>.
- Bardin, L. (1977). *Análise de Conteúdo*. Presses Universitaires de France.
- Carvalho, R. (2021). *Qual o papel do capital cultural, habitus e do campo no consumo de experiências de turismo criativo?* [Tese de Doutorado, Universidade de Aveiro]. <http://hdl.handle.net/10773/31603>
- Collis, J. & Hussey, J. (2005). *Pesquisa em Administração* (2ª). Artmed Editora.
- Costa, C. (Ed.). (2014). Gestão Estratégica do Turismo: Evolução Epistemológica dos Modelos e Paradigmas, e Tendências para o Turismo. In *Turismo nos Países Lusófonos: Conhecimento, Estratégia e Territórios* (pp. 19–40). Escolar Editora.
- Costa, Carlos. (2020). Tourism planning: a perspective paper. *Tourism Review*, 75, 198–202. <https://doi.org/10.1108/TR-09-2019-0394>
- Creswell, J. W. (2007). *Qualitative Inquiry and Research Design: Choosing among five approaches*. SAGE Publications.
- Ferreira, A. M. (2014). O Turismo como Fator de Regeneração e Desenvolvimento de Meios Urbanos e Rurais: Do Turismo Urbano ao Turismo Criativo. In Z. Costa, C., Brandão, F., Costa, R., e Breda (Ed.), *Turismo nos Países Lusófonos: Conhecimento, Estratégia e Territórios* (pp. 85–100). Escolar Editora.
- Ferreira, J., Sousa, B. M., & Gonçalves, F. (2019). Encouraging the subsistence artisan entrepreneurship in handicraft and creative contexts. *Journal of Enterprising Communities*, 13(1–2), 64–83. <https://doi.org/10.1108/JEC-09-2018-0068>
- Fontana, A. and Frey, J. . (2005). The interview: From neutral stance to political involvement. In N.K. Denzin and Y.S. Lincoln (Ed.), *Handbook of qualitative research* (3rd ed., pp. 695–727). SAGE Publications.
- Galego, C., & Gomes, A. A. (2005). Emancipação, ruptura e inovação: o “focus group” como instrumento de investigação. *Emancipação, Ruptura e Inovação: O “Focus Group” Como Instrumento de Investigação*, 5(5), 173–184.
- Garnham, N. (2005). From cultural to creative industries: An analysis of the implications of the “creative industries” approach to arts and media policy making in the United Kingdom. *International Journal of Cultural Policy*, 11(1), 15–29. <https://doi.org/10.1080/10286630500067606>

- Gonçalves, F. & Costa, C. (2022). Creative Destinations and the Rooster of Barcelos (“Galo de Barcelos”). In *Handbook of Research on Digital Communications, Internet of Things, and the Future of Cultural Tourism* (pp. 228–243). IGI Global.
- Gonçalves, F. J. B., & Costa, C. (2016). Galo de Barcelos : Património e destino turístico. *Revista Turismo & Desenvolvimento*, 25, 31–44.
- Gonçalves, F. J. B., & Costa, C. (2019a). Modelo de Desenvolvimento e Implementação do Turismo Criativo. O caso do Galo de Barcelos. *Revista Turismo & Desenvolvimento*, 32(52), 25–36.
- Gonçalves, F. J. B., & Costa, C. (2019b). O Contributo da Interpretação do Património Para o Desenvolvimento do Turismo Criativo. O Caso do Galo de Barcelos. *Revista Portuguesa de Estudos Regionais*, 52, 25–36.
- Gonçalves, F. J. B., & Costa, C. (2020). Contributo dos Caminhos de Santiago para o desenvolvimento sustentável do Turismo , em Barcelos. *Revista Turismo & Desenvolvimento*, 65–79.
- Gonçalves, F. (2018). *A Interpretação do Património como fator de desenvolvimento do Turismo Cultural e Criativo. O caso do Galo de Barcelos*. Tese de Doutoramento, Universidade de Aveiro, Aveiro.
- Hall, M. & Valentin, A. (2005). Content Analysis. In C. A. Ritchie, B. W., Burns, P. M., & Palmer (Ed.), *Tourism research methods: integrating theory with practice* (pp. 191–210). CAB International.
- Hieu, V. M., & Rasovska, I. (2017). Craft villages and tourism development, a case study in Phu Quoc island of Vietnam. *Management*, 21(1), 223–236. <https://doi.org/10.1515/manment-2015-0090>
- Jennings, G. R. (2005). Interviewing: a Focus on Qualitative Techniques. In C. A. (Eds.). Ritchie, B. W., Burns, P. M., & Palmer (Ed.), *Tourism Research Methods: Integrating Theory with Practice* (pp. 99–117). CAB International.
- Potts, J., Cunningham, S., Hartley, J., & Ormerod, P. (2008). Social network markets: A new definition of the creative industries. *Journal of Cultural Economics*, 32(3), 167–185. <https://doi.org/10.1007/s10824-008-9066-y>
- Resende, R. (2016). Técnica de Investigação Qualitativa : ETCI. *Journal of Sport Pedagogy & Research*, 1, 50–57.
- Richards, G. (2011). Creativity and tourism. The state of the art. *Annals of Tourism Research*, 38(4), 1225–1253. <https://doi.org/10.1016/j.annals.2011.07.008>
- Richards, G. (2020). Designing creative places: The role of creative tourism. *Annals of Tourism Research*, 85(November 2019), 102922. <https://doi.org/10.1016/j.annals.2020.102922>
- Richards, G. (2021). Developing Craft as a Creative Industry Through Tourism. *Brazilian Creative Industries Journal*, 1(1), 03–22. <https://doi.org/10.25112/bcij.v1i1.2671>
- Schröder, C. da S., & Klering, L. R. (2009). On-line focus group: uma possibilidade para a pesquisa qualitativa em administração Online focus group: a possibility for the qualitative research in administration. *Cadernos EBAP.BR*, 7(2), 332–348. www.ebape.fgv.br/cadernosebape
- UNESCO. (1997). *International Symposium on “Crafts and the International Market: Trade and Customs Codification.”*
- UNESCO. (2006). *Towards Sustainable Strategies for Creative Tourism, Discussion Report of the Planning Meeting for 2008* (Issue 1/11/2006).
- UNESCO. (2017). *Barcelos Creative City*. <https://creativecity.barcelos.pt/>
- Vala, J. (1986). A Análise de Conteúdo. In A. Santos Silva & J. Madureira Pinto (Ed.), *Metodologia das Ciências Sociais* (pp. 101–128). Edições Afrontamento.

Contributors: Francisco Joaquim Barbosa Gonçalves (1) - PhD by Aveiro University – Teacher in IPCA -4750-810 Barcelos – Portugal; Carlos Manuel Martins da Costa (2) - Full Professor in Aveiro University - 3810-193 Aveiro - Portugal. Contact: ccosta@ua.pt.

Corresponding Author: Dr Francisco Joaquim Barbosa Gonçalves. Contact: fjgoncalves@ipca.pt

ROLES OF RESPONSIBLE LEADERSHIP IN DRIVING RESPONSIBLE CONSUMPTION AND PRODUCTION (SDG 12): A COMPARATIVE STUDY BETWEEN TWO-MICHELIN STARRED CHEF RICHARD EKKEBUS (AMBER) AND ONE-MICHELIN STARRED CHEF SHANE OSBORN (ARCANE)

Anny WS HO
Vin University, Vietnam

Abstract

By comparing the narratives of two prominent restaurant leaders, i.e., Chef Richard Ekkebus from Amber, a two-Michelin-star restaurant and Chef Shane Osborn from Arcane, a one-Michelin-star restaurant in Hong Kong, this research looks at how responsible leaders drives a particular Sustainable Development Goal, Responsible Production and Consumption (SDG 12). A qualitative approach is adopted with the collection of secondary data analysed using content analysis. The finding shows both chef's background and life stories are convincing examples of responsible leadership. Despite the limited time and financial constraints in conducting this study, it is clear that responsible leaders need to have strong relational skills; and through stakeholder engagement, these leaders connect and stay close to their stakeholders to realise their visions.

Keywords: Responsible Leadership, Michelin-Starred Restaurants, SDG 12, Sustainable Development Goals, Comparative Study

Introduction

In the past, leadership was generally considered to be a means of fulfilling a particular task or achieving a specific goal. However, the exact nature of this goal is not always clearly defined and strongly depends on the individual context. And a leadership approach that is successful in one situation may not necessarily produce the same results in the other (Haberthür 2018). When evaluating the leadership effectiveness of a CEO, both researchers and the general public often tend to adopt a shareholder value approach (Waldman and Galvin 2008). In this view, a CEO's sole responsibility is toward the shareholders of his or her company. As their direct employee, the CEO must ensure that the demands of the shareholders are met, a notion that is generally equated with maximising profits, stock prices, and future growth potential (Carson 1993). Other considerations, such as employee or customer satisfaction, are only necessary so far as they contribute to maximising the shareholder value. Proponents of the shareholder value approach frequently argue that the focus on pure profit maximisation is beneficial to the organisation itself and society at large (Waldman and Galvin 2008). Nevertheless, the theory has been heavily criticised for neglecting various people who are of central importance to an organisation's continued operations (Russo and Perrini 2010). Several researchers have pointed out that a pure shareholder orientation does not reflect actual business operations adequately. CEOs should instead incorporate other stakeholders in their decision-making process (Laplume et al. 2008).

In this research, the author looks at how responsible leadership drives a particular Sustainable Development Goal, Responsible Production and Consumption (SDG 12). Specifically, this paper looks at the roles of responsible leaders and how it incorporates other stakeholders in achieving SDG 12 by comparing the narratives of two prominent restaurant leaders, i.e., Chef Richard Ekkebus from Amber, a two-Michelin-star restaurant and Chef Shane Osborn from Arcane, a one-Michelin-star restaurant in Hong Kong.

Literature Review

Elements of Responsible Leadership

Responsible leadership roles relevant to this study are operational roles of the leader as a change agent, an architect, a storyteller, and a coach (Maak and Pless 2006). The strategic direction or redirection of a company may require that leaders act as *change agents*. Yet, compared to transformational leadership theory (Bass, 1990), initiating change seems a desirable way to construct and cultivate responsible business (Maak and Pless 2006). Through businesses and their leaders' power, resources and influence, there is hope that they can contribute to positive and sustainable change for the better. The leader as an *architect* ensures a creation of an inspiring and supportive work environment where people can find "meaning, feel respected, recognised and included" (Pless and Maak 2011) as it contributes to the best of their abilities. The leader as a *storyteller* articulates the organisation's particular purpose and vision, provides direction to his/her followers, and interacts with stakeholders in business and society. It also allows conflicts of interest among stakeholders to be mitigated (Maak et al. 2016). And a *coach* leader supports followers by nurturing an environment of learning and support so that they can achieve their individual and organisational objectives. It is stated by Pless (2007) that the operational roles are driven by values and emotions that evolved from early childhood and continued throughout life. And according to Pless (2007), these drivers include (1) the need for justice, (2) the need for recognition, and (3) the sense of care.

Some *normative* roles of responsible leaders also include stewards, visionaries, servants, and citizens (Maak and Pless 2006). The leader as *steward* is all about bringing vision to life and acts as a "custodian of values and resources with a strong ethical decision-making compass" (Paine 2005). Leaders as *visionaries* have long-term perspectives and foresight and can motivate and inspire followers through a clear sense of purpose directed towards all stakeholders of an organisation. As *servant* leaders, they care about the needs and interests of their followers, both internally and externally. When interacting with various stakeholders, they also show a high degree of relational intelligence (Pless and Maak 2005). Finally, the leader as a *citizen* admits that business is a part of society and recognises his/her co-responsibility in addressing and resolving societal problems. Pless (2007) mentioned that such leaders also show caring behaviour that is aimed at the well-being of the local and global communities that are influenced by business operations. These roles are driven by "intrapyschic drivers", which are based on (1) the need for exploration and assertion, (2) the need for attachment and affiliation, and (3) the sense of enjoyment (Pless 2007). It is believed that the centre of an individual is formed around these drivers, which influence the leaders to make choices and decisions and to act in a certain way.

Responsible Production and Consumption in Restaurants

The tremendous growth of the restaurant industry has raised severe production and consumption problems through excessive energy and water utilisation, substantial amounts of non-recyclable trash and vast amounts of food waste generation (Hu et al., 2013). The Green Restaurant Association has attempted to enhance restaurants' sustainability performance by providing guidelines comprising seven indicators such as building materials, chemicals, disposables, energy, pollution reduction, sustainable food, sustainable furnishings, waste, and water (GRA 2021). Groups of researchers also attempted to provide foodservice operators with different approaches to be more responsible in their production and consumption behaviour (Choi & Parsa, 2007; Hu et al., 2010; Park, 2009; Schubert, 2008; Szuchnicki, 2009). For example, Choi & Parsa (2007) proposed three domains of sustainable practices in the restaurant industry: serving organic or locally grown food, engaging in environmentally friendly practices, and donating money and time to support their community. Therefore, responsible production and consumption in this study refers to a restaurant company's activities to reduce negative environmental impact, including promoting energy efficiency and conservation, reducing waste,

reusing, and recycling, supporting the community, sustainable food, and water efficiency and conservation (Hu et al., 2010; Park, 2009; Schubert, 2008; Szuchnicki, 2009):

Methodology

Due to limited time and financial constraints, this study takes a qualitative approach with the collection of secondary data analysed using content analysis. Although the methodology employed in this research solely involves secondary data, Hakim (1982) claimed that secondary data permits researchers to closely consider the theoretical aims and the substantive issues of the current study rather than consuming most of the researcher's time considering the problem of collecting new data. Hence, only secondary data, including interviews from published written materials, magazines, newspapers, and social media, were involved in this paper. Content analysis is defined as any technique for systematically and objectively making inferences from which the data were classified and evaluated to derive findings and make conclusions (Holsti 1969). In this research, various recorded materials such as YouTube videos, TV shows and documents such as reports, press releases, newspapers, and other public documents have also been examined and re-examined to understand the two chef's backgrounds and personalities. Cross-comparison between the various sources was employed to verify the reliability of key pieces of information. These recorded materials were transcribed, coded, and analysed with the hope of discovering the focus of this study which is the roles of responsible leadership in relation to SDG 12. Similarly, these public documents about these two leaders were also studied with specific emphasis on elements pertaining to responsible leadership.

Leaders' Background and Roles

The primary objective of this study is to analyse and compare the leadership roles of two leaders at Michelin-starred restaurants in Hong Kong, namely Chef Richard Ekkebus and Chef Shane Osborn, in achieving Responsible Production and Consumption (SDG 12).

Leaders' Background

Currently the Director of Culinary Operations and Food and Beverage, Richard Ekkebus has been the name behind the acclaimed two Michelin-starred restaurant Amber at The Landmark Mandarin Oriental since February 2005 and serving the Mandarin Oriental Hotel Group for nearly 17 years. The Mandarin Oriental name was established in 1985 following the merger of the Mandarin International Hotels Limited with its namesake hotel, The Mandarin, which was opened in 1963 and the holding company of the hotel, The Oriental, which was opened in 1876. Ekkebus is also the chef consultant of Fifty 8° Grill at the Mandarin Oriental Hotel in Pudong, Shanghai. As for Chef Shane Osborn, he landed in Hong Kong in 2012 and has made himself one of the most recognisable figures in the local hospitality industry (Alicia, 2019). His restaurant Arcane, which opened in 2014, has won multiple awards and currently holds one Michelin star (LUXE City Guides, n.d.). In 2018, Chef Osborn's fame was further uplifted after participating in Netflix's global culinary competition, The Final Table. Surprised by Netflix's effect in Hong Kong, Chef Osborn opened his second restaurant, Cornerstone, a casual all-day dining bistro in the heart of Soho, Hong Kong. And the latest project that Chef Osborn launched is his new restaurant group, The Arcane Collective, a "socially and environmentally aware, ingredient-driven group of restaurants" (Lai, 2021). This project includes his third restaurant, an all-day venue for breakfast, lunch, dinner, named Moxie (Colombo, 2021). *Error! Reference source not found.1* is a comparison of the backgrounds between Chef Richard Ekkebus and Chef Shane Osborn:

	Richard Ekkebus	Shane Osborn
Age	55	51
Nationality	Dutch	Australian
Job Title	Director of Culinary Operations and Food and Beverage	Founder
Restaurant	Amber	Arcane
Michelin-Starred	✿ ✿	✿

Table 1: Comparison of Leaders' Background

Leadership Roles of Chef Richard Ekkebus

Chef Ekkebus has led a quiet revolution at Amber over the past six years in Hong Kong in terms of sustainable food. In 2020, Amber became fully dairy- and gluten-free, leading a healthy eating trend in luxury dining (Furniss 2020a). He is also looking to source 100% grass-fed, organically grown, hormone-free beef, working with local fishers to highlight other types of previously unpopular but equally delicious seafood, and importing vegetables from countries closer to Hong Kong to reduce their carbon footprint from 2020 onwards (Li 2020). Chef Ekkebus also has a myriad of tools to aid his team in “Responsible Production,” which is a problem with an abstract nature. Therefore, during one of his pre-service briefings, Chef Ekkebus measured the amount of butter, cream and milk used in a full Amber tasting menu and put the equivalent quantities of raw products on a tray to show the entire team. With the menu at Amber being 50% plant-based, Chef Ekkebus strongly advocates syncing with nature and more considerable respect for carbon footprint (Amber 2021). Being part of an international hotel group Chef Ekkebus uses the 34 Mandarin Oriental hotels to launch research and test alternatives. With the faith in reusing and recycling, he successfully eliminated all single-use plastics, including piping bags, cling film rolls, and all single-use plastics employed at the restaurants in 2020. And in 2021, this specific responsible change has been rolled out to all hotels across Asia, America, Europe, and Africa under the Mandarin Oriental Hotel Group management. Additionally, being influenced by one of his mentors, Chef Guy Savoy, that “success is not based on individualisation but rather team performance, he sets on challenging the restaurant industry’s preconceived notions, including issues around long working hours, equality, and parental leave (Maier 2012). Apart from the above, Chef Ekkebus and his team also engage and collaborate with the local community and non-governmental organisations (NGOs) by taking turns cooking for Food Angel, a local soup kitchen that prepares meals for the homeless (Ho 2018) and using local tailors for all his team’s uniforms and chef jackets (MILK 2021). For waste reduction, Amber has been donating its abalone leftover shells to a sustainable jewellery brand called Niin for accessories production, and a percentage of the sales proceeding went to sustainable sources such as World Wildlife Fund (Ho 2018; NIIN 2021).

Leadership Roles of Chef Shane Osborn

Chef Osborn has led the sustainable food movement in Hong Kong by chairing the advisory board of Food Made Good Hong Kong, with the idea to create an accessible framework and an organised network in dealing with the different facets of sustainability challenges, including plastic pollution, food waste, climate change, deforestation, and biodiversity (Spurrell 2019). Apart from the no-straw policy and using only seasonal produce, Chef Osborn took a step further by growing and harvesting his own herbs, fruits, and vegetables (Lee, 2017). Additionally, at Arcane, 50 per cent of its dinner menu is vegetarian. On top of this, there is also a seven-course meat-free-Monday menu available. At Moxie, the latest venture by Arcane Collective, Chef Osborn takes “a

soft-touch approach to mindful eating” with a menu that features 80 per cent vegetables and fruit and 20 per cent sustainable seafood (Chan 2021). In supporting the community, all produce under the Arcane Collective family comes from the same suppliers since Chef Osborn believes that it is essential to build a relationship with farmers to know where all his produce is coming from (Chan 2021). Instead of serving bottled water, Chef Osborn encourages reusing and recycling by introducing a filtration system for still or sparkling water at his casual eatery Cornerstone (Furniss 2020b). Moreover, the Arcane Collective works with suppliers to reduce the amount of plastic they use in hopes that they share the knowledge with their contemporaries within the restaurant industry (Furniss 2020b).

Comparative Analysis of Leadership

Chef Ekkebus acts as an *architect* in responsible leadership by creating an environment where his team can find “meaning, feel respected, recognised, and included” (Maak and Pless 2006). This can be shown clearly during the times when he was the executive chef in Barbados. He built a moral infrastructure and constructed an inclusive system by increasing the number of female staff members, including a sous chef position, on his team. Additionally, Chef Ekkebus’ role as a *change agent* in “Responsible Production and Consumption” is prominent, evidenced by his gradual reduction in meat, dairy, and refined sugars on the menu. His desire to create high-end food that not only tastes good but also makes diners feel good has driven him to a leap of faith in creating a dairy- and gluten-free menu for his two-Michelin-starred restaurant Amber. He believes in breaking through the preconceived ideas that “a good sauce has a little bit of cream or a little bit of butter” and showing that there are other healthier, ethical alternatives (Sgarbi 2020). On top of this, Chef Ekkebus, as a *storyteller*, tells stories to convey his core values and demonstrates to his internal stakeholders what is at stake, e.g., concerning health and ethics (Sgarbi 2020). Apart from the above, Chef Ekkebus also sees himself as a *steward* since he believes in protecting “what one is entrusted with” (Maak and Pless 2006, p. 46). He strongly advocates syncing with nature and more considerable respect for carbon footprint (Amber 2021). He also wants to raise awareness and make people realise that indulgence and health can go hand in hand (Sgarbi 2020). In addition, Chef Ekkebus also acts like a *visionary*, hoping that the changes he has constantly put forward at Amber would have a more significant impact. He explained his trouble-making and rebellious behaviour in one of the interviews which allowed him “challenge the status quo and look at different ways to doing things differently and diligently” (Sgarbi 2020). Chef Ekkebus also performs as a *citizen* in responsible leadership who actively promotes citizenship within and outside the organisation (Maak and Pless 2006). He plans to write a book on how he leads his team to redefine cooking by rethinking the process and looking for alternative solutions and ingredients. He also advises all chefs and restaurateurs in town in his interview with Sgarbi (2020) to reach out if “true difference” can be achieved.

On the other hand, Chef Osborn acts as a *coach* in responsible leadership. By putting his protégé Chef Neal Ledesma in charge of his causal bistro, it is clear that Chef Osborn facilitates development, enables learning, and supports individuals in achieving their objectives. Moreover, Chef Osborn also supports the relational process and fosters collaborative interactions and open communication (Anggakara 2015). Apart from being a leader as a coach, Chef Osborn also performs as a *servant* in leading responsibly by having a willingness and desire to support others and care for their interests and needs. From taking up the role as the president of the Food Made Good Hong Kong to promoting the food and beverage sustainability framework to the industry, Chef Osborn has shown his “ethics of care” by serving others within and outside the organisation (Noddings 1984; Hartouni 1996; Held 2005; Torres and Garcia 2019). Like Chef Ekkebus, Chef Osborn also acts as a *storyteller* to spread his mission and communicate his vision of an environmentally friendly operation that can make a difference in the world through his various projects. For instance, from harvesting his herbs, fruits, and vegetables to working with smaller farms based around Asia, Chef Osborn tries to create a dialogue in Arcane that although 95 per cent of our produce is inevitably imported, what can do though is to try to reduce the miles (Lee,

2020). On top of this, the leader role as a *steward* is also shown by Chef Osborn in one of his interviews with Lee (2020), where he considered himself as “a guardian of value” that constantly questions himself, “What am I passing on to the next (and future) generations?” (Maak and Pless 2006, p. 46). And as a *visionary*, he envisioned a desired future where vegetables are not simply garnishes and that they should play the leading role. The concept of Moxie, Chef Osborn’s latest venture, is a fresh approach to conscious dining that encourages guests to rethink their connection with food, how it impacts their health and how their dining decisions can help create a positive influence on their local environment. The leader role as a *citizen* is also apparent in Chef Osborn. In a video demonstrating how to cook vegan Michelin quality sustainable dishes at home, Chef Osborn sought to set an example to his staff by “normalising vegetarian and vegan food” and expected to create a ripple effect that spread to his customer base and suppliers (*SCMP Style* 2020).

Discussion

With Chef Osborn having more substantial normative roles such as steward, visionary, servant, and citizen, it can be concluded that his intrapsychic drivers are stronger in motivating him to lead responsibly. From the analysis above, the ability of Chef Osborn to experience joy, have fun and be playful, i.e., *the sense of joy*, is a crucial dimension for him to successfully lead his team in achieving “Responsible Production and Consumption.” This can be easily seen in his creation of the Cornerstone restaurant, a framework of a sunny Australian café, and the Moxie restaurant, an all-day concept that serves conscious cuisine; both of which he has claimed that he had a lot of fun creating (Yeh 2019; Yeung 2021). It is also clear that *the need for exploration and assertion*, which is having the ability to play, experiment, learn, and work, allows Chef Osborn to accomplish restaurant sustainability. And this is shown by the fact that he built his “dream restaurant with an in-house garden” where Chef Osborn and his team can harvest their own crops and put them into production (Lee, 2017). Similarly, *the need for attachment and affiliation* where Chef Osborn can be connected and be close to others plays a vital role in aiding Chef Osborn and his team to realise SDG 12. This is proven to be valid, as mentioned in the interview between Chef Osborn and Anggakara (2015), that being engaged with customers and staff is what “gives him the kick”.

It is also noticeable that Chef Ekkebus has a great balance between operational and normative roles in responsible leadership. While intrapsychic drivers determine the normative roles, the operational roles are based on values and norms. And based on the above findings, it is not only the drivers that are motivated by individual personal needs but also these emotions-based drivers that influence how Chef Ekkebus developed his responsible leadership behaviour. For instance, Chef Ekkebus understood the fundamental human need for fairness and that it is a basic framework for human interaction; hence, this need for justice drives and guides Chef Ekkebus’ actions in attaining “Responsible Production and Consumption.” This is reflected by his work in creating gender diversity in his Barbados and Hong Kong teams (Nakayama 2021). On top of this, Chef Ekkebus also realised the essential human need to be respected and valued. This matches his decision to self-nominate his restaurant Amber to enter the Sustainable Restaurant Award 2020 (Terry 2020). Driven by the *need for recognition*, Chef Ekkebus participated in this global competition and allowed the work from his team at Amber to be publicly recognised. The *sense of care* has also driven Chef Ekkebus in realising sustainability through his recognition that waste has been one of the significant issues in Hong Kong. Motivated by this, he birthed creative solutions to resolve the waste issue, including working with NGOs and other charitable institutions to turn old kitchen uniforms into coasters (Sgarbi 2020).

Conclusion

In conclusion, this study used two Michelin-starred chefs to reach a better understanding of the concept of responsible leadership and how it drives achieving “Responsible Production and Consumption” (SDG 12). Both chefs’ backgrounds and life stories are convincing examples of

responsible leadership. From the analysis of Chef Ekkebus and Chef Osborn's narratives, it is clear that responsible leaders are more inclined to support others, especially their stakeholders, and are more caring concerning their interests and needs. *Ethics of care* is deeply rooted in responsible leadership, especially in achieving SDG 12, which is driven by the desire in serving others. In addition, responsible leaders developed a *sense of responsibility* over a period of time. It is strongly linked with childhood experience and is further developed and reinforced by life experiences. This study shows that this sense of purpose is heavily driven by care, love, and passion. Moreover, to create a sense of identity among followers and to foster a more cooperative working environment, responsible leaders use *storytelling* as a leadership method to connect different stakeholders and lead responsibly, as found in this research. Finally, both responsible leaders in this study share a similar vision that leaders should aspire to be true global citizens with responsibility for planet Earth. It is required that responsible leaders have relational skills, and through stakeholder engagement, these leaders connect and stay close to their stakeholders to realise their visions.

References

- Amber, 2021. *Amber - Restaurants In Hong Kong | The Landmark, Mandarin Oriental* [online]. Available from: <https://www.mandarinoriental.com/hong-kong/the-landmark/fine-dining/restaurants/contemporary-cuisine/amber> [Accessed 5 Dec 2021].
- Anggakara, D., 2015. *Face-to-Face with Shane Osborn of Arcane* [online]. DestinAsian. Available from: <https://www.destinasian.com/interviews/interview-with-shane-osborn-of-arcane> [Accessed 5 Dec 2021].
- Carson, T., 1993. Friedman's Theory of Corporate Social Responsibility. *Business & professional ethics journal*, 12 (1), 3–32.
- Chan, B., 2021. *Hong Kong chef turns vegetarian and so is his menu, mostly – Moxie's Michael Smith on his transition to a plant-based diet and the wellness benefits he feels* [online]. SCMP. Available from: <https://www.scmp.com/lifestyle/health-wellness/article/3146587/hong-kong-chef-turns-vegetarian-and-so-his-menu-mostly> [Accessed 5 Dec 2021].
- Choi, G. and Parsa, H. G., 2007. Green Practices II: Measuring Restaurant Managers' Psychological Attributes and Their Willingness to Charge for the "Green Practices." *Journal of foodservice business research*, 9 (4), 41–63.
- Furniss, T., 2020a. *Amber leads the healthy eating trend with dairy-free and gluten-free dishes* [online]. SCMP. Available from: <https://www.scmp.com/magazines/100-top-tables/article/3074788/amber-leads-healthy-eating-trend-dairy-free-and-gluten> [Accessed 5 Dec 2021].
- Furniss, T., 2020b. *Why Hong Kong's food industry is reducing waste and serving more vegan meals than ever before* [online]. SCMP. Available from: <https://www.scmp.com/magazines/style/news-trends/article/3077763/why-hong-kongs-food-industry-reducing-waste-and-serving> [Accessed 5 Dec 2021].
- GRA, 2021. *Green Restaurant Association | Sustainability | Certification* [online]. Available from: <https://www.dinegreen.com/> [Accessed 1 Dec 2021].
- Haberthür, M., 2018. What makes a responsible leader? An empirical analysis of how personality characteristics affect leadership behaviour. *Junior Management Science*, 3 (3), 1–37.
- Hakim, C., 1982. *Secondary analysis in social research: a guide to data sources and methods with examples* [online]. London: Allen and Unwin / Unwin Hyman. Available from: <http://www.allenandunwin.com/> [Accessed 4 Dec 2021].
- Hartouni, V., 1996. Moral Boundaries. A Political Argument for an Ethic of Care. *Political Theory*.
- Held, V., 2005. *The Ethics of Care: Personal, Political, and Global*. New York: New York: Oxford University Press.
- Ho, R., 2018. *Landmark Mandarin Oriental embraces sustainability practices* [online]. SCMP. Available from: <https://www.scmp.com/native/business/companies/topics/good->

- company/article/2178141/landmark-mandarin-oriental-embraces [Accessed 5 Dec 2021].
- Holsti, O. R., 1969. *Content analysis for the social sciences and humanities*. Reading, Mass.: Reading, Mass.: Addison-Wesley.
- Hu, H.-H., Parsa, H. G. and Self, J., 2010. The dynamics of green restaurant patronage. *Cornell Hospitality Quarterly* [online], 51 (3), 344–362. Available from: https://www.researchgate.net/publication/247785063_The_Dynamics_of_Green_Restaurant_Patronage [Accessed 1 Dec 2021].
- Hu, M.-L., Horng, J.-S., Teng, C.-C. and Chou, S.-F., 2013. A criteria model of restaurant energy conservation and carbon reduction in Taiwan. *Journal of sustainable tourism*, 21 (5), 765–779.
- Laplume, A. O., Sonpar, K. and Litz, R. A., 2008. Stakeholder Theory: Reviewing a Theory That Moves Us. *Journal of Management*, 34 (6), 1152–1189.
- Lee, A., 2020. *Sustainable dining: Hong Kong restaurants tackle carbon footprint & waste* [online]. Hong Kong Living. Available from: https://hongkongliving.com/sustainable-restaurants-meat-food-waste/?mc_cid=46f487cef3&mc_eid=1d5d1fa652 [Accessed 6 Dec 2021].
- Lee, D., 2017. *Arcane restaurant in Hong Kong delivers on all fronts* [online]. SCMP. Available from: <https://www.scmp.com/magazines/good-eating/article/2084299/arcane-restaurant-hong-kong-delivers-all-fronts> [Accessed 5 Dec 2021].
- Li, M., 2020. *Virus Outbreak “An Opportunity To Self-Reflect” On Sustainability, says Amber chef Richard Ekkebus* [online]. Michelin Guide. Available from: <https://guide.michelin.com/mo/en/article/people/amber-richard-ekkebus-sustainability-challenge-covid19> [Accessed 5 Dec 2021].
- Maak, T. and Pless, N. M., 2006. Responsible Leadership in a Stakeholder Society – A Relational Perspective. *Journal of Business Ethics* 2006 66:1 [online], 66 (1), 99–115. Available from: <https://link.springer.com/article/10.1007/s10551-006-9047-z> [Accessed 4 Dec 2021].
- Maak, T., Pless, N. M. and Voegtlin, C., 2016. Business Statesman or Shareholder Advocate? CEO Responsible Leadership Styles and the Micro-Foundations of Political CSR. *Journal of Management Studies* [online], 53 (3), 463–493. Available from: <https://onlinelibrary.wiley.com/doi/full/10.1111/joms.12195> [Accessed 5 Dec 2021].
- Maier, T. A., 2012. *Hospitality Leadership Lessons in French Gastronomy: The Story of Guy and Franck Savoy* [online]. AuthorHouse. Available from: <https://www.amazon.com/Hospitality-Leadership-Lessons-French-Gastronomy-ebook/dp/B0792WP7C6> [Accessed 5 Dec 2021].
- MILK, 2021. *Custom Dress Shirts made from the World's Finest Fabrics - MILK Shirts* [online]. Available from: <https://www.milkshirts.com/> [Accessed 5 Dec 2021].
- Nakayama, K., 2021. *Over the continents - a culinary adventure of a chef*. [online]. Available from: <https://foodion.net/interview/richard-ekkebus?lang=en> [Accessed 3 Dec 2021].
- NIIN, 2021. *Sustainability - NIIN | Treading lightly on the earth* [online]. Available from: <https://niinstyle.com/pages/sustainability> [Accessed 5 Dec 2021].
- Noddings, N., 1984. *Caring : a feminine approach to ethics & moral education*. Berkeley: Berkeley.
- Paine, L. S., 2005. A compass for decision making. In: Maak, T. and Pless, N. M., eds. *Responsible Leadership* [online]. Routledge, 74–87. Available from: <https://www.taylorfrancis.com/chapters/edit/10.4324/9780203002247-13/compass-decision-making-lynn-sharp-paine> [Accessed 4 Dec 2021].
- Park, J., 2009. The relationship between top managers' environmental attitudes and environmental management in hotel companies. [online]. Available from: <https://vtechworks.lib.vt.edu/handle/10919/34147> [Accessed 1 Dec 2021].
- Pless, N. M., 2007. Understanding Responsible Leadership: Role Identity and Motivational Drivers. *Journal of Business Ethics* 2007 74:4 [online], 74 (4), 437–456. Available from: <https://link.springer.com/article/10.1007/s10551-007-9518-x> [Accessed 4 Dec 2021].
- Pless, N. M. and Maak, T., 2005. Relational intelligence for leading responsibly in a connected world. *Best Paper Academy of Management Proceedings* [online], (65), 1–7. Available from:

- <https://journals.aom.org/doi/abs/10.5465/AMBPP.2005.18783524> [Accessed 4 Dec 2021].
- Pless, N. M. and Maak, T., 2011. *Responsible leadership*. 1st ed. Responsible Leadership. Dordrecht: Springer.
- Russo, A. and Perrini, F., 2010. Investigating Stakeholder Theory and Social Capital: CSR in Large Firms and SMEs. *Journal of business ethics*, 91 (2), 207–221.
- Schubert, F., 2008. Exploring and predicting consumers' attitudes and behaviours towards green restaurants.
- SCMP Style, 2020. SCMP Style. Available from: <https://www.youtube.com/watch?v=q4ms2R6DEhE> [Accessed 6 Dec 2021].
- Sgarbi, G., 2020. *Richard Ekkebus on Amber's sustainable transformation, ethical gastronomy and rewriting the rules of fine dining* [online]. The World's 50 Best. Available from: <https://www.theworlds50best.com/stories/News/richard-ekkebus-amber-sustainable-restaurant-award-ethical-gastronomy.html> [Accessed 3 Dec 2021].
- Spurrell, H., 2019. *Food Made Good launches in HK with 16 pioneering restaurants and a feast of opportunity* [online]. Food Made Good HK. Available from: <https://www.linkedin.com/pulse/food-made-good-launches-hk-16-pioneering-restaurants-feast-spurrell/> [Accessed 5 Dec 2021].
- Szuchnicki, A. L., 2009. Examining the influence of restaurant green practices on customer return intention.
- Terry, I., 2020. *Winner: Asia's 50 Best Sustainable Restaurant Award – Food Made Good* [online]. Food Made Good. Available from: <https://foodmadegood.global/winner-asias-50-best-sustainable-restaurant-award/> [Accessed 6 Dec 2021].
- Torres, V. and Garcia, Y., 2019. In a Different Voice: Psychological Theory and Women's Development by Carol Gilligan. *Journal of college student development*, 60 (3), 372–375.
- Waldman, D. A. and Galvin, B. M., 2008. Alternative Perspectives of Responsible Leadership. *Organizational dynamics*, 37 (4), 327–341.
- Yeh, L., 2019. *Chef Shane Osborn of 'The Final Table' opens Cornerstone in Hong Kong* [online]. Lifestyle Asia. Available from: <https://www.lifestyleasia.com/hk/food-drink/dining/first-look-shane-osborns-cornerstone-elevates-the-casual-neighbourhood-bistro/> [Accessed 6 Dec 2021].
- Yeung, G., 2021. *Update: Moxie, Shane Osborn's Much-Anticipated Third Restaurant, Soon To Open In Landmark* [online]. Tatler. Available from: <https://www.tatlerasia.com/dining/digest/moxie-shane-osborn-restaurant-opening-the-arcane-collective> [Accessed 6 Dec 2021].

Contributors: Anny WS HO: Vin University, Vietnam

Corresponding Author: Anny WS HO: Email: anny.h@vinuni.edu.vn

DELIVING MEDICAL TOURISM IN INDIA: INSIGHTS AND CHALLENGES

Suneel Kumar* Vanessa GB Gowreesunkar Sanjeev Kumar*** Varinder Kumar****
Shaheed Bhagat Singh College, University of Delhi* National University Ahmedabad**
Career Point University Hamirpur, Himachal Pradesh*** University of Delhi******

Abstract

This article explores how successfully emerging economies, especially India, can compete in the Medical Tourism (MT) sector. Increasing globalization in this price-sensitive industry presents a new competitive potential for emerging nations like India. The paper discusses the possibilities of MT for emerging economies, particularly India, which are fast-rising industrial participants as a globally competitive industry. An attempt has been made to explore the medical tourism status in India. Further, the competitive advantages and challenges that the Medical Tourism sector would face are addressed, and necessary steps should be taken to address these issues are discussed. The main focus of this paper is to what degree issues can be tackled and the policy consequences, particularly the importance of government participation in developing MT services. For the present study, data has been collected from secondary sources, including reports from the Ministry of Tourism, the Government of India, Travel and Tourism council reports, Electronic Media, and relevant literature published in various indexed journals. The study findings concluded that the main competitors at MT have considerable backing from the Government, rely substantially upon international links and certification, and compete quite similarly. In the future, it is both likely and desirable to differentiate more. The current study provides a theoretical examination of the future competitiveness of India's constantly changing MT sector. This industry is closely related to emerging economies' comparative advantages and offers improvement and added value prospects.

Keywords: Medical tourism, Competitive strategy, Business development

Introduction, Background, and Literature Review

The Indian Government introduced the National Tourism Policy in 1982 to support tourism (Jenkins & Henry, 1982). Then the national policy on tourism, which focused on creating a solid infrastructure, was unveiled in 2002 (Khan & Kirmani, 2018). The promotion of domestic tourism enhances online tourist sites and low-cost carriers. India's niche tourist product range includes cruise services, adventure, medicine, wellness, sports, MICE, eco-tourism, cinema, rural tourism, and religions (Jaiswal, n.d.). In 2019, the country received 10.89 million international tourists (Roopak, n.d.). It is anticipated that by 2028 international visitor arrivals will exceed 30.5 million. By 2022, Prime Narendra Modi urged people to visit 15 national holiday destinations in India. India was rated third, according to WTTC, among the 185 nations, concerning the total contribution to GDP of travel and tourism in 2018 (Nandakumar, n.d.). Tourism FEEs grew 4.8% to Rs 211661 crore (\$30.06 billion) during 2019 (Reports of Ministry of Tourism, Government of India, 2020). During 2018-28, the industry is anticipated to increase its direct contribution to GDP by 7.1 percent per year in India (Sanjeev & Birdie, 2019). In India, 4.2 crore jobs were generated in 2019, 8.1 percent of the country's workforce. Travel and tourism in India are expected to increase their contribution to capital investment by 6.7% annually (Mir, 2014). Seventy-seven projects totalling Rs 6,035,70 (US\$ 863,60 million) were sanctioned under the Swadesh-Darshan program. The share of visitor exports to overall exports is estimated to be up 5.5% each year in 2018-2028. 2028 it is predicted that international tourists will reach 30.5 billion by 2028. The number of tourist visas issued in this nation has grown with the e-tourist authorizations, known as e-Tourist visas, established by the Government of India. As of December 2019, the facility had

been provided to residents from 169 nations. In 2019, 29,28,303 people came on the e-Visa, which saw a 23.6 percent rise.

The proportion of Foreign Tourist Arrivals (FTAs) grew to 10.93 million in India in 2019 from 10.56 million in 2018 (Ministry of Tourism, GOI, 2020). During 2019 the FTA growth rate was 3.5% in 2018 compared to 5.20% in 2018 compared 2017. India accounted for 1.23% of international arrivals in 2019. In 2019, India accounted for 4.97% of International Asia-Pacific tourist arrivals, with a seventh position (Ministry of Tourism, 2020). In 2019, India's top 10 source markets for FTAs were Bangladesh, the United States, the United Kingdom, Australia, Canada, China, Malaysia, Sri Lanka, Germany, and Russian Federation. In 2019 these top 10 nations shared about 63.9% of total FTAs in India.

Table: 1 Foreign Tourist Arrivals from the Top 10 countries

Sr No	Nations	Shares (in million and percentage share)
1	Bangladesh	2.58 (23.6%)
2	US	1.51 (13.8%)
3	UK	1.00 (9.2%)
4	Australia	0.37 (3.4%)
5	Canada	0.35 (3.2%)
6	China	0.34 (3.1%)
7	Malaysia	0.33 (3.1%)
8	Sri Lanka	0.33 (3.0%)
9	Germany	0.26 (2.4%)
10	Russian Fed	0.25 (2.3%)

Source: Reports of Ministry of Tourism, Government of India (2020)

As a foreign exchange generator of the country, tourism continues to play an essential role. In 2019, tourism's foreign exchange earnings (FEE) were at US\$ 30.06bn as opposed to US\$ 28.59bn in 2018, with a 5.1% increase.

Table: 2 Foreign Exchange Earnings from Tourism (PR)

In INR shares (1 crore = 10 million)	2,11,661 crores
Annual Growth Rate	8.6%
In US\$ shares (billion)	US\$ 30.06
Annual Growth rate	2.4%

Source: Reports of Ministry of Tourism, Government of India (2020)

Figure 1: Emerging Tourism Segments in India



Source: Authors Compilation

- Rural tourism seeks to create interest in tradition and culture and to encourage visits to the village to enjoy a peaceful and healthy living (Nagaraju & Chandrashekara, 2014).
- The adventure tourism category includes a wide range of adventure sports bundles. Trekking, bungee jumping, mountain biking, river rafting, and climbing are activities (Arunmozhi & Panneerselvam, 2013).
- Tourists visit India in different locations for their cultural heritage. The nation's rich history is widely represented in the many temples, beautiful forts, gardens, religious monuments, museums, art galleries, city, and countryside (Shankar, 2015).
- In 2018, India's luxury travel industry had a 12.8% growth rate, the most outstanding relative to any other BRIC country (Nandakumar, n.d.).
- A wide range of flora and wildlife is a significant cause for its rising popularity as a tourist attraction in many States. The first eco-tourism destination in India is Thenmala in Kerala (Arunmozhi & Panneerselvam, 2013).
- Pilgrimage tourism is one of the significant contributors to the tourist sector. India is a religious center for several religions, attracting many people every year (Shinde, 2020).
- Tourists seek specialized treatments, mostly Ayurveda, spa, and other therapy under medical tourism. The fundamental objective is to achieve, promote or preserve health and a sense of well-being (Medhekar, 2020).

1.1 Medical Tourism: A Global Competitive Market

The global size of the medical tourism industry in 2019 was projected to rise by 21.1 percent between 2020 to 2027 at a compound annual growth rate (CAGR) of approximately USD 44,8 billion (A. Dash, 2020). Some drivers in this market include the availability of extra advantages, such as improved healthcare, new technology, breakthrough medications, contemporary appliances, excellent hospitality, and customized care. In the projected future, the market is projected to develop quickly. Inadequate insurance benefits and no local insurance coverage drive market expansion. Most cosmetic operations are optionally deemed and hence not covered by medical insurance. Since the cosmetic procedure is not covered and paid out of pocket by most medical assistance programs, reduced costs boost the attractiveness for international patients in other countries. They reduce expenses when you go to places and take advantage of cheaper treatment while doing leisure activities in the land of destination. Access to more affordable treatment options and improved care quality is the primary driver of increased preference for offshore medical tourism. Patients may save 30% to 80% of total treatment costs. The primary cause of reduced treatment costs in medical tourism locations is low cost and easy access to the labour force (Ghasemi et al., 2021). The patients' emergency medical needs lead to searching for other possible medical tourism locations (Parekh et al., 2021). The progress of hospital administration has resulted in beneficial developments in the sector of medical tourism. Medical tourists are attracted to the provision of luxury accommodations and comfortable treatment by hospitals (Guiry & Morgan, 2021). Tourist facilities are available for patients after treatment.

Medical tourism includes tourism and medical services such as health tourism (Ferreira & Castro, 2020). It is the interchangeable distinction of conditions for health, wellness, and medical tourism (Olya & Nia, 2021a). 'Health tourism' covers 'medical and 'wellness tourism' (Yen, 2021). Health and Medical tourism are recognized as a fast-growing sector when individuals typically go large distances to foreign nations to get healthcare, dentistry, and operations while being vacationers concurrently (Subramanian & Vachharajani, 2021). Medical tourism covers different health procedures such as orthopedic and heart surgery, bariatric and aesthetic surgery, eye surgery, fertility, and transformation of gender (Olya & Nia, 2021b). Any additional health treatments and services are classified as 'wellness tourism' (Yen, 2021). Medical tourism is a complex phenomenon, the characteristics of which impact international medical travelers' decision-making processes in the host nation, facilities for medical experts, affordable costs, and quality of service in hospitality and tourism (Olya & Nia, 2021b). Low-cost treatments play a significant driver in foreign patients' travel (Olya & Nia, 2021b). However, medical and tourism services and facilities analyze location selection criteria (Büyükoçkan et al., 2021). In this line, Weaver et al. (2021) claimed medical tourism is "conceptually rich in nuances, paradoxes, and contrasts. "Push-and-pull factors from tourism and economic literature to designing medical tourism constructions as part of the concept "the attractiveness of a country as a medical tourism destination in terms of its overall country environment; health and tourism costs and the quality of health facilities and services" (Kewina et al., 2021). They observed that those with different socio-demographical backgrounds assess the parameters mentioned above to pick a medical tourist destination (i.e., the four-dimensional MTI). While one other researcher believed that medical prices played a significant part in the formulation of the behaviour of medical tourists (Arfi et al., 2021), they discovered that medical tourism prices are not a consistent predictor of patient behaviour. One of other scholars also found that the cost plays both positive and negative functions to indicate customers' buying behaviour (G. Dash et al., 2021).

Medical tourism has become a popular choice for travelers worldwide. It mainly covers biomedical operations in combination with travel and tourism. Travel agents and mass media used medical tourism to characterize the rapidly rising travel practice across international borders to provide high-tech medicine. Different nations, such as Thailand, Malaysia, India, etc., vigorously push health tourism (Wong & Musa, 2012). India's primary benefits in medical tourism are low-cost, modern health treatment (cardiovascular, organ transplantation, eye surgery, etc.) and various tourist sites offered in this country (Bagga et al., 2020). Medical tourism has become a popular choice for travelers worldwide. The scope of MT is broad: it involves elective treatments, sophisticated specialist operations such as replacing a cardiac valve, and dental and aesthetic procedures. One crucial attraction to emerging markets might be the MT industry. It seems to play their strengths during the initial evaluation. Strong growth is projected shortly (Bagga et al., 2020); the industry has a significant cost-benefit and price-benefit in growing economies, and complementary businesses like medical and tourist services merge.

Moreover, medical tourism is a sector that provides government participation and assistance, a feature of many thriving businesses in various subsequent emerging nations (Enderwick & Nagar, 2011). But MT also offers significant challenges to competition. There are questions of law about liability in cases of misadventure and the willingness of domestic doctors in postoperative care. Potential customers must be guaranteed in terms of quality and safety. It is becoming a competitive sector, with almost 50 nations claiming medical tourism as a national industry (Enderwick & Nagar, 2011).

1.2 Medical Tourism in India: Status and Scenario

The Board of Promotion of National Medical and Wellness was set up in 2015 (Shetty, 2021). Tourists are looking for specialist treatments, including Ayurveda, spa, and other therapies (Bashir et al., 2021). The fundamental goal is to achieve excellent health and well-being and

promote or preserve it. By 2020, India's medical tourism sector should reach 9 trillion dollars (KEERTHANA & BABU, n.d.). In addition to the nation's spiritual philosophy, the widespread practice of ayurvedic, yoga, Siddha, and naturopathy is the famed spa destination of India. According to 2019 reports, most medical tourist arrivals in India have originated in Southeast Asia, Mid-East, Africa, and the SAARC area, by the Federation of Indians Chambers of Commerce and Industry and Ernst & Young (honconsulangola.com, 2020). India attracts Australian, Canadian, Chinese, Russian, United Kingdom, and United States, medical tourists. The town of Chennai is currently renowned as India's medical hub (Aquino et al., 2021). In February 2019, the Government amended its e-tourism regime to include medical visas to stimulate the application and facilitate the journey for medical tourists (KEERTHANA & BABU, n.d.). This Visa has a maximum length of six months. Excluding organ transplantation without a medical visa, the visitor may be medically treated in India from 30 August 2019 onwards. The benefits of Indian healthcare include reduced costs, access to advanced health technologies, compliance with international standards of quality, trained doctors in western countries, including the US and the United Kingdom and English-speaking people. They have a lesser risk of foreigners facing language barriers in India.

India is the favourite destination for travelers worldwide with its rich heritage, numerous attractions, and gorgeous scenery (Dixit, 2021). Travel and tourism are significant factors in Make in India, one of the major drivers of service industry growth. It is anticipated that India's GDP will receive an astounding 512 billion dollars in 2029 (Gupta et al., 2021). India oozes trust when it comes to medical tourism. According to the most recent FICCI study (2020), by year-end, the country can receive 9 billion dollars in Medical Value Travel (MVT) (business-standard.com, 2020). India is viewed as a preferred medical destination and will stay in 2020 as it continues to follow present trends. Medical tourists like the health sector of the country, several of the reasons are listed. One is the processing expenses and travel expenditures compared to western nations such as the United States and Great Britain. Medical travelers can make modest savings – a feature that will play a significant role in 2020. The average daily cost to travel inside India of up to \$31 (about Rs 2,232) instead of \$123 (approx. Rs 16,056) in the United States might make up to at least 50 percent (Goretti et al., 2021). India has tremendous potential for adequate health and therapeutic expenses. In 2020, continuous developments and numerous other significant variables were projected to further popularize the country's medical tourism industry. One notable truth is that India has several areas of excellent medical treatment, such as spinal surgery and infertility therapy. The Top-priority of Chennai, Delhi, Mumbai, Chennai, Bangalore, Goa, Hyderabad, and Kolkata is seen among the medical tourists coming into the country (Choudhury & Dixit, 2021). Chennai reportedly draws around 15% of arriving foreign patients, while Kerala handles approximately 5 to 7%. India offers various medical tourists, many belonging to South-East Asia, the Middle East, Africa, and SAARC (Aquino et al., 2021).

Moreover, it is worth appreciating the quality of medical care. According to current figures, thirty-six hospitals have been recognized by the Joint Commission International (JCI). Also, The National Accreditation Board of Hospitals and Health Providers certified more than 500 hospitals (NABH). Surprisingly, India is visited for its heritage, fascinating beauty and pleasant diversity, and its high-end ecosystem of health care and world-class medical treatments. India has been, throughout the years, a first-class and attractive location for explorers from across the world to achieve, recharge and revitalize professional therapy. The definition of medical tourism (also called Medical Value Travel, Health Tourism and Wellness Tourism) is to speed up journeys across local and international countries to provide healthcare services. Medical tourism Health services and facilities are mainly divided into three primary categories in India:

Figure: 2 Major Health Services

Medical Treatment	Healing treatment for heart care, organ transplantation, orthopedics, neurology, cancer and bariatrics.
Wellness and Rejuvenation	Rejuvenation or aesthetic offers, such as esthetic operations, stress reduction, spa treatments etc.
Alternative Medicine	Health care Treatment to seek AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy) services

Source: Authors Compilation

2. Objectives of the Study

This article attempts to investigate the status of medical tourism in India. Further, the competitive advantages and challenges that the Medical Tourism sector would face are addressed, and necessary steps should be taken to address these issues are discussed. The paper titled "DELIVING MEDICAL TOURISM IN INDIA: INSIGHTS AND CHALLENGES" seeks to address the following objectives: to explore the medical tourism status in India, to explore the competitive strengths and challenges of Indian medical tourism sectors, and to explore the effects of MT in supports the growth of the Hotel and Travel sectors.

3. Research Methodology

It refers to identifying, collecting, summarizing, processing, and analysing data to address the research problems (Wang et al., 1995). For the accomplishment of study objectives, data has been collected from secondary sources, including reports from the Ministry of Tourism, the Government of India, Journals, articles, Tourism council reports, Electronic Media, and relevant literature, and a systematic review has been performed.

4. Famous Medical Tourism Destination in India

India has a vast number of medical destinations, and the major destinations are as follows:

- **Chennai:** In the Indian subcontinent, Chennai is one of the most advanced metropolitan hubs. Various polls suggest that over 40% of individuals prefer Chennai for low-cost, high-quality treatment. Chennai gets around 200 patients a day from abroad (Shanmugam, 2013). Other cardiovascular procedures and therapies are performed in addition to cardiac surgery. The capital of health in India is also known as Chennai. Chennai's top hospitals frequently provide the most necessary treatments, such as alternative medicine, bone marrow, heart bypass, eye surgery, and hip replacement.
- **Mumbai:** Mumbai is India's fastest-growing medical tourism destination (Muthyam, 2017). There are many specialty Hospitals, Diagnostic & Research centers for weight loss surgery, cosmetic surgery, and Orthopaedics Surgery. Mumbai is also famous for cosmetic surgery and Ayurveda treatment.

- **Goa:** Goa was rated India's premier holiday destination (Bhandare, 2013). Also, in India, Goa is a rising health destination. More specialized hospitals attract international patients. Goa is famous for heart bypass, hip substitution and spinal fusion surgery. Goa's Government also encourages the State's other health and well-being tourism.
- **New Delhi:** Delhi, the capital of India, features several prize-winning hospitals such as Fortis Hospital, the Indraprastha Apollo Hospitals, and Dr. Ram Manohar Hospital. The facilities specialize in neurosurgery, heart surgery, eyesight, joint replacement, general surgery, and therapy (Purandare, 2014).
- **Bangalore:** Bangalore is recognized for its industrial boom in trade. Some of Bangalore's finest hospitals have state-of-the-art medical technology that meets the best in the world (Rath & Das, 2012). Their hospital is Well-known for stomach surgery. Complex surgery by the finest doctors is less dangerous.
- **Kerala:** Kerala has stood up to date and preserved its ancient traditions alive and continuously in 2018. The treatments and massages of Ayurveda Kerala are now famous globally (Menon, 2018). People from around the world come to Kerala to explore and try Ayurveda. It's a flourishing business unit, starting from a tradition earlier. This attracts substantial state revenues. At least one massage takes tourists from around the world that visit Kerala to leave the place for the better. Kerala became the hub for Ayurveda treatment (Kannan & Frenz, 2019).
- **Rishikesh:** Yoga and Ayurveda go together; the study of yoga is also an exploration of Ayurveda. In Rishikesh retreats, nature and the components of nature that may help heal our thoughts and bodies are highly essential (Hoyez, 2017). People around the globe travel to Rishikesh to learn Ayurveda and yoga and to teach in the Western world (Hoyez, 2007). The strength of Ayurveda is tremendous and thus spread all across the world. Yoga or therapy here is a happy journey since it is situated in the lap of the Himalayas right close to the river Ganges. The interesting fact about these treatments is that they consider the Himalayan temperature, so you get a distinct approach compared to Kerala. The Kerala massage consists of a lot of oil; however, the oil is used here less, and the massages are slow and timed.
- **Ahmadabad:** Ahmadabad is renowned for being the fastest-growing medical center in the Indian Region (Černauskas et al., 2018). Ahmadabad is preferred by many NRI individuals since several world-class hospitals are available. Famous hospitals are found in the cities of Ahmadabad, including the Civil Hospital (Asia's biggest civil hospital), Sterling Hospital, and the Apollo Hospital.
- **Coimbatore:** Coimbatore is Tamandua's second biggest city and is renowned for its small businesses and textile factories. It is appropriately referred to as South Indian Manchester. Coimbatore is ideal for heart surgery and ENT. VGM, KMCH, and PSG hospitals are recognized for their excellence at a reasonable treatment price (Geethapriya, 2019).
- **Hyderabad:** Hyderabad has various tourist attractions which are charming for medical tourism. For the health tourism of many people, Hyderabad gives the best treatment at affordable prices at their hospitals (Reddy & Qadeer, 2010). Treatments such as plastic and reconstructive operations are carried out at the lowest cost. Heritage Hospital, Aditya Hospital, and Livlife Hospital are the most well-known medical care clinics.

5. Competitive Advantages of the Medical Tourism in India

Foreign tourists come in Indian from Bangladesh, Afghanistan, Pakistan, Oman, Sri Lanka, Maldives, Nigeria, Malaysia, Kenya, and Iraq are most likely to come across these categories (<https://tourism.gov.in>, 2020). India's primary medical tourism destinations are Tier 1 and Tier 2 hospitals and diagnostic centres, such as Delhi NCR, Mumbai, Bangalore, Chennai, Chandigarh, and Jaipur. Of course, India is a popular location for medical tourism for numerous underlying competing causes. The following are:

- **Trained Staff:** India is not just the centre of world-class facilities but also the home of some of the most renowned and respected doctors in the world who are pioneers in their

respective areas. Around 1.2 million allopathic doctors, 0.17 million dental specialists, 2 million Nurses, and 0.8 billion ayurvedic doctors are the country's leading pool of physicians and paramedics (www.imecplanet.com,2020). Many physicians around the country have the training and work at some of the most famous medical facilities in the United States, the United Kingdom, and other developed countries, making them highly skilled and caring for patients from the farthest corners of the world.

- **Low-cost benefits:** The cost of expensive medical treatments in India constitutes a fraction of the expenditures in advanced economies. The combined medical bills and tourism prices are significantly lower than medical costs overseas, and significant numbers of visitors visit India to profit from the difference in expenses. It is expected that 18 percent of the entire market will be grabbed. The biggest reason is lower prices in Western Europe, South-East Asia, etc. Private businesses, such as Max Healthcare, handle 50,000 overseas patients at their facilities. Heart surgeries, hip resurfacing, and other complicated treatments are well-known in India. Bangladesh and Afghanistan are the major countries wherefrom the most extensive patients come from India. Roughly 30% of people are from South Asia, 30%–32% from Africa, and 10% from Sovereign Nations, Oceania, and Western Asia. Most individuals view the skills of doctors rather than prices. Most Indian doctors and surgeons are trained or working in several top medical institutions in India.
- **Infrastructure and digital facility:** The Indian healthcare ecosystem offers excellent worldwide treatment and care, from eye, heart, and renal problems to organ transplants, orthopedics, and cancer, at lower rates (almost 20 percent less for primary surgical treatments than those developed and equipped with internationally recognized facilities). In India, there are presently about 36 Joint Commissions International (JCI) renowned hospitals and 513 National Accreditation Board for Hospitals and Healthcare Providers (NABH) approved hospitals offering healthcare following worldwide guidelines and standards and above. The NABH-approved hospitals offer healthcare services. Some of India's best-known specialty hospitals and services provide patients with the most advanced and specialized treatments for more efficiency and credibility, employing the most modern technologies, such as artificial intelligence, virtual reality, and robots.
- **Naturopathy and therapeutic treatments:** India has positioned itself to be the focus of the most ancient sciences and arts, curated and renovated AYUSH, naturopathy, Vedanta, and meditation techniques. India provides many recreations, recharges, and rejuvenation venues ranging from yoga ashrams to spas and health centres that offer holistic therapy. The strong government branding of AYUSH attracts clients from all over the world to India. Several businesses, such as Apollo and the Manipal Group, set up health facilities using traditional healthcare solutions.
- **National Medical and Wellness Tourism Board:** The National Medical and Wellness Tourism Board was established as a dedicated and complete institutional structure, incorporating the Indian system of AYUSH medicine, and is chairpersons by the Minister of Tourism. The Board is the leading medical tourism body with representations from the Minister of AYUSH, the QCI (Quality Council of India), and the National Hospital Accreditation and Health Providers Accreditation Board (NABH).
- **Quality of care:** India has emerged as the antecedent to delivering inclusive, personal, and compassionate care that lives by Athithi Devo Bhava and being the most cost-effective and accessible destination for medical attention and health care (Guest is akin to God). Medical staff in India tries to maintain the highest standards via empathy, compassionate awareness, and prioritization of patients' needs and interests.
- **Language:** While the Indian language variety, English remains an official language and is widely spoken by the majority and medical professionals virtually uniformly. In Noida, several hospitals have recruited language translators to make it more convenient for Balkans and African nations while facilitating their treatment. Many medical tourism firms facilitate foreigners, notable patients from Arabic, Russian, English, and Bangladesh.

6. Medical Tourism in India and its Challenges

Since different nations are in the grasp of growing their position in the medical tourism sector, India has to build a distinct niche by using its current capabilities and delivering a unique value proposition. Three categories of medical tourists are usually present.

Figure: 3 Type of Medical Tourist

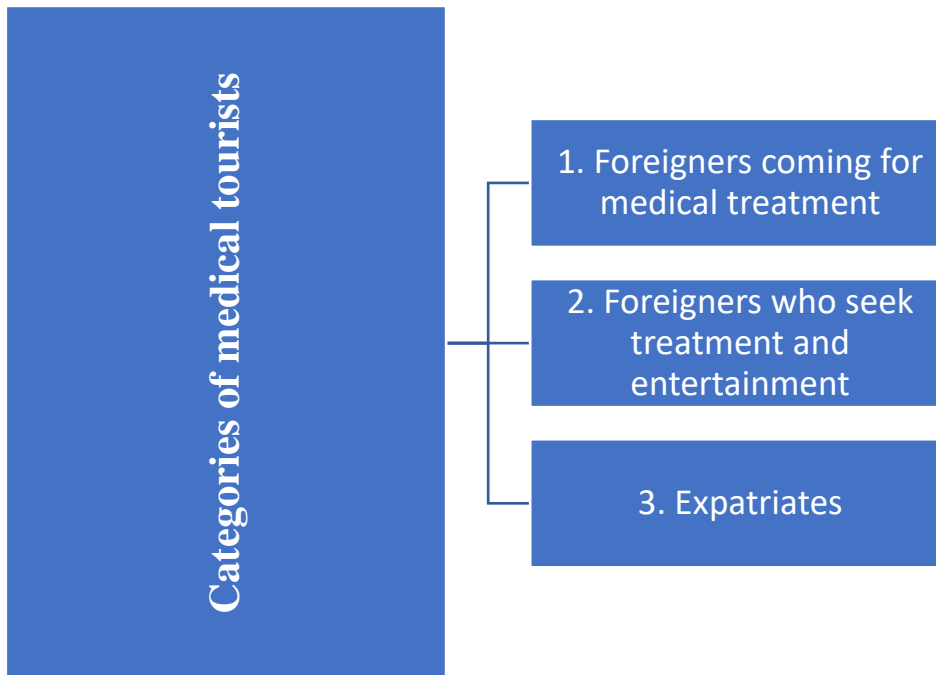


Figure: Author's own

A country like India has the following problems/challenges to becoming a competent tourist destination for medical tourism and some of them are as under:

- **Insurance problem:** When visiting India as a medical tourist, the legal concerns are how much tourist insurance can cover itself. In malpractice cases, it might be difficult to claim damages merely because insurance regulation fluctuates country by country. Although medical insurance is available at hospitals and clinics, fake diagnostic has been requested in the settlement; carelessness may not be the sum you anticipate simply because your country's insurance policies and legislation have been comprehended.
- **Lack of Infrastructure:** The second problem for Indian medical tourism is the absence of amenities, such as a lack of connection, coordination, inadequate electricity, and poor water supply.
- **Lack of Trust:** Most Indian hospitals likewise face international patients' lack of confidence. The hospitals noted inadequate hygiene awareness among medical professionals, unsanitary food handling, and the lack of suitable hospitality services.

7. Medical Tourism and Hospitality Sector: A Significant Relationship

The hotel industry has greatly benefited from the flow of medical tourists to India. Several hotels and resorts also provide rejuvenation therapies with the most prominent hospitals for post-treatment accommodation. Some operations require a check-up after a week, which means that the patient has to stay and that his patients choose to stay in the resorts and visit some tourist sites for leisure. The hotels and resorts took up the matter and pulled the business. Some rooms

are designated for certain hospitals that are attached to them, guaranteeing their patients confirmed accommodations. Visitors and relationships accompanying these patients need to be housed and stay in nearby hotels. In particular, in New Delhi, Bangalore, Hyderabad, and Chennai, Star Hotels have recorded higher room reservations by tourists. In the three-star and four-star sectors, the medical tourism industry benefits more. Other resorts regularly report businesses from medical tourists through links to hospitals.

Medical visitor influx also dramatically benefits the travel sector. The cascading impact of visitor money spent in the host economy starts with tourist centres, such as hotels, restaurants, and taxis. This expenditure then penetrates the economy (Mathieson & Wall, 1982), producing repercussions on three levels: direct, indirect, and induced. This is the impact of the multiplier. It started with hospitals and moved to hotels for medical tourists. Travel businesses provide packages, including air return tickets, post-treatment accommodation, and sightseeing packages. There are web portals, such as www.healthtourism.com, which provide patients with a wide range of possibilities to view and stay in a hotel. The rise in medicinal tourism in India has created many job possibilities for international tourists who need specialist services in hospitals, hotels, and travel. This has established a specialized industry and a need for professionals to grow to care for medical tourists. Customer requirements for travel, housing, food, and tourism have produced new occupations in the sectors. Tourists feel easy if all your demands are met at a fair price compared to your nation. The hotel sector also has an enormous potential to tap into the rising flow of medical tourists by offering specialized services for the hostel's visitors and patients.

8. Recommendations to boost medical tourism in India

- In India, comfort, accommodation, and other amenities should be created for international tourists seeking treatment. It might be good to make this widespread in areas where medical tourism thrives. Thus, they are treated in minutes of the hospital, and visitors may be guaranteed comfort, security, and essential necessities. The State can also go ahead to heal the surroundings of life based on the medical care the guest needs.
- The second point is that these living conditions must be reasonable. Medical tourist stresses that the travel, hospital bill, and lodging costs in their nations are still more inexpensive than their health care. If Indians and their states are to enhance their medical tourism, this tradition of guaranteeing affordable care to everyone that needs them should continue.
- A pleasant experience for medical tourists to look at the broader picture would encourage them to visit Uttarakhand, Himachal, Kerala, and Maharashtra, particularly the hills and peaceful places. This may lead to a possible holiday location for the patient's family.
- The medical tourist's typical expenditures are from USD5000 to USD6000 and other USD3000-USD5000 for shopping, transport, and other expenses. It can create huge jobs for local people and small enterprises in the state area. The beneficiaries will include Cab services, foreign exchangers, hospitals, doctors, and hotels and enhance local market economies. Medical tourism is one of India's 26 champion industries and has a strong potential for development and economic growth.

9. Conclusion of the study

India is in a position to seize the world's medical tourism prospects. For the growth of medical tourism, the Government's participation is important. The Government should take measures to facilitate private investment in healthcare and act as a regulator. In India, medical tourism has shown tremendous development and expertise in providing patients with better service and results. As a result of the high hospitals and services of Indian hospitals and their growth, the flow of many international tourists from other nations has been strengthened by globalization. In 2019 has seen foreign health tourists grew by 8.9 million (Reports of Ministry of Tourism, Government of India, 2020). Tourism continues to play a crucial role as the country's foreign

money generator. The foreign exchange earnings (FEE) were 30.06 billion dollars in 2019, up from 28.09 billion in 2018, which increased by 5.1%. India has the lowest medical cost advantage and ranks 2nd among nations across the globe, second to Thailand, mainly because of the top physician's accessible, trained staff, English speaking, and quality of hospital treatment and facilities and no time waiting available. The hospitals provide an extra benefit for the hotel and tour packages. Medical tourism also complements the hotel and travel industry by continuously providing businesses in this area and creating new jobs. Many hotels and resorts already know the possibilities of business with particular hospitals. The Indian medical sector also has problems to confront, such as no post-therapy treatment, confidentiality, insurance coverage concerns, disparities in Government and private institutions, absence of industry standards, brain drain, and higher costs for local citizens. Indian Medical & health tourism can achieve numbers of international medical tourists arriving and foreign exchange revenues by 2025 if good service standards are maintained. Medical tourism may indeed also contribute to the economic growth of the country.

Declaration of Conflicting Interest

The author(s) declare no conflict of interest in the publication of this paper.

References:

- Aquino, P. G., Justin, M. S. M., & Jalagat, R. C. (2021). Clean India Mission and Its Impact on Cities of Tourist Importance in India. In *Strategies in Sustainable Tourism, Economic Growth and Clean Energy* (pp. 89–107). Springer.
- Arfi, W. B., Nasr, I. B., Khvatova, T., & Zaied, Y. B. (2021). Understanding acceptance of eHealthcare by IoT natives and IoT immigrants: An integrated model of UTAUT, perceived risk, and financial cost. *Technological Forecasting and Social Change*, *163*, 120437.
- Arunmozhi, T., & Panneerselvam, A. (2013). Types of tourism in India. *International Journal of Current Research and Academic Review*, *1*(1), 84–88.
- Bagga, T., Vishnoi, S. K., Jain, S., & Sharma, R. (2020). Medical tourism: Treatment, therapy & tourism. *International Journal of Scientific & Technology Research*, *9*(3), 4447–4453.
- Bashir, N. A., Balaraman, P., & Mukherjee, A. (2021). Indian Medical Tourism Industry Basics and Its Competitive Positioning: Case Study. In *Growth of the Medical Tourism Industry and Its Impact on Society: Emerging Research and Opportunities* (pp. 43–73). IGI Global.
- Bhandare, S. G. (2013). *Tourism and its Impact on Rural Entrepreneurship in Goa: An Empirical Study for Promoting Village Tourism in Goa*. [PhD Thesis]. Goa University.
- Büyükközkán, G., Mukul, E., & Kongar, E. (2021). Health tourism strategy selection via SWOT analysis and integrated hesitant fuzzy linguistic AHP-MABAC approach. *Socio-Economic Planning Sciences*, *74*, 100929.
- Černauskas, V., Angeli, F., Jaiswal, A. K., & Pavlova, M. (2018). Underlying determinants of health provider choice in urban slums: Results from a discrete choice experiment in Ahmedabad, India. *BMC Health Services Research*, *18*(1), 1–11.
- Choudhury, R., & Dixit, S. K. (2021). Rural Tourism in India: Exploring the Travel Blogger's Perspective. *Rurality, Ruralism and Rural Tourism*.
- Dash, A. (2020). Exploring visit intention to India for medical tourism using an extended theory of planned behaviour. *Journal of Hospitality and Tourism Insights*.
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, *122*, 608–620.

- Dixit, S. K. (2021). *Tourism in India: Marketing Perspectives*. Routledge.
- Enderwick, P., & Nagar, S. (2011). The competitive challenge of emerging markets: The case of medical tourism. *International Journal of Emerging Markets*.
- Ferreira, F. A., & Castro, C. (2020). Medical tourism in Portugal—a potential niche market. In *Advances in Tourism, Technology and Smart Systems* (pp. 615–625). Springer.
- Geethapriya, M. J. (2019). THE ROLE OF MEDICAL TOURISM FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM IN TAMILNADU. *Editorial Board*, 8(10), 171.
- Ghasemi, P., Mehdiabadi, A., Spulbar, C., & Birau, R. (2021). Ranking of Sustainable Medical Tourism Destinations in Iran: An Integrated Approach Using Fuzzy SWARA-PROMETHEE. *Sustainability*, 13(2), 683.
- Goretti, M. M., Leigh, M. L. Y., Babii, A., Cevik, M. S., Kaendera, S., Muir, M. D. V., Nadeem, S., & Salinas, M. G. (2021). *Tourism in the Post-Pandemic World: Economic Challenges and Opportunities for Asia-Pacific and the Western Hemisphere*. International Monetary Fund.
- Guiry, M., & Morgan, A. (2021). Mexico's medical tourism healthcare service quality: A content analysis of international patients' online testimonials. *International Journal of Leisure and Tourism Marketing*, 7(2), 105–135.
- Gupta, V., Cahyanto, I., Sajnani, M., & Shah, C. (2021). Changing dynamics and travel evading: A case of Indian tourists amidst the COVID 19 pandemic. *Journal of Tourism Futures*.
- Hoyez, A.-C. (2007). The 'world of yoga': The production and reproduction of therapeutic landscapes. *Social Science & Medicine*, 65(1), 112–124.
- Hoyez, A.-C. (2017). From Rishikesh to Yogaville: The globalization of therapeutic landscapes. In *Therapeutic landscapes* (pp. 49–64). Routledge.
- Jaiswal, N. (n.d.). Impact of Tourism and Hospitality Industry in growth of Indian economy. *Journal Homepage URL*, 4(1), 101–105.
- Jenkins, C. L., & Henry, B. M. (1982). Government involvement in tourism in developing countries. *Annals of Tourism Research*, 9(4), 499–521.
- Kannan, S., & Frenz, M. (2019). Seeking health under palm trees: Ayurveda in Kerala. *Global Public Health*, 14(3), 351–361.
- KEERTHANA, Y., & BABU, M. K. (n.d.). A STUDY ON FACTORS AFFECTING THE CHOICE OF INTERNATIONAL MEDICAL FACILITY FOR GROWTH OF INDIAN MEDICAL TOURISM. *Turkish Journal of Physiotherapy and Rehabilitation*, 32, 2.
- Kewina, I., Abdel Aziz, G., & Adam, S. (2021). Medical tourism: A conceptual framework to exploit the drivers of push and pull towards Egypt as a hub and destination for medical tourism in Africa to achieve Egypt's vision 2030. 220–193, (11)7, *مجلة الدراسات التجارية المعاصرة*.
- Khan, O. F., & Kirmani, M. S. (2018). Seven Key Factors of 2002 National Tourism Policy-An Empirical Study of Kashmir. *International Journal of Economics, Commerce and Research*, 8(3), 1–8.
- Medhekar, A. (2020). Emerging Trends of Wellness and Medical Tourism in India. In *Global Developments in Healthcare and Medical Tourism* (pp. 1–22). IGI Global.
- Menon, I. (2018). *Hereditary Physicians of Kerala: Traditional Medicine and Ayurveda in Modern India*. Taylor & Francis.

- Mir, L. A. (2014). An economic evaluation of Indian tourism industry. *International Journal of Scientific and Research Publications*, 4(12), 1–7.
- Muthyam, P. (2017). Medical tourism in India: An Analysis. *International Journal of Information Research and Review*, 4(12), 4801–4803.
- Nagaraju, L. G., & Chandrashekhara, B. (2014). Rural tourism and rural development in India. *International Journal of Interdisciplinary and Multidisciplinary Studies*, 1(6), 42–48.
- Nandakumar, R. (n.d.). *ECONOMIC IMPACT OF FLOOD DISASTER ON TOURISM SECTOR*.
- Olya, H., & Nia, T. H. (2021a). The medical tourism index and behavioral responses of medical travelers: A mixed-method study. *Journal of Travel Research*, 60(4), 779–798.
- Olya, H., & Nia, T. H. (2021b). The medical tourism index and behavioral responses of medical travelers: A mixed-method study. *Journal of Travel Research*, 60(4), 779–798.
- Parekh, J., Jaffer, A., Bhanushali, U., & Shukla, S. (2021). Disintermediation in medical tourism through blockchain technology: An analysis using value-focused thinking approach. *Information Technology & Tourism*, 23, 69–96.
- Purandare, N. (2014). Health tourism-Global positioning of India. *Sai Om Journal of Commerce & Management*, 1(6), 7–17.
- Rath, S. P., & Das, B. (2012). Medical Tourism-The New Technical Mono-Tourism Market of India. *Kushagra International Management Review*, 2(1), 121.
- Reddy, S., & Qadeer, I. (2010). Medical tourism in India: Progress or predicament? *Economic and Political Weekly*, 69–75.
- Roopak, S. (n.d.). *Impact and Importance of Tourism in India*.
- Sanjeev, G. M., & Birdie, A. K. (2019). The tourism and hospitality industry in India: Emerging issues for the next decade. *Worldwide Hospitality and Tourism Themes*.
- Shankar, S. (2015). Impact of Heritage Tourism in India: A Case Study. *International Journal of Innovative Research in Information Security*, 6(2), 59–61.
- Shanmugam, K. (2013). Medical tourism in India: Progress, opportunities and challenges. *Madras School of Economics, Chennai*.
- Shetty, P. (2021). *the impact of covid-19 in the Indian tourism and hospitality industry: Brief report*.
- Shinde, K. (2020). The spatial practice of religious tourism in India: A destinations perspective. *Tourism Geographies*, 1–21.
- Subramanian, J., & Vachharajani, H. (2021). Medical Tourism: Trade and Business Opportunities Between Oceania and India. *Emerging Business and Trade Opportunities Between Oceania and Asia*, 179–197.
- Wang, R. Y., Storey, V. C., & Firth, C. P. (1995). A framework for analysis of data quality research. *IEEE Transactions on Knowledge and Data Engineering*, 7(4), 623–640.
- Weaver, D., Moyle, B. D., & McLennan, C. (2021). A core/periphery perspective on mega-event sustainability: Dystopic and utopic scenarios. *Tourism Management*, 86, 104340.
- Wong, K. M., & Musa, G. (2012). Medical tourism in Asia: Thailand, Singapore, Malaysia, and India. *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*. London and New York: Routledge, 167–186.

Yen, T.-F. T. (2021). How Do New Media Promote Health and Wellness Tourism in Southwest China. *Asian Journal of Education and Social Studies*, 39–50.

Web-Links:

1. https://www.business-standard.com/content/b2b-pharma/medical-value-travel-industry-in-india-to-reach-9-bn-by-2020-study-116100600787_1.html, Time 15/06/2021, Time 4.15 PM
2. <https://www.honconsulangola.org/healthcare-education.php>, Time 14/06/2021, Time 2.15 PM
3. Indian Tourism Statistic, 2020. Retrieved from <https://tourism.gov.in/>
4. Medical Tourism in India, 2019. Retrieved from <https://www.imecplanet.com/services/medical-tourism-india/> 15/06/2021/2:00PM

Contributors: Dr Suneel Kumar: Associate Professor, Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, Delhi, India: drsuneel.sbsc@gmail.com; Dr_Vanessa GB Gowreesunkar: Associate Professor in Tourism, Anant National University Ahmedabad, India, gvanessaa@gmail.com; Sanjeev Kumar: Research Scholar, Department of Commerce and Management, Career Point University Hamirpur, Himachal Pradesh, India sanjeev_ims84@yahoo.co.in; and Varinder Kumar: Research Scholar, Faculty of Management Studies, University of Delhi, India varinder.phd20@fms.edu

Corresponding Author: Mr. Varinder Kumar: Research Scholar, Faculty of Management Studies, University of Delhi (India) varinder.phd20@fms.edu

**LOCAL CAMPAIGN EFFECT ON TOURISM SUPPLY CHAIN DURING THE TIMES
OF COVID-19**

Sthandiwe Cedric Mkhize* and Portia Pearl Siyanda Sifolo
Sthandiwe Mkhize Advisory* & Tshwane University of Technology****

Abstract

Leveraging of tourism's potential during the challenging times (such as Covid-19 pandemic) through the initiatives such as the “buy local campaign” has a critical effect in the tourism supply chain and contribute towards service excellence, creating and sustaining quality jobs. Hence, stakeholders within the supply chain are encouraged to coordinate and collaborate through different channels. This paper explores effect of a “Buy local campaign” on businesses operating in the tourism supply chain. Web Content Analysis was adopted to identify common themes likely to impact the ‘buy local campaign’ during and post covid-19 in the South African context. Although the covid-19 pandemic presented challenges in several value chains, there exist “new ways of conducting a local campaign for collective benefits”. Campaigns encourages the nation to contribute towards the economic growth and prosperity of the country through buying locally produced goods and services.

Keywords: Tourism Supply Chain, Buy Local Campaign, Tourism Businesses

Introduction

The travel, tourism and hospitality industry is expected to play a significant role in regaining the socio-economic stability after Covid 19 pandemic. Exploring the initiatives such as the “buy local campaign” during Covid-19 with an intention to identify the “new ways of conducting business” within the tourism supply chain is paramount. A ‘Buy local campaign’ is a popular strategy for marketing products in domestic markets with the main aim of supporting the local economy (Darku and Akpan, 2020), the scope can be national, regional, community or sectoral. Buy local campaigns are a response to economic threats and are hinged on notions of ethical trade, fair trade, and economic justice (Cadieux and Slocum, 2015; McCaffrey & Kurland, 2015 as cited in Darku & Akpan, 2020). Buy-local campaigns revolve around consumers’ feelings and focus on their moral duty to buy local or the threat of foreign products (Siamagka and Balabanis, 2015).

According to Vargas (2020: 691), the COVID-19 crisis has had a dramatic impact on the tourism industry, with new challenges that calls for a combination of short- and medium-/long-term perspectives. The new type of corona pandemic has not only shaken the entire socio-economic structure, but it also challenged the global business operations that caused the tourism industry to a standstill. Whilst other companies were severely affected, others closed shop. Therefore, identifying strategies that were adopted to leverage the travel, tourism, and hospitality sector's potential during the times of Covid-19 is critical towards economic development in the developing context.

The travel, tourism and hospitality sectors in South Africa experienced the devastating impacts of the COVID-19 pandemic, hence the national government developed initiatives for a recovery plan. According to Shapiro (2020), the 2.2-million South African workers lost their jobs in the second quarter of 2020 which translates to at least 8.8-million South Africans affected. Hence, Shapiro (2020) advocates for “buying local to support the South African economy”.

In South Africa, ‘Proudly South African’, is the country’s national buy local campaign that seeks to strongly influence procurement in public and private sectors. This also includes the travel,

tourism, and hospitality sectors whereby information technology is used for promotion purposes. The purpose of the local campaign in South Africa was to increase local production, influence consumers to buy local and stimulate job creation to revive South Africa's economy so that millions of jobs can be created, and unemployment can be decreased (Mshimbye, 2020). The buy local consumer education campaign was launched on 3 July 2020 on various platforms, followed by the Proudly SA's Buy Local Summit and Expo. Since the focus is on the travel, tourism, and hospitality sector, perhaps having an understanding of the Destination Marketing Organizations (DMOs) marketing strategies is critical.

Background: Role of the Destination marketing to market segmentation

Maintaining international as well as a local advertising campaign is crucial to any travel, tourism, and hospitality business. Destination advertising is one of the elements of DMOs, Pike and Page (2014) define DMO as the main vehicle to compete and attract visitors to a distinctive place or visitor space. Hence, one of the roles of the DMOs has been under spotlight during and post covid-19 lockdown in different countries. According to Vargas (2020: 695) any decline with regards to the marketing efforts of DMOs is caused by the external factors beyond their control because the travel, tourism and hospitality world is changing a lot and maybe too fast especially for the tourism organizations that are still dependent on government bodies and political factors. Moreover, the effect of covid-19 brought the new context of crisis management within the stakeholder in the public-private-people partnerships. Hence Vargas (2020: 696), advocates for the DMO to move away from being a *'marketer'* to *'the orchestrator of players in the destination'*; from *'an intermediary in the value chain'* to *'the facilitator of opportunities for its members'*; as well as from being a *'brand promoter'* to *'the intelligence promoter and strategic mind'*. Therefore, market segmentation is critical to handle proper campaigns in the tourism supply chain.

The concept of market segmentation is derived from the marketing discipline with an intention of "a marketer to divide up his or her market in as many ways as s/he can describe his/ her prospects" (Haley, 1968: 30). In most cases, the well-executed market segmentation research yields interesting results that could be impactful towards an organisation, such that, people who market the products and services set stricter standards rather than relying on pure intellectual satisfaction. The purpose is to justify the amount of time and money needed to conduct the market segmentation survey so that the results are actually feasible. According to Greenberg and McDonald (1989: 30), successful needs/benefits of segmentation should (1) correlate with market behaviour, (2) lead readily to product manipulation and development of message strategies, and (3) provide direction for media buying. Therefore, small manufacturers who wished to limit their investments, or whose distribution channels are not large enough to cover the entire country, segmenting the market, in effect, by selling their products only in certain areas is useful (Haley, 1960).

Therefore, in a context where there is high employment rate, proper coordination and collaboration within the tourism supply chain stakeholders is prudent to contribute towards creating and sustaining quality jobs. The Trading Economics (2022) states that South Africa's unemployment rate climbed to 35.3% in the fourth quarter of 2021, up from 34.9% in the previous period. The number of unemployed persons increased by 278 thousand to 7.9 million, employment rose by 262 thousand to 14.5 million and the labour force went up by 540 thousand to 22.5 million (Trading Economics, 2022). Henceforth, leveraging travel, tourism and hospitality's potential is critical towards economic development that would benefit the youth in the country due to the impact of COVID-19 that has constrained Africa's progress towards attaining the 2030 Sustainable Development Goals (SDGs). Sifolo (2022) argues that technological adaptation could improve competitiveness of a destination through re-thinking and

re-aligning the innovative integrated solutions of the SMME to achieve a quality of life. Perhaps exploring the use of technology could have an effect or change the status quo in South Africa.

Use of Social media during the times of Covid-19

Social media gained momentum tremendously during the time of covid-19. Although it has both advantages and disadvantages, the social media platforms have been a key piece for the dissemination of information for different societies. The social media has always been useful, with the covid-19 pandemic, different platforms has been useful to arrange collaborative research projects, surveys, medical education etc. Online live, recorded webinars and platforms such as YouTube, Skype, or Zoom, MS Teams, WhatsApp etc. were widely used.

Social Media challenges the behaviour and marketing campaigns worldwide. For example, with the travel, tourism and hospitality sector, the event industry, transformed completely. The Meetings, Incentives, Conventions, Exhibitions (MICE) started to host hybrid events which has a mix of live and virtual components. The COVID-19 pandemic created opportunities to rethink what we value and to reimagine the tourism future for the world (Sifolo, 2022; Fountain, 2021). Online shopping gained momentum during the covid-19 lockdown period. For example, according to Fountain (2021), online shopping on domestic sites increased due to the fear of disrupted international online retail. This was partly due to uncertainty as well as the reliability of international shipping and postal services during the same period. Hence the concept of 'buy local campaign' plays a critical role in supporting small businesses in the local community. While some suggest that these buy local campaigns may be short lived (Killgallon, 2020; Hall et al., 2020b), others warn that financial reality may see a return to old habits, this trend is not limited to a pandemic response (Fountain 2021). During any hard times, local buying campaigns accelerate solidarity.

Tourism potential amidst Covid-19: #Buy local campaigns adopted

Several countries adopted different strategies worldwide during covid-19 pandemic. Although these strategies date back to the 19th century, they have been used for different reasons. For example, in the 19th century, the campaign such as "China made" was used to turn the tide against Japanese products (Gert, 2003, cited in Darku & Akpan, 2020). Hence, they came to a conclusion that the buy local campaigns sometimes become the embodiment of national culture in the marketplace (Darku & Akpan (2020). Other countries initiated strong marketing and promotional campaigns locally during the pandemic (Fountain, 2021), others placed their focus on international markets. Hosseini, Paydar, Alizadeh and Triki (2021) indicated that advertising and/or discounting campaigns by managers in the ecotourism supply chain could be beneficial in the long run. There were campaigns adopted by different countries that were in line with the United Nations World Tourism Organisation's (UNWTO) response to the current crisis, highlighting the enduring values of tourism. For example, the UNWTO encapsulated the message of solidarity and hope, through the hashtag #Travel Tomorrow, indicating that "By staying home today, we can travel tomorrow" (UNWTO). Whilst Ranasinghe, Damunupola, Wijesundara, Karunarathna, Nawarathna, Gamage, Ranaweera and Idroos (2020, 7-9) postulate that the UNWTO campaign "specify the core values of tourism that constitute the main pillars of the #Travel Tomorrow campaign such as, discovering different cultures, practicing solidarity and respect, caring for the environment, continuing to learn, fostering decent work, development and sustainability, generating new opportunities for all". They further identified countries such as Germany, Morocco, Mongolia, Oman, Uruguay and Bogotá or Vienna that already endorsed the hashtag #Travel Tomorrow (Ranasinghe, et. al, 2020). However, Darku and Akpan (2020) warn that the use of 'buy local campaigns' by countries as an intervention for reclaiming domestic market spaces can produce contradictory outcomes concurrently in the same campaign. Malhotra

and Ramalingam (2022), claim that national identity motivates and engages consumers to buy domestic-made products to promote local markets which could positively influence consumers to buy domestic-made products. Table 1 below presents the 'buy local campaigns' examples from different countries.

Summary of the selected literature on 'buy local campaigns'

Industry	Area and the type of campaign	Local campaign strategy	Source
Travel	<ul style="list-style-type: none"> Flexi-cancellation policies, flexi-rates for all services, ensuring strict hygiene policies in Sri Lanka 	<ul style="list-style-type: none"> "#Travel Tomorrow "By staying home today, we can travel tomorrow 	Ranasinghe, et al, (2020)
	<ul style="list-style-type: none"> using local renewable resources for use in local materials for packaging, 	<ul style="list-style-type: none"> 'Buy local' campaigns 	Hall (2005)
	<ul style="list-style-type: none"> Involves sponsorship contribution, promotion of the Blue Flag beaches in destination brochures and active co-operation on environmental issues by the Foundation for Environmental Education (FEE) in UK 	<ul style="list-style-type: none"> Blue Flag Campaign 	Nelson & Botterill (2002: 157-170)
Tourism	<ul style="list-style-type: none"> marketing campaigns for local products initiated in 1998, with a popular designation of local origin, and, to some, a mark of authenticity 	<ul style="list-style-type: none"> 'Local is lekker' and 'Proudly South African' 	le Roux (2014, 809-827)
	<ul style="list-style-type: none"> The National Friday Wear and Wear South African campaigns fall within the cultural economies of Ghana and South Africa, respectively. 	<ul style="list-style-type: none"> "Wear local" 	Darku & Akpan, (2020)
	<ul style="list-style-type: none"> This campaign offers attendees who have purchased a Plett Rage Freedom Pass a voucher booklet that includes a number of discount and voucher coupons redeemable at various stores and restaurants within Plettenberg Bay, South Africa 	<ul style="list-style-type: none"> "Friends of the Festival" 	Harmer & Rogerson, 1-14)
	<ul style="list-style-type: none"> Prioritise the purchase of Kenyan products to promote the growth and development of local industries 	<ul style="list-style-type: none"> 'Buy Kenya build Kenya' 	Osere & Ochieng (2019)
Hospitality	<ul style="list-style-type: none"> In New Zealand, the focused was on the role of food and natural environment with an emerging desire for sustainable and localised food systems to a new, or renewed, confidence about New Zealand's unique food culture(s). 	<ul style="list-style-type: none"> #Backyourbackyard "Getting back to basics", "Valuing local and locals" & "Food for well-being" 	Fountain (2021)
	<ul style="list-style-type: none"> It seeks to encourage visitors to consume by preference locally produced food and drink, and the Sustainable Farming and Food initiative in UK 	<ul style="list-style-type: none"> Eat the View campaign 	David, 254
	<ul style="list-style-type: none"> bottle and package food locally, consider using distinctive local packaging in order to reinforce local brand identity, use local food as an attraction to tourists thereby increasing the circulation of tourist expenditure through the local economy in SA 	<ul style="list-style-type: none"> 'Buy local' campaigns 	Hall (2005, 151)

The literature reveals that countries may use a similar campaign; however, the results may differ. For example, the study conducted by Darku and Akpan (2020) in Ghana and South Africa on textile and clothing industries revealed that culture was more important for Ghanaian respondents than their South African counterparts on the 'wear campaign'. They attributed this to the 'attune of the society'. Ranasinghe, et. al, (2020) found that promotion matters, for example, the flexi-rates in bookings were promoted to allow guests to move a booking to a new date in Sri Lanka. In other areas there was a sense of wanting to support the small businesses – including food and wine producers – who were unable to operate during lockdown, or who lost their usual distribution channels such as restaurants and hotels. Hosseini, et. al., (2021) revealed that campaigns on ecotourism can contribute to the economic, social, and cultural development of local societies.

The effect of the “buy local campaign” has a critical aspect in the tourism supply chain and contribute towards creating and sustaining quality jobs. Moreover, such campaign encourages the nation to contribute towards the economic growth and prosperity of the country through buying locally produced goods and services. Although covid-19 brought “new ways of conducting business”, the pandemic presented challenges in several value chains, this paper explores effect of a “Buy local campaign” on businesses operating in South Africa that plays part in the tourism supply chain. There has been a variety of local campaigns in the South African context, particularly the tourism sector. However, there is paucity of the studies focusing on 'buy local campaign' conducted in the South African context during covid-19.

Research Methodology

This study adopted the qualitative research approach whereby the web content analysis was adopted. Although web content analysis is an ambiguous technique (Herring, 2009), it incorporates the application of content analysis techniques, whether it is narrowly or broadly construed to the web, it uses various (traditional and non-traditional) techniques. The purpose for relying on web-based content is that Herring (2009) identifies it as non-traditional technique that is used for the ease of performing and preparing data conveniently. The method provides a rich opportunity to study users' styles, patterns or preferences that does not necessitate any researcher intervention (Kim & Kuljis, 2010: 370).

This study is exploratory in nature. The purpose was to explore the effect of a “Buy local campaign” on businesses operating in South Africa that plays part in the tourism supply chain. Having a better understanding and to gain familiarity with an existing phenomenon of “buy local campaign” to acquire new insight was critical. Specific aspects of web content analysis include interactivity, trust, information, and value adding features (Sambhanthan & Good, 2016). Since this study explores effect of a “Buy local campaign” on businesses operating in the tourism supply chain during and post covid-19 in the South African context; it is critical to learn from styles, patterns or preferences covered in the literature through web content analysis. According to Buhalis (2004: 104) the implications of the internet and other growing interactive multimedia platforms for tourism promotion are far reaching and alter the structure of the industry. In this study, the internet, academic articles, newspaper articles (traditional techniques) as well as 'research rabbit' (non-traditional technique) which is a website research-based platform were utilised. According to Tay (2021), research rabbit is a “literature mapping tool” from scholarly meta data that tracks most of the articles; there is a high degree of confidence on the usefulness of the visualization.

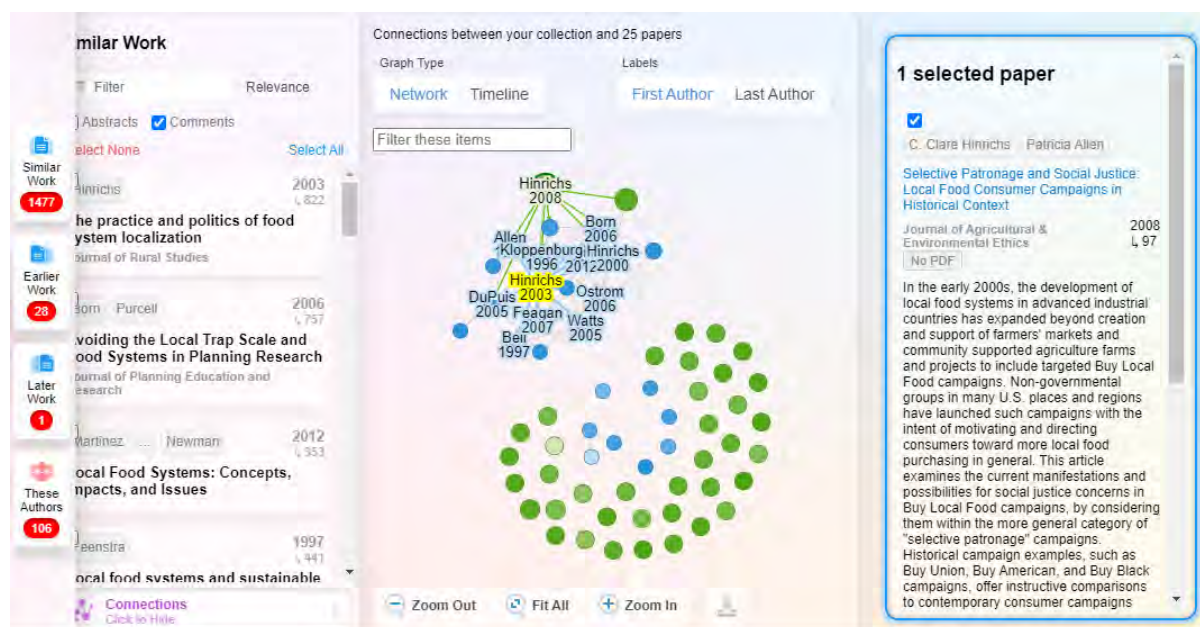
Research results: Traditional techniques outcomes

Although attempts were made to identify major themes from the literature, the themes identified are based mainly on the motivations from previous studies. The use of a hashtag # seem to be prevalent when advocating for something. For example, there are campaigns that are motivational in nature; others are providing a promise to the citizens and the interested parties. Campaigns such as “#Travel Tomorrow” campaign as well as #backyourbackyard” campaign are inclusive and patriotic in nature. During the hard covid-19 lockdown worldwide, the travel industry was forced to show solidarity, hence Sri Lanka had a local campaign such as "by staying home today, we can travel tomorrow”. Other countries were promoting ‘buy local’ campaigns that would be of value to the local supply chain. The focus was on manufacturing local products, for example, food, clothing, promoting service through campaigns such as “Friends of the Festival”, or “Getting back to basics”, “Valuing local and locals” & “Food for well-being” among others. Localisation is critical in leveraging tourism’s potential within the supply chain in a destination. Strategies such as having flexi-cancellation policies, flexi-rates for all services were critical to the hospitality sector. Moreover, using local renewable resources for use in local materials for packaging could contribute towards authenticity of a destination was one of the strategies that promoted “buy local campaign”. Some campaigns fall short when it comes to considering the cultural economies of the country. The emerging desire for sustainable and localised food systems to a new, or renewed, confidence is critical for distinctive local packaging in order to reinforce local brand identity. The use of local food as an attraction to tourists thereby increasing the circulation of tourist expenditure through the local economy in SA is paramount.

Non-traditional technique outcomes

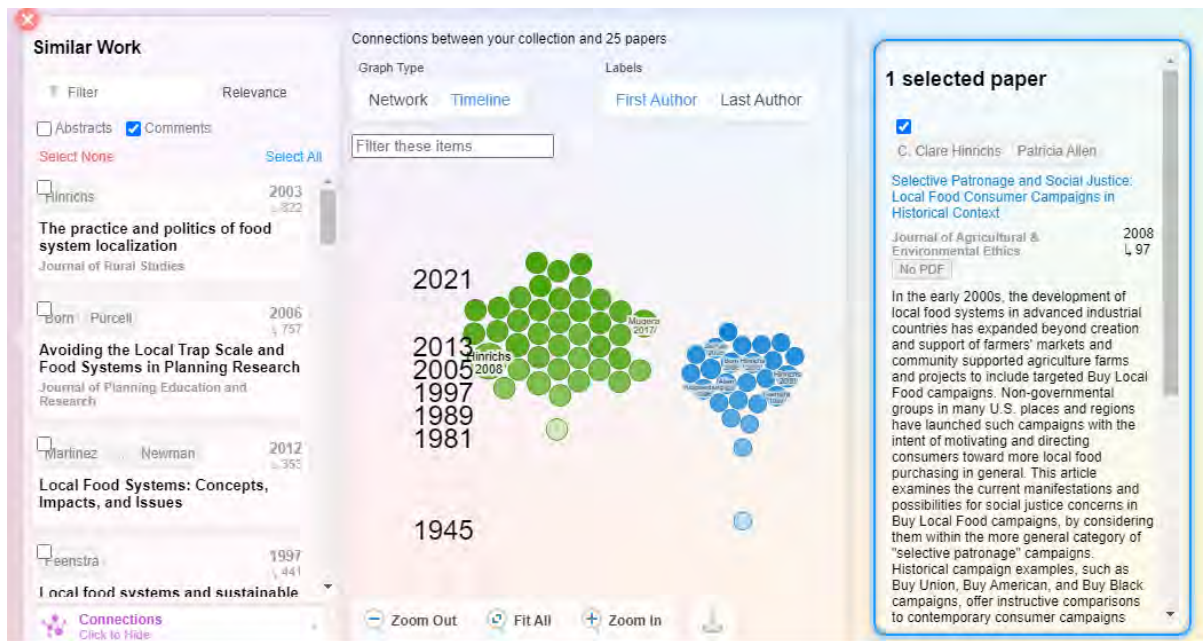
Based on literature obtained from the research rabbit website, there were 46 research papers that were published on the ‘buy local campaign’ concepts as indicated in figure 1. From those studies, about 106 authors have cited research from 46 research papers, however only 25 studies were from the collection of papers (on local campaigns) captured as indicated in:

Figure 1: connection on the number of papers on local campaigns in research rabbit



Source: Research Rabbit

The literature from research rabbit literature indicates that the literature on a 'buy local campaign' started in 1945. However, Hirtch (2022) dispute this by stating that the concept of 'buy local campaign' "started in 1936 as an organized Zionist "buy local" campaign, which in effect meant "buy Jewish", this campaign was in the Hebrew city as expressed in a 1945 letter to the municipality". Although research rabbit captured 1945, this could be symbolic to the fact that a first academic paper published on the buy local campaign was in 1945 as indicated below.



Therefore, it could be deduced that the #BuyLocal campaign has the ability to sustain businesses whilst creating a lot of opportunities for the businesses through positive messaging. In the South African context, travel, tourism, and hospitality are among the key sectors that keep South Africa's economic engine running. Together with the wholesale and retail trade, manufacturing sectors respectively. Construction could also be one of the areas during covid-19 period that offers opportunities in the tourism industry. The literature reveals that the product/service/event/experience offered in terms of the campaign is a demonstrably or proven unique innovative concept for the #BuyLocal Campaign. Apart from working in silos (social distancing), understanding the origin of the product, services and processes has an impact towards the customer's decision-making process. Such information could be informative for customers regarding the sustainable impact of their involvement in the value chain.

For example, one of the # buy local campaign in Durban alone reached almost 500,000 viewers during the month-long period of the campaign. The level of participation based on the web-based content confirms that in today's digital era, entrepreneurial travel, tourism, and hospitality businesses have widely employed automated modern information technology and communication systems to promote or market their businesses (Tajeddini, Martin & Ali, 2020). This concept can be broadened to promote local businesses and encourage our viewers to 'buy local' to further stimulate the economy and help our local businesses get back on their feet. The #Buylocal campaign could have an impact in the analytical thinking, leadership, business intelligence, digital marketing, emotional intelligence, data science, project management and communication skills of not only the customers but the businesses themselves. Figure 3 presents the summary of the effect of the buy local campaign. The tourism supply chain network is likely to flourish if there is quality service and innovative ways of conducting a business; this positive contribution leads to sustainable jobs and economic growth. Moreover, the 'by local campaign' is effective in promoting ethical fair trade, economic justice, and decent work. This is possible

through correlating marketing behaviour through messaging, supporting local economy through coordination and collaboration.

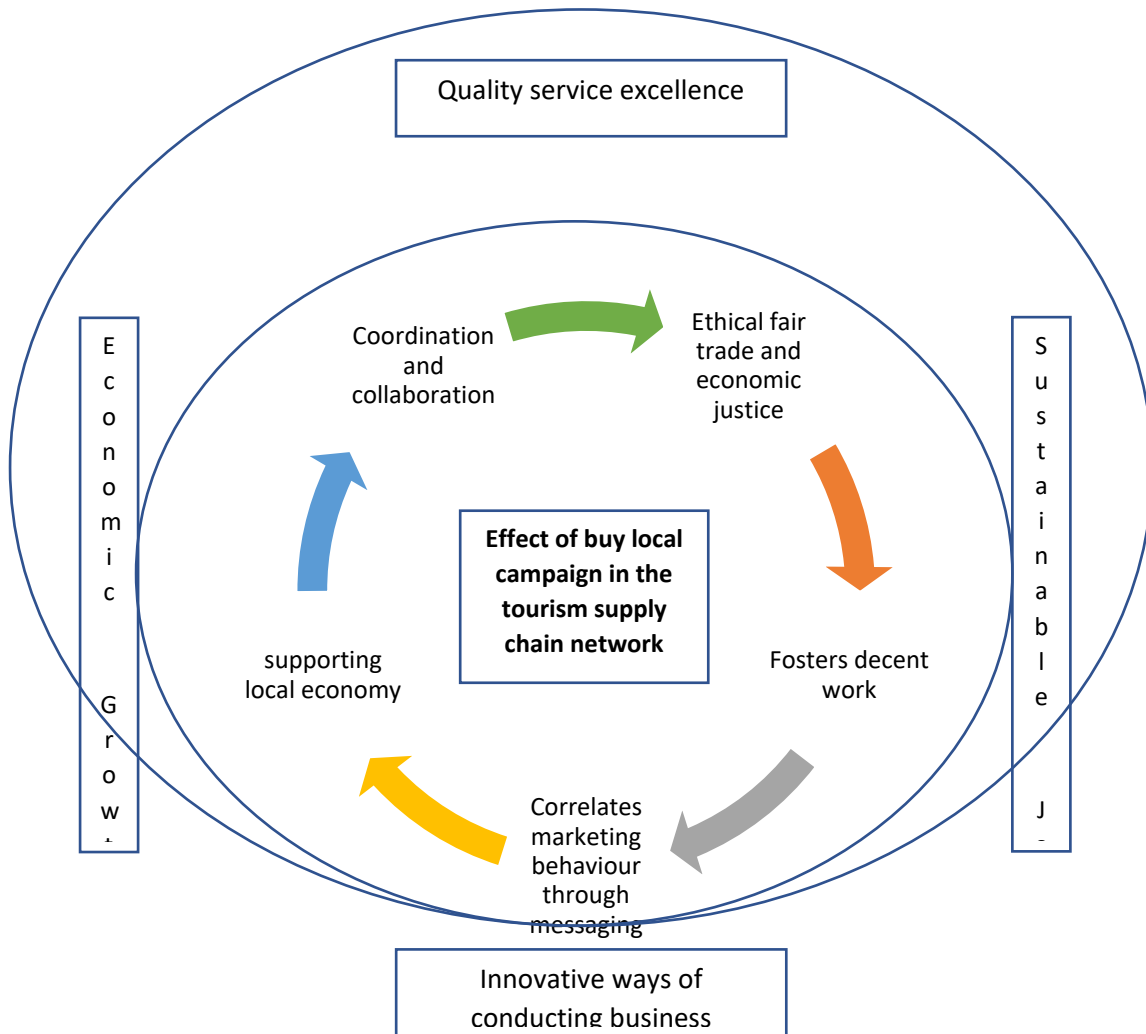


Figure 2: effects of a “buy local campaign in the tourism supply chain network”

Managerial implication and limitation of the study

Content analytic studies are sometimes considered as being devoid of a theoretical basis since the focus is on what is measurable rather than on what is theoretically significant or important (Bell: 2022). This study has fundamental managerial implications for travel, tourism, and hospitality companies in the tourism value chain. It does not present solutions on leveraging tourism's potential during the challenging times (of Covid-19), nor presents that the local campaign guarantees success on the tourism supply chain. There are benefits from a well-executed, inclusive 'buy local campaign' if the culture of the society is considered. Moreover, a successful 'buy local campaign' has elements such as ethical fair trade and economic justice, decent work, correlates marketing behaviour through messaging, supports local economy whilst encouraging coordination and collaboration. One of the limitations in this study is that there was limited time to extract more from the databases (due to the ethical implications when working with personnel handling destination marketing organisations).

Conclusion

A "buy local campaign" is vital during the pandemic with an intention to identify the "new ways of conducting business" within the tourism supply chain. The marketing academics and practitioners from travel, tourism, and hospitality agree that such campaigns tend to have effects on tourism supply chain during the challenging times. The local campaigns are critical for local economic growth contribution of local expenditure in the local economy and the re-enforcement of local brand identity. Moreover, such campaigns become the last line of defence in economies facing negative growth due macro environmental factors. From a practitioner's perspective, a well-executed 'buy local campaign' promotes ethical fair trade and economic justice, decent work, correlates marketing behaviour through messaging, supports local economy whilst encouraging coordination and collaboration.

From an academic perspective, the research offers the structure into the identification of common themes from literature and a considerable analysis of the research rabbit website. Although, the lack of a theoretical basis on the methodology in this research is acknowledged. The measurability of the content analysed for purposes of the study is appreciated.

Discourse about tourism economic recovery, particularly in the wake of Covid 19, Russia/Ukraine conflict and globally economy in distress, requires a consistent stimulation of the local economy. It must be noted be that working towards the goal of a bolstered local economy requires a major shift in thinking and awareness.

Future policy interventions must acknowledge the significance of local economies, especially in eras of pandemics, global recessions, and natural disasters. The buy local campaigns will draw significant benefits; from being patriots to promoting local pride whilst increasing local manufacturing and production in the tourism supply chain. Developing conscious policy and action towards promoting domestic tourism on buy local campaigns demands widespread skills, knowledge and understanding among owners, managers and employees in the travel, tourism, and hospitality sector. This may allow many local businesses to manage, produce and promote the services to locals more actively and in smarter and responsible ways. While international travel has been the dominant focus so far in terms of foreign exchange earnings and economic growth, the sector cannot continue to overlook the significance of buy local campaigns.

References:

- Amoamo, M., 2011. Tourism and hybridity: Re-visiting Bhabha's third space. *Annals of Tourism Research*, 38(4), pp.1254-1273.
- Bell, E., 2022. *Business research methods*. Oxford university press.
- Buhalis, D. and Deimezi, O., 2004. E-tourism developments in Greece: Information communication technologies adoption for the strategic management of the Greek tourism industry. *Tourism and hospitality research*, 5(2), pp.103-130.
- Darku, E.N.D. and Akpan, W., 2020. Selling culture: a buy local campaigns in the Ghanaian and South African textile and clothing industries. *Journal of Enterprising Communities: People and Places in the Global Economy*.
- Fountain, J., 2021. The future of food tourism in a post-COVID-19 world: insights from New Zealand. *Journal of Tourism Futures*.
- Gerth, K. (2003), *China Made: Consumer Culture and the Creation of the Nation*, Harvard Univ Asia Center, Vol. 224.
- Greenberg, M. and McDonald, S.S., 1989. Successful needs/benefits segmentation: A user's guide. *Journal of Consumer Marketing*.
- Haley, R.I., 1968. Benefit segmentation: A decision-oriented research tool. *Journal of marketing*, 32(3), pp.30-35.
- Hall, C.M., 2005. Rural wine and food tourism cluster and network development. *Rural tourism and sustainable business*, 26, pp.149-164.
- Hall, C.M., Prayag, G., Fieger, P. and Dyaso, D. (2020b), "Beyond panic buying: consumption displacement and COVID-19", *Journal of Service Management*, Vol. 32 No. 10, pp. 113-128.
- Harmer, D., and Rogerson, J.M., 2016. Youth tourism festivals in South Africa: The case of Plett rage. *African Journal of Hospitality, Tourism and Leisure*, 5(4), pp.1-14.
- Herring, S.C., 2009. Web content analysis: Expanding the paradigm. In *International handbook of Internet research* (pp. 233-249). Springer, Dordrecht.
- Hirsch, D., 2022. 5 Urban Food Venues as Contact Zones between Arabs and Jews during the British Mandate Period. In *Making Levantine Cuisine* (pp. 91-114). University of Texas Press.
- Hosseini, S.M., Paydar, M.M., Alizadeh, M. and Triki, C., 2021. Ecotourism supply chain during the COVID-19 pandemic: A real case study. *Applied Soft Computing*, 113, p.107919.
- Kim, I. and Kuljis, J., 2010. Applying content analysis to web-based content. *Journal of Computing and Information Technology*, 18(4), pp.369-375.
- Kilgallon, S. (2020), Covid-19 Has Sparked a 'Buy NZ Made' Resurgence - Will it Last?, Stuff, available at: <https://www.stuff.co.nz/business/industries/300002812/Covid19-has-sparked-a-buy-nz-made-resurgence--will-it-last>.
- le Roux, E., 2014. 'Unique perspectives on South Africa': imagining South Africa through the Homebru book marketing campaign, 2002-2012. *Critical Arts*, 28(5), pp.809-827.
- Malhotra, G. and Ramalingam, M., 2022. Does impact of campaign and consumer guilt help in exploring the role of national identity and purchase decisions of consumers?. *Journal of Retailing and Consumer Services*, 65, p.102839.
- Mashimbye, E. (2020). Make local your business. Available at: http://www.thedtic.gov.za/wp-content/uploads/ProudlySA_BUY_Made_In_SOUTH_AFRICA_Campaign.pdf Accessed 1 February 2022.
- Mazorodze, B.T., 2020. Youth unemployment and murder crimes in KwaZulu-Natal, South Africa. *Cogent economics & finance*, 8(1), p.1799480.
- Nelson, C. and Botterill, D., 2002. Evaluating the contribution of beach quality awards to the local tourism industry in Wales—the Green Coast Award. *Ocean & coastal management*, 45(2-3), pp.157-170.

- Osero, E. & Ochieng, G. (2019). MP launches 'buy Kenya build Kenya' campaign. Available at: <https://www.the-star.co.ke/counties/western/2019-05-06-mp-launches-buy-kenya-build-kenya-campaign/> Accessed: 9 March 2022.
- Pheeha, M. and Ralehoko, E.N., 2013. Unlocking the value of the Proudly South African Campaign: economics. *Agriprobe*, 10(2), pp.12-13.
- Pike, S., & Page, S. (2014). Destination Marketing Organizations and destination marketing: A narrative analysis of the literature. *Tourism Management*. 41:1-26.
- Ranasinghe, R., Damunupola, A., Wijesundara, S., Karunarathna, C., Nawarathna, D., Gamage, S., Ranaweera, A. and Idroos, A.A., 2020. Tourism after corona: Impacts of COVID 19 pandemic and way forward for tourism, hotel and mice industry in Sri Lanka. *Hotel and Mice Industry in Sri Lanka (April 22, 2020)*.
- Sambhanthan, A. and Good, A., 2016. Strategic advantage in web tourism promotion: an e-commerce strategy for developing countries. In *International Business: Concepts, Methodologies, Tools, and Applications* (pp. 597-618). IGI Global.
- Shapiro, J. 2020. Buy local to support the South African economy. Available at: <https://mg.co.za/opinion/2020-11-07-buy-local-to-support-the-south-african-economy/> Accessed: 15 April 2022.
- Siamagka, N.T. and Balabanis, G., 2015. Revisiting consumer ethnocentrism: review, reconceptualization, and empirical testing. *Journal of International Marketing*, 23(3), pp.66-86.
- Sifolo, P.P.S., 2022. 1 Sustainable Tourism Development: Time to Re-Focus and Adapt in Africa. *Sustainable Tourism Dialogues in Africa*, 7.
- Sincero, S. M. (Oct 16, 2012). Online Surveys. Retrieved Apr 11, 2022 from Explorable.com: <https://explorable.com/online-surveys>
- Tajeddini, K., Martin, E. and Ali, A., 2020. Enhancing hospitality business performance: The role of entrepreneurial orientation and networking ties in a dynamic environment. *International Journal of Hospitality Management*, 90, p.102605.
- Tay, A. 2021. Research Rabbit is out of beta- my review of this new literature mapping tool. Available at: <https://medium.com/a-academic-librarians-thoughts-on-open-access/researchrabbit-is-out-of-beta-my-review-of-this-new-literature-mapping-tool-3c593d061c63>, Accessed: 14 April 2022
- Trading Economics (2022). South Africa unemployment rate. Available at <https://tradingeconomics.com/south-africa/unemployment-rate> Accessed: 11 April 2022
- Vargas, A., 2020. Covid-19 crisis: A new model of tourism governance for a new time. *Worldwide Hospitality and Tourism Themes*.
- Zhang, J., 2013. 'Crossing Borders': Cultural Geo-politics of Rapprochement Tourism Between China and Taiwan (Doctoral dissertation, University of Durham 2013.).

Contributors: Mkhize, Sthandiwe Cedric from Sthandiwe Mkhize Advisory & Dr Sifolo Portia Pearl Siyanda, Tshwane University of Technology, South Africa: SifoloPS@tut.ac.za; ssifolo@yahoo.com

Corresponding Author: Mkhize, Sthandiwe Cedric. Email: mkhizes@thinkingpair.co.za

SUSTAINABLE COMMUNITY PARTICIPATION: A REALITY OR A FALLACY?

Stanley Ngwetjana and Portia Pearl Siyanda, Sifolo*

**Tshwane University of Technology, Management Sciences, Tourism Management
Department, Pretoria, South Africa**

Abstract

'Small and medium-sized businesses represent around 80% of the tourism sector and are particularly at risk as millions of people around the world, including [those from] vulnerable communities, depend on tourism' (UNWTO, 2020b). This study analysed the level of community participation in tourism in the Capricorn District of Limpopo. A positivist paradigm was adopted where quantitative data (descriptive statistics) was obtained through a structured questionnaire. Stratified random sampling, was adopted with a sample size of n=394. The results revealed that community participation is limited, because 62% of the respondents were not aware of the extent of tourism in the Capricorn District Municipality. Yet, community participation is driven by awareness, good management practices, and support from stakeholders, among other factors. Hence, a roadmap for the development and management of tourism in the Capricorn District Municipality area was developed for facilitating community participation in tourism development initiatives. The research limitation is that the research was conducted during lockdown, when many tourism businesses were experiencing great difficulties, with staff (especially part-time, seasonal workers) retrenched or placed on unpaid leave. In conclusion, tourism is a highly resilient sector that depends on the inclusion of several stakeholders and the ability of different countries, provinces, and destinations to respond to and recover from the crisis.

Keywords: Sustainable tourism, Responsible tourism, Community participation in Tourism, Community-based tourism

Introduction

Implementing sustainable tourism is advocated as a way to encourage the participation of community members in the tourism planning process (Matiku, Zuwarimwe & Tshipala, 2021:525). Chili and Ngxongo (2017:4) are of the opinion that obstacles to community participation in tourism range from a lack of awareness to the general bearing of tourism on the community. Sebele (2012:144) points out the lack of required skills needed in the tourism sector, which also hinders community involvement in tourism projects. "Operational, structural, and cultural limitations can make the process of community participation and integrated tourism uncoordinated, fragmented, and hampered" (Van Niekerk, 2014:82).

One of the main challenges confronting the tourism sector in South Africa is the poor participation of the local communities in the sector (NDT, 2014). Nembudani (2017) also refers to this by indicating that the communities in the Capricorn District do not understand that municipalities have limited resources and that community development is a partnership between the public and the private sectors. In the Capricorn District, a large proportion of previously disadvantaged communities are located in the rural areas, and it is for this reason that there is a need to investigate how the local communities are involved in the tourism sector. Dlamini (2013:47) supports this argument and asserts that increased local involvement and participation are essential for helping communities to become empowered. This study analyses the level of community participation in tourism in the Capricorn District of Limpopo, hence the question whether sustainable community participation is a fallacy or a reality.

Literature Review

Community Participation Definition

Community participation has to do with tourism development planning that affect persons of concern (local community, local government, and entrepreneurs). The persons are involved such that decisions are made as a collective. According to Arnstein (1995:216), this participation is regarded as a resource by which the local community can achieve meaningful social gains that can allow them to share benefits from tourism. Several authors have emphasised the importance of community participation. According to Novelli and Gebhardt (2007:449), participation of the community is frequently recognised as a significant component of the effectiveness in enhancing local contributions to the development of the nation. Increased participation of indigenous communities, people with less income, people in the cities and villages who are typically not engaged in politics is important to tourism (Giampiccoli & Saayman, 2018:4).

Community Participation in Tourism

For decades tourism researchers and government policymakers have been discussing the issue of involving the community as key role players to participate in the tourism sector (Grybovych & Hafermann, 2010:354). Recent studies have indicated that communities are unaware of tourism activities and the part they should play, participation and benefits deriving from the development of tourism, local behaviours to tourism frequently shift from good to bad (Choi & Murray, 2010:575). This could be due to the tourism industry's participation and benefits, which can encourage local communities to invest in tourism development (Lukhele & Mearns, 2013:199). Lähdesmäki and Suutari (2012:485) is of the view that when members of the local community's benefit from tourism and recognise the importance of tourism activities, they will possibly embrace the sector and how it influences them in their environment daily. Various authors' findings on different kinds of community participation will be discussed below.

Researchers have made several proposals regarding different forms of community participation, ranging from "manipulative participation to citizen power" (Arnstein, 1969:216). Arnstein (1969:216) proposed 8 different levels of citizen involvement, which he divided into three categories: "citizen tokenism, manipulative participation and citizen power" to be included in the future of tourism (Tosun, 1999:113). The other three categories of community participation relate to the one described above which are: self-mobilisation, passive participation, and manipulative participation (Marzuki & Hay, 2013:494). According to Tosun (2006:493), forcible community participation is defined as citizens' engagement in pre-set activities due to decisions made by powerholders, who also decide how citizens should behave in trying to promote the destination and to which financial advantages they are deemed. Residents, on the other hand, have no real authority or prospects to have their opinion heard (Tosun, 2006:493). In summary, those in positions of power decide whether residents' ideas will be taken or not taken, as well as the way they will influence the process of planning and development. This kind of involvement usually can be public hearings in the planning process of development after the most of concerns have been handled and decisions have been made (Rasoolimanesh, Ringle, Jaafar & Ramayah, 2017:155).

Tosun's model proposes 'spontaneous participation as the highest level of community participation, power of the citizen in Arnstein's typology, interactive participation', 'self-mobilisation' in Petty's research. It is worth noting that spontaneous participation refers to the power and ability of the community to decide and control the process of development (Tosun, 2006:393). Trust can be developed among social capital, residents, and ownership through spontaneous participation (Rasoolimanesh et al., 2014:156). numerous researchers have found that destination communities such as rural destinations in developing countries they might be interested in lower community participation level and participation in the economy (Li, 2003:

132; Tosun, 2000:613), not being interested in decision-making participation or controlling the development of tourism in a community. Sithole, Giampiccoli and Jugmohan (2020:223) add that spontaneous participation is a framework that is adjustable and alterable to the situation of different kinds aiming at the global connection in tourism. A resident of the tourist attractions that are less developed, shows a preference for participation in the economy and the advantage of sharing over participation in decision-making procedures (Saner, Yiu & Filadoro, 2019). Such research results, we believe, are the consequence of the economic gains of tourism to rural areas. Tourism in rural areas has been a key development instrument looking at history. Thus, a rural destination in rural communities strives towards becoming engaged in tourism activities, just to obtain a substantial share of the socio-economic advantages in terms of direct income, jobs, construction, and ownership control (Saarinen, 2014). Local community involvement has advantages because the local community is better placed to provide tourists with a variety of accommodation, location knowledge, transportation, as well as other tourism auxiliary services (Godfrey & Clarke, 2000:232). Therefore, the improvement of living conditions in the community plays a role in tourism (Godfrey, 1998:213). Studies on tourism in a mountain region found out that participation of the local community performed an essential part in the growth of expertise and natural preservation of the destination's surroundings and heritage assets.

Community Participation in Tourism Development

According to (Arnstein, 2019:26), community participation can be compared to an eight-tiered ladder, with citizen control at the top manipulation, partnership, delegated authority, consultation, placation, informing and therapy. Several other researchers have investigated multiple types of community participation, from manipulation to citizen power. According to Novelli and Gebhardt (2007:443), the inclusion of stakeholders in tourism development can be supported by a range of very different objectives and prospects. Tchamy, Ateba, Koubikat and Tchamy (2020:7) adds that participation in undeveloped countries may be low; however, this may change as more people become aware of the critical role that communities play in tourism development. (Giampiccoli & Mtapuri, 2015:39) suggest that community-based tourism development occurs within particular involvement boundaries that improve or impair community involvement." As a result, only the elevated concentrations of participation, which include and delegated authority, self-mobilisation, citizen control, empowerment and transformation can be connected to community-based tourism (Giampiccoli & Mtapuri, 2015:27).

Participation and Community-based Tourism Approach

The CBT model is well vested in socially inclusive and environmentally sustainable development approaches and the participation of communities (Burgos & Mertens, 2017:546). One of the characteristics that define CBT can be understood as the participation of the community members to manage the development tourism. This means that CBT is a kind of activity of tourism that is based on 3 critical characteristics, which consists of (a) community participation; (b) fair access of the economic and (c) political empowerment to allow the citizens to make decisions (Djou, Baiquni, Widodo & Fandeli, 2017:302). As participation is viewed as crucial, also interpreted in different ways. CBT can be understood as a sector that encourages ownership, investment, and growth of the resources of tourism in the communities. Other authors like Briones, Yusay and Valdez (2017:55) contend that the communities are at the focal point of CBT and in the center of employment creation. It has to be known that on any projects of tourism, the community members have to be informed in order to agree (Briones, Yusay & Valdez, 2017:56). When developing tourism, communities in the local area play a significant part as in tourist destinations they are regarded as the main stakeholders. The communities in the local area will only accept the contributions of tourism once growth is managed properly and sustainably (Hulu, Baiquni, Fandeli & Wirasanti, 2019:225). Furthermore, different ways of describing CBT include (Amerta, 2017a:97): The form of tourism governance that enables local people to have

authority over and participate actively in tourism administration and development; and the form of tourism administration that may benefit individuals that are not engaged directly in the sector of tourism. This form of tourism necessitates democratic, structured empowerment as well as equitable benefit sharing to underserved communities at destinations. In CBT planning, three basic principles are highlighted: decision-making in community participation, assurance that from tourism activities communities will gain and educating local communities about the impact of tourism (Amerta, 2017:102). According to Beeh (2017:51) CBT, tourism allows people in the local area to manage and participate in the development of tourism management. Therefore, the community must be consulted on all aspects and be provided with the chance to take part in the process of making the decision (Giampiccoli & Saayman, 2018:7). On the other hand, maintaining that the community must be consulted in all aspects is self-contradictory and represents what CBT is not, since communities are viewed as key players who must be in charge from the beginning by establishing and operating CBT. It might not be feasible to seek advice about CBT with someone who already owns and manages it. Again, it is worth mentioning that CBT allows communities to take charge and successfully be involved in managing tourism development appears to be a key principle. According to Amerta (2017), the fundamental principle of CBT is engaging community members in decision-making processes. Scholtz and Slabbert (2018:744) concur that because community people are engaged in CBT, decision-making ought to be entirely in their hands.

Global Experience in Community Participation

At present, many governments around the globe, including the United Nations agencies and nongovernmental organisation (NGOs), regard community participation as being crucial for programme planning and as a means of eradicating poverty (World Bank,1996). Participation in community resulted in the creation of development projects in the 1960s and 1970s as a means of achieving sustainability and fairness, especially for the less privileged. In 1978 at conferences, it played a significant part in health policy encouraged by World Health Organisation's (WHO) (WHO/UNICEF, 1978).

The World Bank indicates that community participation is important for the following reasons:

- People within the community are well experienced regarding the issues affecting the community; they know what will work for them and what will not, and why.
- Involving people within the community in planning projects makes them feel part of a whole and their devotion towards the growth of the project.
- Allowing local people to do planning might assist them to establish managerial and technical skills and will improve their opportunities prospect of employment.
- The participation of local people encourages 'social learning' for those who plan and those will benefit.

It should be noted, however, in tourism that there are barriers in community participation.

Obstacles to Community Participation

According to Muganda, Sirima, and Ezra (2013:53), when glancing at community participation, various obstacles are indicted which hinder proper tourism industry community participation. Among these obstacles includes the communities' lack of enthusiasm for the industry, poor coordination among the role players, and a dearth of distribution information in the community residents (Ramukumba, 2018:35). Nandi (2013:160) conducted a study on the community of Jaldapara and discovered that as a result of the collapse of collective ownership, insufficient job generation, and reliance on external funding community participation was challenging for locals. According to Towner (2016), some of the barriers to taking part in local areas identified in research conducted on the Mentawai Islands included extreme ownership of resources by foreigners in the community and government support such deficiency. In this context, it was felt that training and awareness were essential for increasing participation. According to Kala and Bagri (2018:318), a range of stakeholders are included in tourism participation, who may have conflicting interests. Furthermore, engaging all stakeholders can be difficult, and there are prospective losers and winners in the process of participation. According to Tosun (2004:504), a challenging task in participation is that the perspectives of the community are considered when the development has been implemented. There should be a setup of participation in a way that ethnic minorities and women as marginalised groups are described in order for them to stand to gain from resources of tourism and to have a positive impact on development narratives (Wang, Jiang, Xu & Guo, 2021:2454).

Therefore, is important to recognise that the privilege to take part in community decision-making is not the same as the privilege to participate capacity (Lin & Simmons, 2017:315). Furthermore, Tosun (2009: 493), as quoted by Zapata and Hall (2012:61), recommends a reconsideration of the form of community participation preferred tourism destinations interest groups and also behaviours to prospective development of tourism. Aref and Redzuan (2010:88), noted that cultural, operational, and structural hindrances to local community participation are what dishearten members of the community from actually engaging. Every community has its obstacles, with an absence of community participation recognised as a critical reason for non-tourism development (Eshliki & Kaboudi, 2012:334). When numerous parties are involved in boosting the goals of CBT, meaningful engagement in the growth of CBT can be realised (Hlengwa & Maruta, 2020).

The Importance of Sustainable Tourism in a Community

According to Van Niekerk (2014:214), tourism's sustainable goal is to boost the advantages of tourism while decreasing destinations adverse effects. This can be achieved by safeguarding natural ecosystems, wildlife, and natural resources when establishing and maintaining tourism activities. Participation and empowerment of stakeholder are crucial features for aiding communities and improving communities' capacity to handle tourist facilities within the local area (Park & Kim, 2016:320). Sustainable tourism study appears to be frequently generalized from other circumstances to be applied to local communities, which its needs, abilities are different. To comprehend the options for sustainable tourism development within destination capitals, the destination capitals that are open to small investors are required to be fully examined in local societies (Drammeh, 2015:2). According to Fairer-Wessels (2017:9), the model for sustainable tourism upliftment of community-based tourism is centred on emphasizing the destination capitals in communities readily accessible. Drammeh (2015:11) suggested a framework of sustainable tourism development based on Shapley's (2010) framework that is more liberating for LDCs, recognized as the "destination 3 capitals framework for tourism sustainable development."

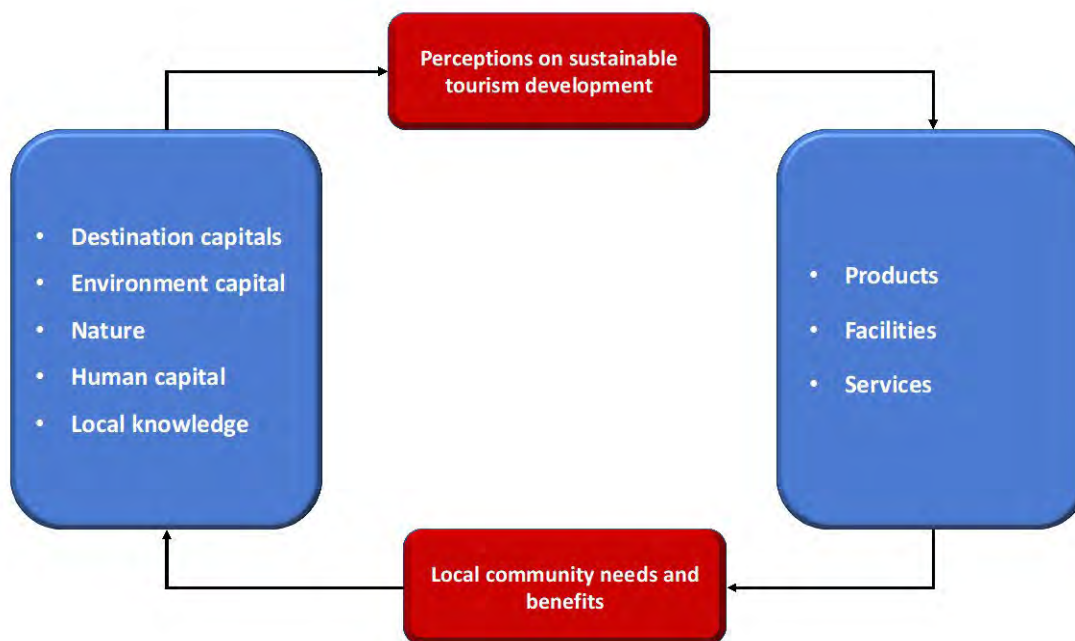


Figure 1: The destination 3 capitals framework for sustainable tourism
Source: Drammeh (2015:11)

According to the Limpopo Department of Economic Development, Environment, and Tourism (LEDET), in Limpopo community-based tourism is one of the methods to enhance the local societies' livelihood. Community-based tourism was established to enhance development in rural areas of Limpopo by ensuring the community members become influencers of their development. The concept of community-based tourism in the following section is thoroughly discussed.

Research Methodology

The study was focused on the positivist research paradigm, which entails the collecting of scientific data that is exact and based on measurement, as well as statistical analysis with the goal that findings are generalisable (Park & Kim, 2016:690). In this case, it was undertaken to analyse the sustainable community participation in tourism in the Capricorn District. The study was quantitative, as detailed, and structured research planning was required to produce detailed and generalisable findings that will improve the knowledge of such participation and involvement in the Capricorn District of Limpopo. Therefore, a quantitative research approach was used to determine the level of participation of communities in the tourism sector. This study analysed community participation in tourism by making use of a survey. The elements of the questionnaire were influenced by a wide spectrum of respondents that included community members, and tribal and local government leaders in the Capricorn District. The population (N) of the Capricorn District is estimated at around 1.3 million (COGTA, 2020). Therefore, through stratified random sampling, a sample size of n=394 was sufficient for this study (Singh & Masuku, 2014:4). Each respondent was given their own copy of the survey instrument (questionnaire) to complete. Once the questionnaires had been completed, they were collected and analysed to reach at the findings, conclusions, and recommendations. The data were first corded and then captured in Excel prior to being exported to Statistical Packages for Social Sciences (SPSS), Version 24, for final analysis. The sample was drawn from communities in four local municipalities in the Capricorn District for this study. The researcher used stratified random sampling to recruit the appropriate number of potential respondents (Strydom, 2011a:230).

Results

A total of 550 questionnaires were distributed to the respondents that were targeted in this study. A total of 394 questionnaires were completed in full and were returned for final analysis to determine the extent of participation of the community in tourism in the Capricorn District of the Limpopo Province.

Distribution of respondents according to age

Most of the respondents who took part in this study were between the ages of 66 and 54; they contributed 31.7% to the total number of people who participated in this study. The 25 to 35 years group contributed 26.1%, while respondents between the ages of 16 and 24 years and those aged 55 to 74 years contributed 20.6% and 19.3%, respectively. Participants aged 75 years and above were the smallest cohort at 2.3%. This shows that about 46.7% of the respondents were youths. Table 1 shows the distribution of responders according to their age.

Table 1: Distribution of respondents according to age

Age range	Frequency	Percentage	Valid percentage	Cumulative percentage
16-24 years	81	20.6	20.6	20.6
25-35 years	103	26.1	26.1	46.7
36-54 years	125	31.7	31.7	78.4
55-74 years	76	19.3	19.3	97.7
75 + years	9	2.3	2.3	100.0
Total	394	100.0	100.0	

According to (Coyne, 2016:227), young people are often hesitant to be involved and to participate in developmental issues in a country. However, in this study, out of 394 respondents, 103 (46.7%) youths participated. The participation of young people provides a good dimension that can help authorities in tourism to understand and incorporate issues and concerns of the youths in tourism development.

Distribution of Respondents According to Tourism Employment

The distribution of respondents according to how their jobs are related to the tourism sector is illustrated in Table 2. The results shows that most of jobs occupied by the respondents do not relate to tourism at all. Those whose jobs were somewhat and to a large extent related to tourism contributed 27.4% and 15.5% proportion to the total number of respondents.

Table 2: Distribution of respondents according to tourism employment

	Frequency	Percentage	Valid percentage	Cumulative percentage
Yes, to a large extent	60	15.2	15.5	25.3
Yes, somewhat	106	26.9	27.4	52.7
Not at all	183	46.4	47.3	100.0
Total	387	98.2	100.0	
System	7	1.8		
Total	394	100.0		

Following recent policies such as the New Growth Path and National Development Plan (NDP), LEDET has identified promotion and support for enterprise development as the most hopeful route towards job creation and poverty relief (NDP, 2012). This aligns with the Capricorn District's sustainable goals for 2040, which consider a diversified economy. One of the strategies is to develop the next generation of workers through research into the various sectors of the economy and skill requirements, such as the education sector, the business world, and the value chain of the infrastructure programmes. The results revealed that there are inadequate job opportunities for communities to work in the tourism sector.

Determination of the relationship between community participation and demographic variables
The association between community participation and demographic variables that was analysed using a Chi-squared test is shown in Table 3. It can be recognised that the associations between community participation and home language and community participation and marital status were significant ($p < 0.01$). The association between community participation and home language showed a positive and significant correlation with a coefficient of 0.447, while the association linkages between community participation and marital status showed a positive and significant correlation with a coefficient of 0.392. The results of this study revealed a significant association of demographic variables such as marital status, home language, gender, and employment status and tourism awareness.

The association between community participation and age was significant ($p < 0.05$) and showed a positive and significant correlation with a coefficient of 0.22. The associations between community participation and employment status, community participation and years in district were significant ($p < 0.05$) and showed positive and significant correlations with modest coefficients of 0.27, 0.228 and 0.215 respectively. This means that community participation is significantly dependent on age, home language, employment status, district, and years in district. This is corroborated by Mohammed's (2009) study on developing tourism awareness among school pupils in Jordan. In the current study, there was no evidence statistically to suggest that community participation other demographic variables are associated shown in Table 3.

Table 3: The relationship between community participation and demographic factors

Variables	Significance of association		Association coefficient	
	Likelihood ratio	Sign.	Cramer's V	Sign.
Participation * Age	20.493	*	0.22	NS
Participation * Gender	4.387	NS	0.096	NS
Participation * Language	83.684	**	0.447	**
Participation * Education	34.759	NS	0.167	NS
Participation * Employment status	29.306	*	0.27	*
Participation * Income	11.892	NS	0.101	NS
Participation * Marital status	57.097	**	0.392	**
Participation * District	20.437	*	0.228	*
Participation * Years in district	17.548	*	0.215	*

Conclusion

The concept of community participation in tourism has become a worldwide phenomenon in recent decades and it is recognised as one of the tourism industry's quickest growing sectors. This study has consequently proved to be an important contribution to the tourism sector, as data was gathered by using appropriate research methods to obtain useful information. The main goal of the study was to assess whether community participation in tourism in the Capricorn District of Limpopo is a fallacy or a reality. A community participation model based on real findings is presented in Figure 2 below.

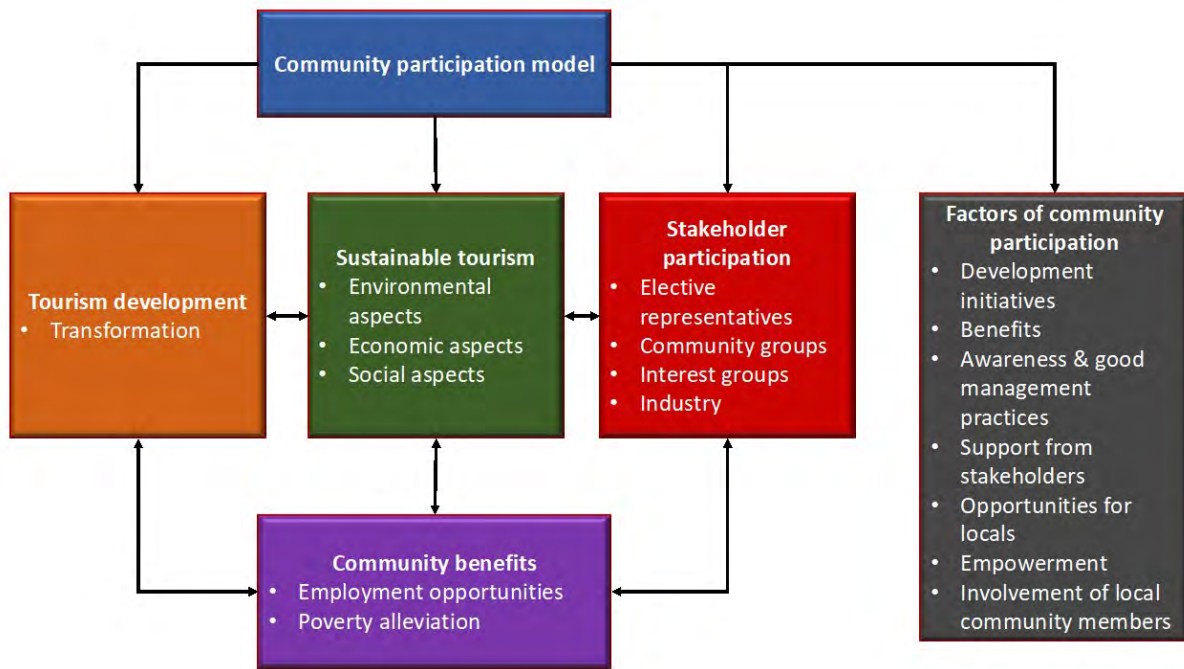


Figure 2.2: Community Participation Concept

Managerial and Practical Implication

Regardless of current disturbances, tourism has grown and continues to grow throughout South Africa. Prior to and after COVID-19, tourism is thought to be one of the largest economic sectors, contributing significantly to the national economy and job creation. However, far too often, the impact of tourism is enjoyed by a select few rather than by all South Africans. This is the reality of the communities in the Capricon District Municipality. Furthermore, as a result tourism nature break up, investment in tourism for community participation remains limited. Tourism has the potential and responsibility to have a positive and long-term impact on communities. The tourism development aspects were covered in the literature study. In the African context, tourism must benefit the communities, government, or economy on a large scale through employment opportunities. Tourism development in the country, is part of the transformational agenda, therefore, sustainable tourism development is important in a manner that it contributes to the environmental, socio-economic aspects. It must be transformative in the sense that local societies should be empowered. Therefore, guaranteeing participation of the destination societies, stakeholders from elected representatives, community groups, interest groups and tourism industry must be involved.

References:

Amerta, I.M.S. 2017a. Community based tourism development. *International Journal of Social Sciences and Humanities*, 1(3):97-107.

Amerta, I.M.S. 2017b. The role of tourism stakeholders at Jasri tourism village development, Karangasem regency. *International Journal of Social Sciences and Humanities (IJSSH)*, 1(2):20-28.

Amerta, I.M.S., Sara, I.M. & Bagiada, K. 2018. Sustainable tourism development. *International Research Journal of Management, IT and Social Sciences*, 5(2):248-254.

Aref, F. & Redzuan, M.R. 2010. Community leaders' perceptions towards socio-cultural impacts of tourism on local communities. *Journal of Human Ecology*, 29(2):87-91.

- Arnstein, S. 1969. Community Participation Methods in Design and Planning. *AIP Journal*, 1969:216-224.
- Arnstein, S.R. 2019. A ladder of citizen participation. *Journal of the American Planning Association*, 85(1):24-34.
- Beeh, Y.Y. 2017. The role of community in the development of Wae Rebo as a community-based tourism destination in East Nusa Tenggara. *Journal of Business on Hospitality and Tourism*, 3(1):5579.
- Briones, Z.B.H., Yusay, R.M.S. & Valdez, S. 2017. Enhancing Community Based Tourism Programs of Gawad Kalinga Enchanted Farm Towards Sustainable Tourism Development. *Journal of Economic Development, Management, IT, Finance & Marketing*, 9(1).
- Burgos, A. & Mertens, F. 2017. Participatory management of community-based tourism: A network perspective. *Community Development*, 48(4):546-565.
- Capricorn District Municipality. 2016a. Integrated Development Plan (IDP) [Online]. Available from: <https://cdm.org.za/municipal-documents/id-and-sdbip?start=30> [Accessed: 20 February 2020].
- Capricorn District Municipality. 2016b. LED & Tourism [Online]. Available from: <https://cdm.org.za/led-tourism/tourism> [Accessed: 20 February 2020].
- Chili, N.S. & Ngxongo, N.A. 2017. Challenges to active community involvement in tourism development at Didima Resort – a case study of Umhlwazini community in Bergville. *African Journal of Hospitality, Tourism and Leisure*, 6(2):1-15.
- Choi, H.C. & Murray, I. 2010. Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4):575-594.
- Cogta. Municipality, C.D. 2020. Capricorn District Development Model: Profile document [Online]. Available from: <https://www.cogta.gov.za/ddm/index.php/2020/07/06/limpopo-profiles/> [Accessed: 30 March 2020].
- Coyne, I. 2016. Research with children and young people: The issue of parental (proxy) consent. *Children & Society*, 24(3):227-237.
- Development, W.B.E.S. 1996. The World Bank Participation Sourcebook. World Bank Publications. Djou, J.A.G., Baiquni, M., Widodo, T. & Fandeli, C. 2017. The Diversity of Ecotourism Potentials in Kelimutu National Park of Ende Regency. *Journal of Business on Hospitality and Tourism*, 2(1):302321.
- Dlamini, X.H. 2013. An analysis of community support for tourism in Swaziland: The case of Ezulwini Valley. MTech: Tourism & Hospitality Management, Pretoria, Tshwane University of Technology. DRAMMEH, F.Y. 2015. Model for sustainable tourism development for Least Developed Countries (LDCs). *African Journal of Hospitality, Tourism and Leisure*, 4(2):1-20.
- Eshliki, S.A. & Kaboudi, M. 2012. Community perception of tourism impacts and their participation in tourism planning: a case study of Ramsar, Iran. *Procedia-Social and Behavioral Sciences*, 36:333341.
- Ezeuduji, I.O., Mdiniso, J.M. & Nzama, A.T. 2017. Assessing Nature Conservation and Tourism Development Effectiveness towards Local Economic Development in South Africa: Nuanced by the Perceptions of Local Communities? *Acta Universitatis Danubius. Economical*, 13(6). Fairer-Wessels, F.A. 2017. Determining the impact of information on rural livelihoods and sustainable tourism development near protected areas in Kwa-Zulu Natal, South Africa. *Journal of Sustainable Tourism*, 25(1):10-25.
- Giampiccoli, A. & Mtapuri, O. 2015. Between theory and practice: A conceptualisation of community-based tourism and community participation. *Loyola Journal of Social Sciences*, 1(XXIX):27-52.
- Giampiccoli, A. & Saayman, M. 2018. Community-based tourism development model and community participation. *African Journal of Hospitality, Tourism and Leisure*, 7(4):1-27.

- Grybovych, O. & Hafermann, D. 2010. Sustainable practices of community tourism planning: Lessons from a remote community. *Community Development*, 41(3):354-369.
- Hlengwa, D.C. & Maruta, A.T. 2020. A framework for facilitation of community participation in and beneficiation from CBT around the Save Valley Conservancy. *African Journal of Hospitality, Tourism and Leisure*, 9(2):1-11.
- Hulu, M., Baiquni, M., Fandeli, C. & Wirasanti, N. 2019. Community Participation on Tourism Development in Parangtritis Tourism Area, Bantul Regency. *E-Journal of Tourism*, 6(2):225.
- Jaafar, M., Rasoolimanesh, S.M. & Ismail, S. 2017. Perceived sociocultural impacts of tourism and community participation: A case study of Langkawi Island. *Tourism and Hospitality Research*, 17(2):123-134.
- Kala, D. & Bagri, S. 2018. Barriers to local community participation in tourism development: Evidence from mountainous state Uttarakhand, India. *Tourism: An International Interdisciplinary Journal*, 66(3):318-333.
- Lähdesmäki, M. & Suutari, T. 2012. Keeping at arm's length or searching for social proximity? Corporate social responsibility as a reciprocal process between small businesses and the local community. *Journal of Business Ethics*, 108(4):481-493.
- Lin, D. & Simmons, D. 2017. Structured inter-network collaboration: Public participation in tourism planning in Southern China. *Tourism Management*, 63:315-328.
- Lukhele, S.E. & Mearns, K.F. 2013. The operational challenges of community-based tourism ventures in Swaziland. *African Journal for Physical Health Education, Recreation and Dance*, 19(sup3):199-216.
- Marzuki, A. & Hay, I. 2013. Towards a public participation framework in tourism planning. *Tourism Planning & Development*, 10(4):494-512.
- Matiku, S.M., Zuwarimwe, J. & Tshipala, N. 2021. Sustainable tourism planning and management for sustainable livelihoods. *Development Southern Africa*, 38(4):524-538.
- Moscardo, G. & Murphy, L. 2014. There is no such thing as sustainable tourism: Reconceptualizing tourism as a tool for sustainability. *Sustainability*, 6(5):2538-2561.
- Muganda, M., Sirima, A. & Ezra, P.M. 2013. The role of local communities in tourism development: Grassroots perspectives from Tanzania. *Journal of Human Ecology*, 41(1):53-66.
- Nandi, D. 2013. Challenges & prospects for community participation in community-based tourism (CBT) in Jaldapara National Park, Jalpaiguri. (WB). *Trends and Challenges in Global Business Management*: 156-161.
- Nembudani, R.S. 2017. The role of integrated development plan in Community Development: The case of Capricorn District Municipality, Limpopo. PhD: Public Administration, University of Venda.
- Novelli, M. & Gebhardt, K. 2007. Community based tourism in Namibia: 'Reality show' or 'window dressing'? *Current Issues in Tourism*, 10(5):443-479.
- Park, E. & Kim, S. 2016. The potential of Cittaslow for sustainable tourism development: enhancing local community's empowerment. *Tourism Planning & Development*, 13(3):351-369.
- RAMUKUMBA, T. 2018. Limits to Community Participation in Tourism: A Case Study of Amathole District Municipality, Eastern Cape Province, South Africa. *Euro Economica*, 37(2):35-46.
- Rasoolimanesh, S.M., Ringle, C.M., Jaafar, M. & Ramayah, T. 2017. Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development. *Tourism Management*, 60:147-158.
- Saarinen, J. 2014. Critical sustainability: Setting the limits to growth and responsibility in tourism. *Sustainability*, 6(1):1-17.

- South Africa. National Development Plan 2030 [Online]. Available from: <https://www.gov.za/issues/national-development-plan-2030> [Accessed: 20 February 2021].
- Strydom, H., Fouche, C., Delport, C. & De Vos, A. 2011. Research at grass roots for the social sciences and human service professions. 4th ed. Pretoria: Van Schaik.
- Tchamy, J., Ateba, J., Koubikat, B.C.M. & Tchamy, I.T. 2020. E-tourism in developing and underdeveloped countries: Case of Cameroon. *Frontiers in Management and Business*, 1(1):7-15.
- TOSUN, C. 1999. Towards a typology of community participation in the tourism development process. *Anatolia*, 10(2):113-134.
- Tosun, C. 2006. Expected nature of community participation in tourism development. *Tourism Management*, 27(3):493-504.
- Towner, N. 2016. Community participation and emerging surfing tourism destinations: A case study of the Mentawai Islands. *Journal of Sport & Tourism*, 20(1):1-19.
- Van Niekerk, M. 2014. Advocating community participation and integrated tourism development planning in local destinations: *The case of South Africa*. *Journal of Destination Marketing & Management*, 3(2):82-84.
- Wang, M., Jiang, J., Xu, S. & Guo, Y. 2021. Community participation and residents' support for tourism development in ancient villages: The mediating role of perceptions of conflicts in the tourism community. *Sustainability*, 13(5):2455.
- Xu, H., Jiang, F., Wall, G. & Wang, Y. 2019. The evolving path of community participation in tourism in China. *Journal of Sustainable Tourism*, 27(8):1239-1258.

Contributors: Dr Stanley Ngwetjana and Dr Portia Pearl Siyanda, Sifolo, Tshwane University of Technology, Management Sciences, Tourism Management Department, Pretoria, South Africa

Corresponding Author: Dr Stanley Ngwetjana. Email: stanleyngwetjana@gmail.com

THE FUTURE OF ENTOMOTOURISM: THE SUSTAINABLE BUGS APPETITE

Phuah Kit Teng* Siti Intan Nurdiana Wong Abdullah
and Bernard Lim Jit Heng*****

**Tunku Abdul Rahman University of Management and Technology, Malaysia* INTI
International University, Malaysia** INTI International College Subang, Malaysia*****

Abstract

Food tourism gained its popularity due to people preference on travelling to a certain location for attending food festivals or sampling various delicacies. Such phenomenon promoted entomotourism especially on food and eco-tourism sector that emphasize the traditional values such as cultural and traditional respect, authenticity, and sustainability. The study aims to investigate the motivational factors which affect the domestic tourists in experiencing entomotourism particularly in searching for insect-based product during their travel. However, there is still a paucity of empirical research on edible insects, aimed towards domestic tourists, thus giving this study academic significance by closing knowledge gaps in the specific area of edible insect consumption acceptance and motivation among tourists to promote entomotourism as a form of unique gastronomy experience. Quantitative analysis was implemented to achieve the research objectives where a sample size of 240 respondents was collected in Klang Valley, Malaysia. Structural Equation Method was then used to validate each construct to find the factors that contribute to the tourist's behaviour. The study provides a summary of core motivators characterizing the acceptance and consumer intention to search for insect-based food during their travel. This paper has the potential to generate societal benefits (food security), environmental (sustainable production methods and reduce in meat consumption) and health (nutritious). Furthermore, the result will help the agri-entrepreneur in producing, developing, and marketing edible insects-based products as a potential tourist attraction and a new marketing platform for food tourism in Malaysia.

Keywords: Consumer Behavior, Edible Insects, Entomotourism, Entomophagy, Food Tourism

1. Introduction

Food tourism is vital to the expansion of tourism industry due to increase of market segment of tourists who regard food intake as a delightful travel experience. Food tourism has potential to revive the tourism industry especially for travel destination in Southeast Asia like Malaysia. Since the outbreak of Covid-19 pandemic, domestic tourism performance in Malaysia for 2020 decreased dramatically in terms of visitor arrivals and total expenditure, with -44.9 percent and -60.8 percent, respectively (Department of Statistics Malaysia, 2021).

According to Hall & Sharples (2003), food tourism can be defined as a visit to a restaurant or the consumption of food in a way that differs from normal daily diet and usually away from home. Food tourism cannot be distinguished from other forms of tourism since gastronomy is part of a journey despite not the primary purpose. As a result, it is vital to distinguish tourists in terms of food tourism such as those who regard food intake as an inescapable part of the travel experience, and those who plan their trips based on food in order to achieve the desired gourmet experience.

Food tourism has never been well-known in Malaysia, but it is slowly gaining popularity because of new technology, greater access and increased awareness. Malaysia's related businesses have taken many steps to support the expansion of culinary tourism, with the goal of making Malaysia an international destination for foodies. The Malaysian government has been committed to promote ecotourism since 1996, when the National Ecotourism Plan was first introduced (Salman

et. al., 2021). Ecotourism was highlighted in the Eighth Malaysia Plan, with the government launching 20 ecotourism initiatives totalling RM 14.2 million across the country (Salman et al., 2021). The country's ecotourism development is being bolstered by the implementation of the National Ecotourism Plan (2016–2025). Photography, observation, entomophagy and other insect-related recreational activities were included in the ecotourism subsector (Lemelin, 2013). The practise of consuming edible insects as a substitute for other foods is known as entomophagy (Anankware et al., 2015) and edible insects are crucial for regional food tourism's long-term development (Wang, 2016).

Previous entomophagy research mostly concentrated on the benefits and risks associated with eating insects as food in Western countries (Rumpold, & Schlüter, 2015). In fact, it was discovered that diminishing the appearance of insects and incorporating them into existing food products can enhance western consumers' perceptions of insects as acceptable foods (Mishyna et al., 2019). Furthermore, studies in the field of consumer behaviour pertaining to the consumption of insect-based products focus primarily on consumers' receptiveness (Myers & Pettigrew, 2018) and readiness (Verbeke, 2015) to consume insect-based products; instead of individuals' consumption acceptance experience and the factors influencing the formation of these intentions. Some research examined the impact of insect addition on the processing behaviour of products or the end product characteristics and palatability (Meshulam-Pascoviche et al., 2022). While most literature acknowledges that entomophagy is prevalent throughout Asia, individual countries have not been studied in depth. In fact, little is known regarding tourists' current consumption intentions when it comes to edible insects since most research on food consumption in Malaysia focused on organic food (Pang et al., 2021), green food (Putten and Nair, 2019), and genetically modified food (Mahdi and Zin, 2018).

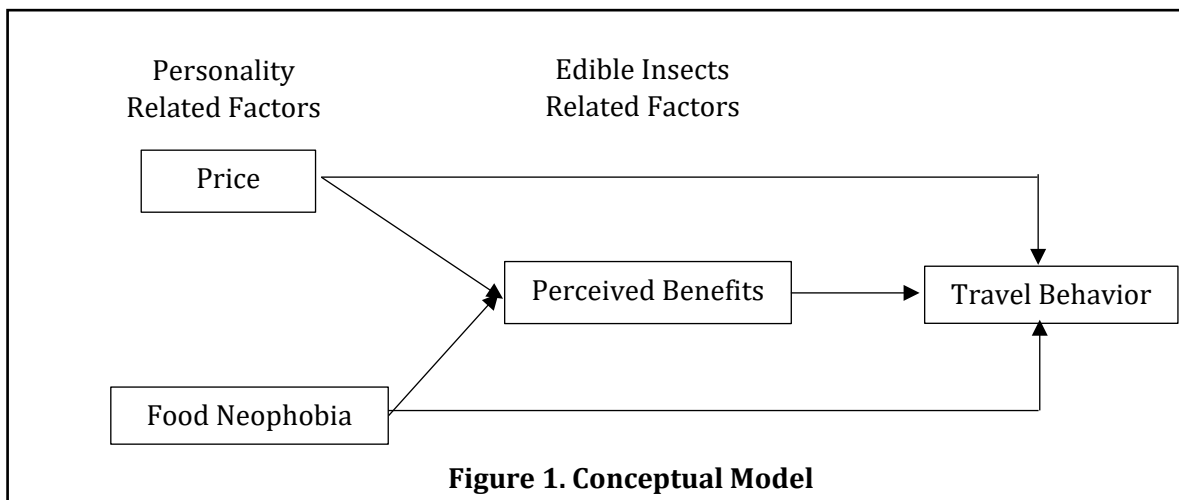
Despite all of these advantages of edible insect production and consumption, people in Asian societies have little or no regards on eating insects naturally; and perceive revulsion or aversion toward insects as a possible food (Jensen and Lieberoth, 2019). There is still a paucity of empirical research on edible insects aimed at tourists, giving this study academic significant by filling knowledge gaps in the specific area of edible insect consumption acceptance among visitors, hence promoting entomotourism as a sort of unique culinary experience. As a result, the goal of this research is to examine on tourists' travel behaviour and attitudes on consuming edible insects through survey, and to make recommendations for enterprises or restaurants seeking to promote insect-based products in Malaysia. The study also able to raise public awareness about the importance of insects and their preservation. Marketers can use the information gained from this study's findings to develop tourist-friendly insect-based product development and marketing strategies.

2. Literature Review

Consumer acceptance and behaviour are broad concepts, and no single theory can explain why people accept or reject a product (Lensvelt and Steenbekkers, 2014). Consumer acceptance and behaviour can be used to a variety of sectors; in this case, it is applied to innovative food technologies and food products, as outlined by Siegrist (2008). Insects as food might be considered as a novel or revolutionary sort of cuisine in Malaysian society, yet it should be noted that a variety of goods can be manufactured with insects or insect-based substances. Insects as food are a re-emerging diet in most of Malaysia, while they are popular in Borneo communities such as Sabah and Sarawak.

Insects are not simply 'one form of food', but also a delicacy and ingredient (Lensvelt and Steenbekkers, 2014). Liu et al. (2020) recruited participants who have a history of eating insects and discovered the concept of disgust towards insects (Schaufele et. al., 2019). According to the study, the main barrier to insect eating experience is lack of opportunity (Dagevos, 2021), with earlier research indicated that insect phobia is a higher barrier compare to dislike eating insects among Chinese consumers (Liu et al., 2020). Furthermore, consumers with insect consumption

experience indicated a higher readiness of eating insects in the future (Sogari et al., 2019; Hopkins, et al., 2022). The improved model for understanding tourists' travel behaviour to consume edible insects during their travel is shown in Figure 1.



The modified conceptual model exhibits the behaviour of consuming edible insects during their travel that includes price and food neophobia with perceived benefits as the mediator that influence consumer travel behaviour (Siegrist and Hartmann, 2020). Five hypotheses were designated to distinguish the relationship between the five constructs and travel behaviour from a different perspective.

2.1 Price

The first factor in this study is the price as a product must have reasonably priced and of good quality (Hoek 2010; Siegrist 2008). Pricing is expected to have a considerable influence on purchasing behaviour of consumer because consumer will buy less when the price is high. Products that sell for lesser cost are expected to sell in greater volume (Sadiq et al., 2020). According to Huo et al. (2021), several study on consumer behavior indicated that pricing has relevant influence on customer buying pattern.

H₁. Price has a positive influence on consumers' travel behaviour to search for edible insect while travel.

H₂. Price has a positive influence on consumers' perceived benefits towards edible insect.

2.2 Food Neophobia

Food neophobia is a fear-based behaviour in which a person refuses to eat novel foods and avoids any potentially unsafe food sources (Guidetti et al., 2018). Food neophobia is a significant factor since it can have a detrimental impact on a person's diet (Wassmann et al., 2020). Because disgust influences a person's food preferences, higher levels of food disgust and distaste sensitivity are linked to a lower behavioural intention (Mancini et al., 2019).

H₃. The food neophobia has a negative influence on consumers' travel behaviour to search for edible insect while travel.

H₄. The food neophobia has a negative influence on consumers' perceived benefits towards edible insect.

2.3 Perceived Benefits

According to Barsics et al., (2017), knowledge on the food product's naturalness and benefits is critical for the majority of European citizens when it comes to insect-based foods. Insects' nutritional makeup has piqued the interest of health professionals such as nutritionists and

physicians, in addition to being a delectable food commodity (FAO, 2010). According to Berger et al (2018), edible insects can be an alternate source for animal protein. This is supported by ethical consumers who are less likely to have issues on replacement for animal protein. Insects were regarded as a good source of protein and other nutrients. Sogari et al. (2017) stated that people are motivated to consume insects when they have a favourable perception. This is because such perception on eating insects become a strong motivator for those who are concern on diet.

H₅. The perceived benefits have a positive influence on consumers' travel behaviour to search for edible insect while travel.

3. Methodology

Using quantitative and cross-sectional details, this study utilizes the four primary constructs by Siegrist and Hartman (2020) which consist of 14-item questionnaire, and with modifications to fit the scope of this study. The questionnaires were fine-tuned based on recommendation by experts from the field of food marketing and agribusiness during pre-test. The final version of the questionnaire was then pilot tested with 30 Malaysian for internal consistency. The measurement was validated using Cronbach's Alpha, which measures the item's reliability for each construct. Nunnally and Bernstein (1994) recommended that the Cronbach's coefficients should exceed 0.6 in order to establish the reliability of the items in the final questionnaire. The survey mainly consists of statements measured with a five-point Likert scale ranging from strongly disagree (represented by scale of 1) to strongly agree (represented by scale of 5). Existing items were gauged with each of the key variables in the study. The socio-demographic information of the respondents was included at the end of the questionnaire. Moreover, Lensvelt & Steenbekkers (2014) measurement items were adopted. A structured questionnaire was used to collect data from youth aged 18 to 30 years' old in Klang Valley, Malaysia. Purposive sampling was used in this study since there is no published list of sampling frames for youth that employ a probability sampling approach. The respondents were filtered before the survey to exclude respondents who are not between the ages of 18 and 30 years' old. A total of 300 young people were approached, but only 240 respondents provided complete responses. Others were disregarded due to lack of knowledge on entomophagy. From this research, the modified model of consumers' travel behaviour towards edible insects while travel included price, food neophobia and perceived benefits. To determine the structure of the variables and the correlations among the variables in the data set, an exploratory factor analysis (EFA) was conducted using a different sample size of 30 respondents, as recommended by Field (2013). To evaluate the hypotheses of existing theories, confirmatory factor analysis (CFA) and structural equation modelling (SEM) with a sample size of 240 are analyzed by using AMOS. These analyses are crucial in determining the measurement of construct, the factor structure, and the relatedness of each construct (Hair et al., 2013).

4. Results

4.1 Descriptive Analysis

From **Table 1**, the percentages of male and female responders were 67.9% and 32.1%, respectively. In terms of personalities, 30.0% of the respondents are kind and willing to help (agreeableness), 25.4% are always open to new experiences (openness), 22.1% indicated always plan ahead (conscientiousness), 17.1% are sociable, energetic, and talkative (extraversion), and only 5.4% indicated vulnerable or temperamental (neuroticism). Surprisingly, 52.2% of consumers are interested in traveling to a location that serves edible insects, 42.9% of consumers are more comfortable eating bugs if they were hidden and only 10.4% of consumers are not particular on the bug. Furthermore, 29.6% of consumer would prefer insect as a snack, 21.7% prefer hidden form or powder form main entrée and 11.3% prefer powder form dish topping.

Table 1: Summary of Demographic Profile of Respondents (n=240)

Characteristic	Percentage (%)
Gender	
Male	32.1
Female	67.9
Personality	
Openness	25.4
Conscientiousness	22.1
Extraversion	17.1
Agreeableness	30.0
Neuroticism	5.4
Will you be interested to travel to a place/restaurant that serve edible insects?	
Yes	52.5
No	47.5
Would you be more comfortable eating bugs if they were hidden in the food somehow (ground up, covered in chocolate, etc.)?	
That might make me more comfortable if I couldn't see the bug in the food.	42.9
No, just knowing I was eating a bug would be too gross.	46.7
I don't care whether or not the bug is hidden, I'd eat it either way.	10.4
Will you be more comfortable to include edible insects in your diet, if it's in a different form such as _____?	
Snack	29.6
Appetizer	3.3
Side dish	9.6
Main entrée (Hidden form)	21.7
Main entrée (Whole insect)	4.2
Dish topping/ Garnish (Powder form)	11.3
Dish topping/ Garnish (Whole insect)	3.3
Dessert	6.7
Bread	0.8
Cereal	4.2
I'm ok with any form	5.4

4.2 EFA

Principal axis factoring (Promax) was used when analysing EFA on the 14 items with oblique rotation (Promax). Because factor inter-correlations are a regular practice in social science research, oblique rotation was chosen on the advice of Costello and Osborne (2005). This study adheres to Hair et al. (2013)'s significant factor loading criteria, which is based on the sample size. With a sample size of 100, the appropriate factor loadings for EFA for this study is 0.40. The following are the results of the statistical assumptions for EFA:

- Bartlett's test of sphericity is significant at $p < 0.01$ (Field, 2013);
- Kaiser-Meyer-Olkin (KMO) value is 0.862 which is marvellous (Hutcheson and Sofroniou, 1999);
- Total of two items were eliminated due to communalities value lower than 0.5 (Field, 2013);
- Total variance explained is 74.91 percent, which is more than 50 percent (Podsakoff and Organ, 1986); and
- The variance for the first factor is 32.427 percent, which is < 50 percent (Podsakoff and Organ, 1986).

4.3 Measurement Model Assessment and CFA

4.3.1 Model Fit Indicators

Table 2 lists the goodness-of-fit indicators for the measurement model and the acceptable levels for each. Hair et al. (2013) suggested that in structural equation modelling, at least one fitness metric from each category of model fit be used. The three categories of fitness indices are parsimonious fit, incremental fit, and absolute fit. Based on absolute fit indices, the RMSEA and SRMR coefficients are both 0.077 and 0.076 indicating a good fit. Other indicators are fit with GFI: 0.943 and AGFI: 0.895. In addition, incremental fit indices imply that all tests are fit as the NFI and CFI computed are 0.942 and 0.965, respectively. Followed by TLI: 0.947 and IFI: 0.965 which indicate a good fit. Finally, parsimony fit indices deemed fit as only χ^2/df value is fit (2.422). The PGFI (0.514) and PNFI (0.628) values are permissible, indicating that the model fits well. As the model overall fit is fulfilled, the measurement model for psychometric properties like convergent validity, indicator reliability, discriminant validity, and construct reliability can be investigated further.

Table 2. Goodness-of-Fit Indices for the Measurement Model

Name of Category	Name of Index	Adequate of Model Fit	Cited	Result	Fit (yes/no)
Absolute Fit Measure	GFI	> 0.90	Jöreskog and Sörbom (1993)	0.943	Yes
	AGFI	> 0.80	Jöreskog and Sörbom (1993)	0.895	Yes
Incremental Fit Measure	RMSEA	< 0.08	Steiger (1990)	0.077	Yes
	SRMR	< 0.08	Hu and Bentler (1999)	0.076	Yes
	NFI	> 0.80	Bentler and G. Bonnet (1980)	0.942	Yes
	CFI	> 0.90	Byrne (2010)	0.965	Yes
	TLI	> 0.90	Tucker and Lewis (1973)	0.947	Yes
Parsimonious Fit Measure	IFI	> 0.90	Bollen (1990)	0.965	Yes
	Chisq/df	1.00-5.00	Kline (2010)	2.422	Yes
	PGFI	> 0.50	James <i>et al.</i> (1982)	0.514	Yes
	PNFI	> 0.50	Bentler and G. Bonnet (1980)	0.628	Yes

Notes: df, degree of freedom; CFI, comparative-fit-index; RMSEA, root mean square error of approximation; SRMR, standardized root mean square residual; GFI, goodness-of-fit; NFI, normed

fit index; AGFI, adjusted goodness-of-fit index; IFI, the increment fit index; TLI, Tucker-Lewis coefficient index; PNFI, parsimony normed fit index.

4.3.2 Construct Reliability

Individual Cronbach's coefficients for the four primary latent variables exceeded the acceptable level of 0.60 (range: 0.675–0.892). (Kannana and Tan, 2005; Nunnally and Bernstein, 1994). Furthermore, all composite reliability (CR) values (range: 0.742 to 0.885) were higher than the recommended threshold of 0.6 (Fornell and Larcker, 1981), showing construct reliability. As a result, all structures' Cronbach's alpha and CR were deemed error-free (see Table 3).

4.3.3 Indicator Reliability

High-loading constructs suggest that the associated indicators have a lot in common (Hair et al., 2013). Indicators with loadings of less than 0.40 must be removed from the scale, whereas loadings of 0.4 to 0.7 should only be removed if doing so improves the CR or the average variance extracted (AVE) value (Hair et al., 2013). All of the items have loadings more than 0.5 (Hair et al., 2013), ranging from 0.587 to 0.897, and they all met the criteria without being removed from the scale.

4.3.4 Convergent Validity

Convergent validity refers to how well a measure correlates with other measures of the same construct, and AVE determines the convergent validity. When the AVE is equal to or greater than 0.50, the construct explains more than 50% of the variance in its indicators. If the AVE is less than 0.50, it means that the items have more errors compare to the variation explained by the construct (Hair et al., 2013). The AVE in Table 3 ranged from 0.515 to 0.72; indicating that the whole model construct is met since all AVE values exceeded 0.5 (Hair et al., 2013).

Table 3. Loading, Cronbach's Alpha, CR, and AVE

Construct	Items	Cronbach Alpha (>0.6)	Factor Loading (>0.5)	CR (>0.7)	AVE (>0.5)	Skewness	Kurtosis
Food Neophobia	NEO2	0.725	0.796	0.742	0.574	-0.365	-0.675
	NEO3		0.717			-0.270	-0.633
Price	PR1	0.675	0.734	0.819	0.515	0.100	-0.604
	PR2		0.702			-0.351	0.286
Perceived Benefits	PB1	0.892	0.861	0.885	0.720	0.232	-0.492
	PB2		0.869			0.238	-0.585
	PB3		0.841			0.270	-0.413
Behaviour	ACCP2	0.820	0.736	0.882	0.622	0.334	-0.462
	ACCP3		0.807			0.406	-0.368
	ACCP4		0.821			-0.044	-0.833

4.3.5 Discriminant Validity

Discriminant validity is used to determine the distinctiveness of the construct by empirical standards and capture phenomena that are not represented by other constructs in the model (Hair et al., 2013). In addition, Fornell and Larcker's (1981) criterion was used as proxy to determine discriminant validity. The correlations between the four primary constructions are smaller than the square root of the AVE calculations, as seen in Table 4. A good discriminant validity was shown since the constructs are proved to be link to the respective indicators after comparing with other constructs (Hair et al., 2013).

Table 4. Discriminant Validity by Fornell-Lacker Criterion

	ACCP	PB	PR	NEO
ACCP	0.788			
PB	0.723	0.850		
PR	0.544	0.494	0.717	
NEO	-0.394	-0.344	-0.033	0.757

Notes: ACCP (travel behavior); PB (perceived benefits); NEO (food neophobia); PR (price)

4.4 Structural Model Assessment

The structural model refers to the relationships between the constructs based on the link between exogenous and endogenous variables. The structural model determines how well empirical data supports the theory and decide whether the theory is empirically confirmed (Hair et al., 2013). **Figure 2** shows the outcomes of the research structural model in AMOS (version 21) graphics.

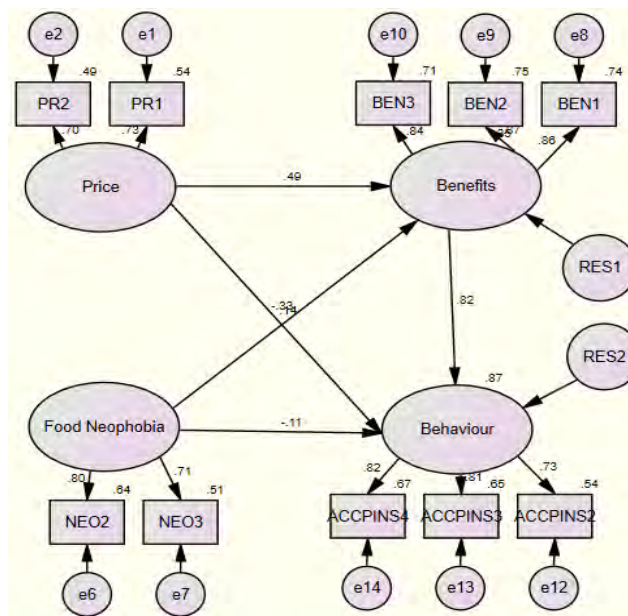


Figure 2. Research Structural Model Results

4.4.1 Hypothesis Tests

SEM examined the relationship between price, perceived benefits, food neophobia and travel behaviour. The hypotheses for this study are evaluated as shown in Figure 2. In addition, Table 5 exhibited the structural model assessment which stipulated the establishment of hypotheses testing. The analysis showed that all paths to the latent variables were significant at the level of 0.01 and 0.05, except for the path of the food neophobia do not affect tourist’s travel behaviour. The results also show that there is no relationship between food neophobia and tourist’s travel behaviour.

As shown in Table 5, the product price poses a positive influence on travel behaviour ($\beta = 0.175$, $p = 0.05$), and perceived benefits ($\beta = 0.668$, $p = 0.01$) towards tourist’s travel behaviour. Consumer conscious price variable has been reported as the major influence in their purchase intention

(Levrini & Santos, 2021). The result was identical to the study done by Zhao et al. (2021) whereby product pricing had a statistically significant relationship with the buyer decision process.

In contrast, the main predictors influencing tourist's travel behaviour were the perceived benefits ($\beta = 0.762$, $p = 0.01$) where if the tourist understand the benefits of edible insects, it will increase the chance for them to consume edible insects (Siegrist, 2008). Despite consumers' moral motivations to consume natural products, Carfora et al. (2021) found that, due to a lack of a clear legal framework, it is difficult to measure whether natural products may reduce the environmental impact of food consumption or improve the nutritional profile of the diet. According to Berger et al (2018), consumers perceived edible insects as an alternative source of animal protein as one of the benefits of entomophagy as well as environmental benefits. This is also supported by ethical consumers who are less likely to have issues with this meat replacement for animal protein. The food neophobia in this study had a negative sign towards tourist's travel behaviour ($\beta = -0.344$, $p = 0.01$). This means that consumers are more likely to travel to a place or restaurant which sell edible insects if they dare to eat unfamiliar foods and avoid any possible dangerous and life-threatening food sources. The result is similar to Wassmann et al., (2020) where respondents with a lower level of food fear and who are continuously on the search for new and innovative food products, such as insects, are more inclined to look for edible insects while travelling.

Next, the coefficient of determination, R^2 , indicates the amount of variance in the dependent variables that can be explained by the independent variables. According to Hair *et al.* (2013), R^2 exceeding 0.75 is deemed substantial with an acceptable power above 0.25. Figure 2 shows the results of R^2 obtained from the structural model. They indicated that the price, food neophobia and perceived benefitd were able to explain 87 per cent of the variance for the likelihood to travel to a place which that serve edible insects.

Table 5. Structural Path Analysis Result

	Dependent Variable		Independent Variable	β	S.E.	C.R. (t-value)	Decision
H ₁	ACCP	←	PR	0.175	0.084	2.088**	Supported
H ₂	PB	←	PR	0.668	0.123	5.414***	Supported
H ₃	ACCP	←	NEO	-0.104	0.055	-1.900	Not Supported
H ₄	PB	←	NEO	-0.344	0.087	-3.977***	Supported
H ₅	ACCP	←	PB	0.762	0.077	9.866***	Supported

Notes: ACCP, travel behaviour; PB, perceived benefits; NEO, food neophobia; PR, price; CR, critical value. ***Significant at 0.01, ** Significant at 0.05

5. Conclusion

Due to the scarcity of empirical research on entomotourism (edible insects), this study provides academic value by filling knowledge gaps in the area of edible insect consumption acceptance among tourists, thereby promoting entomotourism as a form of unique gastronomy experience. Motivation of tourists is a broad notion that influences their travel behaviour; there is no single theory that can explain why consumers accept or reject a product (Lensvelt and Steenbekkers, 2014). As a result, the goal of this research is to create an improved model that can quantify tourists' acceptability and motivation for entomotourism in Malaysia.

Malaysia's National Agrofood Policy 2011-2020 (NAP4) aims to restructure the country's agriculture industry to be more dynamic, innovative, and sustainable. NAP4's goals include ensuring adequate food supply, expanding agrofood into a sustainable business and raising

agricultural entrepreneurs' income levels. The findings of this study can be used to develop a national agrofood policy and suggest a programme in Malaysia to feed people with alternate sources such as insects (entomophagy). Through the promotion of Malaysia as an ecotourism destination, entomophagy tourism may contribute to the National Tourism Policy (DPN) 2020-2030 and National Ecotourism Plan (2016-2025). Moreover, the findings of this study may encourage the formation of local entrepreneurs in the entomotourism industry.

The population of this study mainly consists of consumers from Klang Valley, Malaysia. Therefore, future research can focus on the different states in Peninsular Malaysia, Sabah, and Sarawak to formulate different marketing strategies for tourism due to its diversity in people and culture. The present study enriches the body of knowledge by modifying the Siegrists Model to better understand the impact of price, food neophobia and perceived benefits towards travel behaviour. Therefore, future researchers can explore from different perspectives, such as examining the personality related factors (trust and food disgust); edible insect related factors (perceived naturalness and disgusted evoked) and covid related factors (perceived severity and perceived susceptibility to predict consumers travel behaviour due to health behaviour).

The modified Siegrist's Model incorporated the perceived benefits as the moderating factor influencing other variables, while the proposed modified model provided a theoretical formulation for future studies in food marketing. The element was proposed and validated using a second-order model effect, which contained four order constructs. Through the utilization of AMOS, EFA, CFA and SEM was analysed to examine the relationship between the variables of the modified model. The study is justified as it supports the content suggested in the literature regarding price, food neophobia and perceived benefits. Here, the perceived benefits is critical for the comprehensive tourist travel behaviour and its role is essential in determining the variance of price, food neophobia and travel behaviour. Besides, the perceived benefits has a positive moderating effect on price and food neophobia.

References

- Anankware, P. J., Fening, K. O., Osekre, E., & Obeng-Ofori, D. (2015). Insects as food and feed: a review. *International Journal of Agricultural Research and Review*, 3(1) 143-151.
- Barsics, F., Caparros Megido, R., Brostaux, Y., Barsics, C., Blecker, C., Haubruge, E. and Francis, F. (2017). Could new information influence attitudes to foods supplemented with edible insects?. *British Food Journal*, 119(9) 2027-2039. <https://doi.org/10.1108/BFJ-11-2016-0541>
- Berger, S., Christandl, F., Schmidt, C. & Baertsch, C. (2018). Price-based quality inferences for insects as food. *British Food Journal*, 120(7) 1615-1627. <https://doi.org/10.1108/BFJ-08-2017-0434>
- Costello, A.B., & Osborne, J.W. (2005). Best practices in exploratory factor analysis: four recommendations for getting the most from your analysis. *Practical Assessment, Research and Evaluation*, 10(7) 1-9.
- Dagevos, H. (2021). A literature review of consumer research on edible insects: Recent evidence and new vistas from 2019 studies. *Journal of Insects as Food and Feed*, 7 (3) 249-259. <https://doi.org/10.3920/JIFF2020.0052>
- Department of Statistics Malaysia (2021). Performance of domestic tourism by state, 2020. Press release, 30 September 2021. Available at: <https://www.dosm.gov.my/v1/index.php?r=column/pdfPrev&id=NnZBTUo1c04rZVIUcnZzOUtkbFA5UT09>
- FAO (2010) In *Forest Insects as Food: Humans Bite Back. Proceedings of a Workshop on Asia-Pacific Resources and Their Potential for Development, 19-21 February 2008, FAO, Chiang-Mai, Thailand* (edited by D. B. Durst, D. V. Johnson, R. N. Leslie and K. Shono). FAO Regional Office for Asia and the Pacific, Bangkok (Publication No. 2010/02).

- Field, A. (2013). *Discovering statistics using IBM SPSS statistics* (4th ed.). Sage Publications Ltd, London.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18 (1), 39-50. <https://doi.org/10.2307/3151312>
- Guidetti, M., Carraro, L., Cavazza, N., & Roccatò, M. (2018). Validation of the revised Food Neophobia Scale (FNS-R) in the Italian context. *Appetite*, 128, 95-99. <https://doi.org/10.1016/j.appet.2018.06.004>
- Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modeling (PLS- SEM)*, Sage Publications, CA.
- Hutcheson, G.D., & Sofroniou, N. (1999). *The multivariate social scientist*, Sage, London.
- Huo, C., Hameed, J., Sadiq, M. W., Albasher, G., & Alqahtani, W. (2021). Tourism, environment and hotel management: An innovative perspective to address modern trends in contemporary tourism management. *Business Process Management Journal*, 27(7) 2161-2180. <https://doi.org/10.1108/BPMJ-12-2020-0543>
- Hall, C., M., Sharples, L., (2003). Chapter 1-The consumption of experiences or the experience of consumption? An introduction to the tourism of taste, Editor(s): Hall, C.M., Sharples, L., Mitchell, R., Macionis, N., Cambourne, B, *Food Tourism Around the World*. Butterworth-Heinemann, pp. 1-24. <https://doi.org/10.1016/B978-0-7506-5503-3.50004-X>
- Hoek, A. C. (2010). Will novel protein foods beat meat? Consumer acceptance of meat substitutes: A multidisciplinary research approach. PhD diss., Wageningen University.
- Hopkins, I., Farahnaky, A., Gill, Harsharn, Newman, L.P., & Danaher, J. (2022). Australians' experience, barriers and willingness towards consuming edible insects as an emerging protein source. *Appetite*, 169 (105832) 1-9. <https://doi.org/10.1016/j.appet.2021.105832>
- Ismail, K., Soehod, K., Vivishna, S., Khurram, W., Jafri, S. K. A., & Ramily, M. K. B. (2012). Genetically modified food and consumer purchase intentions: a study in Johor Bahru. *International Journal of Business and Social Science*, 3(5) 197-207.
- Jensen, N. H., & Lieberoth, A. (2019). We will eat disgusting foods together – evidence of the normative basis of Western entomophagy-disgust from an insect tasting. *Food Quality and Preference*, 72, 109–115. <https://doi.org/10.1016/j.foodqual.2018.08.012>
- Kannana, V.R., & Tan, K.C. (2005). Just in time, total quality management, and supply chain management: understanding their linkages and impact on business performance. *Omega*, 33(2) 153-162. <https://doi.org/10.1016/j.omega.2004.03.012>
- Levrini, G. R.D. & Santos, M.J. D. (2021). The influence of price on purchase intentions: Comparative study between cognitive, sensory and neurophysiological experiments. *Behavioural Science*, 11(2) 1-16. <https://doi.org/10.3390/bs11020016>
- Lensvelt, E., J., S. & Steenbekkers, L., P., A. (2014). Exploring customers acceptance of entomophagy: A survey and experiment in Australia and The Netherlands. *Ecology of Food and Nutrition*, 53 (5) 543-561. <https://doi.org/10.1080/03670244.2013.879865>
- Lemelin, R.H. (2013). To bee or not to bee: Whether 'tis nobler to revere or to revile those six-legged creatures during one's leisure. *Leisure Studies*, 32(2) 153-171. <https://doi.org/10.1080/02614367.2011.626064>
- Liu, A.-J., Li, J., & Gómez M.I. (2020). Factors influencing consumption of edible insects for Chinese consumers, *Insects*, 11 (1) 1-10. <https://doi.org/10.3390/insects11010010>
- Mancini, S., Sogari, G., Menozzi, D., Nuvoloni, R., Torracca, B., Moruzzo, R. & Paci, G. (2019). Factors predicting the intention of eating an insect-based product. *Foods*, 8(7), 270, 1-13. <https://doi.org/10.3390/foods8070270>
- Mahdi, A.F & Zin, M.Z.M (2018). Comparing Consumer's Awareness, Attitudes and Perceptions towards Genetically Modified Foods (GMFs). *Borneo International Journal*, 1(1), 15-19.
- Mahika, E. (2011). Current trends in tourist motivation. *Cactus Tourism Journal*, 2(2), 15-24.
- Meshulam-Pascoviche, D., David-Birman, T., Refael, G and Lesmes, U. (2022). Big opportunities for Tiny Bugs: Processing Effects on the Techno-Functionality and Digestibility of Edible Insects. *Trends in Food Science & Technology*, 122, 265-274. <https://doi.org/10.1016/j.tifs.2022.02.012>

- Mishyna, M., Chen, J., & Benjamin, O. (2019). Sensory attributes of edible insects and insect-based foods. Future outlooks for enhancing consumer appeal. *Trends in Food Science & Technology*, 95, 141-148. <https://doi.org/10.1016/j.tifs.2019.11.016>
- Myers, G., & Pettigrew, S. (2018). A qualitative exploration of the factors underlying seniors' receptiveness to entomophagy. *Food Research International*, 103, 163-169. <https://doi.org/10.1016/j.foodres.2017.10.032>
- Nunnally, J.C., & Bernstein, I.H. (1994). *Psychometric Theory*, McGraw-Hill, New York, NY.
- Pang, S.M., Tan, B.C. & Lau, T.C. (2021) Antecedents of Consumers' Purchase Intention towards Organic Food: Integration of Theory of Planned Behavior and Protection Motivation Theory. *Sustainability*, 13, 5218. <https://doi.org/10.3390/su13095218>
- Podsakoff, P.M., & Organ, D.W. (1986). Self-reports in organisational research: problems and prospects. *Journal of Management*, 12(4), 531-544. <https://doi.org/10.1177/014920638601200408>
- Putten, Y.Y.A., & Nair, P.B. (2019). Green Food Product Purchase Intention: Factors Influencing Malaysian Consumers. *Pertanika Journal of Social Science and Humanities*, 27(2), 1131 - 1144.
- Rumpold, B. A. & Schlüter, O. (2015). Insect-based protein sources and their potential for human consumption: Nutritional composition and processing. *Animal Frontiers*, 5(2) 20-24. <https://doi.org/10.2527/af.2015-0015>
- Sadiq, W., Abdullah, I., Aslam, K., & Zulfiqar, S. (2020). Engagement marketing: the innovative perspective to enhance the viewer's loyalty in social media and blogging e-commerce websites. *Marketing and Management Innovative*, 1, 149-166. <http://doi.org/10.21272/mmi.2020.1-12>
- Salman, A., Jaafar, M., Mohamed, D and Malik, S. (2021). Ecotourism Development in Penang Hill: A Multi-Stakeholder Perspective towards Achieving Environmental Sustainability. *Environmental Science and Pollution Research*, 28, 42945 - 42958. <https://doi.org/10.1007/s11356-021-13609-y>
- Schäufele, I., Barrera Albores, E., & Hamm, U. (2019). The role of species for the acceptance of edible insects: evidence from a consumer survey. *British Food Journal*, 121(9) 2190-2204. <https://doi.org/10.1108/BFJ-01-2019-0017>
- Siegrist, M., & Hartmann, C. (2020). Perceived naturalness, disgust, trust and food neophobia as predictors of cultured meat acceptance in ten countries. *Appetite*, 155, 104814, 1-8. <https://doi.org/10.1016/j.appet.2020.104814>
- Siegrist, M. (2008). Factors influencing public acceptance of innovative food technologies and products. *Trends in Food Science and Technology*, 19(11) 603-608. <https://doi.org/10.1016/j.tifs.2008.01.017>
- Sogari, G., Menozzi, D., & Mora, C. (2019). The food neophobia scale and young adults' intention to eat insect products. *International Journal of Consumer Studies*, 43 (1) 68-76. <https://doi.org/10.1111/ijcs.12485>
- Sogari G., Menozzi D., & Mora C. (2017). Exploring young foodies' knowledge and attitude regarding entomophagy: A qualitative study in Italy. *International Journal of Gastronomy and Food Science*, 7, 16-19. <https://doi.org/10.1016/j.ijgfs.2016.12.002>
- Verbeke, W. (2015). Profiling consumers who are ready to adopt insects as a meat substitute in a Western society. *Food Quality and Preference*, 39, 147-155. <https://doi.org/10.1016/j.foodqual.2014.07.008>
- Wang, Y.F. (2016). Development and validation of the green food and beverage literacy scale. *Asia Pacific Journal of Tourism Research*, 21, 1-37. <https://doi.org/10.1080/10941665.2015.1016050>
- Wassmann, B., Siegrist, M. & Hartmann, C. (2020). Correlates of the willingness to consume insects: A meta-Analysis. *Journal of Insects as Food and Feed*, 7(5), 909-922. <https://doi.org/10.3920/JIFF2020.0130>
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021) Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12:720151. <https://doi.org/10.3389/fpsyg.2021.720151>

Contributors: Assoc. Prof. Dr. Phuah Kit Teng: Department of Marketing, Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University of Management and Technology, Jalan Genting Klang, 53300 Kuala Lumpur, Malaysia; Dr. Siti Intan Nurdiana Wong Abdullah: Faculty of Business, Communication and Law, INTI International University, Persiaran Perdana BBN, Putra Nilai, 71800 Nilai, Negeri Sembilan, Malaysia Email : sitiintan.abdullah@newinti.edu.my and Mr. Bernard Lim Jit Heng: Center of University Herdfordshire Programme, INTI International College Subang, 47500 Subang Jaya, Selangor, Malaysia. Email: bernard.lim@newinti.edu.my

Corresponding Author: Assoc. Prof. Dr. Phuah Kit Teng: Email: phuahkt@tarc.edu.my

**SPORT EVENT TOURISM AND SUSTAINABLE DEVELOPMENT PERSPECTIVES
IN DA NANG CITY**

Trinh Thi Thu and Dinh The Toan

Institute of Social Sciences of Central Region, Vietnam Academy of Social Sciences

Abstract

The growth in sport event tourism towards sustainable development has brought some desirable benefits in many destinations, however it can also contribute to over-tourism, which is disadvantageous. Relatively little research has been conducted on the sport event's role in achieving sustainable tourism. The capacity, resources, innovation and engaging a range of key stakeholders, various ways in which events have been considered and operations as green ones. From secondary data sources, the paper explores contemporary challenges that Da Nang's tourism industry acknowledges the importance of sport events, then concludes with an analysis of future research to formulate and implement tourism policies in sustainable tourism development.

Key words: Sport Event, Sustainable Tourism, Challenges, Da Nang City

Introduction

There is a growing recognition of the rapidly increasing importance of sustainability, sustainable tourism, and the concerns for the impacts of non-green tourism events upon tourism patterns and practices (Orefice, C., and Nyarko, N., 2021). Events of various sizes are considered as tourism assets for localities, countries, and regions (Getz, D., 2008) and are seen as having the potential to mitigate the negative impacts of these events at tourist destinations. In recent years, sport events in the light of sustainable tourism development have been held in localities with different scopes, sizes, and meanings, attracting attention and participation significantly by locals, domestic and international tourists, businesses, and stakeholders.

Sustainable tourism is considered the most suitable approach through efforts aiming at green growth and sustainable development in its country, region or local jurisdiction in order to adapt to the reality of climate change, maintain essential ecological processes, minimize impacts on the environment from tourism activities, harmonize economic goals with conservation and promotion of national and regional cultural identities (Hardy, A., Beeton, R. J., and Pearson, L., 2002; Scott, D., 2021). Scholars identified that the tourism events are not always positive but also negative, affecting the economy, socio-culture, and the environment across the triple bottom line (Nawarathna, D. B., and Arachchi, R. S. S. W., 2021; Orefice, C., and Nyarko, N., 2021). Previously, Carlsen, J., and Taylor, A. (2003) mentioned that green elements in the event industry are crucial and important drivers of sustainable tourism that are preferable in implementing planning and organizing any events. It is also associated with emerging products and services and always meets the needs of customers with tourism products and services that do not harm the environment (Merli, R., Preziosi, M., Acampora, A., Lucchetti, M. C., and Ali, F., 2019).

In Da Nang city, since 2008, the city government of Da Nang has issued the project "Building Da Nang - an environmental city", aiming to become the "Green City", internationally standardized by Worldwide Fund For Nature (WWF). In 2018, Da Nang was honoured to become the National Green City of Vietnam, to receive the title of National Capital 2018 by the Worldwide Fund for Nature (WWF)'s One Planet City Challenge programme. Along with the goal of "Green City", with favourable natural conditions, the development of sustainable tourism in Da Nang is being

considered as the right choice of local authorities and investors when approaching natural resources (mountain, marine-based tourism) for the city's sustainable development.

From 2016, developing sport events in tourism activities in the direction of sustainable growth of Da Nang city has been facing challenges, arising potential shortcomings. Adopting the theoretical perspectives, secondary data was derived from academic sources, including key texts and research journal articles in sport event concept, sustainable tourism and report data period 2018- 2021 of Danang tourism, thus aims to: (1) Clarifying the sport event concept associated with sustainable tourism; (2) Analysing the current state, challenges in organizing events towards the goals of sustainability; (3) Suggesting solutions and policy implications with orientations in event management towards sustainable tourism in general and in Da Nang in particular.

2. Sport events in sustainable tourism development

Sustainable development is a process that plays an essential role in the current state of the world because it addresses solutions for social and environmental problems. Sustainability concept has long focused on the relationship between economy and ecology, with more weight given to the latter as a critique of capitalist exploitation of the environment (Kirsch, 2010). As a structural vector of today's society, sport plays an unavoidable role as a promoter of a more sustainable future (UN, 2015). The way in which sport is conceived is decisive for the inclusion/exclusion of a wide range of activities (Martins, R., Pereira, E., Rosado, A., and Mascarenhas, M., 2021). Sustainable behaviors, specifically addressing the action of the individual sport actors (i.e., practitioners, spectators and residents) are used as outcome variables to emphasize people's behavioral intentions to protect the human-social capital and environmental resources. Active sport event participation is often referred to as sport event consumption that targets individuals who are actively involved with a sport (i.e., running) sustainable development allows future generations to satisfy their needs and desires properly. The integration of sport and sustainable development can positively enhance social and environmental outcomes to encourage a sustainable future (Triantafyllidis, S. and Darvin, L., 2021).

The United Nations Environment Programme (UNEP) (2009) also clarified some types of green event as a planned, coordinated, implemented event that reduces the negative impact on the environment and leaves a positive legacy for the host community. UNEP has initiated a programme that aims at integrating environmental sustainability into decision making in the tourism industry and into consumers' purchasing choices, by disseminating technical know-how and building business networks to catalyse 'sustainability' in the tourism sector. In particular, green practices in terms of waste reduction/ minimizing strategies, recycling initiatives, water protection, energy management, pollution reduction, zero emissions, water savings, material use reduction, material life cycle assessment, and toxicity reduction are among the various ones in event management and sustainable tourism. In particular, the UN's call to consider the fundamental societal changes required to stem the tide of climate change, and the importance of the environment in matters of development should resonate with critical scholars of sport. Indeed, in recent years, sport has already been cast as an engine of sustainable development. A case in point here is the UN's inclusion of sport in the SDGs. Through Article 37 of the SDGs, the UN identified sport as an "important enabler of sustainable development" (UN, 2015, para. 37) and recognized sport's ability to "promote awareness towards climate protection and stimulate enhanced community response for local environmental preservation," while acting as a tool for "teaching children and youth about environmental sustainability and climate change" (Millington, R., Giles, A. R., van Luijk, N., and Hayhurst, L. M, 2021).

Recent research has taken sport events in the perspectives of "Greening" events that have become an optimal and inevitable choice in related industries and fields. Holmes, K., Hughes, M., Mair, J., and Carlsen, J. (2015) as it is believed that green practices in sport events are important for participating organizations and businesses successfully; for example, when participating in the event bidding process, hosting mega-sporting events. Green practices will help maintain bidding success and help homeowners earn more sponsors (FISA, 2013) since securing a major event bid

for the next year in a row will be more difficult than the process. its bidding. Moreover, green practices are also important to maintain effective business operations in the long term and develop an organization's green culture (Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020). The implementation of green events brings many positive impacts to the environment and to the local community, aiming at the main sustainable goals in reducing the negative impacts on the community's natural habitat; pursuing global environmental sustainability goals; promoting programs that promote sustainable living; while ensuring economic efficiency, social justice, and environmental integrity. This green practice relates to sustainable tourism and also gives a good brand image to the destination, for which it has been recognized as a "new tourism" (Chiu, L. K., Ramely, A., and Abdul Wafi, A., 2020). Communities can benefit economically, in terms of environmental health, reduced stress on public infrastructure, and long-term benefits of the facilities. More importantly and interestingly, the study by Rittichainuwat, B., and Mair, J. (2012) shows that the majority of event participants prefer to participate in green events, even though the event fees (non-green) are cheaper than green events.

In order to promote and use relevant resources, stakeholders in the organizational plan must ensure the following principles: (1) traffic management, (2) waste management, (3) water management, (4) energy saving, (5) green shopping, and (6) green promotion (Ramely, A., Talib, M. F. A., Radha, J. Z. R. R. R., and Mokhtar, M. F., 2021). For example, green practices can include using cyberspace in issuing invitations and conducting event promotion, green communication, using environmentally friendly materials, or simply reducing energy consumption during the event. In particular, with the 4.0 revolution, technology plays a role in innovation in green event organization, through the application of technology in the event organization stages to reduce the use of resources and waste (Türkmendağ, T., and Türkmendağ, Z., 2022).

Participants should include regulatory authorities, organizations, businesses, community involvement and visitors. Simultaneous involvement of government agencies and businesses is a necessity for a tourist-friendly destination (Anuar, A. N. A., Ahmed, H., Jusoh, H., and Hussain, M. Y., 2012). Accordingly, the public sector will contribute to the development of the policy system, the transport system (road, waterway and air), and the local identity (such as traditional festivals and monuments, history), and infrastructure (such as lighting and landscaping) at the destination. Meanwhile, the private sector will be responsible for tourism investment such as amenities, accommodation and food services, types of tourism and human resource supply. Organizations and businesses, whether or not they coordinate with management agencies in organizing events, must also be responsible for the impacts of the event on the environment (Moise, D., and Macovei, O. I., 2014). The local community that organizes the event is seen as an important presence as their participation increases the specific values of the locality (Hannam, K., and Halewood, C., 2006). Meanwhile, visitors are the main target and attraction of any tourism activity.

Combining the theories about the above events, it can be seen that the studies focusing on sustainable tourism development identify the theory of sport events that promote the sustainable tourism development of 4 core values: (1) the Innovation development (2) Conservation; (3) Education (4) Visitor satisfaction: It is the result of combining the development of elements of ecotourism, sustainable development, fair trade, renewable energy, corporate social responsibility (CSR) and greening practices (Merli, R., Preziosi, M., Acampora, A., Lucchetti, M. C., and Ali, F., 2019; Goldblatt, J., 2010).

3. Sport Events and Sustainable Tourism Development In Da Nang City

Da Nang tourism has had rapid development and has been honoured with many international awards and titles such as 'Asia's Leading Festival & Event Destination' at the World Travel Awards (WTA) Asia & Australasia Gala Ceremony 2016 held in the city. TripAdvisor has revealed the winners of the 2020 Travellers' Choice Destination awards; the US travel booking, and review website has named Da Nang as one of its top 10 trending destinations for 2020. In the process of developing tourism into a spearhead and sustainable economic sector, the city focuses on

restoring tourism activities after the impact of Covid-19, keeping Danang safe and a green destination. The city has implemented a tourism development, oriented planning with a focus along the Son Tra - Ngu Hanh Son coast, along the Da Nang bay, the hill area, and the Son Tra Peninsula to effectively use the natural resources of the city. In particular, natural water surface, historical and cultural relics, natural landscape, and biodiversity have formed many eco-tourist zones (typically ecotourism sites such as: Suoi Hoa ecotourism area, Ngam Doi ecotourism area, Nui Than Tai ecotourism area, Hoa Phu Thanh ecotourism area, Tien Sa ecotourism area), creating a variety of tourism products associated with nature and the environment, providing many options for tourists, tourism activities and events.

Tourism potentials and green space: Da Nang city has diverse, rich, and high-value tourism resources with a system of seas, mountains, rivers, lakes, hills, streams, ravines, waterfalls, a large agricultural and rural space, and many cultural relics, historical culture, and valuable art architecture. Up to now, the city has 02 special national relics, 17 national-level relics, and 65 city-level relics. There have been 06 local intangible cultural heritages recognized by the Ministry of Culture, Sports and Tourism and included in the list of National Intangible Cultural Heritage, 06 artifacts are kept at the Museum of Sculpture in which Cham carvings are recognized as a national treasure. Based on the review and assessment, it is estimated that among 6 districts of Danang, there are 114 cultural and natural resources that are potentially valuable for tourism from Hoà Vang rural district (49 resources), 11 resources in Lien Chieu district, 11 resources in Son Tra district, 10 resources in Ngu Hanh Son district, 15 resources in Hai Chau district, 6 resources in Thanh Khe district, 10 resources in Cam Le district (there are also 02 Other intangible cultural resources are Tuong Art and Bai Choi Art).

Regarding green space, as of 2017, the greening area in Da Nang reached 84,458.7 hectares, accounting for 65.73% of the city's area. Much of Da Nang's mainstream green space is made up of forests to the west of the city and an area of Son Tra Peninsula. The rest is the urban area and the city's infrastructure (Do, D. T., Huang, J., Cheng, Y., and Truong, T. C. T., 2018).

Tourism growth: The average growth rate of total tourism revenue in the period 2016-2019 reached 24.6%, of which, in 2016 it was 23.72%, by 2019 it will be 31.4% (of which the direct contribution is 13%). 7%, spill over contribution to other sectors and fields is 17.7%). Tourism also created many jobs with 50,963 employees in 2019, an increase of 2.2 times compared to 2016 (Nhat Ha, 2022). The city's tourism industry has also been honoured, receiving many international awards such as Asia's Leading Festival Event Destination (2016), topping the Top 10 Global Destinations in 2020.

In 2020, the outbreak of the Covid-19 epidemic has had a strong impact on the tourism development of Vietnam in general and of Da Nang city in particular. Total revenue of the city's accommodation and travel services in 2020 is estimated at VND 3,705.3 billion, down 57.8% over the same period in 2019 (Department of General Planning, 2020). In 2021, revenue from accommodation and travel services is estimated at 2,505 billion VND, down 37.7% compared to 2020 (Hong Quan, 2022).

Tourist arrivals: The average growth rate of tourists to Da Nang in the period 2016-2019 reached 16.73%. In 2019, the total number of visitors to Da Nang reached 8.6 million, of which, international visitors were estimated at 3.5 million. Total tourism revenue is estimated at 30,973 billion VND. Da Nang has 35 international routes with a frequency of 496 flights/week and 10 domestic routes to the city with a frequency of 662 flights/week.

In 2020, due to the impact of the Covid-19 epidemic and epidemic prevention measures, the total number of visitors to accommodation establishments serving in November 2020 was estimated at 221,209 arrivals, down 67.6% over the same period in 2019, of which International visitors were estimated at 12,207 arrivals, down 95.3%, domestic tourists were estimated at 209,002 arrivals, down 50.9%. Accumulated in the first 11 months of 2020, the total number of guests served by accommodation establishments is estimated at 2,434.3 thousand turns, decrease

63.9% over the same period in 2019; in which, international visitors were estimated at 686.2 thousand arrivals, down 73.8%, domestic tourists were estimated at 1,748.1 thousand arrivals, down 57.6%. From May to 2021, tourism activities will continue to be affected due to the COVID-19 epidemic, the number of visitors has decreased significantly, severely affecting tourism activities in the context that tourism businesses are trying to recover after the pandemic downtime. The total number of visitors to the accommodation establishments reached 1.19 million, down 55% compared to 2020. In which, international visitors reached 105,000, down 85% over the same period; domestic tourists reached 1,085 million arrivals, down 44.2% over the same period; revenue from accommodation and travel services is estimated at 2,505 billion VND, down 37.7% compared to 2020 (Hong Quan, 2022).

The infrastructure: In terms of Parking: Currently, according to the review and survey results in 3 districts of Hai Chau, Thanh Khe, and Son Tra, there are a total of 56 parking lots, including 24 existing public parking lots and 18 parking lots. Current parking for individuals and businesses and 14 spontaneous parking lots invested by the private sector. From 2016 until now, the city has implemented a measure to ban parking on the street on even and odd days in order to limit parking on the street and reduce traffic congestion.

In terms of Power system: The power supply for the loads in the City area is taken from the national grid. Currently, the medium voltage grid has covered the entire area and 100% of households have received electricity from the national grid. Some 22kV roads have been underground, mainly in the main roads and the city center. All roads have been installed with lighting systems to meet the travel and living requirements of the people, in addition, there are decorative lighting systems in some major roads, public areas where people gather. People, tourists, bridges. The existing electricity supply is sufficient for living, production, and business needs. In terms of Water supply system: Currently, the city is using water sources from Yen - Cau Do river system, Cu De river, spring water source (Da stream, Tinh stream, Luong stream), lake water (Hoa Trung lake). The water supply system covers most of the city, basically meeting the needs of daily life, production, tourism business and services. In terms of System of collection and treatment of wastewater and waste: The speed of urbanization in the city is taking place rapidly, the population density and the number of tourists to Da Nang continuously increase (up to the time before the epidemic). COVID-19), resulting in a sudden increase in water demand and discharge volume, putting great pressure on infrastructure for wastewater collection and treatment, and waste collection; The most affected area is the eastern coastal area (in the basin of Son Tra and Ngu Hanh Son districts).

Planned and organized events: As a tourist city, Da Nang city has taken advantage of its resources to organize many tourism events to promote the city's image and attract tourists to experience city tourism activities and events. Events in the city are managed and organized by the local government and called for by many tourism businesses to cooperate. Table 2 lists the city's outstanding tourism events from 2016 to 2022.

Table 2. City's sport event tourism (Year 2016-2022)

Event schedule	Event name	Promoting Event message and goals
Annual event (19-20/3/2022)	Danang International Marathon 2022	The message "Run it, Beat it", <i>the race is not just a place where each individual strives to break his own limits to discover a better version of himself. Running is the starting point of the journey and conquering the race is the beginning of discovery.</i>
Annual event (2018-2)	Opening of sea tourism season	"Sea tourism season": <i>In order to kick off the Da Nang beach tourism season, introduce new activities and services to locals and visitors. At the same time, it contributes to enriching entertainment activities on the occasion of April 30-May 1 and is an auxiliary activity of the Danang International Fireworks Festival. Through the program, it will also propagate to raise public awareness about environmental protection in Son Tra peninsula and beaches sport activities (in 2018).</i>
Annual event (June-July 2019)	Danang International Fireworks Festival 2019	"Cultural tourism events"
Annual event (June 2019)	Danang Summer rendezvous	"Summer rendezvous": <i>Many attractive activities in terms of entertainment, culture, sports, cuisine, and community activities.</i>
March 2019	ABG5 Asian Beach Games	"Beach Games": <i>The combination of sea and sand waving together reflects the strength and strong will of Vietnam and carries a friendly and welcoming message to all sports delegations; represents the solidarity and friendship of the Asian family with the expectation of the successful 5th Asian Beach Games</i>
May 2019	Asian Golf Tourism Congress 2017	"Golf Tourism": <i>For golf destinations to introduce new golf courses, meet partners in the golf industry, hotels work together</i>
June 2019	Danang International Food Festival	"Food Festival": <i>Introducing the typical cuisine of Da Nang to people and visitors, promoting, and promoting tourism on the spot, attracting tourists.</i>
09/5/2021 (cancelled) 08/5/2022	VNG IRONMAN 70.3 Vietnam Competition	IRONMAN: <i>The message "Embracing Challenges" of the season is also a cheer for the resilient strength of domestic athletes in particular and all Vietnamese people in general.</i>

(Source: Tourism reports of Da Nang Tourism Department)

Over the years, being aware of the importance of tourism's impact on the environment, as well as sustainable development and the goal of building an environmental city, many tourism activities and events are geared towards nature, implemented by the city. Various types of tourism are associated with events to raise awareness of marine environmental protection were organized such as the "Clean up Son Tra" program (Coordination with Green Viet - Green Viet Biodiversity Conservation Center) propagandize to raise public awareness on environmental protection, thereby conserving biodiversity and protecting wildlife in Son Tra peninsula, minimizing environmental pollution caused by waste, especially plastic waste. It aims to raise public awareness about environmental protection in Son Tra peninsula and tourist beaches through the event "Opening the sea tourism season". Events in the light of sports events/activities (running, golf, sports associated with marine resources) have also been planned and organized: Marathon event, Asian Beach Games, Golf Tourism Congress Asia.

4. Challenges in the development of sport events for sustainable tourism development in Da Nang city

The risk of ecological environmental deterioration, biodiversity loss, loss of urban landscape quality and value: The planning system is not keeping pace with the rapid urban transformation and especially the urban transformation, lacking the integration of sport space into green urban planning... are inadequacies in the urban planning of Da Nang. According to the United Nations Environment Program - UNEP, the negative impacts on the natural environment from tourism events, including ecosystem, soil structure becoming weak, can affect the environment. natural, noise and light pollution; Consumption of non-renewable resources; Consumption of natural resources; Increase greenhouse gas emissions; increased waste from construction, organization and the number of spectators attending the event.

Limited resources in the infrastructure, environmentally friendly facilities, waste and energy consumption and resource management for the event: The sport event must be held in a place that matches the criteria of the event such as technology or ecological materials. In fact, in the research and evaluation results of impact analysis from event service activities, resources are used in events that can cause negative impacts on the environment: System, flow overcrowded, congested traffic (Hong, M., Li, Z., and Drakeford, B., 2021; Park & Boo, 2010); food waste, dense cooking fumes, excessive use of plastic, cardboard and Styrofoam bags to store and display food these factors can all harm the environment (Laing, J., and Frost, W., 2010).

These issues that need to be considered in relation to sport event also include traffic management and waste management. Traffic often negatively affects the environment through the discharge of vehicles, especially when traffic demand will increase dramatically on event days. Meanwhile, waste is always a part of any event, especially events that attract a large number of people to attend such as sporting events. Therefore, high-performance waste and traffic management measures to reduce emissions during operation should be considered in advance to ensure green factors.

The consensus/participation/commitment of stakeholders: Stakeholders are not always fully aware of the harms of sports event to the environment. It is possible that many participants do not know the importance of sustainable factors to look at and consider and why they have to be conscious of behaviours when participating in the event. Therefore, to ensure the success of a sport event, it is necessary to ensure the agreement of the participants on the purpose of the event, especially the support of the local government to increase the interest of the event and community attention (Ramey, A., Talib, M. F. A., Radha, J. Z. R. R. R., and Mokhtar, M. F., 2021).

Human resource strategy/Policies: A successful green event is demonstrated by the efficiency and effectiveness of using resources, including financial and human resources. Therefore, in the context of sport event organization, organizers need to find employees with the right

qualifications and skills to organize these events. In addition, the organizer needs to organize training, update knowledge, and maintain this number of trained and experienced staff. In addition, financial strategy also needs to be considered. In any event management, sustainable resource management can be achieved through price adjustments that minimize pollution and resource use, such as the use of surcharges and taxes.

5. Conclusion and Policy Implications

Developing sport events is an opportunity for sustainable development of the tourism industry, which needs to be implemented simultaneously with three economic, political, and cultural pillars that enables promoting local and national tourism images, tourist images of destinations, building brands, creating great leverage for tourism development, economic growth both short and long term. With diverse geographical features, and resources, Da Nang city is suitable for the development of sport tourism events in sustainable tourism development. This event is not only associated with activities with the participation of the local community, but also environment-friendly tourism services are developed at the same time.

With the goals for sustainable tourism development and for "dual goals' in term of " effective prevention and control of the COVID-19 epidemic with socio-economic development, tourism policies have been approached with the motto " Proactive - Adaptive - Flexible" in the new situation in Da Nang city with four main focus: (1) Reducing the intensity of greenhouse gas emissions per GDP; (2) greening economic resources and sectors; (3) greening lifestyles and promoting sustainable consumption; (4) greening the transition on the principles of equality, inclusion, and resilience. To be able to adapt to climate change, Da Nang city needs to focus on the following solutions:

Developing and implementing programme plans, propaganda, promotion, marketing event messages before, during and after the event, preserving the tourism environment, improving community health through sport tourism events. For sports events, it is a must of 1–2-year notice/ plan before the official event takes place in order to have thorough preparation and close coordination between the destination tourism management agency, the sports event organizer sports; effective public-private partnership between tourism management agencies, tourism businesses, sports facilities, and sports training centres. Watt's research since 1998 highlighted the importance of successful event goals when all the different stakeholders reach a consensus on the purpose and benefits of participating in the event. In order to compete in tourism market development, propaganda, and public awareness raising, stakeholders need to have a deep understanding of the benefits and impacts of sport tourism events, from the bidding process to events, promote sponsorship opportunities of prestigious domestic and foreign organizations to ensure success in planning and implementing events in accordance with the green event goals.

Linking-closely associated in mobilizing resources for event development with the central regions, the whole country, the region and the world. It is to strengthen cooperation expansion, mobilize resources with businesses, service providers from service/carrier, accommodation, travel, event organization, forming a chain of links, synergy implements the professionalism and pervasive attraction of green events. At the same time, by mobilizing resources from international organizations and the United Nations Environment Program (UNEP), the Asia-Pacific Tourism Association (PATA) that participate in major events to ensure that the environment is being protected, in particular UNEP promotes public awareness of the importance of the environment and provides, green practice guidance such as in the Olympic Games, FIFA World Cup. Then, organizing green urban landscape architecture, ensure synchronization of infrastructure conditions, tourist facilities, sports events, ensure security and safety. Prepare infrastructure to serve the large number and needs of event participants as well as visitor satisfaction before, during and after the green event.

Supporting responsible, green practice activities/ education training in events by organizing human resource training classes, training on environmental protection for managers, business

executives, drivers, guides; volunteers; Inspect and examine the observance of regulations on environmental protection, propagate and raise social awareness on environmental protection in tourism; encourage tourists to use and bring eco-friendly or recyclable bags to use while traveling, to tourist attractions; littering, classifying garbage in the right places... in order to create a civilized, friendly and harmonious destination with nature (Trinh, T. T., Ryan, C., & Bui, H. D; 2020).

Develop an education roadmap to provide solutions for waste management at source, integrating this issue in all socio-economic development activities of the city. Departments and related sectors should have a propaganda direction for businesses to find environmentally friendly products to replace plastic products and have policies to encourage businesses to go in the direction of building green businesses, honouring those who do good for the environment.

Encourage and support organizations and individuals in responsible initiatives, innovation development and use of green resources in green tourism types in combination with other tourism models that also include other activities. movement to bring awareness about pollution reduction and efficient use of energy. Supporting policies, including price policies to support, encourage and facilitate the use of green technology and materials for businesses to realize the benefits of deployment. Measures include encouraging tourism products such as sport tourism using environmentally friendly means, such as bicycles, electric cars, cyclos; walking streets, nature-oriented tours to protect the environment, create sustainable livelihoods for local people... are oriented and create a mechanism to make good use of them. Other forms of green tourism such as community learning tourism allow attendees to ride bicycles and use public transport as well as limit smoking on site (Merli, R., Preziosi, M., Acampora, A., Lucchetti, M. C., and Ali, F., 2019), for participants from tourists to indigenous communities to share benefits together (Trinh, T. T., Ryan, C., & Cave, J; 2016), indigenous knowledge, and protection of the ecological environment are promoted through this interactive activity.

References

- Anuar, A. N. A., Ahmed, H., Jusoh, H., & Hussain, M. Y. (2012). Understanding the role of stakeholder in the formation of tourist friendly destination concept. *J. Mgmt. & Sustainability*, 2, 69.
- Carlsen, J., & Taylor, A. (2003). Mega-events and urban renewal: The case of the Manchester 2002 Commonwealth Games. *Event Management*, 8(1), 15-22.
- Chiu, L. K., Ramey, A., & Abdul Wafi, A. (2020). Make green growth a priority: issues and challenges in organizing green sports tourism events. *Malaysian Journal of Sustainable Environment*, 7(1), 53.
- Do, D. T., Huang, J., Cheng, Y., & Truong, T. C. T. (2018). Da Nang green space system planning: An ecology landscape approach. *Sustainability*, 10(10), 3506.
- FISA (2013) BMW partners with world rowing for clean water. Available at: <http://www.worldrowing.com/news/bmw-partners-with-world-rowing-for-clean-water> (Accessed: 20/04/2022).
- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism management*, 29(3), 403-428.
- Goldblatt, J. (2010). *Special events: A new generation and the next frontier* (Vol. 13). John Wiley & Sons
- Hannam, K., & Halewood, C. (2006). European Viking themed festivals: An expression of identity. *Journal of Heritage Tourism*, 1(1), 17-31.
- Hardy, A., Beeton, R. J., & Pearson, L. (2002). Sustainable tourism: An overview of the concept and its position in relation to conceptualisations of tourism. *Journal of sustainable tourism*, 10(6), 475-496.

- Holmes, K., Hughes, M., Mair, J., & Carlsen, J. (2015). Events and sustainability (pp. 1-206). Abingdon: Routledge.
- Hong, M., Li, Z., & Drakeford, B. (2021). Do the green credit guidelines affect corporate green technology innovation? Empirical research from China. *International Journal of Environmental Research and Public Health*, 18(4), 1682.
- Hồng Quân. (2022). Focus on implementing tasks and solutions to restore the tourism industry and attract tourists to Da Nang. Electronic portal of Da Nang city. <https://danang.gov.vn/web/guest/chinh-quyen/chi-tiet?id=47372&c=3>
- Kirsch, S. (2010). Sustainable mining. *Dialectical anthropology*, 34(1), 87-93.
- Laing, J., & Frost, W. (2010). How green was my festival: Exploring challenges and opportunities associated with staging green events. *International Journal of Hospitality Management*, 29(2), 261-267.
- Martins, R., Pereira, E., Rosado, A., & Mascarenhas, M. (2021). Exploring the relationship between sport demand's key players and environmental sustainability: Pointers from a systematic review. *Journal of Outdoor Recreation and Tourism*, 35, 100419.
- Merli, R., Preziosi, M., Acampora, A., Lucchetti, M. C., & Ali, F. (2019). The impact of green practices in coastal tourism: An empirical investigation on an eco-labelled beach club. *International Journal of Hospitality Management*, 77, 471-482.
- Millington, R., Giles, A. R., van Luijk, N., & Hayhurst, L. M. (2021). Sport for sustainability? The extractives industry, sport, and sustain.
- Moise, D., & Macovei, O. I. (2014). Green Events-The New Responsibility of the Organizations. *Romanian Journal of Marketing*, (3).
- Nawarathna, D. B., & Arachchi, R. S. S. W. (2021). A study on sustainable event management practices in Sri Lanka; event managers' perspective. *Tourism and Sustainable Development Review*, 2(1), 49-64.
- Nhật Hạ. (2022). The strong rebound of Da Nang tourism. Da Nang Newspaper. <https://baodanang.vn/channel/5404/202201/suc-bat-manh-me-cua-du-lich-da-nang-3899755/#:~:text=C%C3%A1c%20ch%C3%AD%20ti%C3%AAu%20t%C4%83ng%20tr%C6%B0%E1%BB%9Fng,v%C3%A0%20chi%E1%BA%BFm%20t%E1%BB%B7%20tr%E1%BB%8Dng%20l%E1%BB%9Bn>.
- Orefice, C., & Nyarko, N. (2021). Sustainable value creation in event ecosystems—a business models perspective. *Journal of Sustainable Tourism*, 29(11-12), 1932-1947.
- Park, E., & Boo, S. (2010). An assessment of convention tourism's potential contribution to environmentally sustainable growth. *Journal of Sustainable Tourism*, 18(1), 95-113.
- Ramely, A., Talib, M. F. A., Radha, J. Z. R. R. R., & Mokhtar, M. F. (2021). Green Event Practices: Understanding the adaptation of event organizers through a systematic review. *Malaysian Journal of Sustainable Environment*, 9(1), 119-140.
- Rittichainuwat, B., & Mair, J. (2012). Visitor attendance motivations at consumer travel exhibitions. *Tourism management*, 33(5), 1236-1244.
- Scott, D. (2021). Sustainable tourism and the grand challenge of climate change. *Sustainability*, 13(4), 1966.
- Triantafyllidis, S., & Darvin, L. (2021). Mass-participant sport events an Trinh, T. T., Ryan, C., & Cave, J. (2016). Evaluating heritage: tourists and holiday visits to heritage sites. *Journal of Tourism and Cultural Change*, 14(2), 129-149.
- Trinh, T. T., Ryan, C., & Cave, J. (2016). Evaluating heritage: tourists and holiday visits to heritage sites. *Journal of tourism and Cultural Change*, 14(2), 129-149.
- Trinh, T. T., Ryan, C., & Bui, H. D. (2020). Heritage, education, and processes of change in Vietnamese rural tourism: A case study from Hội An. *Journal of Vacation Marketing*, 26(3), 378-394.
- Türkmenđag, T., & Türkmenđag, Z. (2022). Technology Use and Innovation Strategies in Event Tourism. In *ICT as Innovator Between Tourism and Culture* (pp. 104-121). IGI Global.
- United Nations Environment Program. (2009). Green meeting guide: Roll out the green carpet for your participants. Retrieved from <https://wedocs.unep.org/handle/20.500.11822/7834>.

Contributors: *Dr Trinh Thi Thu & Dinh The Toan, Institute of Social Sciences of Central Region, Vietnam Academy of Social Sciences*

Corresponding author: *Dr Trinh Thi Thu@trinhhithudanang@gmail.com*

IMPACT OF TOURISM IN THE HIMALAYAN STATE OF MIZORAM, INDIA: CHALLENGES AND WAY FORWARD

Nirban Laskar, Vignesh Kumar N, and Ruhul Amin Mozumder
Mizoram University, Aizawl, India

Abstract

The Mizoram is situated at the southernmost part of North-East India where melodramatic beauty of sun rise and sun set can be experience through the hills and mountain peaks along with exciting wildlife, sheer cliffs, and lovely waterfalls. Dedicated Mizoram tourist information centres can cater a booming publicity of tourist in all major airports, bus terminals and cities to attract national and international tourists. Necessary improvement in policies and tourist regulations can create a suitable environment for sustainable tourism development in Mizoram which will directly enhance the livelihood and income of the local people of Mizoram. The pleasant passion and the social essence of the local tribes are the foremost motives for creating some of the exotic attractive tourism structures in this beautiful breath-taking Mizoram state.

Keywords: Mizoram, Tourists, Sustainable Tourism, Tribal, Northeast.

Introduction

Tourism makes a place to recognize its importance and marks a country's geographical landmark. The above benefits have also generated both direct and indirect employment opportunities for the people residing there. Even though tourism has many benefits, it should consider the maintenance of the place's ethnic/specific identity. Tourism is one of the most emerging industries and the highest growing sector of the market. It enables an area or region to explore its true potential. Tourism is a phenomenon that has a direct bearing on the socio, economic and political condition of a region/state/country. With increasing globalization and a boom in air, connectivity has boosted humans' ability to reach far off places. Thus, touring sites has become one of the most cherished desires of humanity. Tourism can be of significant importance when it comes to providing employment and contributing to society's socio-economic growth.

Nonetheless, even though tourism has many good things to offer, it shouldn't come at the cost of environmental integrity and endangering an existing vulnerable ethnic community's identity. Particular emphasis on tourism should focus on thrust areas like demographic, geographic, and social aspects. Tourism is presently one of the world's principal industries and the fast-rising sector. It reflects the socio-economic and cultural heritage of the people and places which motivates the tourist to visit. Mizoram has the highest density of clouded leopards and marbled cats in South-East Asia inside the wild, especially inside the Dampa Tiger Reserve. The cult of Chana (Chana Pawl) dwelling in Baktawng is recorded within the Guinness e-book of world file as its most significant own family, with 162 members. Tourism is a unique form of leisure activity that is both dynamic (travel) and components which are static (temporary stay).

The scenic beauty of Mizoram

Mizoram is in the Northeast of India; its capital is Aizawl, which is well connected through air and road communication. The work for railway connectivity is going on in full swing, and it will be connecting Aizawl with the rest of India by 2023. The name Mizoram derived from two terms, i.e., "Mizo," the inhabitants of Mizoram and "Ram" means land. It has its old legends and attractive villages of houses erected on stilts – a place where sunrise through peaks and hills makes mesmerizing view with a beautiful lake in the heart of mountains. The Prospect of tourism in Mizoram will increase with the people's movement and the stay destination at various exotic locations like Reiek, Vantawng Waterfalls, Falkawan Village, Hmuifang, Phawngpui Peak, etc. People can visit such places for recreational activities, leisure, or business purposes, and it is a set of creative events that caters mostly to visitors. Mizoram, which means "land of native peoples (Mizos)", is India's North-eastern states. Mizoram is a beautiful state with a stunning landscape, lush greenery, and pleasant climate. Mizoram is bordering with other North-eastern states such as Assam, Tripura, and Manipur. It has international borders with an ASEAN country such as Burma and Bangladesh. This makes Mizoram a potential place for excelling in the field of tourism. It is wholly blessed with a rich ecological setup where one can experience and visualize the lush green cover everywhere—Mizoram shares interstate and international borders leading to the scope of attaining the objectives of tourism.

The tourism sector in Mizoram has a potential resource to flourish with beautiful landscapes, mountains, valleys, rivers, lakes, waterfalls, national parks, and wildlife adventures, which present a unique opportunity for tourism development. Village tourism can be marketed as dominant tourism, and its advantages can be used to improve rural areas in socio-economic and infrastructural dimensions. It makes people aware and enhances connectivity in order to protect the environment, local history, and traditions (Vishwambhar Prasad Sat., 2019). The more significant part of the area protected by green forests with dense bamboo groves, small flora and fauna, breath-taking valleys. Sustainable infrastructural facilities at tourist spot will surely contribute a larger role in tourism development in Mizoram (Vishwambhar Prasad Sat., 2014). It is the Highlanders' land, or the Mizos, who are naturally friendly and loves to welcome visitors. Mizoram Tourism Development Authority (MTDA) is a society established by a memorandum of the year 2008, under the Mizoram Societies Registration Act 2005. The society's principal goal and function are to help the Central's efforts Policy and Authority of the State in respect of tourism growth within Mizoram state:

(a) Phawngpui Hills: Phawngpui Hills is Mizoram's highest mountain peak and reported to be one of the best places to visit in Mizoram. This quaint hill station, called 'House of Gods,' is rich in vibrant orchid species, fragrant herbs, native fauna, and colourful rhododendron. (b) Vantawang Falls: It is about 137 km from Aizawl, a vibrant waterfall in the Serchhip district of Mizoram, and attracts travellers for its scenic surroundings. Vantawang Falls claimed to be the state's highest and most impressive waterfalls and surrounded by lush greenery and rocky hills. (c) Palak Lake: Located about 400 km south of Aizawl near Phura Village, Palak Lake is an oval-shaped natural lake. One of Mizoram's most famous lakes, this lovely water body, cover a zone of about one sq. km and is bounded by lavish dense forests. Besides the picturesque scenery, the surrounding lake is well-known for covering interesting flora and fauna species. Occupied by the maximum wetland birds and hilly birds, neighbouring areas to the lake are Palak Lake, which is known for stopover of Pintail Duck migration. (d) Mountain Biking in Hmuifang Hill: Hmuifang Hill is situated at an altitude of around 1524 m and provides unbeaten trails to discover by biking, and it stretches from north to south. Many tracks can explore on a bike ride in these hills. I Luangmual Handicrafts Centre: A famous spot to see Mizo handicrafts' grandeur located at a distance of about 7 km from the central Aizawl City. Luangmual Handicrafts Centre. *Khumbeu*, which made of waterproof wild *hnahtial* leaves, is among the most popular items that can be found. (f) Mizo Bland Food: Mizos use very little spice in their food, and soup remains part of the meal. To get the real authentic taste, Mizo cuisine, roadside food stalls are the best option. Mizo Bai is a traditional

non-vegetarian Mizo dish made by steaming vegetables and mixing them with pork, bamboo shooting, and spinach. Local *Lubrusca* grape wine is very famous amongst the beverages.

Prospects of Tourism in Mizoram

The capital of Mizoram is Aizawl. Aizawl is connected to the other parts of India mainly by Road and Air. Rail connectivity is only up to Bairabi and is expected to join Aizawl soon. Road entry to Aizawl is mostly through Vairengti via Barak Valley of Assam. Aizawl has an airport facility at Lengpui, which is well connected to most other Indian Airports. This air connectivity is of vital importance for facilitating tourism. From Lengpui, taxi facilities are there to the farthest places of Mizoram. Mizoram has nearly 17 (seventeen) tourist spots that are maintained with utmost dedication and care and among them includes Rih Dil Lake, Ngengpui Wildlife Sanctuary, Tuipui river region, and so on. The state of Mizoram has very forestland variety. It represents a key element of the Ecological Biodiversity Hotspot for Indo-Burma (Sati et al., 2014).

Mizoram is home to several hill stations such as Hmuifang Tlang, Reiek Tlang, Vanzau etc. It also has many beautiful lakes and waterfalls. The colourful festivals such as Mim Kut and Chapchar Kut celebrated by local indigenous people can also be significant tourist attractions. Indigenous tribal practices in Mizoram tell the rich culture maintained for years. That can be visualized through the places housing their residence and their day-to-day accessories that the people are using there. And over 90% of Mizos lived in the house of their friends and family when they move within Mizoram and that does not care the reason for their journey (Lalmangaihsangi., 2015).

A home stay is a mode of growth in tourism where visitors are able to rent a room and stay as a part of the family with the family member. The idea of individual 'bed and breakfast' homes called 'home stays' is where homes are properly turned into tourist houses offering both amenities and comfort. Ultimately, the idea is a modern product; it has a massive amount of opportunity to grow rural tourism (Lalhunmawii Chhakchhuak; 2013). Mizoram is mostly a hilly region located far in India's extremely north-eastern corner between Myanmar and Bangladesh. Tactically, owing to this form of geographical position, this region is in a great spot for tourism than other states (Adak and Guha; 2014).

Apart from the culture and natural beauty of Mizoram, Churches of Mizoram can also play an essential role in boosting its tourism industry. Mizoram is mainly a Christian state where people observe a variety of denominations of Christianity. Church in Lunglei is one of the first church in Mizoram, and it is of heritage importance. Mizoram means "land of native peoples (Mizos)".

Mizoram also has an International standard *Golf Resort* at Thenzawl, which was inaugurated virtually by the Union Minister of State for Culture & Tourism (I/C) Shri Prahlad Singh Patel. Some of the exotic beauty of Mizoram has been presented through Figures 1 to 8, respectively.



Fig 1: Aizawl, Mizoram



Fig 2: Sihhmui, Mizoram



Fig 3: Lengpui, Mizoram

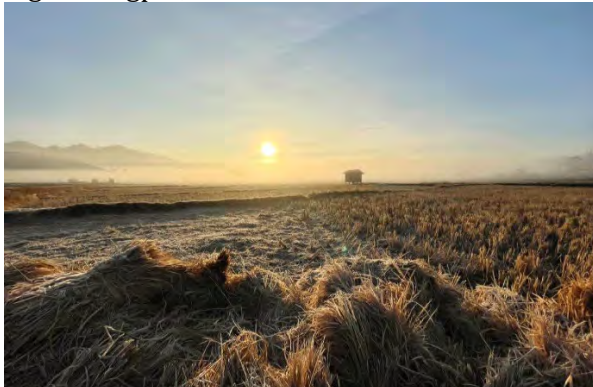


Fig 4: Ailawng, Mizoram



Fig 5: Champhai, Mizoram (Sunrise View)

Fig 6: Aizawl, Mizoram (Sunset View)



Fig 7: Aizawl, Mizoram (Mizo Traditional Village)

Fig 8: Aizawl, Mizoram (Night View)

Problems of Tourism in Mizoram:

- Inner Line Permit obtaining process is of age-old offline practice that makes the tourist people wait for long duration leading to the changes in their tour plans.
- The tourism industry should be cautious enough to maintain the ethnic identity of Mizoram. Compromising the ethnic identity by the action of the tourist is a significant threat to the place.
- Check post or points at the state's borders should have some emergency facilities like medical facilities that are not seen in any of the borders in Mizoram, including international and domestic boundaries because the pandemic situation demands the immediate need of permanent medical checkpoints at the barriers to avoid community spread of diseases within the state.

- Road connectivity, as well as road maintenance to the places of Mizoram, is inferior. Tourism highly depends on the connectivity to the sites.
- The frequency of share taxis, buses and other public transportation modes accessing Mizoram roads is significantly less and time bound.
- Private computing facilities are available, but their tariff charges are dynamic, and it has to be monitored by the tourism department.
- Mizoram state is wholly situated in an earthquake-prone area, and also the weather condition prevailing in the place quickly changes.
- Due to many associated issues, the tourism industry in Mizoram is not able to grow to the extent desired for all its potentialities.
- Uneconomical preservation of cultural heritage and assets.
- Unsatisfactory tourism policies.
- Transport and communication are difficult and expensive in the over-all aspect.
- Public and Private organized tourism involvement is mostly absent within the state.

A potential Solution to Overcome the Problems of Tourism in Mizoram:

- The government should prioritize solving road connectivity and maintenance issues, which is the first step to realize its true tourism potential. The main focus should be to develop all-weather road connectivity.
- Municipal authorities in different Mizoram districts should develop shopping mall projects that are the most preferred one-stop shopping destination for tourists.
- The lack of modern, well equipped medical facilities is another concern. Apart from tourist lodges, permanent medical facility arrangement should be housed at all prime tourist spots.
- To ensure the tourists' safety, different measures, including GPS technology, can be implemented.
- The tourism industry should notify the tourist people about the natural calamities data beforehand before their journey. Tourist people's safety should be the prime importance for the tourism industry.
- The government should rapidly make an arrangement and decision to build and maintain the road connectivity in Mizoram.
- Apart from tourist lodges, permanent medical facility arrangement should be housed at all prime tourist spots.
- To ensure the tourists' safety, the government can provide GPS tracking devices to the tourism industry through the tourism department to avoid any adverse circumstances to the tourists.
- Structured Prospect for resilient and sustainable tourism.

Concluding Remarks:

Mizoram has a pleasant climatic condition throughout the year with rich natural diversity of flora and fauna, which adds beauty for nature lovers. The spirit of adventure always remains at its peak due to rocky terrains, mountainous water bodies that provide a unique opportunity for outdoor sports activities and recreations. The foremost necessity to develop any tourist destination is to go for publicity of tourist destinations and establish dedicated tourist information centres in major airports and cities to attract international and national tourists. Provide proper infrastructural development concerning tourist accommodation and food by constructing nature eco-friendly guest houses, circuit houses, and tourist lodges. Coordinating efforts among governments at all levels and the scope of the private sector is essential. The Mizoram government should put forward policies such as online application and approval of

Inner Line Permit. Such combined action will improve the tourism sector of Mizoram and enhance the livelihood and significant source of income for local people of Mizoram and shape tomorrow's tourism. Therefore, it may be concluded that Mizoram has the true potential of flourishing in tourism and So the prospects of tourism given its national and international significance.

References:

- Adak K and Guha P (2014), "Economics of Tourism in Mizoram: A SWOT analysis" International Journal of Current Research, Vol 6, 7, pp. 7557-7562. ISSN: 0975-833X.
- Vishwambhar Prasad Sati (2019), "Potential and Forms of Sustainable Village Tourism in Mizoram, Northeast India" Journal of Multidisciplinary Academic Tourism ISSN: 2645-9078 OLD ISSN: 2548-0847 2019, Vol. 4, No. 1 pp: 49-62. ISSN: 2645-9078, OLD ISSN: 2548-0847. Doi: <http://dx.doi.org/10.31822/jomat.527278>.
- Vishwambhar Prasad Sati (2014), "Potentials of Tourism Development in Mizoram" Lalmangaihsangi, (2015), "A study of tourism development in Mizoram" A dissertation submitted for the award of the degree of Master of Philosophy in economics, Mizoram University.
- Lalhunmawii Chhakchhuak (2014), "Developing rural tourism in Mizoram: a case study of Champhai district" Thesis Submitted for the Award of the Degree of Master of Philosophy in Commerce, Mizoram University.
- Sati P V, Rinawma P, Singh N B and Rao C U B., (2014) "Diversity, use pattern and management of forest resources in the eastern Himalaya: a case study of Mizoram, India" Journal of Forests, 2014, 1(1): 1-10.

Contributors: Nirban Laskar; Vignesh Kumar N and Ruhul Amin Mozumder: Assistant Professor, Department of Civil Engineering, Mizoram University, Aizawl, India

Corresponding Author: Nirban Laskar: Email: nirban.laskar@yahoo.in

**FABRICATING GLOBAL CHRONOLOGY OF FOOD AND THE RECREATION IN
GLOBALIZATION**

**Subhadip Majumder and Samir Thapa
Silver Mountain School of Hotel Management**

Abstract:

The history of food is a fascinating story, and it is talked about all over the world. Although they are growing up together, their union is exploding. They come together very easily because each one produces connecting tents that reduce a lot of common connections. As mindboggling themes, however, food and global history come from conflicting sources of exploitation and are disseminated to different aspects of humanity - for different purposes, methods, and racism. Methodology: Significantly, these intricate, scientific, and profound topics of globalization have become the charm of today's intellectual world and are regularly featured in financial predictions, political statements, and social science analysis. Our research is based on books, online journal support, brief reading and analysing of various documents and research papers and of course the verbal discussion with many historians and food anthropologists who helped us to formulise a theory.

Keywords: Globalization, Chronology of food, Intellectual limitations, Global history exploitation

Introduction

Increasing trends in the dynamics may evoke rapid instinct about the peace of reality, but globalization points to an important concept of humanity. Undoubtedly, the mathematical metaphor is hampered by the splendour and ingenuity of the labels as age to signify the modern era - Machine Age, Microscopical Age, Age of Totalitarianism, Age of the Automobile, Age of Anxiety - but this emotional record itself may be an important symbol of our times (1). Almost everyone agrees, with a bit of criticism, that the pace of historical change should be fairly immediate; and the poverty of those labels shows how neo content is shaped by the conceptual knowledge of the event.

Review

Unremarkably counterfeit to propelled by new technologies and by mechanisms inner to capitalism., Globalization is sometimes written in the language of movement, with echoes of Enlightenment surety in the country of sanity and the seventh-century hope for field and professional. Globalization named in this way brings communities together, with the benefits of starvation and the enjoyment of food from all over the world. Foods consisting of chestnuts, dasheens, or turnips were natural; now those limitations are well managed. Since, in conventional integration with shared home life, this advance allows for a wide variety of food and makes it unique to be widely used as it also exchanges many international authors, achieving the story of what Esperanto has experimented with the module.

2.1 In most cases, however, global trade indicators are accompanied by references to magical beginners and warnings of improper trade and natural disasters. To put it bluntly, global trade often suggests a disturbing determinism, an idol that destroys rams' forests while agricultural businesses around the world go under menage farms and capitalism forces farmers to move to cities to touch for profit, thus undermining social relations, damaging local culture, and ruin the taste. customs and food. This globalization involves natural disasters. By respecting nutrition, craftsmanship breaks the natural cycle of the seasons and modernity undermines social norms and the sacred meaning associated with food.

2.2 As it can be widely available, nutrients lose a specially protected sweat in the recipes of unprocessed food in the garden and are ready for mom's kitchen from traditional recipes that were never a documentary document. Finally, this prayer compares the paganism of hamburgers 'food with the preparation of relatives' meals and the newly developed distinct and unusual processed foods and nutrients. The distribution of McDonald's restaurants around the world may seem to indicate a particular coupler feature or need; however, that discussion is more popular as a sign than a success (2). The quality function of this manufacturing business lies in the fact that, at the end of the century, global trade and nutrient exchanges summarize that controversial speech test and the following.

2.3 Concerns about globalization today have a profound impact on the history of the world. As a pamphlet that uses artistic techniques to connect the orbicular mind and processes of art exchange, world history has roots as admirable, among them Scottish and French philosophers of the eighteenth century, much of the cultural fields of the nineteenth century, including Carl Marx, as well as the twentieth-century studies of modern and traditional systems. As a feature sheet, however, the orbicular record can be considered new; and there is a present contradiction between interested historians about whether universal history is a way to study all histories or should be controlled to the present day.

2.4 For a few, globalization of our era is a unique feature, a new reality, and a shift in realizing what is interesting in global history that is just one image. This period of the world and its origins, which include perhaps 50 or 100 years unchanged, should be there for each world record organization. For some, historians, global thinking as the culmination of modern discoveries invites a new look at all times, exploring orbicular connections and seeing the processes of global personality changes that may be taken for granted. Such new research will deeply embody the modern point module itself and should move on to new phases of analysis and new trading ideas.

Findings

A story diagram in the history of the planet is the last to calculate this distribution of time divisions. Lots of themes. such as agribusiness, global marketing, fast food, environmental concerns, and genetics - these are the true extreme extremes of the orbicular story known as the modern story. Other - such as changing the story by distance, going into history; The salutation of the subsistence economy on globalization and disease, and the expansion of strategies for the production and protection of nutrients across communities and continents - is a thing of the past. For those who are close to the mother to the orbicular account of nutrition in the new era, that food is an important component of the conductor in economic relations with governments and religions has been the voice of world history.

3.1 A few examples of progress are clear. There has indeed been a significant increase in the rate of food security, and there has been an increase in the prevalence of food in developed countries and the distribution of food between sections of society. Considering the vast area, global history will benefit in the long run with the most obvious and profound changes such as victory, technology, and economic need. The importance of food in human history is not limited to physical parts. Eating together, sharing certain foods, and avoiding others have helped crowds to identify themselves and religions to focus on the network. Examples of usage have been the indicators of social status from the soup kitchen to the typical food. Family life, staff festivals, and solid ruler expressions have always included food; and food representation strengths mentioned in general trends, strict restrictions, exhibition shortcuts, and current promotions.

3.2 Perhaps food can be used as a tracker, following progress, unveiling old and new crossings that mark the world and its neighbours, however, they have their place in both. Food history can be thought of as the beginning of science and the real complexities of space, soil, material, and work; however, it continues with social structure, financial transactions, and innovation to capture the culture and integration of the domains marked by groups and individual tendencies. This global food history does not have to rule out the possibility of preventing human decision-making.

3.3 The history of the world has never created less pressure. At a time when international historians are looking for organizations, they are focusing on setting up research topics and relying heavily on individual design to find the information they have collected, the hypothetical ideas they have created, as well as the experimental themes. Each of these teams has its myth, question sets, a variety of information, and specific strategies that end up being considered as part of the topic itself and provide boundaries. Research, for example, of a co-operative organization, is often understood as a subject under major themes: type of object, nature type, national economy. Such points are often investigated within a built-in theoretical system and have greatly increased comprehension writing. Global self-esteem is not just a matter of being incredibly confident in the performance of others but of making use of such unexpected tests ⁽³⁾.

3.4 These contact searches often challenge the established categories of thoughts and common boundaries between topics. Thus, while we rely on the work of others, a world-class historian often breaks down. That may be the result of altering accentuation, focusing on integration over associated objects, investigations that often reveal undisclosed connections that cross the prescribed categories ⁽⁴⁾. It may result primarily in another view, another theory that changes the corresponding themes, exposes ideas that need to be reconsidered and recognizes recorded processes that are largely ignored. Or, most important of all, it may be the result of the use of ideas about global relations that define historical processes in new ways. In any case, when he is enthusiastically encouraged to have something new and important to say, the ancient world scientist cannot fail to recall the incredible dangers of breaking the divisions that have arisen as a result of certain knowledge and techniques ⁽⁵⁾.

3.5 It is not difficult to find international organizations, and researchers know in advance where to look. The most obvious are organizations all over the world, from one country to another, in major countries, and around the world. This stands out to us for two reasons. The first is the modern-day experience ⁽⁶⁾. Easy navigation and communication, an increase in both international market pressures, and concern for the environment have made us realize that the world is connected. Globalization is on everyone's lips, deception, and excuses, are often misused; and deep thinking cannot avoid the obvious. Communication in space attracts our attention for a specific reason and ⁽⁷⁾. Social research is based on the fact that travel and communication were long and difficult, that cultures and languages often magnify the concept of distance and complexity, and that cultures are often recognized and defined separately. The undeniable level of government and country, with its history and author, has blinded many to the continued existence of organizations ⁽⁸⁾. Whenever the response to data about international organizations is shocking, the unexpected comes from acknowledging that important relationships are not considered emerging, in the disclosure of their truth ⁽⁹⁾.

Analysis

Global communication analysis must take into account time and space⁽¹⁰⁾. Links formed in one era often change in context and definitions over time. The apparent trade in goods may have its most important effects on the ideas and customs associated with it but it begins to operate gradually. Former state obligations may go beyond the political alliances that formed them. Clarification of how global organizations that set out explicit origins are often more focused on planning than why they insist, change, or peter out - the most promising research regions in the history of the world. A reminder of the connection between space and time can be a useful way to continue the investigation but both are much easier and more practical to practice research.

4.1 Since world history, which is thought of as a form of recorded research, do not try to make the story of world history unforgettable by the islands, you can tolerate a lot of holes. However, experts in the history of the world have a variety of difficulties. As they continued to search for organizations, experts in the history of the world needed a sound reason for deciding their application. When the approved classification is denied their ability to summarize and the tendency to think no longer to reflect the limit of testing, organizations may be boundless ⁽¹¹⁾. Two of the most common tools for avoiding endless loop connections would be to focus on a well-

defined topic that is considered an example of other multidisciplinary nodes or to study a particular communication system, where it is necessary to provide a particular theory support.

4.2 The framework of the world history that everyone chooses will go a long way in determining which evidence is relevant; theories and methods used will shape its meaning. It seems to me, there are four broad ways to build a global, historical framework. One starts with a universal experience. People everywhere are building shelters, preventing, or surviving the disease, and, of course, eating. Environmental and economic factors, for example, have led many communities at different times to rely heavily on a single basic diet. Whether the staple foods were wheat, rice, potatoes, or something else, the production, distribution, and use of this basic ingredient were part of the social and cultural norms. Many variations of these factors have affected others through a process that can be researched. Similarly, living in cities sets working hours, and restaurants are now almost universal events that influence your food and cultural meanings. Building a global history based on a selected collection of universal experiences has significant benefits. It encourages comparisons of how communities meet the same needs and how different social systems respond to change and often chooses robust and open research. Nutrition courses, based on biology and medicine and their public health concerns, often work this way; and several chapters in this book demonstrate its effectiveness. Defining historical problems based on common experience can be done in a way that avoids placing Western models in non-Western societies. Deciding what universal experience to study and what comparisons to make is not possible, however, but requires a carefully defined perspective on historical change to avoid the simplicity that can be fuelled by thoughts about its general knowledge.

4.3 A second way to create a framework for world history is to trace the distribution of objects, techniques, ideas, and cultures from one place to another⁽¹²⁾. William McNeill's research on the spread of disease worldwide is an outstanding example, and a few articles in this volume highlight its problem in terms of transmission. The previously unknown food distribution from the New World to Europe and Asia provides excellent historical examples of distribution, the current prevalence of fast food, one of the most talked-about⁽¹³⁾. An important factor in changing history, the spread is the natural concern of world history. Tracking the movement of a specific object from one place to another over time allows for limited accuracy and precision of chronological order to compare different responses to similar opportunities and challenges. Tracking such contacts is even more important because everything has a certain culture and communication patterns thus having a very important history.

4.4 Within the dispersal structure, the global history of food can explore the diversity of plants and creatures, agricultural processes; the tendency to eat and the restrictions imposed by religion; or certain dishes, recipes, and public fun scattered by travellers, and sailors. Distribution courses tend to favour material and visual elements, churches over religious beliefs, inventions in addition to social organization, certain foods in addition to public relations. That can be a serious limitation, as well as the fact that the content may be changed automatically during the process. In the international literature of dispersal, critical issues and findings emerge less credible in the investigation of an idea or object spread than in the investigation of the reaction, which always reveals a surprising sequence of progress⁽¹⁴⁾. Thus, research on the distribution of people, businesses and markets, labour practices, knowledge and strategies, religious or political organizations, or community policies can make a significant contribution to world history.

4.5 A third approach to building a global history plan uses common obligations in government affairs, financial matters, or culture to investigate the creation of a global corporate trap. This is often thought of in terms of trade or background, the relationship between a large number of the world's most famous and dynamic stories circulated in the last thirty years⁽¹⁵⁾. Such attention to economic relations opens up a study of world history in many books of economic theory. The diversity of Marxism in particular has contributed to the ideology of dependence and the system of world capitalism that has been effectively used in examples from around the world. Political ties are important in the international literature of the impact of the movement and the opposing authorities, and current colonial research has improved how we can explain the lasting effect of interactive networks. Among the various approaches to global history,

the search for institutional organizations is often thought of as powerful, one that is well-suited to the well-being of modern people and is useful in the form of natural exploration (16).

Conclusion

5.1 Communication websites built on the food trade (as well as tobacco, tea, and opium) have been important in many historical periods. The exchange of wine and olive oil in the ancient world, the continued grain harvest in the Roman world, the interest in flavour in ancient times, and the export of meat and grain overseas have always set European historical records (17). Food was also an important commodity on relatively important trade routes in Asia and the Middle East. Researching international organizations on food highlights the importance of social and social factors such as language, religion, and migration in support of the corporate trap. From Japan to the European Union and North America, disputes over the quality and effects of unconventional food sources indicate the continuing importance of symbolic relationships and financial interests. In terms of individual and social style, food consumption is effective when it meets local and global (18). These examples also point to important changes in today's world; because world food history prioritizes the role of international marketing in today's economy, where the ability to create demand and produce products from other countries is one of the hallmarks of business finance. There is a dangerous tendency, however, to confuse contact with hegemony and suppose that vectors of influence flow only in one direction. International historians would not expect foreign practices to be sorted out or that such an experience might change culture, for there is a need for renewed evaluation when selected agreements are not available and when building networks (19).

5.2 The fourth method of building on the framework of global history views cultural integration, not just as a conflict but as a process of change in which cultural identity is formed and transformed. Many aspects of this can be found in what the future holds for development history, global history compares basically in a small account of a fixed account and a more conspicuous cycle in cycles of real change. Improved international history of social experience, used to place the work on religion, language, and society, has a strong revival and recent 20th-century concerns about patriotism, fundamentalism., And racism (20). Used in a restaurant in world history, it explores how different foods work as public images and symbols of comparison. The variety of models has never been seen before, as well as the scope of the goals set for them. Types of food may reflect social diversity and reflect local areas (21). Speciality foods have long been associated with certain groups, and it has often been associated with regional food and climate change as the basis for the definition of population status. By the nineteenth century, as food choices increased, nationalism intensified, and food rations for the poor became increasingly evident, workers' food soon became a nickname for other nations: potato eaters, limey, frogs, and krauts (22).

5.3 The models are so interesting that they are often referred to as en-Route to the end of nature yet, however, the testing of public experience brings much to the table in world history. The coding process in which weight control programs in the general public became a character associated with certain characters and festivals and international gatherings is often important. Extended care of other people and a unique opportunity for personal affairs driven by decisions; to see progress for general term purposes. Public awareness around the world develops and transforms that awareness and decisions. Certain food sources, reorganized in ethnic restaurants around the world, have proved to be important in promoting a balance between interesting and natural, as a few sections here show. Food provides a touching symbol of globalization; and an investigation into how cooking styles adapt to new conditions can provide significant stability to the tendency to consider global history in terms of supernatural power, supernatural power, and supernatural power. The combination of major patterns and individual decisions, supernatural forces, and nearby circles, buildings, and societies that have given importance to all forms of history remains important in the history of the world (23).

References

1. www.researchgate.net: Publication: 43079126
2. www.thetravel.com: McDonald's, most luxurious
3. www.ludwig.guru: On a worldwide scale
4. Food in Global History: Bruce Mazlish, Carol Gluck, and Raymond Grew
5. www.researchgate.net: Publication: 304771137
6. South-eastern Louisiana University Department of Tourism Journal
7. www.educationworld.com: A lesson:03
8. www.yourarticlelibrary.com: International politics
9. www.bloomsbury.com: US: cultural change in modern says
10. www.educationworld.com: A lesson:016
11. www.educationworld.com: A lesson:06
12. <https://interestingliterature.com>: 2017/0
13. <https://oxfordhistoryreview.co.uk>: The global middle ages a radical new way of doing history
14. <https://bajrang75.wordpress.com>: 2016/06/
15. <https://silo.pub>: The Arabian nights
16. <https://www.oercommons.org>: Authoring journal/20308832
17. <https://quizlet.com/gb>: 550822961/Principle of Management 2 flash cards
18. <https://www.marxist.com>: Karl Marx 130-year centenary
19. <https://archive.org/stream>
20. <https://www.ncbi.nlm.nih.gov/pmc/article>
21. <https://ebin.pub>: Routledge Handbook
22. <https://www.ourgenerationusa.com>
23. <https://spatial.use.edu>

Contributors: Author 1: Prof. (Chef) Subhadip Majumder, HOD, Silver Mountain School of Hotel Management and Author 2: Mr. Samir Thapa, CHE, Chairman, Founder Principal Silver Mountain School of Hotel Management.

Corresponding Author: Subhadip Majumder subhadip.majumder@thechroniclekhana.com
www.thechroniclekhana.com: +977-9823053461