TOURISM TODAY

SPECIAL EDITION
Dedicated to the memory of our founder,
Antonis Charalambides

**College of Tourism
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Aims & Scope

Tourism Today serves as an international, scholarly, and refereed journal aiming to promote and enhance research in the fields of tourism and hospitality. The journal is published by the College of Tourism and Hotel Management in Cyprus. The journal is intended for readers in the scholarly community who deal with the tourism and hospitality industries, as well as professionals in the industry. *Tourism Today* provides a platform for debate and dissemination of research findings, new research areas and techniques, conceptual developments, and articles with practical application to any tourism or hospitality industry segment. Besides research papers, the journal welcomes book reviews, conference reports, case studies, research notes and commentaries.

The scope of the journal is international and all papers submitted are subject to strict double blind peer review by its Editorial Board and by international reviewers. The journal features conceptual and empirical papers, and editorial policy is to invite the submission of manuscripts from academics, researchers and industry practitioners. The Editorial Board will be looking particularly for articles about new trends and developments within the field of tourism and hospitality, and the application of new ideas and developments that are likely to affect tourism and hospitality in the future. The journal also welcomes submission of manuscripts in areas that may not be directly tourism-based but cover a topic that is of interest to researchers, educators and practitioners in the fields of tourism and hospitality.

Decisions regarding publication of submitted manuscripts are based on the recommendations of members of the Editorial Board and other qualified reviewers in an anonymous review process. Submitted articles are evaluated on their appropriateness, significance, clarity of presentation and conceptual adequacy. Negative reviews are made available to authors. The views expressed in the articles are those of the authors, and do not necessarily represent those of the Editorial Board of Tourism Today, nor the College of Tourism and Hotel Management.

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Note from the Editor

This edition of Tourism Today is dedicated to the late Antonis Charalambides, the founder of this journal. The passing of Antonis in December of 2019 was met with a great deal of sadness by many. He was a wonderful man who was much adored by all who knew him. He was a person who always had creative and interesting ideas and was himself a man of many talents and interests. He and I had worked together for several years and he was a huge influence upon my career and I still benefit from the relationships with others that he encouraged. It was he who encouraged me to collaborate with Stanislav Ivanov, a person who has been my main academic collaborator for over 14 years, a period that is longer than many marriages. Antonis was a person who brought people together and created impressive things from nothing. His spirit and enthusiasm was always impressive. I will always be grateful to Antonis for everything he did for me. And I know I am not alone in this.

Upon his passing, so many of his former employees and former students of the College of Tourism and Hotel Management contacted me about what a huge loss it was to lose him. It is not every employer who is so loved and respected by his employees. But then, he treated the employees as friends and family, so they did not think of him as an employer. His skill with people and his deep love for others left a huge impression upon those of us who were privileged to work with him and to know him. I have communicated with many who had worked with him or had known him and there have been many tears shed. It was also remarkable at how many students of the College of Tourism and Hotel Management really loved and respected him. He was always there to support and nurture the students, it was impressive.

In 1999, Antonis, who was then the Director of the College of Tourism and Hotel Management, spoke with me about his idea for revitalizing an earlier publication that he had, "Tourism Today." He wanted to revive it as an academic journal and I agreed. I was then tasked with putting together a journal from scratch, finding authors and learning about the entire editorial process. It was a challenge and Antonis was there to provide support and advice during the entire process. He taught me a great deal. But then, Tourism Today is not the only thing that Antonis had created in his life. He was also the founder of the College of Tourism and Hotel Management, having started that institution rather late in life (in his fifties) to make it into a very welcoming place for so many students and employees.

In this issue, we have a great variety of articles and there is something for everyone, Antonis would have liked that. There are articles that are very quantitative and other that are quite the opposite of that. What is also remarkable about this edition is the geographical diversity of the authors and subjects of the articles. This edition features authors from just about every continent, except South America and Australia. So, Tourism Today, especially in this edition, reflects a good deal of diversity in many different ways.

As always, we are glad to have such a supportive and interesting Editorial Board. We do appreciate the Editorial Board and the assistance of members. This was something that Antonis was very helpful in setting up so many years ago, since he knew the importance of having good relationships with others in the field.

As has been the case since the first edition of Tourism Today so many years ago, comments that assist us in improving the journal are welcome. We encourage readers to support the journal. To support the journal, you can read it, submit quality research for our consideration, and spread the word about the journal to friends and colleagues.

We wish you an enjoyable read and this journal will continue as an homage to my friend Antonis.

Craig Webster
Editor-in-Chief, Tourism Today

Tourism in challenging times: resilience or creativity?

Greg Richards[1,2]

ABSTRACT

In response to the Covid-19 pandemic, resilience is often seen as a key strategy. We argue that resilience, with its emphasis on a return to normality, needs to be re-considered. We outline a development strategy based on creativity, which seeks to link local resources and communities with global flows of resources, knowledge, and people. Creativity has been identified as an important element of previous crisis recovery strategies, and arguably it can go further, offering new avenues for future development that go beyond the new normal. Building new relationalities becomes an important aspect of this strategy.

Keywords: Covid-19, Creativity, Creative tourism, resilience

INTRODUCTION

As numerous studies have shown, the pandemic has decimated the tourism sector and created increasing uncertainty about the future of tourism businesses worldwide. This has stimulated thinking about how tourism can find the road to recovery (Burini, 2020). What many are seeking is a return to 'normality', or what now seems like a relatively simple existence before we had to deal with facemasks and social distancing. The hope is that everything will be back to normal once a vaccine is found. But the reality is likely to be much harsher: it will take time for the vaccine to curb the virus, in which time more will lose their lives, more businesses will disappear, and attitudes to travel and leisure will change. The new tourism landscape will not look like the old, and new tourists will not behave as they did in the past. This arguably requires not just resilience, but also creativity to find new ways of developing and managing tourism.

This paper considers the challenges of the pandemic for tourism in terms of potential development trajectories. Drawing on recent research in Asia in particular, it outlines the role of creative development strategies in providing alternative pathways for the post-pandemic future.

APPROACHES TO RESILIENCE

Resilience means the ability to return to the original form after being compressed or strained. In terms of cities dealing with mass cultural tourism, for example, this means the ability to absorb relatively large numbers of tourists without losing the form and function of basic systems, such as the cultural system. After the current Covid-19 pandemic, however, it is questionable whether we would want resilience to mean "a return to the original form" for tourism. The "original form" desired by different groups in the city might vary widely. Residents may want the atmosphere to return to the streets, but not as many tourists. The businesses in the city will want the crowds to return as soon as possible because that means more spending and support for jobs. Some tourists may want the current normal to continue because it means they can visit popular tourist attractions without the crowds.

Perhaps instead of thinking about resilience as a return to normal, it might be more constructive to view tourism as a resilient system, which is capable of responding to change: "a resilient region is like a healthy immune system: rather than preparing for every possible scenario, the region fortifies its underlying resources and capabilities to quickly mobilize and respond to any disruptive event." (Eisenhauer, 2014).

As Lew (2014) notes, in tourism, the concept of resilience has largely focused on economic resilience, ignoring issues of cultural or social resilience. And yet, if we consider tourism in major cities, tourism is highly dependent on social and cultural systems, and economic resilience ultimately depends on the resilience of these systems as well. People travel to cities not to spend money or create jobs for local people, but to experience the culture of the city for themselves, and to become part of the cultural life of the city for a short while (Russo and Richards, 2016). In looking at the resilience of the tourism system, therefore, it is important to assess the level of collaboration and synergy between sectors such as tourism and culture, which provides some of the most important resources for developing tourism. As Lew (2014) argues, destinations must be ready to cope with the modification, deterioration or complete loss of not just tourism facilities, but also environmental and cultural tourism resources; tourist markets; and skilled employees. In the current pandemic, all these areas are suddenly relevant at once, and they are all interconnected. The resources that attract tourists depend on them for their economic sustainability, but they are also the facilities that cater for locals and which attract skilled workers. It is therefore important to understand not just the impact on the tourist system, but also all the interconnected parts of the economic, social, and cultural systems of places.

THE NEED FOR CREATIVITY

The idea of returning to "business as usual" is unlikely to work. Many tourism administrations have adopted the response-recovery-resilience paradigm in approaching the pandemic. Although a response is essential in the short term, the idea of resilience is unlikely to prove adequate in the longer term. We should see the pandemic not just as a major challenge, but also

as a major opportunity to change previous models of tourism. We need to develop new ideas about how to travel and how to develop the tourism industry in the post-pandemic world. This requires creativity and innovation, but our thinking about creativity also needs to change. Tourism businesses have long viewed creativity as a simple application of design or branding to travel products. But as Hildreth (2008) has emphasised, changing our brand is no longer enough – we need to make our reality better.

In making a better reality we should think more holistically about the challenge of the pandemic. It is not simply a question of people being able to travel again, but a fundamental question about how people will travel in the future. Before the pandemic, we had intense discussions about the challenges of overtourism. This was instantly solved by the arrival of Covid-19, but if old-style travel returns, we will soon have old-style overtourism back as well.

A return to the "old normal" of tourism is even more likely if current policies are not changed. For example, the idea of developing Indonesia's tourism industry through the development of "10 new Bali's" is a process of serial reproduction of what is seen as a successful tourism model. But this begs the question of whether copies of Balinese tourism development in other parts of Indonesia are desirable. Even before the pandemic, Indonesia's original target of attracting 20 million international tourists was not met. The actual number of international arrivals reached 16.1 million in 2019, and in 2020 the impact of Covid-19 caused a steep fall in arrivals, in common with other destinations. Total arrivals for 2020 are now likely to be less than 4.5 million. The question might be – is it sensible to return to a high growth strategy based on significant infrastructure development, or should a new form of tourism industry be developed that is tailored to achieving higher value from the smaller numbers now likely to arrive? When we think about the value to be generated from tourism, we should also think about all potential forms of value – cultural, educational, symbolic, social, intrinsic, institutional – rather than just economic value (Richards, 2020a).

We need to develop creative solutions for the future of tourism to rethink, reinvent, and reimagine tourism, rather than just making it resilient. Creativity can be applied in a variety of ways: through creative people, creative processes, creative products, and creative places. Richards (2011) argues that all four of these meanings are found in tourism, for example through visits to creative clusters and districts, the use of creative products as attractions (e.g. travel related to literary figures, artists, etc.), using the creative process in designing creative activities for tourists (e.g. design, workshops) and creative cities and regions strategies (such as the UNESCO Creative Cities Network).

Increasingly, the convergence of tourism and the creative economy means that all of these different applications of creativity in tourism can provide opportunities for destinations, as Indonesia and some other countries have recognised in the creation of joint ministries for tourism and creative economy. As the OECD (2014) report on *Tourism and the Creative Economy* points out, there are many synergies to be generated through the combination of tourism and creativity.

One possibility, as Ollivaud and Haxton (2019) suggest, is to tap into the vast creative potential that countries like Indonesia have. As they point out:

> "The creative economy can help offer new products and services for new target groups away from conventional models of environmental or heritage-based cultural tourism: that can be through unconventional media advertisements, arts creation in a specific building, and sound-and-light shows. Increasingly visitors are looking for experience-based, instead of destination-based, tourism."

In the Indonesian context, this is most likely to be successful in areas such as Bali, which has access to a more highly educated workforce. The use of knowledge and creativity to develop more high-value forms of tourism seems a more fruitful path for future development than a return to previous models based on large numbers of low-cost tourists. Do we need 10 more Bali's in Indonesia, or do we need a different type of Bali?

An important starting point in developing creative alternatives is to consider the resources available for creative development. In the case of Indonesia, for example, there is potential to tap into the creative resources of local wisdom. Local wisdom is "a form of culture that can be defined as the whole system of ideas, action, and results of human's work in social life that is possessed through learning" (Pesurnay, 2018). These local knowledge resources can be used to develop links between communities, their environment, traditions, and tourism, to create new creative experiences (Singsomboon, 2014). Similar programmes have already been developed with some success by DASTA in Thailand, which has applied contemporary design principles to traditional knowledge and creativity to develop creative experiences for tourists (Richards, 2020b). These new creative experiences emphasise community control of the creative process and the development of experiences, which helps to increase the sustainability of the programme. This is also an interesting example of how contemporary techniques of experience design can be applied to traditional knowledge and creativity to provide economic, social, and cultural benefits for the community (Richards, Wisansing, and Paschinger, 2019).

CREATIVE TOURISM AS A RELATIONAL DEVICE

One important outcome of the recent research in Thailand is the growing recognition that creative tourism is not just about developing creative experiences for tourists, but it is also about developing the relationality of tourism (Richards, 2014). Creative tourism, as a system that involves the physical co-presence of the local creative community and the visitors, generates not just an increase in creative skills and knowledge, but also relationships, which can provide creative potential far beyond the physical encounter itself. The nature of these creative tourism encounters goes beyond the traditional economic exchange of tourism, to include the exchange of knowledge, skills, and ideas attached to the creative process. There is also a reversal of the traditional power relations of tourism, as the tourist comes to learn from the knowledgeable and skilled local (Duxbury and Richards, 2019).

One of the basic reasons for the success of creative tourism has been the collective, relational nature of the experiences it provides. In creative tourism, creativity is not viewed just as a quality of the individual, but also as a relational phenomenon that links visitors to the places they visit, and which links together people in those places around the creative assets they have. This distinguishes the approach of creative tourism from concepts such as Florida's (2002) "creative class", which attaches creativity primarily to individuals, and their consumption. Focusing on creativity also gives more attention to the role of the producer or maker, moving from a purely consumption-based approach to tourism and creativity, to include a production focus (O'Connor, 2009).

If we see creativity as a collective endeavour, then it becomes a means to bind local communities and to help to make the places they live in better. The point about creative tourism is that not only are the tourists creatively engaged, but the local community has to become more creative in the identification, valorization, and use of creative resources. By highlighting the value of these resources for visitors, you also begin to underline the importance of these resources for local people as well. This should lead to a re-evaluation of place, and a greater appreciation of the links between communities, creative skills and resources, and the places these are embedded in.

The importance of creativity has been highlighted by the effects of the pandemic. The limitations imposed on travel and events mean that cultural and creative tourism is one of the most hard-hit areas of economic and social activity. At the moment people can't travel in search of new experiences, and they also have to practice social distancing, which makes it extremely challenging to organise events, workshops, guided tours, and other common forms of cultural and creative tourism.

At the same time, isolation has highlighted our need for social contact and the collective practices of culture and creativity. People have found creative ways to deal with the lockdown, from balcony concerts to music performed via Zoom meetings. Museums, theatres, and cinemas have put their content online. This is the resilient and creative spirit that also needs to be harnessed in recovering from the pandemic.

We should also learn from the creative processes that have been kick-started by other disasters, such as the Christchurch earthquakes in 2010 and 2011 (Richards and Duif, 2018). There we saw the emergence of grass-roots creative placemaking, where artistic and community events were staged as a means of bringing people together and enabling them to think about the future development of the city and the community. The crisis led to the valorization of new resources: "In Christchurch the community created spaces for sharing food and, through this, socializing." (Aleffi and Cavicchi, 2020). This experience has been reflected in the aftermath of other disasters, such as the 1985 earthquake in Mexico City, of which Bernan and Roel (1993) observed that "crises bring about marked regressions as well as opportunities for creativity and new options" (p. 82). In Italy, the earthquakes in 2016 and 2017 stimulated many creative responses, which included the pooling of knowledge, capacity building, moving the

sale of gastronomic products online, etc. These are examples of creative resilience that also build new possibilities for the future.

We have already seen a number of such initiatives in the current pandemic. For example, the Swedish 'Table for One' gastronomic experience, in which a single diner was able to enjoy a meal in the middle of a field (Åkerström, 2020). Dishes using local ingredients were delivered to the table by a pulley system from the farm. The design of the menu was supposed to inspire the feeling of gastronomic travel: "The food is a way of sending people to a warm and slow night in Barcelona since we're unable to travel during these times." Stalker (2020), reviewing initiatives in Canada, argues "There may be nothing like a worldwide pandemic to heighten travel industry creativity." He cites many examples of creative tourism initiatives, which include people in a hotel sharing their cooking and hospitality skills with people via YouTube to help them through confinement, and a winery that used their dog to deliver wine to customers parked in their cars, and virtual road trips provided by the regional tourist board. In all of these examples, we see the importance of community engagement as a means of sustaining creative activities, which in turn sustain tourism activities and therefore the economy.

These examples underline two important aspects of creative development that will be important in recovering from the crisis:

> 1) Anchoring creativity in the local "space of places"

Creativity is difficult to sustain in the abstract – it has to mean something to people. Creative tourism, therefore, needs to follow the principles of creative placemaking, and ensure that local creative resources are given meaning for all stakeholders- residents, visitors, policymakers, businesses, etc. This is the only way to ensure long term sustainability.

> 2) Linking with the global "space of flows"

The meaning attached to local creativity should not just be local, but also global. The global space offlows provides the link with external resources, new ideas, and visitors. Seeing our resources through the eyes of the tourist also helps us to value them in new ways.

Ultimately creative tourism is a system of co-creation between the global space of flows and the local space of places (Richards, 2015) – between communities embedded in places and the people who visit. Local creative resources can provide new, engaging experiences for visitors, but they also support new creative possibilities for local people – and the real transformation lies in the relational encounters that are produced by creative tourism.

In the short term, these encounters may have to be more limited, relying on the phenomenon of 'tourist in your own city', or 'tourist in your own region' (Richards, 2017). But we shouldn't forget that many of the participants in creative tourism programmes are already local people, driven by a curiosity to see the familiar with new eyes.

These kinds of encounters can arguably provide linkages to wider knowledge networks and creative resources, which can help local communities develop their future potential. This is not the return to old models offered by resilience strategies, but the development of new potentials and futures offered by the sustainable resource of creativity.

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Perceptions of UK's country image and destination image in light of Brexit

Suosheng Wang[1]

ABSTRACT

Brexit uncertainty may become a problem for business like tourism in the UK. This study was conducted during the transition period of Brexit which assessed UK's country image and destination image perceived. A review of literature indicates that country image and destination image are two different yet interrelated concepts, yet few studies have examined their interrelations and their roles on tourists' intentional travel behaviors. This study is designed to address this gap. A comprehensive research framework depicting the relationships and roles of the UK's country image and destination image is proposed and empirically tested based on a survey of American college students' perceptions. This study testifies that, country image components make indirect impacts on "intentional travel behaviors", yet, the role of "destination image" in determining the "intended travel behaviors" is essential in the process of destination choice as emphasized in tourism literature. The findings have both managerial implications and theoretical contributions which are discussed in the study.

Keywords: Brexit; country image; country image components; destination image; intentional travel behaviors

INTRODUCTION

The majority of British citizens have voted to exit the European Union (Brexit), which has resulted in the mushrooming of reports on its potential impact in myriad respects (Lim, 2018). It is believed that the British government's decision to leave the European Union is bound to have profound implications for the tourism marketing organizations, tour operators with a business focus on the UK market and as well as visitors. For instance, Brexit may make people form a new perception of the UK as a country of xenophobes, hostile to others and even racist (Lim, 2018); during the transition phase of Brexit, many things relating to the UK's image will become uncertain (Amextravel, 2020) such as the change of the value of the pound sterling, which may affect the attractiveness of Britain as a travel destination.

During the transition phase of Brexit, many things remain uncertain (Amextravel, 2020), which will inevitably affect the country's country image and businesses including tourism. For example, what will happen during the transition period? Will Britain still be the same as before

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in terms of safety and security? What will happen on the border between Northern Ireland and Ireland? Will Brexit make vacations more expensive or less convenient? In terms of tourism, people may restrain their desire to visit the UK while the uncertainties are still there; they may become concerned about the country image and destination image of the country in light of Brexit. Yet, both the country image and destination image are important indicators and influencers of visitors' intentional travel behaviors (Zhang, Xu, Leung & Cai, 2016; Zhang, Wu, Morrison & Tseng, 2016). This study is conducted in this circumstance to better understand how the UK's country image and destination image has been perceived. Given the importance of the US as the UK's single major travel market, this study focuses on the perceptions of Americans.

The US has long been Britain's major and valuable tourism source market. Visits from the US grew 10% to 3.3 million in 2015 and spent £3 billion in the same year, a record not only from this market, but the first time a single visitor market has broken the £3 billion spending mark (Visitbritain, 2020a). In 2018, Americans made 4.5 million visits to the UK (Visitbritain, 2020b). The importance of UK's inbound tourism from the US can also be seen from the direct air traffic between the two countries. According to Visitbritain (2020b), most American visitors depart the UK by air (87%) and another 11% leave through the Channel Tunnel; there were 36 airports in the USA being connected to the UK via direct flights in 2019. Visitbritain (2020b) attributes the big influx of American tourists to their upbeat perception of Britain. Given the importance of the American tourism source market, how American tourists perceive Britain is greatly valued by the tourism professionals and tour operators involved in this market, especially in light of Brexit. Yet, few studies have discussed how the UK is perceived by people from the source market in terms of its country image and destination image.

Moreover, few has ever assessed the effects of the country image and destination image simultaneously. This study is designed to explore the interactive relationships between country image and destination image in determining people's international travel behaviors. The merit of this study is obvious, such that tourism researchers will have a better understanding of the different roles of country image and destination image, and tourism marketing organizations will know their country image and destination image separately, and better understand whether to emphasize or downplay the country image, or decide when to use country image branding strategies (Maher & Carter, 2011).

LITERATURE REVIEW

This section reviews the literature about the concepts of destination image, country image, as well as their interactive roles in determining tourists' intentional travel behaviors.

Destination Image
Travel destination image is one of the most popular topics in tourism research, which is deemed as an important determinant of people's decision of destination choice. Assael (1984)

defined destination image as the total perception of the place that is formed by processing information from various sources over time. Destination image plays an important role in determining visitors' decision-making process by triggering their choices and preferences (Fakeye & Crompton 1991). In other words, visitor's perceived destination image tends to influence one's decision to buy a tour product which makes destination image study so important. A better understanding of destination image will provide tourism marketers useful guidance as how to effectively promote the destination. For instance, previous studies indicate that tourists' previous visitation influences their destination image perceptions and intention to frequent a destination (Dyk, Thaczynski & Slabbert, 2019), and their sense of familiarity directly and positively influenced functional destination image (Zhang et al., 2016). Such information will be important and helpful for tourism marketers to design appropriate marketing strategies in order to develop sustainable markets for a travel destination.

Country Image

Country image is a set of beliefs and perceptions that people have about a given country (Kotler, 2000). Country image consists of two distinct yet interrelated components – cognition and affect – that have a causal impact upon country conations (Roth & Diamantopoulos, 2009). The cognitive component captures the beliefs held of another country while the affective component captures consumers' emotional reactions to another country. The concept of country image has been widely applied in the evaluation of a foreign country's product image, which is described as the product country image (e.g., Chattalas, Kramer & Takada, 2008; Cuddy, Fiske & Glick, 2007; Heslop, Lu & Cray, 2008; Mogollón, Duarte & Folgado-Fernández, 2018).

Previous research on country image has focused on the cognitive components. The cognitive image component usually include beliefs about another country's technological advancement, economic development, and political orientation (e.g., Pappu, Quester, & Cooksey, 2007), as well as competence of its people (see Roth & Diamantopoulos, 2009, for an extensive review of the scales used to capture this component). The studies further revealed that cognitions of another country influence one's willingness to buy that country's products (Wang & Lamb, 1980). Chattalas et al. (2008) introduced the two types of country image dimensions – competence and warmth, and posited that the warmth dimension should play a larger role in determining evaluations of hedonic goods whereas the competence dimension should play a larger role in determining evaluations of utilitarian goods. Warmth and competence were defined by Cuddy et al. (2007) as two cognitive country components which were identified as the antecedents of emotion. In addition, many studies concluded that the cognitive component is a precursor to the affective component (e.g. Heslop, Papadopoulos, Dowdles, Wall & Compeau, 2004).

In contrast, only a few studies have examined the role of country affect (e.g., Heslop et al., 2004, 2008). For instance, Brijs (2006) and Verlegh (2001) examined the multi-dimensionality of country affect, pointing out that there are two affect components, positive affect and

negative affect. In Cuddy et al.'s study (2007), country image's positive and negative affective components are termed as admiration and contempt. The perceptions of high competence and high warmth lead to the highest levels of admiration, whereas the perceptions of low competence and low warmth result in the highest levels of contempt. Previous research indicates that affect tends to determine action tendencies toward hedonic objects while cognitions determine action tendencies toward functional objects (Verlegh, 2001). In Maher and Carter's (2011) study on product country image, the separate roles of the cognitive country image and affective country image were highlighted. They summarized the findings of the previous studies and the scales used to measure the cognitive and affective constructs, and concluded that, compared to the cognitive component of county image, the affective component tends to have a more immediate effect on purchase intentions.

Interactions between Country Image and Destination Image

Notably, Richards and Wilson (2004) highlight the similarities of product-country-image and travel-destination-image research streams. For instance, like product-country-image, assessment of travel-destination-image also highlights the importance of the two distinct and inter-related components – affect and cognition. Mogollón, et al. (2018) assessed the influence of cultural events, structural elements and place brand on destinations' overall image, based on an evaluation of cognitive and affective components of destination image. The common link between the two fields is the application of attitude theory to explain the influence of image beliefs on evaluations and behavior. From the perspective of tourism, a country's destination features and services are considered as the country's travel product that people are interested in purchasing to experience. In other words, the concept of product-country-image should also be applicable in the study of destination image, by introducing country image into the research framework of a destination image study. Yet, the relationship between a consumer's travel destination image and their broader general country image remains largely unknown (Elliot & Papadopoulos, 2016).

Though each of the travel-destination-image and product-country-image research streams is voluminous, few studies have linked the two (Elliot, Papadopoulos, & Kim, 2011). For instance, Mossberg and Kleppe (2005) developed a theoretical model to explore such relationship, which is mainly conceptual. Nadeau, Heslop, O'Reilly & Luk (2008) created and tested a model which represents a focus on the overlapping areas of product-country image and destination image within the broader country image context. Their study adopted the multidimensionality of the country image and examined the role of the country image from the four dimensions, i.e., county competence, people competence, country character and people character. Country character is defined as tourists' beliefs regarding the country, and people character is defined as the tourists' beliefs regarding its inhabitants (Nadeau et al., 2008); both are actually the measures of cognitive country image. Elliot et al. (2011) proposed and empirically tested an integrative model linking the concepts of country image, destination image and destination beliefs. In their study, both the cognitive country image and affective country image were specified but each was measured as one-dimensional construct.

By applying the product-country-image concept, Zhang et al. (2016) explained the concept of destination-country image from the perspectives of the two structures – macro destination-country-image (including country character, country competence, people character and people competence) and micro destination-country-image (composed of natural attraction, cultural attraction and service facility). The study conducted by Palau-Saumell and his associates (2016) examined an integrated model of intended travel behaviors regarding two international tourist destinations, namely Cancun (Mexico) and Lloret de Mar (Spain). Their results indicate that country image influences destination image, and destination image influences value, satisfaction, and intended behaviors. Zhang et al. (2016) explored the relationships among country image, destination image and destination evaluation based on an empirical study of international tourists in China. They noted that country image mainly affected international tourists' evaluations of China as a destination in a conditional indirect way, mediated by destination image. Their findings supported the notion that country image and destination image are different constructs, which should be measured separately in terms of their roles in determining one's intentional travel behavior.

Hypotheses

Heslop et al. (2004, 2008) observed that perceptions of higher competence and warmth among people from a specific country are associated with more favorable product image of that country. To extend these notions to the context of tourism research, it is posited that the perceptions of cognitive country image components – 'competence' and 'warmth' – act as antecedents of emotion (i.e., affective country image) and are inclined to influence people's perceptions of travel destination image. Also, to extend Maher and Carter's finding to the context of tourism research, it is hypothesized that the affective country image components (i.e., 'admiration' and 'contempt') have direct effects on intentional travel behaviors.

The literature on country image and product-country-image indicates that a more favorable perception of country image leads to a more favorable perception of the product of the original country (Maher & Carter's, 2011; Cuddy et al., 2007; Chattalas et al., 2008), and cognition tends to act as the antecedent of affect (e.g., Heslop et al., 2004). Therefore, in terms of how country image influences destination image, it is posited that a more favorably perceived cognitive country image will impact the affective country image positively, which will in turn lead to a more favorable perception of the destination image.

The review of the literature indicates that it is important for tourism researchers to have a better understanding of the effects of country image on destination image (i.e., the overall perceptions of travel destination as a tourism product) as well as their interactive relations in impacting people's intentional travel behaviors. In addition, instead of simply treating country image as one dimension in the research design, the country image's cognitive components (i.e., competence and warmth) and affective components (i.e., admiration and contempt) should be specified and examined. Hence this study is designed to explore the specific roles of the country image components in forming people's perceptions of a travel destination image

formation as well as their influence on travel behavioral intentions (see the proposed research framework in Figure 1). Based on the review of the literature, it is posited that the cognitive country image components will act as the precursors of the affective country image components; the affective country image components will impact not only the destination image but also people's intended travel behaviors; the destination image will have direct effect on people's intended travel behaviors. To test these proposed relationships, eleven hypotheses are developed which are described as follows:

H_1: People's perceived cognitive country image of "competence" has significant direct impacts on the affective country image of "admiration";

H_2: People's perceived cognitive country image of "competence" has significant direct impacts on the affective country image of "contempt";

H_3: People's perceived cognitive country image of "warmth" has significant direct impacts on the affective country image of "admiration";

H_4: People's perceived cognitive country image of "warmth" has significant direct impacts on the affective country image of "contempt";

H_5: People's perceived cognitive country image of "competence" has significant direct impacts on the perception of "destination image";

H_6: People's perceived cognitive country image of "warmth" has significant direct impacts on the perception of "destination image";

H_7: People's perceived affective country image of "admiration" has significant direct impacts on the perception of "destination image";

H_8: People's perceived affective country image of "contempt" has significant direct impacts on the perception of "destination image";

H_9: People's perceived affective country image of "admiration" has significant direct impacts on the "intended travel behavior";

H_{10}: People's perceived affective country image of "contempt" has significant direct impacts on the "intended travel behavior";

H_{11}: People's perceived "destination image" has significant direct impacts on the "intended travel behavior".

Figure 1. The Conceptual Framework of Country Image, Destination Image and Intended Travel Behavior
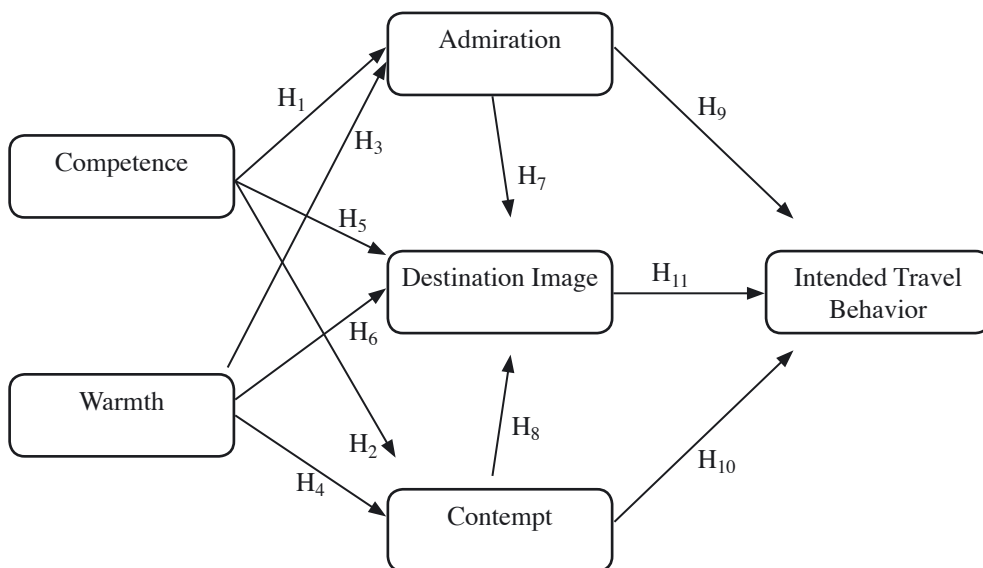
RESEARCH METHODS

To test the posited hypotheses, a self-administered online survey was conducted via Qualtrics. The data were collected in the spring and fall semesters, 2019, by a group of undergraduate students majoring in tourism in a Midwest university in the US. The survey instrument is a cross-sectional questionnaire, consisting of attitudinal items used to measure the UK's country image components including the cognitive country image constructs of competence and warmth, the affective country image constructs of admiration and contempt, and the constructs of the destination image and intended travel behavior. Other questions are related to respondents' demographics such as gender, grade, familiarity with Britain, and knowledge about Brexit.

The scales used to measure each construct were based on the previous studies on country image and destination image (see Table 1). Specifically, the destination image items are the measures used in the previous studies by Echtner and Ritchie (1993), Crompton (1979) and Nadeau, Heslop, O'Reilly and Luk (2008); the items used to measure the four country image components were based on the studies conducted by Maher and Carter (2011), Laroche, Papadopoulos, Heslop and Mourali (2005), and Nadeau, et al. (2008). To distinguish the separate roles of the different country image components on the destination image, this study used one construct to represent the destination image based on the summated scales of all the destination image indicators.

Table 1. Measures of Competence, Warmth, Admiration, Contempt, Destination Image and Intentional Behavior (mean scores and factor loadings)

	Mean	SEM Factor Loadings
Competence measures –		
British people are competent.	3.92	.74
The UK is an efficient country.	3.75	.65
British people are intelligent.	3.90	.80
British people are capable.	4.02	.80
The UK is a confident country.	3.89	.62
British people are skillful.	3.90	.82
Warmth measures –		
British people are warm-hearted.	3.45	.71
British people are friendly.	3.49	.74
British people are well-intentioned.	3.59	.76
British people are trustworthy.	3.52	.79
British people are sincere.	3.57	.79
British people are peaceful	3.54	.67
Admiration measures –		
British people are admiring.	3.67	.75
Respectful	3.72	.77
Excited	3.62	.69
Longing for closer ties	3.32	.52
Likable	3.84	.80
Contempt measures –		
British people are contemptuous	2.69	.68
Irritated	2.79	.72
Resentful	2.53	.82
Hostile	2.44	.81
Hateful	2.34	.85
Overall image (summated variable)	3.70	.87
Intentional behavior measures –		
Overall, how likely would you visit or revisit the UK for leisure purpose within the next five years?	3.53	.76
Overall, how likely would you recommend the UK to your friends and relatives as an attractive leisure travel destination?	3.67	.96

Destination Image Indicators –	mean	Std dev.
The UK's scenery/natural attractions are beautiful	4.24	.786
With exotic cultural attractions	3.66	.912
Good tourism facilities (e.g., shopping, accommodation, transportation)	3.95	.766
Hospitable receptionists at the tourism sites	3.64	.729
Value for money in the UK	3.44	.792
Traveling in the UK is safe	3.62	.784
Acceptable sanitary conditions	3.67	.786
Comfortable weather	3.35	.844
Easy and convenient accessibility	3.64	.710

Cronbach's alpha: .832

Prior to the survey, the survey instrument was presented to forty-five college students, who were asked to comment on the wording and clarity of the questions. Based on their comments, the questionnaire was modified to make sure each question was easily understandable. Applying a snowball sampling approach, the student research assistants reached out to the Americans they know who are at least 18 years old, distributed the survey and collected data via Qualtrics. After the survey was completed, all the completed surveys were exported to SPSS and combined into one dataset file. As a result, a total of 404 usable surveys were collected.

Upon completion of the data collection, the data were screened for violations of underlying assumptions based on descriptive statistics, using SPSS 26. Each of the univariate distributions has skew and kurtosis within reasonable ranges (< 3 and < 10, respectively), their values falling within the guidelines and being regarded fairly normal for further structural equation modeling analyses (Kline, 2005). Descriptive analyses and t-tests were conducted to examine the central tendency and dispersion of the data. Independent samples t-tests were conducted to detect the impacts of travel experience and sense of familiarity on the students' perceptions of the country image and destination image of the UK. The data were then analyzed using the tool of LISREL (8.80), which is a statistical analytic software, to run the covariance structure analysis. This approach advocates initially estimating a measurement model and then a structural equation model. The goodness of fit indicators demonstrating a good fit for the structural model was inspected, based on the indices of $\chi 2/df$, p-value, comparative fit index (CFI), normative fit index (NFI) and root mean square error of approximation (RMSEA).

RESULTS

The descriptive analyses of the data show that, of the 404 participants, the majority of the

respondents are young residents, about 76% are 18-29, 8% 30-39, the others (about 26% are older than 39 years old). 34% are males and 66% are females. The reason for the skewed sample could be that the majority of the research assistants are female college students who tend to seek respondents from their social groups who have the same demographic characteristics. About the level of education, 57% are at college or higher programs, 35% somewhat college, and 8% high school. Among them, less than 17% have ever visited the UK. In terms of familiarity with the country, however, over 68% said they felt familiar or very familiar with the country, only about 15% were not, while 17% were not certain. With regards to knowledge about "Brexit", 39% had no idea about it while the other 61% had heard about it.

Based on the mean scores of the items, the summated mean scores of the constructs, from the highest to the lowest, are "competence" (3.90), "destination image" (3.70), "admiration" (3.63), "intended travel behavior" (3.60), "warmth" (3.53), and "contempt" (2.56) (Note: "Contempt" is a reverse-scored construct. To make the values comparable with that of the other constructs, the data of the "contempt" items were recoded which resulted in a recoded mean score of 3.44). The results indicate that, in general, all the respondents' perceptions of the UK's image constructs (including the country image and destination image) are moderately favorable, ranging from 3.44 – 3.90. Of these constructs, the cognitive country image component of "competence" receives the highest mean scores (3.90), followed by "destination image" (3.70), while "contempt" receives the lowest mean score (3.44).

In terms of the structural equation modeling analyses, overall, the measurement model shows a good fit for the data (MacCallum, Brown, & Sugawara, 1996). Convergent validity is assessed by the significant loadings between the observed variables and each latent variable. Most of the items have the standardized factor loadings above .60 (Chin, Gopal & Salisbury, 1997; Hair, Black, Babin, Anderson & Tatham, 2009), except one item with a factor loading above .50 (see Table 1), on their delegated latent variables. As shown in Table 2, all the average variance extracted (AVE) values are .50 or higher, ranging from .51 to .755, which assure the adequate internal consistency. Next, the composite reliabilities of all the constructs exceed the cutoff value of .70 (Hair et al, 2009). The Cronbach's alpha values of the constructs range from .818 to .894, indicating that the multiple item scales are acceptable for measuring each of the constructs. Overall, the measurement model shows a good fit for the data.

Table 2. Measure Correlations, the Squared Correlations, and Measurement Properties (N = 362)

Measures	Correlations between Latent Constructs (Squared)					
	Competence	Warmth	Admiration	Contempt	Destination	Behavior
Competence	1					
Warmth	.73 (.53)	1				
Admiration	.59 (.34)	.70 (.49)	1			
Contempt	-.51 (.26)	-57 (.32)	-.42 (.17)	1		
Destination	.72 (.52)	.61 (.37)	.70 (.49)	-.40 (.16)	1	
Behavior	.47 (.22)	.40 (.16)	.51 (.26)	-.23 (.05)	.67 (.45)	1
AVE	55%	55.3%	51%	60.4%	-*	75.5%
mean	3.90	3.53	3.63	2.56	3.70	3.60
Cronbach's α	.878	.874	.821	.894	-*	.818

*: summated and single indicator variable

The structural model is estimated to examine the hypothetical relations. The results show that the goodness-of-fit indices are all within their acceptable levels, suggesting that the model is adequate (goodness-of-fit statistics: $x^2(287) = 1290.10, p < .001, NFI = 0.93, CFI = 0.94$, and RMSEA = .079). Overall, the structural model showed a good fit for the data (MacCallum et al., 1996). The constructs of "competence" and "warmth" explained 51% of the variance in the construct of "admiration". 34% of the variance was explained in "contempt". 69% of the variance of "destination image" is explained by "competence", "warmth", "admiration" and "contempt". 46% of the variance of "intended travel behavior" is explained by "admiration", "contempt", and "destination image".

The structural relations' standardized coefficients and the corresponding t values are displayed in Figure 2. The significant relations include both the Gamma paths (relationships between exogenous constructs and endogenous constructs) and the Eta paths (relationships between endogenous constructs) in the model. Based on the t values, seven of the eleven hypothetical paths show to be significant (i.e., H1, H2, H3, H4, H5, H7 and H11) and the other four hypotheses are not significant (i.e., H6, H8, H9 and H10).

As shown in the results, the relations between the cognitive country image components (i.e., "competence" and "warmth") and the affective country image components (i.e., "admiration" and "contempt") are all significant, which assert positive impacts on "admiration" and

negative impacts on "contempt". This indicates that people would favor the country more and show less disrespect if they hold a more positive perceptions of the cognitive country image components of "competence" and "warmth". "Competence" and "admiration" have direct impacts on "destination image" while "warmth" and "contempt" do not. "Destination image" has significant impacts on "intentional behavior", but no direct significant relations between the affective country image components (i.e., "admiration" and "contempt") and "intended travel behavior" are observed. All the significant paths are displayed in Figure 2.

Figure 2. Results of the Path Analyses
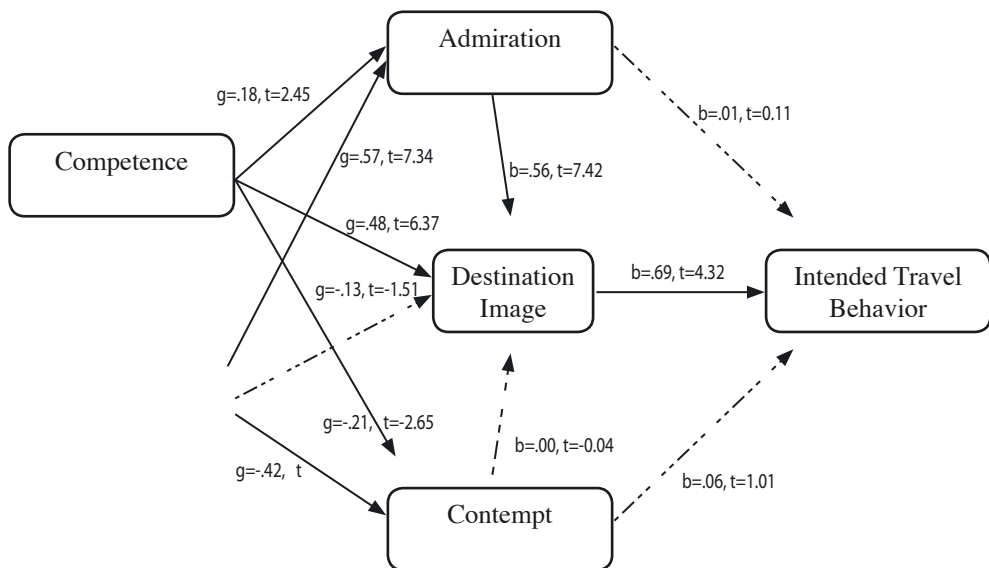
Both the indirect effects and total effects of "competence" and "warmth" were examined (see Table 3). Of the four country image components, three are found to be influential on the "destination image" (i.e., "competence", "warmth" and "admiration"), either directly or indirectly. Since the relationship between "destination image" and "intentional behavior" is significant, the three country image components make indirect impacts on "intentional behavior" through the mediating effect of "destination image". In contrast, no direct or indirect effects are noticed from the country image component "contempt", to either "destination image" or "intended travel behavior".

Table 3. Decomposition of Effects with Standardized Values

	Indirect Effect				Total Effect			
	Admi	Cont	Imag	Beha	Admi	Cont	Imag	Beha
Comp	-	-	.10	.39	.18	-.21	.58	.39
Warm	-	-	.32	.11	.57	-.42	.19	.11
Admi	-	-	-	.39	-	-	.56	.40
Cont	-	-	-	.00*	-	-	.00*	.05*
Imag								.69

Note: Comp= "Competence", Warm= "Warmth", Admi="Admiration", Cont="Contempt", Imag="Destination Image", Beha= "Intended Travel Behavior". Effect with the asterisk (*) means not significant; all the other effects are significant.

Two independent samples t-tests were conducted to examine how people's knowledge of "Brexit" and familiarity influenced their perceptions of the country and destination image components. The t-tests were conducted between the respondents without the knowledge and the others with it, and between the people feeling unfamiliar with the country and the ones feeling familiar. The results are reported in Table 4. By comparing the mean scores between the groups, for all the country image and destination image components under investigation, it shows the respondents who have heard about Brexit gave higher mean ratings than the ones who have no knowledge of Brexit, and those who felt familiar with the UK gave higher mean scores than the ones who were not familiar with the country. The results of the t-tests further show that all the differences between the mean scores are statistically significant, except the perceptions of "admiration" between the 'knowledgeable' and 'not-knowledgeable'.

Table 4. Impacts of Travel Experience and Familiarity on the UK's Country Image and Destination Image

Knowledgeable about "Brexit"

Variables	Groups	N	Mean	Std Dev	t	Sig.
Competence	no	154	3.74	.556	4.03	.001
	yes	245	3.98	.596		
Warmth	no	156	3.45	.634	1.98	.048
	yes	244	3.57	.546		
Admiration	no	156	3.56	.473	1.15	.249
	yes	246	3.63	.615		
Destination Image	no	149	3.55	.474	4.40	.001
	yes	246	3.78	.517		
Intentional behaviors	no	152	3.47	.982	2.01	.045
	yes	246	3.68	1.086		

Not familiar vs. familiar

Variables	Groups	N	Mean	Std Dev	t	Sig.
Competence	Not familiar	56	3.56	.666	-5.08	.001
	Familiar	273	3.99	.551		
Warmth	Not familiar	58	3.22	.780	-4.03	.001
	Familiar	274	3.57	.538		
Admiration	Not familiar	58	3.40	.496	-3.36	.001
	Familiar	274	3.65	.580		
Destination Image	Not familiar	54	3.37	.464	-6.19	.001
	Familiar	274	3.80	.499		
Intentional behaviors	Not familiar	54	2.87	1.174	-6.97	.001
	Familiar	274	3.87	.920		

A chi-square test was further conducted to detect the relationship between "knowledge about Brexit" (1=without knowledge, 2=with knowledge) and "familiarity" (1= not familiar, 2= familiar), which indicates that the two categorical variables are related such that a Brexit knowledgeable respondent also tends to be familiar with the UK. In terms of the t-test results, it seems that the respondents who are familiar with the UK and knowledgeable about Brexit seem to hope more favorable perceptions of the UK's country image and destination image than the ones who are not familiar and not knowledgeable.

DISCUSSION AND CONCLUSION

Notably all the country image destination image measurement items' mean scores are lower than 4.0 except one item (i.e., "British people are capable"). The results indicate that the respondents' perceptions of Britain's country image and destination image are moderately positive, failing to show a competitive edge as described by Visitbritain (2020b). This is likely due to a lack of confidence over how the UK will perform economically following the Brexit referendum (Guardian, 2020).

This perceptual discrepancy could be a signal to the British tourism marketing organizations that the uncertainties caused by the Brexit referendum may have affected people's perceptions of its country image and destination image. There is a need for British tourism marketing organizations to assess the impacts of Brexit over its country image as well as destination image. If the image has been tampered due to uncertainties and lack of confidence relating to Brexit, what needs to be done is to take measures to mitigate the uncertainties and lack of confidence.

As shown in the results of this study, Americans who is familiar with Britain and knowledge-

able about Brexit tend to perceive the images more positively than the ones who do not. Familiarity is an important factor which not only moderate Americans' perceived country image but also their destination image of the United Kingdom. A better knowledge about Britain and Brexit can boost Americans' perceptions of Britain's image. The results echo the findings of the previous studies (e.g., Dyk, Thaczynski & Slabbert, 2019, Zhang et al., 2016). In this regard, a fair disclosure and more communication about the impact of Brexit made by Britain's destination marketing organizations would be a plus to the marketing efforts and be helpful to restore or improve its image in the international travel markets. For instance, it is concerned that Britain's tourism industry may struggle to recruit enough staff post-Brexit as these low skilled jobs taken by people from foreign countries would be unlikely to qualify for a visa (Guardian, 2020). How Britain will handle such challenges will affect people's perceptions of Britain's image and further impact their travel intentions.

The results of this study show that the country image components have no direct effects on intentional travel behaviors, instead can make indirect impacts through the mediating effect of destination image. This may imply that, facing the two types of image, Britain's tourism marketing organizations should attach importance to the improvement of the destination image first. Improving the country image is also important, but its effects are not as immediate as the destination image's. The marketing organizations should be aware of the different roles and separate functions of the country image and destination image in the process of travelers' travel planning and decision making. Ideally both the country image and destination image should be emphasized and promoted in effective tourism destination marketing.

Theoretically, this study explored the interactive relations between the country image components and the destination image construct as well as their roles in impacting tourists' travel intentions to a destination country. The findings will contribute to the body of knowledge of the application of the country image theories to the studies of travel destination image.

In terms of the relationships between the country image components, both the cognitive components (competence and warmth) are found significantly related to the two affective components. With regards to the country image components' impacts on "destination image", the results show that "admiration" shows significant impact on "destination image" while "contempt" doesn't; both "competence" and "warmth" make significant impacts on "destination image", either directly or indirectly through the mediating effect of "admiration". Tourism product is a type of hedonic product, and tourist look for hedonic experience when making a destination choice, therefore their perceived destination image tends to be determined by the affective country image. It is the affects which determine action tendencies toward hedonic objects while it is cognitions which determine action tendencies toward functional objects (Verlegh, 2001). The important mediating role of "admiration" for both "competence" and "warmth" echoes Verlegh's findings about the determining role of the affective country image when assessing consumers' perceptions of hedonic objects.

"Competence" and "admiration" are found to exert direct impact on "destination image", indicating the close link between the perceived country image and destination image. The results show that the inclusion of the country image components in the model of destination image study helps identify the different functions of the two types of image, and form a more comprehensive understanding of how visitors perceive a destination image. Apart from "competence" and "admiration", it is noted that "warmth" made no direct impact on "destination image". This result was inconsistent with the suggestion made by Chattalas et al. (2008) that 'warmth' should play a role in determining evaluations of hedonic goods. The reason could be related to the challenges newly faced by the UK. The UK faces a number of challenges to its reputation and influence in the face of Brexit including a new perception of the UK as a country of xenophobes, hostile to others and even racist (MacDonald, 2016). However, the indirect impacts were noticed not only for "warmth" but also for "competence". This result echoes the findings made by the majority of the previous studies which concluded that the cognitive country image components mainly serve as the precursor to the affective component (e.g. Heslop et al., 2004, 2008). Interestingly, the other country image component "contempt" shows no effects on any of the endogenous constructs, implying that this construct composed of negatively wording items might have been a spurious factor due to some survey participants' careless responses (Allen, 2017).

Though no direct effects of the country image components were observed on the "intended travel behaviors", the indirect impacts were detected via the mediating effect of "destination image". The results indicate that, for the two types of image, the role of "destination image" in determining people's "intended travel behaviors" seems to be more significant and essential than "country image". This result gleaned in the context of tourism does not echo the findings made in the context of product country image (e.g., Maher & Carter, 2011). This discrepancy may indicate that, while the product country image concept can be largely applied in the context of tourism research, the uniqueness of tourism product needs to be recognized with regards to the role of country image on intentional behaviors. This study further reiterates the important role of destination image in the process of destination choice as emphasized in the tourism literature (Chen & Tsai, 2007; Phillips, Wolfe, Hodur, & Leistritz, 2013).

In sum, based on the case study of Britain's image in light of Brexit, this study was conducted to differentiate the roles of country image from destination image, and to examine the effects of the country image components on the perceptions of destination image and intended travel behavior. A comprehensive model is developed in which the separate roles of country image and destination image on Americans' intended travel behaviors are specified and empirically tested. This study verifies that the concept of product country image is applicable to travel destination image studies. The results of this study echo the findings of Palau-Saumell et al. (2016), and corroborate the similarities between the two research streams of product country image and travel destination image as suggested by Richards and Wilson (2004). Yet, not all the results are found to conform with the previous studies. The reason could be that people's perceptions of product image or destination image are complex which may be influenced by various factors such as different cultures and demographic features.

One limitation of this study is that the data were conducted with the non-random snowball sampling method, which does not guarantee representation and may access only a subgroup of the population to be studied. For instance, this study shows that the majority of the respondents are females and young people under 30 which are obviously not a representative reflection of the actual population, whose viewpoints about Britain may not well represent that of all the Americans. As a result, the generalizability of this study needs to be cautioned. Compared with the other demographic groups, younger adults and females tend to report greater average levels of both positive and negative affect over time, as has been demonstrated in the past research (Diener, Sandvik & Larsen, 1985), and maybe even more so in light of big event like Brexit. It is recommended that future studies on Britain's country image and destination image employ a random approach to generate a more representative sample of the Americans. In addition, the model should be tested against different samples to increase the generalizability of the results.

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Quantitative assessment of the tourism carrying capacity in Greece: a case study of Cyclades

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ABSTRACT

The island complex of Cyclades is the most visited area in Greece and one of the most visited areas worldwide. However, only a limited number of studies have been dealt with the tourism carrying capacity (TCC) in Greece. Therefore, the scope of this paper is to determine sustainable tourism in this area by using a selective number of 24 quantitative indicators that are considered to be important concerning the territorial, economic, environmental and social aspects. It is important to mention that the bed capacity of rented villas is included, which reflect somehow Airbnb flows. Especially in the case of the two most famous islands with a global reputation, Mykonos and Thira, our assessment signals that policymakers and destination managers must take appropriate measures to prevent the negative effects of overtourism and develop action plans to improve the levels of sustainability and competitiveness.

Keywords: tourism carrying capacity, sustainable tourism, measuring tourism, island tourism destination, overtourism

INTRODUCTION

Tourism is arguably the world's fastest-growing industry since there is impressive demand growth. International tourist arrivals grew 5% in 2018 to reach 1.4 billion tourists and export earnings generated by tourism have grown to USD 1.7 trillion. According to the World Tourism Organization (WTO), 25 million tourists traveled internationally in 1950, compared to 674 million in 2000 and 1.4 billion in 2018. Europe is the world's most visited region with 710 million tourists (UNWTO, 2019).

But what is the socio-economic and environmental impact of this huge growth and intensive use of the local ecosystems? What defines sustainable tourism? Although the tourism sector offers important benefits for host territories such as wealth, jobs creation, investments, growth and significant contribution to the development of other sectors of the economy, it also poses great threats: such as damage of protected ecosystems, traffic jams, the price increase of properties, higher cost of living, noise, crime increase, human trafficking, etc. that modify

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the quality of life of the local population. Moreover, the negative impacts of tourism could affect the attractiveness and competitiveness of the host destination, which will be overloaded, tourism quality will be degraded and consequently, any benefit obtained from tourism flows will be reduced.

For many years now, authors are stressing the need to develop tools for measuring tourism sustainability. O'Reilly (1986) argued that the TCC concept is very complex, which if not taken seriously, leads to overcapacity in tourism destinations. This pressure has brought some novel changes to the understanding of tourism. In this context, the management of tourism flows becomes a central policy issue. This issue is often dealt with by the concept of TCC, which is considered a useful approach to manage tourism growth and sustainable development. It is important to determine the current status of tourism development to plan for further actions for income, employment, resources protection, tourist satisfaction, heritage, infrastructure, etc.

Indicators have been used in tourism planning and management processes since the origins of the activity. Over the years, researchers realized that tourism is multidimensional and shifted their studies from a purely unidimensional economic focus to an integrated perspective that takes account of economic, environmental and social impacts. WTO (2004) published a guidebook with a large number of indicators of sustainable development for tourism destinations. Similarly, UNEP-WTO (2005) recommended a guide with policies and indicator tools based on real cases, collected from around the world. European Commission (2006) published a methodological manual for the measurement of the sustainable development of tourism and imposed a core set of indicators.

Choi and Sirakaya (2006) employed a modified Delphi technique. A set of 125 indicators was developed after the input provided by 38 academic researchers in tourism, so this set can serve as a starting point for devising a set of indicators at the local and regional level. Castellani et al. (2007) inspired by the DPSIR framework, proposed a model that induces 21 indicators that are mainly used to assess the environmental impacts of tourism flows in Oltrepo Mantovano, a sub-region in Italy.

Lozano-Oyola et al. (2012) believe that indicators are necessary to objectively measure the degree of sustainability, so policymakers and destination managers can diagnose and evaluate issues that require action plans to improve the level of sustainability. The problem arises though on how to interpret this information and use it for decision-making processes. Therefore, they proposed a practical guide, three practical uses that were illustrated in the tourism destination in the Andalusia region (Spain). Torres-Delgado and Palomeque (2014) developed a system with 26 indicators that include all dimensions, which was then verified and validated by conducting a Delphi survey. The system was applied in 20 tourism municipalities in Catalonia (Spain). Fernández-Villarán et al. (2020) proposed a methodology to measure TCC in inhabited tourism host areas by inducing a holistic and dynamic model. They identified 91 indicators in the literature with regards to five dimensions: territorial, governance, economic,

social and environmental. The 67 over 91 indicators generate alerts and help destination managers, policymakers and relevant stakeholders to act. Widz and Brzezinska-Wojcik (2020) used two indicators for the risk assessment of overtourism in Tunisia concerning the tourism life cycle, to determine the prospects for sustainable development in the period 2020-2025 by using trends.

Tsartas (2003) pointed out that the increase of tourism in the island and coastal areas in Greece in the period 1970-2000 led to rapid and usually unplanned tourism development. Lopes et al. (2020) proposed a planning framework for sustainable tourism development of the Greek island of Chios considering its financial and refugees' crisis the recent years as well as the non-existence of an approved Land Use.

The purpose of our research is to assess the risk of overtourism in the Cyclades based on a wide variety of indicators and to quantitatively investigate the relationship among economic, social, environmental, territorial and carrying capacity. We show how to use analytical tools that provide information regarding TCC, which can be valuable to the current tourism policymaking. The contribution of this paper is based on the fact that: i) we include bed capacity of rented villas that somehow reflect Airbnb flows and ii) even though Greece is one of the most popular destinations worldwide with more than 220 inhabited islands and a coastline of 15.000 km, there is just a limited number of studies that address the TCC concept.

The rest of our study is arranged as follows: Section 2 reviews the related literature; Section 3 presents the sources of the collected datasets; Section 4 presents some important numbers and figures of our study area; Section 5 introduces the methodological approach; Section 6 presents and discuss the empirical findings; Section 7 concludes the main insights of our paper and provide some remarks.

LITERATURE REVIEW

Carrying capacity is considered as a multidimensional approach in the context of tourism sustainability, part of the planning process. It is a key aspect of sustainable tourism development and is used to justify limitations for tourist use and measure the impacts at the host destination. TCC refers not only to the number of tourists but also to the capacity of the local community to manage tourism flows. It is an improvement management process, in which several indicators trigger the risks when thresholds are over the limits, to make appropriate decisions rather than seeking just a maximum number. However, there is not a universal definition for TCC due to its dynamic nature. The WTO defines carrying capacity as *"the maximum number of people that can simultaneously accommodate a touristic destination without causing destruction of the natural, economic, socio-economic environment and without causing an unacceptable decrease in the quality of visitor satisfaction"* (UNWTO, 1981).

The TCC concept was first mentioned in (Sumner, 1936), but until the late 70s, it wasn't a

key tool. Fisher and Krutilla (1972) proposed a quantitative approach in the determination of the optimal capacity of resource-based recreation facilities. Buttler (1980) presented the evolutionary cycle of a tourist destination and described the various stages that follow its development process, to aim the planning and management of tourism resources. O'Reilly (1986) recommended that TCC applies not only to the maximum limit of visitors but also to the maximum rate of growth, above which it is disruptive. Martin and Uysal (1990) described the link between carrying capacity and tourism lifecycle and suggested policy implications.

Getz (1983) suggested splitting carrying capacity into six categories: physical, economic, perceptual, social, ecological and political. However, the most widespread approach to sustainable tourism addresses three dimensions. Coccossis et al. (2002) elaborated a comprehensive methodological framework for a better understanding of the TCC concept and suggested these three types of dimensions that influence the carrying capacity of a tourism system: i) the physical-ecological, which comprises all fixed and flexible components of the natural and cultural environment as well as infrastructure, ii) socio-demographic, which refers to those social aspects that are important to local communities (e.g. manpower, trained personnel, sense of identity) and iii) the political-economic, which refers to the impacts of tourism on the local economic structure, activities, institutional issues, etc.

International institutions such as EC, WTO, OECD, UN, UNESCO have raised their awareness on the tourism sector and its major impact on communities. The Secretary-General of the UNWTO Zurab Pololikashvili addressed to the European Committee on the 19th of February 2020 that *"Making tourism sector as a key part in the EU Agenda and as we face up to the biggest challenge of our lifetimes in the climate emergency, we must make sure tourism's potential to contribute to the European Green Deal is fully realized. The tourism sector has an obligation to use its unique power to lead the response to the climate emergency and ensure responsible growth"*.

The excess of TCC has been widely examined by academia in several tourist destinations; in **islands** such as Mallorca in Spain (Garcia & Servera, 2003), Kos in Greece (Lagos, 2010), Koh Phi Phi in Thailand (Dodds, 2010), Central Aegean Islands (Prokopiou, Tselentis, & Toanoglou, 2012), Poros in Greece (Karampampa & Vagiona, 2015), Rhodes in Greece (Kyriakou, Hatiris, Kapsimalis, Sourianos, & Vandarakis, 2017), Sporades islands in Greece (Vagiona & Doxopoulos, 2017); in **protected areas** such as the Vikos-Aoos National Park in Greece (Papageorgiou & Brotherton, 1999), the Alcatraz Island within the Golden Gate National Recreation Area (Manning, Wang, Valliere, Lawson, & Newman, 2002), the Danube Floodplains National Park in Austria (Arnberger & Hinterberger, 2003) with the use of GIS systems, the Phong Nha-Ke Bang cave, an UNESCO heritage in Vietnam (Nghi, Lan, Thai, Mai, & Thanh, 2007), Everest region (Salerno, et al., 2013), the Hinagdanan Cave in Philippines (Uy, Escalante, Tonggol, & Radomes Jr., 2018), three natural protected areas in Uruguay (Canteiro, Cordova-Tapia, & Brazeiro, 2018); in **urban areas** such as China's mega-cities (Wei, Huang, Li, & Xie, 2016), Valmiera municipality (Visvaldis, Ainhoa, & Ralfs, 2013); in **rural areas** such as Colorado (Allen, Long, Perdue, & Kieselbach, 1988), rural tourism communities in

South Korea (Park, Lee, Choi, & Yoon, 2012), Bled in Slovenia (Mihalic, Segota, Cvelbar, & Kuscer, 2016) and **coastal areas** such as Maya Bay in Thailand (Sowman, 1987), Hengistbury Head in U.K. (Garrigos Simon, Narangajavana, & Marques, 2004), Italian destinations (Maggi & Franco Lorenzo, 2010), Spanish destinations (Blancas, Gonzalez, Lozano-Oyola, & Perez, 2010),. Each tourist destination (coastal area, island, protected area, rural area, a mountain resort and historical settlement) faces different problems and hence policy measures may differ. The impact of overtourism negatively influences the quality of life of citizens or the ecosystem since it exceeds capacity thresholds of the mentioned dimensions.

However, there are cases where tourism does not play a crucial economic role in the prosperity of the population. For example, even though Kenya is one of the top tourism destinations in Africa, Nyasha and Odhiambo (2019) examined the relationship between tourism development and poverty reduction by using a trivariate Granger causality model, where 'investments' was the third variable. The results showed a link only in the short-run and not in the long-run, alerting policymakers to act to reduce poverty and boost inbound tourism.

In terms of the social dimension, Saveriades (2000) assessed the carrying capacity of the tourist resort on the east coast of Cyprus in terms of sociological capacity thresholds and it appeared that residents do not wish to see a reduction in the level of tourism. Williams and Lawson (2001) used cluster analysis to examine how a sample of residents in New Zealand perceives the effects of tourism in the community. Needham et al. (2011) examined the influence of the size of boats and the number of boats on the encounter norms of people visiting Molokini Shoal MLCD in Hawaii and they found that the number of boats has a major impact.

In terms of the environmental dimension, Li (2004) proposed a set of warning indicators to indicate environmental change at tourism sites, useful for ecotourism management. Kostopoulou and Kyritsis (2006) suggested that the additional pressure on some sub-areas of an environmentally sensitive area that is caused due to the unequal distribution of visitors cannot be measured by the commonly used TCC indices that represent an average for the whole area. They developed an adjusted indicator, which was used by economists to measure the unequal distribution of income. Simpson (2008) examined the concept of Community Benefit Tourism Initiatives (CBTIs) with regards to key stakeholders (public-private sector, NGOs) to identify critical components that contribute to the best-case scenario.

Marsiglio (2015) analyzed the carrying capacity of a tourism-based economy by determining the optimal number of visitors through a dynamic general equilibrium model, which could lead to long-run sustainable growth. An interesting study was conducted by Mehmood et al. (2016) related to the dynamic relationships between tourist arrivals, immigrants, and crimes in the U.S. Their bivariate analysis revealed that immigrants are positively correlated with key crimes and tourist arrivals are positively influence crime rate only in the short run.

Gowreesunkar and Seraphin (2019) presented a variety of case studies that might help policymakers, practitioners and destination managers to adapt them for destinations with similar

characteristics to mitigate the consequences of overtourism. Contu et al. (2019) investigated the impact of the Airbnb phenomenon on tourism indicators since TCC is measured by using official data statistics that do not include information on Airbnb flows.

On the other hand, Wang et al. (2020) noted that researchers pay more attention to TCC indicators for the evaluation of tourism development and they believe that there are limitations on the previous studies since more and more factors are considered important for sustainable tourism and dynamic trends exist. Thus, they developed a dynamic model to evaluate through simulations how government investments impact tourism growth in the top nine tourism destinations in China.

Also, we should note the main differences between the TCC of inhabited tourism destinations and controlled space tourism sites (e.g. heritage sites, museums, parks, etc.). Controlled sites have clear points of entry and exit and the headcount can be conducted, where on the other side there is not such a possibility. Moreover, inhabited space is shared by tourists, residents, commuters and other floating populations.

DATA

The geographical data of the islands is available at the website of the General Secretariat of the Aegean and Island Policy (area and coastline). The grown domestic product (GDP) and the population of the islands come from the 2011 and 2001 censuses of the Hellenic Statistical Authority (HELSTAT). Islands that are uninhabited (such as Delos, Rinia, Despotiko, Keros, Kato Koufonisi, Stroggyli and others), but have some kind of tourist activity are not taken into consideration in our study (e.g. visits to archeological sites or other points of interest). From the same source, we downloaded the data of employment and economically active population (2011), as well as the category and number of new building constructions and new building permits. Earnings, arrivals and overnights of foreign and native tourists in hotels and camping are available in Bank of Greece and HELSTAT.

Regarding hotel categories, units, rooms and beds, the data is available at the Hellenic Chamber of Hotels and the Association of Hellenic Enterprises, while the rooms for rent and villas are available at the Tourism Business Registry. It is important to mention though that the bed capacity of villas reflects somehow Airbnb flows that were not taken into account from previous studies in Greece.

International and domestic air arrivals were downloaded from the website of the Greek Civil Aviation Service, while cruises from the Union of Ports of Greece. Finally, the tonnage of solid waste on each island of the Cyclades was retrieved by the Ministry of Environment-General Secretariat for the Coordination of Waste Management and the Electronic Waste Registry.

STUDY AREA

Before we present our exact study area, it is useful to give a glance at the overall picture of Greece, which is one of the most popular tourist destinations worldwide because of its extensive coastline and numerous islands, but also because of its natural beauty. It is ranked 13th on the UNWTO list of top destinations in the world in 2018. According to the Association of Greek Foreign Enterprises (INSETE, 2019), 2018 was the best year of Greece since tourist arrivals reached 30.1 million tourists excluding cruises (approx. 33 million tourists), which increased by +10.8% over 2017 and +21.47% over 2016. Similarly, earnings increased +11.7% over 2017 and +24.43% over 2016.

	2018	*2017*	*2016*	*%18/17*	*%18/16*
Earnings	15,864 mil	14,203 mil	12,749 mil	+11.7%	+24.43%
Foreign Tourists	30.123 mil	27.194 mil	24.799 mil	+10.8%	+21.47%
Cruise	2.949 mil	2.967 mil	3.271 mil	-0.61%	-9.84%
Overnights	227.012 mil	209.855 mil	190.402 mil	+8.2%	+19.23%
Average Per Capita Expenditure	EUR 526.7	EUR 522.3	EUR 514.1	+0.8%	+2.45%
Expenditure/Overnight	EUR 69.9	EUR 67.7	EUR 67.0	+3.25%	+4.33%
Average Length of Stay	7.5	7.7	7.7	-2.3%	-2.3%
GDP	184,714 mil	180,218 mil	176,488 mil	+2.5%	+4.66%
Direct Impact of Tourism on GDP	11,7%	10,6%	9.6%		
Indirect Impact of Tourism on GDP	25.7%	23.2%	25.5%		
Employment	3.828 mil	3.753 mil	3.674 mil	+2.01%	+4.20%

Table 1: Main tourism indicators in Greece 2016-2018

Therefore, it is obvious that tourism, a key pillar of economic-social development and growth for the Greek economy, with a major contribution to Gross Domestic Product (GDP) and the creation of new jobs, has been boosting its extroversion and dynamics in recent years, despite the seasonality effects.
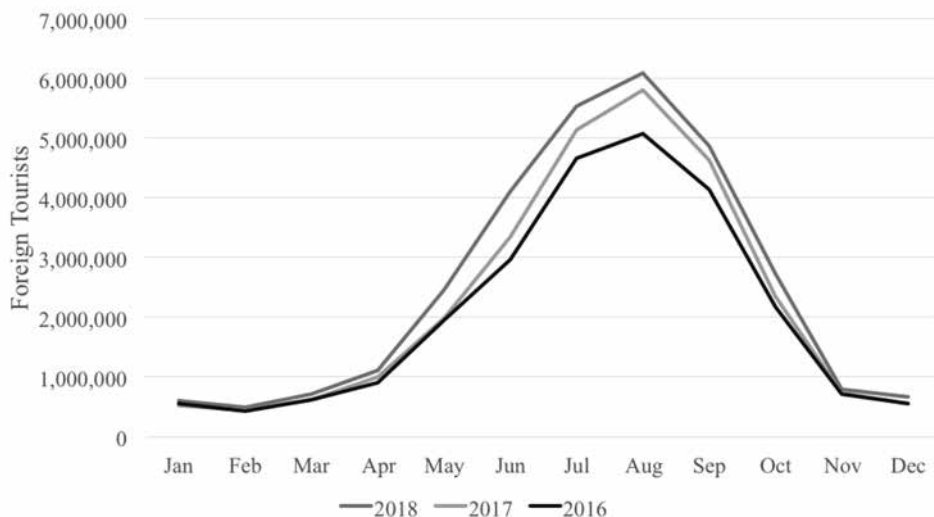
Figure 1: Seasonality effect, foreign tourists per month in Greece for the period 2016-2018

The Region of Southern Aegean is one of the thirteen administrative regions of Greece. It comprises the island complexes of the Cyclades and the Dodecanese, located on the south-eastern tip of Greece and the European Union. The Region covers a total area of 5,286 km^2 (Cyclades: 2,572 km^2, Dodecanese: 2,714 km^2) approximately 4% of the total area of Greece.

	2018	*2017*	*2016*	*%18/17*	*%18/16*
Earnings	4,414.1 mil	3,635.5 mil	3,136.1 mil	+21.42%	+40.75%
Foreign Tourists	6,629.4 k	5,840.9 k	5,226.5 k	+13.50%	+26.84%
Cruise (Cyclades)	1,492.9 k	1,366.8 k	1,560.8 k	+9.23%	-4.35%
Cruise (Dodecanese)	351.8 k	397.8 k	439,9 k	-11.56%	-20.03%
Overnights	51,084.2 k	46,210.0 k	39,996.1 k	+10.55%	+27.72%
Average Per Capita Expenditure	EUR 665.8	EUR 625.5	EUR 600	+6.44%	+10.97%
Expenditure/Overnight	EUR 85.6	EUR 79.1	EUR 78.4	+8.22%	+9.18%
Average Length of Stay	7.7	7.9	7.7	-2.53%	0%
Employment in tourism	35.1 k	32.3 k	30.1 k	+8.67%	+16.61%

Table 2: Main tourism indicators in the Region of Southern Aegean 2016-2018
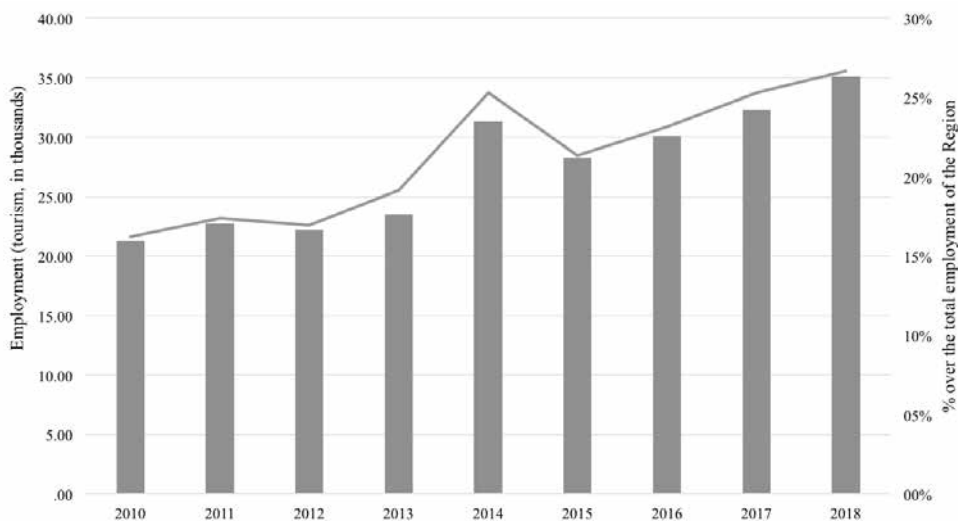
Figure 2: Tourism employment and percentage over total employment of the period 2010-2018 in the Region of Southern Aegean

Our study area is the Cyclades, which comprises about 220 islands and most of them are uninhabited. The main characteristics of the Cyclades are presented in Table 3. Naxos is the largest island; Syros has the largest population since Ermoupoli is the administrative center and Andros has the longest coastline. The unique landscape with sandy beaches and crystal waters, the traditional architecture with the white and blue houses, isolated chapels, tasty food and hospitality of local people make the Cyclades a "must visit" destination. Famous islands with a global reputation, like Mykonos and Santorini, attract annually millions of tourists.

	Regional Area	Area (km²)	Population (2011)	Population (2001)	Population Growth	Density 2011 (res/km²)	Coastline (km)
1	**Syros**	**84.069**	**21,390**	**19,782**	**+8.13%**	**254.434**	**84**
2	**Andros**	**383.000**	**9,221**	**10,009**	**-7.87%**	**24.076**	**176.0**
3	**Thira**	**306.845**	**18,883**	**16,686**	**+13.17%**	**290.215**	**291.047**
	3.1 Santorini	76.190	15,231	13,402	+13.65%	199.908	67.0
	3.2 Thirasia	9.246	319	268	+19.03%	34.501	17.0
	3.3 Anafi	38.636	271	273	-0.73%	7.014	38.0
	3.4 Ios	108.713	2,024	1,838	+10.12%	18.618	87.0
	3.5 Folegandros	32.384	765	667	+14.69%	23.623	42.0
	3.6 Sikinos	41.676	273	238	+14.71%	6.551	40.0

4	Kea-Kythnos	231.125	3,911	4,025	-2.83%	16.922	199.0
	4.1 Kea	131.693	2,455	2,417	+1.57%	18.642	88.0
	4.2 Kythnos	99.432	1,456	1,608	-9.45%	14.643	111.0
5	Milos	347.526	9,932	9,396	+5.70%	28.579	342.0
	5.1 Milos	158.400	4,977	4,771	+4.32%	31.420	139.0
	5.2 Kimolos	37.426	910	769	+18.34%	24.315	45.0
	5.3 Serifos	74.330	1,420	1,414	+0.42%	19.104	83.0
	5.4 Sifnos	77.370	2,625	2,442	+7.49%	33.928	75.0
6	Mykonos	86.120	10,134	9,320	+8.73%	117.673	89.0
7	Naxos	556.068	20,877	20,933	-0.27%	37.544	358.6
	7.1 Naxos	389.430	17,970	18,188	-1.20%	46.144	132.5
	7.2 Amorgos	121.000	1,973	1,859	+6.13%	16.306	126.0
	7.3 Small Cyclades	45.638	934	886	+5.42%	117.072	100.0
	i. Donousa	13.650	167	163	+2.45%	12.234	31.0
	ii. Koufonisi	5.770	399	366	+9.02%	69.151	14.4
	iii. Schinousa	8.140	227	206	+10.19%	27.887	25.4
	iv. Iraklia	18.078	141	151	-6.62%	7.800	29.2
8	Paros	231.840	14,926	13,890	+7.46%	64.381	160.0
	8.1 Paros	196.750	13,715	12,853	+6.71%	69.708	111.0
	8.2 Antiparos	35.090	1,211	1,037	+16.78%	34.511	49.0
9	Tinos	197.040	8,636	8,574	+0.72%	43.829	114

Table 3: Main characteristics of Cyclades

Cyclades island complex has been experiencing a growth rate in foreign and domestic air arrivals (+20.57% in 2018 over 2017 and +220.12% in 2018 over 2010), as well as in domestic arrivals (+15.63% in 2018 over 2017 and +211.77% in 2018 over 2010). It is the most attractive and popular destination in Greece. Figures 3 and 4 describe the success that the area Cyclades region has in the tourism industry and its great potential as one of the best tourist attractions with a worldwide impact.

Year	Mykonos	Naxos	Santorini	Syros	Paros	Total	%Δ/Year
2018	429,497	0	507,213	0	3,330	**940,040**	+20.57%
2017	346,057	0	431,183	876	1,572	**779,688**	+12.73%
2016	301,842	0	389,817	0	0	**691,659**	+9.14%
2015	275,812	1,462	356,443	0	0	**633,717**	+13.50%
2014	247,126	804	310,416	0	0	**558,346**	+32.08%
2013	177,540	751	244,449	0	0	**422,740**	+24.02%
2012	140,131	455	200,271	0	0	**340,857**	+2.11%
2011	130,974	711	202,139	5	0	**333,829**	+13.68%
2010	111,136	766	181,746	0	0	**293,648**	

Table 4: International Arrivals in Cyclades (2010-2018)

Year	Milos	Mykonos	Naxos	Paros	Santorini	Syros	Total	%Δ/Year
2018	37,547	246,676	41,862	92,734	563,182	7,120	**989,121**	+15.63%
2017	26,346	231,250	26,671	74,167	488,101	8,886	**855,421**	+20.59%
2016	23,685	189,963	16,537	37,872	433,598	7,689	**709,344**	+19.68%
2015	24,531	153,963	19,474	27,218	361,525	5,996	**592,707**	+30.21%
2014	19,217	138,529	14,305	24,259	252,223	6,654	**455,187**	+30.60%
2013	15,220	110,430	10,066	21,475	185,378	5,954	**348,523**	+7.28%
2012	16,608	106,254	9,982	20,417	166,786	4,818	**324,865**	-2.90%
2011	16,822	106,295	11,562	22,205	173,496	4,183	**334,563**	+5.45%
2010	18,049	100,219	10,112	20,532	161,553	6,796	**317,261**	

Table 5: Domestic Arrivals in Cyclades (2010-2018)
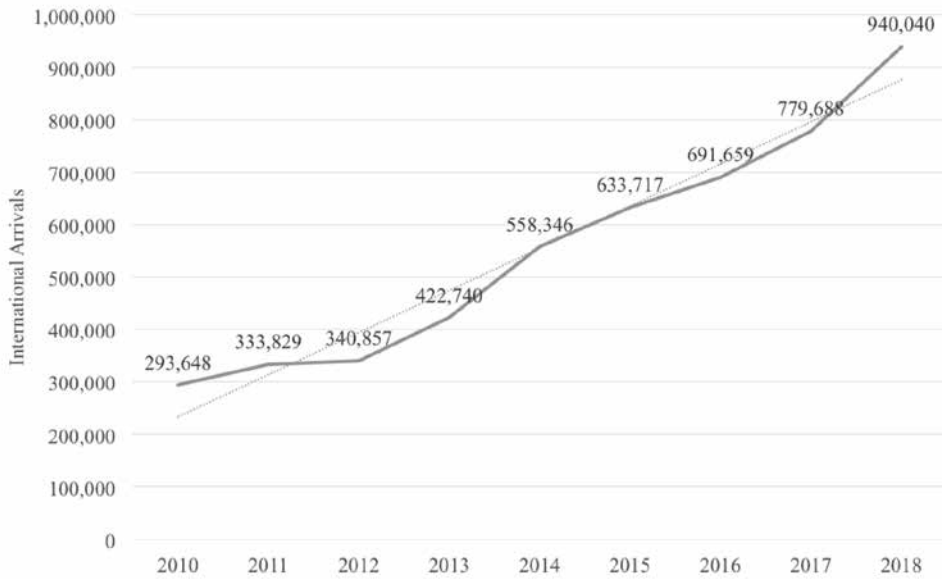
Figure 3: Foreign Airport Arrivals in Cyclades 2010-2018
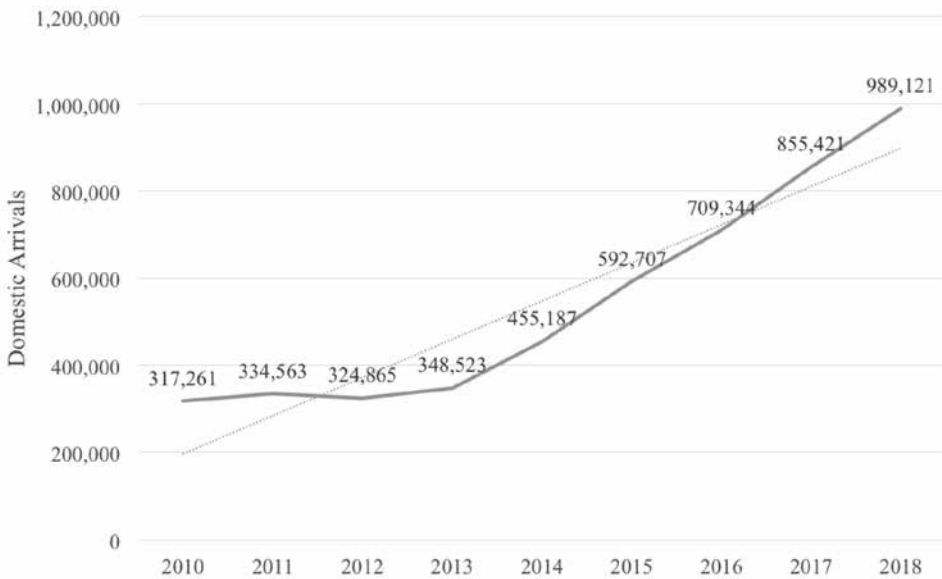
Figure 4: Domestic Airport Arrivals in Cyclades 2010-2018

Similarly, through the 25 port of Cyclades, we notice a significant increase in the number of total passengers (boarding and debarkation), which exceeds 50% in 2018 over 2013.

Year	Total Passengers	%Δ/Year	%18/13
2018	11,590,406	+9.95%	+50.76%
2017	10,541,084	+15.60%	
2016	9,118,515	+4.83%	
2015	8,698,203	-1.65%	
2014	8,844,211	+15.04%	
2013	7,687,760		

Table 6: Total travelers in Cyclades' ports (2013-2018)

Regarding the hotels' capacity of the Cyclades shown in Table 7 and by taking a closer look at the increase in units, rooms and beds in 2018 over 2010 (+6.83% in units, +14.08% in rooms and +16.65% in beds respectively), the increase of new five-star hotels was massive (+223.33% in units, +203.32% in rooms and +207.93% in beds), despite the recession that hit the country.

		5*	4*	3*	2*	1*	Total	%Δ/Year	%18/10
2018	Units	97	202	252	375	137	**1,063**	+0.66%	+6.83%
	Rooms	4,292	6,687	6,592	7,785	1,985	**27,341**	+1.82%	+14.08%
	Beds	8,659	13,134	13,067	15,097	3,912	**53,869**	+2.22%	+16.65%
2017	Units	92	197	236	390	141	**1,056**	+0.76%	
	Rooms	3,998	6,497	6,110	8,193	2,053	**26,851**	+1.69%	
	Beds	8,114	12,660	12,028	15,865	4,032	**52,699**	+2.17%	
2016	Units	77	188	225	410	148	**1,048**	+0.29%	
	Rooms	3,511	6,177	5,830	8,757	2,131	**26,406**	+0.76%	
	Beds	7,085	11,966	11,444	16,903	4,184	**51,582**	+1.03%	
2015	Units	67	186	221	419	152	**1,045**	+0.58%	
	Rooms	3,047	6,092	5,874	8,989	2,206	**26,208**	+2.80%	
	Beds	6,160	11,745	11,502	17,333	4,317	**51,057**	+3.19%	
2014	Units	43	182	213	442	159	**1,039**	+0.58%	
	Rooms	1,965	5,896	5,714	9,600	2,318	**25,493**	+1.00%	
	Beds	3,972	11,309	11,161	18,498	4,540	**49,480**	+1.06%	

2013	Units	37	184	205	446	161	**1,033**	+1.77%
	Rooms	1,791	5,886	5,548	9,685	2,330	**25,240**	+2.10%
	Beds	3,624	11,298	10,808	18,657	4,575	**48,962**	+2.48%
2012	Units	34	177	193	444	167	**1,015**	-0.49%
	Rooms	1,632	5,730	5,257	9,668	2,434	**24,721**	+0.16%
	Beds	3,277	10,951	10,169	18,617	4,763	**47,777**	+0.28%
2011	Units	34	174	194	451	167	**1,020**	+2.51%
	Rooms	1,606	5,623	5,239	9,779	2,434	**24,681**	+2.98%
	Beds	3,218	10,732	10,117	18,813	4,763	**47,643**	+3.17%
2010	Units	30	162	193	436	174	**995**	
	Rooms	1,415	5,377	5,094	9,549	2,532	**23,967**	
	Beds	2,812	10,250	9,832	18,334	4,951	**46,179**	

Table 7: Hotels' capacity in Cyclades 2010-2018

This is one more element, which shows the high potential of the region to attract large scale investments and high net wealth tourists. The added value is very important for the Greek economy, which has started to stabilize. We also present in Table 8 the capacity of rooms to rent, camping and villas.

	4 Keys	3 Keys	2 Keys	1 Keys	Total	Camping	Villas	TOTAL
Units	505	1,708	2,825	698	**5,736**		3,034	
Rooms	3,934	12,585	18,372	3,836	**38,727**			
Beds	9,649	29,716	42,057	8,750	**90,172**	2,511	22,298	115,951

Table 8: Capacity of rooms for rent, camping and private villas in Cyclades (2018)

The investments can be also shown with regards to building permits (Table 9). There is an increase in the permits in Greece in 2018 compared to 2017 at +10.12%, while at the same time, the rate in the Cyclades is 2.5 times higher, at +24.73%, which triggers one more signal of the increased development in the area.

	Greece		Region of Southern Aegean		Cyclades	
	2018	**2017**	**2018**	**2017**	**2018**	**2017**
New built-properties	5,685	4,930	744	554	573	383
Extensions of built-properties	1,905	1,835	209	204	176	157
Repairs of built-properties	1,442	1,212	228	205	185	166
Restorations of built-properties	42	38	10	9	7	6
Demolitions	1,254	1,154	43	47	28	35
Surrounding walls	480	477	16	27	6	16
Legitimizations	1,501	1,631	125	111	108	82
Revisions	2,434	2,213	196	203	169	163
Modifications	437	295	30	14	14	7
TOTAL	**15,180**	**13,785**	**1,601**	**1,374**	**1,266**	**1,015**
%Δ/Year	**+10.12%**		**+16.52%**		**+24.73%**	

Table 9: Category and numbers of building permits 2017-2018

The arrivals and overnights of foreign and native tourists in hotels and the occupancy rates are presented in Table 10. The overnights of foreign and native tourists at the camping of the area were 113,386 and 34,150 respectively in 2018. These numbers will be considered in the calculation of the TCC indicators. There is an increase in foreign tourist arrivals and overnights by +13.16% and +8.64% respectively in 2018 over 2017. The increase with regards to 2010 is enormous, +154.48% in arrivals and +112.73% in overnights. Once again, it is obvious the importance of the tourism sector in sustainable growth and the high potential of further development in the Cyclades area.

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Foreign arrivals	301,853	349,577	299,303	379,197	492,462	954,474	562,072	678,801	768,142
Native arrivals	215,886	187,000	153,821	159,853	164,624	167,825	199,349	197,361	192,903
Foreign Overnights	1,201,553	1,340,205	1,199,318	1,486,540	1,815,735	1,955,756	1,963,458	2,352,805	2,556,031
Native Overnights	654,460	588,255	458,580	498,652	530,968	501,022	585,027	561,429	549,657
Occupancy (mean)	61.1%	61.8%	54.2%	53.8%	55.3%	59.0%	57.6%	62.0%	62.0%

Table 10: Arrivals, overnights and occupancy rates in hotels, Cyclades 2010-2018

However, the arrivals and overnights of native travelers were decreased by -2.26% and -2.10% in 2018 over 2017 and -10.65% and -16.01% in 2018 over 2010. Greeks were affected by the economic crisis that hit the country and their income dropped dramatically, while the unemployment rose to more than 26%.
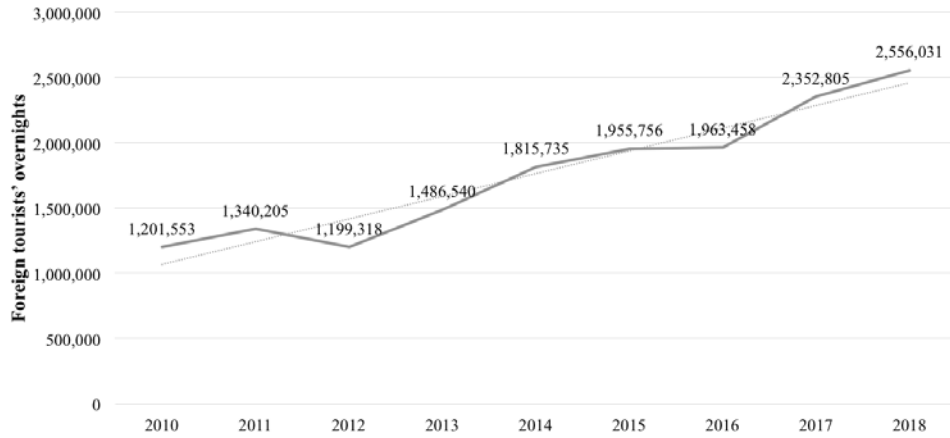
Figure 5: Foreign tourists' hotel arrivals in Cyclades 2010-2018
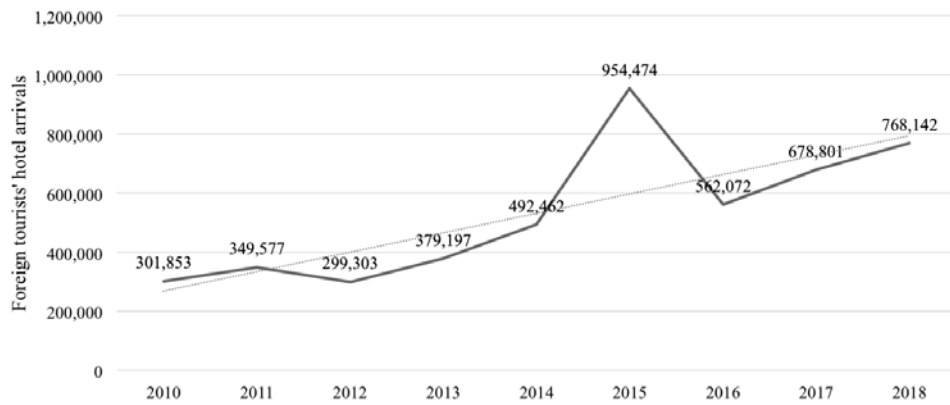
Figure 6: Foreign tourists' overnights in Cyclades 2010-2018

	Regional Area	2018 (in tons)	kg/capita	kg/capita /day	Environmental Stress (tn/km^2)
	Syros	**13,000**	**607.76**	**1.67**	**154.63**
*	**Andros**	**7,118**	**771.93**	**2.11**	**18.58**
	Thira	**37,780**	**2,000.74**	**5.48**	**123.12**
*	*3.1 Santorini*	35,000	2,616.94	7.17	409.66
	3.2 Thirasia				
	3.3 Anafi	145	535.06	1.47	3.75
	3.4 Ios	2,185	1,079.55	2.96	20.10
	3.5 Folegandros	450	588.24	1.61	13.90
**	*3.6 Sikinos*	135	494.51	1.35	3.24
	Kea-Kythnos	**4,681**	**1,196.88**	**3.28**	**20.25**
	4.1 Kea	1,731	705.09	1.93	13.14
*	*4.2 Kythnos*	2,950	2,026.10	5.55	29.67
	Milos	**15,910**	**1,601.89**	**4.39**	**45.78**
*	*5.1 Milos*	9,380	1,884.67	5.16	59.22
	5.2 Kimolos	458	503.30	1.38	12.24
*	*5.3 Serifos*	1,566	1,102.82	3.02	21.07
*	*5.4 Sifnos*	4,506	1,716.57	4.70	58.24
*	**Mykonos**	**41,424**	**4,087.63**	**11.20**	**481.00**
	Naxos	**25,836**	**1,237.53**	**3.39**	**46.46**
*	*7.1 Naxos* *7.2 Small Cyclades* *i. Donousa* *ii. Koufonisi* *iii. Schinousa* *iv. Iraklia*	24,186	1,219.18	3.34	50.31
	7.3 Amorgos	1,650	836.29	2.29	13.64
	Paros	**11,897**	**797.07**	**2.18**	**51.32**
	8.1 Paros	10,446	761.65	2.09	53.09
*	*8.2 Antiparos*	1,451	1,198.18	3.28	41.35
*	**Tinos**	**3,958**	**458.31**	**1.26**	**20.09**
	TOTAL	**161,604**			
	MEAN	*10,743.46*	*1,251.16*	*3.88*	*106.81*
*	*municipality's estimation*				
**	*last available data in Sikinos is 2014*				

Table 11: Produced waste in Cyclades (2018)

METHODOLOGICAL APPROACH

Our approach is based on the quantitative methods that have been used in the literature and we present in Table 12 a selection of several indicators of all dimensions: territorial (or physical), social, economic and environmental.

Assessment Criteria

	Dimension	Indicator	Formula	Literature
1.	Territorial	Tourism Operation Indicator	$T_1 = \dfrac{B_T}{P_{2011}} * 100$	(WTO, 2004), (European Commission, 2006), (Lagos, 2010)
2.	Territorial	Tourism Density Indicators	$T_2 = \dfrac{B * 100}{P_{2011} * S}$	(Lagos, 2010)
			$T_3 = \dfrac{O_T * 100}{S * 365}$	(Lagos, 2010)
			$T_4 = \dfrac{O_T * 1000}{P_{2011} * 365}$	(Lagos, 2010)
3.	Territorial	Tourism Intensity Indicators	$T_5 = \dfrac{A_T}{P_{2011}}$	(Li, 2004), (Lagos, 2010), (Widz & Brzezinska-Wojcik, 2020)
			$T_6 = \dfrac{B_{HOTELS}}{P_{2011}}$	(Lagos, 2010)
4.	Economic	Economically Active Population/Beds	$T_7 = \dfrac{EP_{2011}}{B_{HOTELS}}$	(Lagos, 2010)
5.	Territorial	Overnights per Resident Indicator	$T_8 = \dfrac{O_T}{P_{2011}}$	(Fernández-Villarán, Espinosa, Abad, & Goytia, 2020), (Widz & Brzezinska-Wojcik, 2020)
6.	Territorial	Indicators of Tourist Penetration	$T_9 = \dfrac{O_F * 100}{P_{2011} * 360}$	(Lagos, 2010)
			$T_{10} = \dfrac{O_D * 100}{P_{2011} * 360}$	(Lagos, 2010)
7.	Territorial	Attraction Indicator	$T_{11} = \dfrac{A_F}{A_D}$	(Lagos, 2010)
8.	Territorial	Tourism Concentration Indicators	$T_{12} = \dfrac{B}{S}$	(Lagos, 2010), (Prokopiou, Tselentis, & Toanoglou, 2012)
			$T_{13} = \dfrac{O_T}{S \ or \ Ha}$	(Lagos, 2010), (Widz & Brzezinska-Wojcik, 2020)
			$T_{14} = \dfrac{B}{Coastline}$	(Prokopiou, Tselentis, & Toanoglou, 2012)
9.	Territorial	Tourism Pressure Indicators	$T_{15} = \dfrac{A_T}{S}$	(Li, 2004), (Lagos, 2010), (Manera & Valle, 2018)
			$T_{16} = \dfrac{A_T}{Coastline}$	(Lagos, 2010)
10.	Social	Population Density	$T_{17} = \dfrac{P_{2011}}{S}$	(Lozano-Oyola, Blancas, González, & Caballero, 2012)
		Sustaining population levels	$T_{18} = \left\lvert \dfrac{P_{2011}}{P_{2001}} \times 100 - 100 \right\rvert$	(Lozano-Oyola, Blancas, González, & Caballero, 2012)
11.	Economic	Relative contribution of tourism employment to total employment	$T_{19} = \dfrac{Emp_{TOURISM}}{Emp_T} \times 100$	(WTO, 2004), (European Commission, 2006), (Lozano-Oyola, Blancas, González, & Caballero, 2012)
12.	Economic	Destination Competitiveness	T_{20} = Average occupancy rate for hotel establishments only	(Lozano-Oyola, Blancas, González, & Caballero, 2012)
13.	Economic	Length of Stay	T_{21} = Average length of stay	(Lozano-Oyola, Blancas, González, & Caballero, 2012)
14.	Environmental	Impact of Construction Density	$T_{22} = \dfrac{C}{S}$	(Lozano-Oyola, Blancas, González, & Caballero, 2012)

15.	Environmental	Waste Production	$T_{23} = \dfrac{W}{P \times \left(\frac{365-30}{365}\right) + \frac{O}{365}} \times \dfrac{O}{365}$	(Lozano-Oyola, Blancas, González, & Caballero, 2012)
16.	Environmental	Waste Environmental Stress	$T_{24} = \dfrac{W \times 1000}{P}$	(Li, 2004)

Table 12: Indicators of tourism carrying capacity

In each regional section of islands, the variable B is the total number of beds (hotels, rooms for rent, camping and private villas), A is the numbers of arrivals, O is the number of overnights, P is the population, S is the area in km^2 and Ha is hectares, *Coastline* is measured in km, EP is the economic active population per regional section in 2011, Emp is the employment (number of employees), C is the number of new building constructions and W is the volume of waste in tons. The indices T, F, D denote Total, Foreign, and Domestic.

Despite the wealth of statistical data compiled, we had to use proxy measures in some cases. That was the case for the indicator T_{19} which refers to the relative contribution of tourism employment to total employment. Because of the lack of data at the regional section level, we use the numbers of the whole Region of Southern Aegean. Several indicators that include a threshold and send a signal of the state of TCC are presented in Table 13.

Thresholds

T1		Tourism Operation Indicator
	>500	excessive/intensive tourism development
	= 100-500	almost exclusive tourism development
	= 40-100	main growth relative to other sectors
	= 10-40	important but not main growth
	= 4-10	Small or very small tourism growth
T6		Tourist Intensity Indicator
	>3	high level of tourist services, exceeding tourist carrying capacity
	= 1-3	satisfactory level of tourism services, growth potential
	<1	low level of tourist services, significant growth potential
T8		Overnights per Resident Indicator
	>9	high level of tourist services, exceeding tourist carrying capacity
	= 6-9	satisfactory level of tourism services, growth potential
	6<	low level of tourist services, significant growth potential

T13		Tourism Concentration Indicator
	>9.58	highest risk
	= 6.31-9.58	high risk
	= 4.50-6.30	medium risk
	= 3.18-4.49	low risk
	3.18<	lowest risk

Table 13: Indicators' thresholds

RESULTS

Our results are presented in Table 14. It appears that mainly Mykonos with Thira following, present high values of their TCC and are already facing some challenges due to overtourism. The results of the territorial dimension show that Mykonos (298.48) has the highest tourism operation indicator (T_1) with almost exclusive tourism development. Almost all islands present similar behavior with a lower rate, while only Tinos (85.34) and Andros (62.15) show that tourism is the main element of growth and Syros (38.52) show that tourism is important but not the main factor of growth.

Mykonos again has the highest tourism density indicator, while Andros and Kea-Kythnos reveal the lowest rate. With regards to tourism intensity indicators, Mykonos still holds the lead. Especially, according to T_6, Mykonos (1.26) has a satisfactory level of tourism services and growth potential. Thira is close to 1 (0.91) and all other areas are far below 1, which represents a low level of tourist services with significant growth potential. Syros has the lowest rate (0.11).

Almost all islands exceed the TCC threshold of the overnights per resident indicator (T8), which indicates a high level of tourism services. Mykonos has the highest rate (127.06), all others are above 9, Naxos is close to the threshold (8.99) and only Kea-Kythnos (4.14) and Syros (5.13) have a low level of tourist services and significant growth potential.

Mykonos (33.17), Thira (12.42) and Paros (6.44) attract mostly foreign tourists denoted by the indicator of tourism penetration (T_9), while Tinos (2.95) attracts mostly domestic tourists (T10) due to its religious history. The Attraction Indicator (T_{11}) is higher in Mykonos (12.77), Thira (8.82) follows and Kea-Kythnos (0,08) has a lower rate.

Mykonos again holds the highest tourism concertation indicators (T_{12}, T_{13}, T_{14}), while Andros and Kea-Kythnos the lowest. Especially for T_{13}, Mykonos (149.51), Thira (30.45), Paros (18.54) and Syros (13.05) are above the TCC threshold with the highest risk. Tinos is at medium risk (5.62), Naxos at low risk (3.21) and Kea-Kythnos (0.70), Andros (2.25) and Milos (2.47) have the lowest risk.

The tourism pressure indicators (T_{15}, T_{16}) concerning land area and coastline are the highest in Mykonos and the lowest in Kea-Kythnos. The results on the social dimension related to demographic characteristics (T_{17}, T_{18}) show that Syros has the highest population density (254.43) and Kea-Kythnos the lowest (16.92), while Thira has the highest sustaining population levels and Naxos the lowest. The relative contribution of tourism employment to total employment (T_{19}) in the region is 26.68%. Concerning destination competitiveness (T_{20}, T_{21}), average occupancy is higher in Mykonos (59.80%) and lower in Kea-Kythnos (23.20%), while the average length of stay is higher in Paros (4.21) and lower in Tinos (2.44).

With regards to the environmental dimension, the impact of construction density (T_{22}) is higher in Mykonos (1.14) and lower in Andros (0.04). Mykonos attracts many investors that develop high-end and luxurious tourism complexes on the island. Furthermore, the contribution of tourism has an important effect on the secondary residence market. It has become very dynamic in the domestic real estate market, while the gradual stabilization and development of the Greek economy is a guarantee for the further development of the industry. The demand for vacation homes in Greece is high, focusing mainly on areas of high tourist interest. Mykonos, Thira and Paros are high in the preferences of foreign investors, as the most recognizable tourist destinations.

According to (INSETE, 2019), the total income from the rentals of accommodation in Greece through the Airbnb and HomeAway platforms reached 1.15 billion euros, during the 12months of June 2018 to May 2019. During this period, 170,542 accommodations were leased from the 2 platforms in Greece, with an average occupancy of 53%, the average rental price at 146 EUR/day, daily income per available accommodation at 77 EUR and average annual income per accommodation at 8,912 EUR. Santorini has the highest occupancy rate at 62%, while the average price of accommodation in Santorini is 341 EUR/day and Mykonos had the first place with 496 EUR/day. The highest annual revenue per accommodation was Santorini with 31,734 EUR, followed by Mykonos with 27,263 EUR.

On the contrary, in these islands in which the available accommodation is de facto finite due to the building saturation, their tourist brand is very high, demand pre-exists, and a high occupancy is recorded. As a result of this development, prices have risen sharply, as competition has shifted to prospective tenants. This harms the housing market rentals, due to a high increase in the rental payments that the local employees (e.g. teachers, public servants) cannot afford. The federation of owners, the federation of tenants, the municipalities and the relevant ministries try to find solutions to this phenomenon that damages the local communities. Same problems are facing many other areas in Europe in which governments impose strict measures, freeze rising rental prices and protect vulnerable people.

We also mention the per capita generated waste globally to compare it with the generated waste in the Cyclades. It is a core indicator of environmental pressure and a useful measure for evaluating the intensity of waste generation over time and comparing the intensities among areas. Usually, larger values of waste per capita are generated in places with higher socioeco-

nomic indicators (e.g. GDP or income). The United States is the biggest generator of waste per capita worldwide, with each citizen producing an average of 808 kg/capita and more than double that of citizens of Japan, according to OECD Statistics. The OECD countries generate 572 million tons of solid waste per year. The per capita values range from 1.1 to 3.7 kg/capita/day with an average of 2.2 kg/capita/day. According to World Bank, (Kaza, Yao, Bhada-Tata, & Van Woerden, 2018) reported that the world generates 0.74 kg/capita/day, yet national waste generation rates fluctuate widely from 0.11 to 4.54 kg/capita/day. Waste generation volumes are generally correlated with income levels and urbanization rates.

According to Eurostat, the amount of municipal waste generated per capita in the EU28 in 2018 amounted to 489 kg, close to the level in 2017 (487 kg per capita). The amount of municipal waste generated varied significantly across the EU Member States. In five countries, more than 600 kg of municipal waste per capita was produced in Denmark (781 kg/capita), followed by Cyprus (637 kg/capita), Germany (633 kg/capita), Luxembourg (607 kg/capita) and Malta (604 kg/capita). In contrast, three countries that generated less than 350 kg of municipal waste per capita: Romania (272 kg/capita), Poland (315 kg/capita) and the Czech Republic (344 kg/capita). There is still no data for Greece in 2018, but according to the 2017 statistics it is approximately 504 kg/capita, while in 2005 was 442 kg/capita.

It is obvious, that the environmental stress (T_{23}, T_{24}) in the Cyclades area generates a big problem for the local communities since islands host thousands of tourists in the summer season. Mykonos has the highest volume with 4,087.63 kg/capita of generated waste or 11.20 kg/capita/day, a lot more than the average of Greece, EU-28 and OECD. Thira seems to face also a problem and surprisingly Kythnos, which is not very popular but generates 2,026.10 kg/capita 5.55 kg/capita/day. Only Tinos is below the country's average with 458.31 kg/capita and 1.26 kg/capita/day.

Regional Sections/Indicators	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12
Syros	38.52	0.46	357.59	14.05	1.58	0.11	3.68	5.13	0.28	1.15	0.20	98.00
Andros	62.15	0.16	61.64	25.60	2.89	0.14	2.69	9.35	1.01	1.58	0.44	14.96
Thira	256.08	0.83	834.18	135.55	14.26	0.91	0.53	49.48	12.42	1.32	8.82	157.59
Kea-Kythnos	119.99	0.52	19.18	11.34	1.48	0.14	2.92	4.14	0.08	1.07	0.08	20.31
Milos	153.51	0.44	71.80	25.12	2.62	0.28	1.32	9.17	1.44	1.11	1.73	43.87
Mykonos	289.48	3.36	4,096.28	348.11	40.04	1.26	0.43	127.06	33.17	2.13	12.77	340.64
Naxos	112.76	0.20	92.44	24.62	2.21	0.35	1.19	8.99	1.89	0.60	2.46	42.33
Paros	182.96	0.79	508.03	78.91	6.84	0.48	0.91	28.80	6.44	1.56	3.85	117.79
Tinos	85.34	0.43	153.84	35.10	5.26	0.27	1.58	12.81	0.61	2.95	0.14	37.40
MEAN	144.53	0.80	688.33	77.60	8.58	0.44	1.70	28.32	6.37	1.50	3.39	96.99

Regional Sections/Indicators	T13	T14	T15	T16	T17	T18	T18	T18	T20	T21	T22	T23	T24
Syros	13.05	98.08	401.91	402.24	254.43			160,700	35.10%	3.25	0.27	197.06	607.76
Andros	2.25	32.56	69.64	151.55	24.08			78,900	24.70%	3.23	0.04	193.18	771.93
Thira	30.45	166.14	877.65	925.29	61.54			219,600	41.60%	3.47	0.41	4,861.76	2,000.74
Kea-Kythnos	0.70	23.58	25.03	29.07	16.92		26.68	11,500	23.20%	2.80	0.08	57.12	1,196.88
Milos	2.47	44.58	57.87	58.80	28.58			53,500	26.20%	3.50	0.08	251.23	1,601.89
Mykonos	149.51	329.62	4,711.36	4,558.90	117.67			81,300	59.80%	3.17	1.14	11,583.10	4,087.63
Naxos	3.21	65.65	83.02	128.74	37.54			5,700	38.10%	4.06	0.15	675.00	1,237.53
Paros	18.54	170.68	440.56	638.38	64.38			103,500	35.95%	4.21	0.42	1,178.63	797.07
Tinos	5.62	64.65	230.57	398.53	43.83			6,100	29.10%	2.44	0.26	145.79	458.31
MEAN	25.09	110.62	766.40	810.17	72.11		26.68	80,088.89	0.35	3.35	0.32	2,374.64	1,417.75

Table 14: Quantitative assessment criteria, results

CONCLUSION

Awareness about tourism sustainability issues is critical nowadays. The paper provides valuable insight into the causes and consequences of overtourism on a host destination. Based on empirical evidence, we present a set of indicators that incorporate four dimensions (territorial, economic, social, and environmental) that are used to tackle overtourism in the Cyclades area and we seek to draw insights from this case study to propose smarter and more sustainable strategies. The findings show that the two most famous islands with a global reputation, Mykonos and Thira face problems due to overtourism and the presence of a huge number of tourists make the two destinations no more comfortable. However, a paradox that can be further discussed is that both islands are still attractive to millions of tourists and tourism demand is higher every year, which is probably related to their brand name.

The explosive increase in tourist arrivals in recent years makes the operation of the port in Thira problematic. The Greek government has decided the auction of a preliminary study for the construction of a new port in Thira. In addition, the Greek Ministry of Environment has recently announced the auction of 17 Waste Treatment Plants across the country, in 2020, worth 400m EUR, where 3 concern the islands of Mykonos, Andros and Tinos. Furthermore, the connection of the Cyclades with a submarine cable that aims to strengthen the autonomy in electricity is already being implemented.

The value of this theme is that it presents a variety of indicators that can be used to mitigate the consequences of overtourism and alert policymakers, government planners and destination managers to react to improve sustainability and increase the competitiveness of the destination. Destinations showing similar symptoms may draw from the paper to manage the strain of overtourism. Furthermore, the research findings may apply to other geographic regions with similar contexts. It must be noted though that when the production model of an area is mainly based on tourism, it is very sensitive to exogenous factors. Therefore, the over-dependency of an economy and society on tourism should be avoided (UNEP-WTO, 2005).

Policymakers, researchers and relevant stakeholders are working on solutions. For example, the Municipality of Mykonos is a partner under the BlueIslands (2016) project, under the Interreg-MED European co-funded program. The partnership includes 9 Mediterranean islands, 2 economic operators, 2 research institutions and 1 interregional association specialized in resource management. This project aims to identify, address and mitigate the effect of the seasonal variation of waste generated on Mediterranean islands as an effect of tourism, due to a far greater population. This is beneficial for the local economies, but it also places a great burden on the local infrastructures, especially for waste management systems. By improving knowledge about waste streams, building common guidelines and improving synergies among MED islands' communities, the project aims to promote sustainable tourism patterns and fuel local loops of the circular economy.

Another similar project is Intherwaste (2016) co-funded by the Interreg-Europe program,

related to the preservation of heritage cities that have to deal with significant amounts of waste, due to high tourist activity levels that make the observance of waste-related strategies by authorities and households of specific importance. In this regard, further research of the area would be valuable in terms of environmental protection (e.g. Natura 2000), natural resources (e.g. soil, water), infrastructure (e.g. transport, health system, accessibility, waste disposal, sewage, water and electricity supply), socio-economic dimension (e.g. land ownership, access to loans and credits, income, crime rate) and in general factors that play a key role in the preparation and selection of an action plan. Moreover, communities can monitor the number of tourists during specific periods or in certain geographic areas for comparison over time to note changes in patterns. In addition, further studies in the area should be able to measure resident attitudes, satisfaction and perception of tourism development through subjective indicators. The evaluation of implementation using both objective and subjective indicators will help create strong monitoring systems.

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Value co-creation experience among tourists to Omu Resort and Lekki Conservation Centre, Lagos, Nigeria

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ABSTRACT

Increasing attention has been focused on the value co-creation experience among tourists due to the enhanced satisfaction it gives tourists and the competitive edge it avails tourist sites. The dearth of information on its potentials in Nigeria necessitated this study which examined tourists' awareness, involvement, and motivation for participating in value co-creation at Omu Resort (OR) and Lekki Conservation Centre (LCC), Lagos Nigeria. Data were obtained from 384 tourists in the two internationally recognized destinations: LCC (245) and OR (139). The results found that most of the tourists were aware and highly involved in value co-creation at OR and LCC. Friendliness of staff, facilities, and activities were factors motivating tourist's engagement in co-creation. Involvement with other tourists in creating value increase social interaction, as the experience was well organized, exciting, and correctly priced and the highest percentage was very satisfied with the co-creation experience at both sites. Dimensions of the value creation process and management implications were discussed.

Keywords: Co-creation, Motivation, Participation, Satisfaction, Tourists, Value

INTRODUCTION

Co-creation is a demand-centric and interactive process involving two or more willing resource-integrating actors who are involved in some forms of mutually beneficial collaboration which results in the creation of value for them (Frow, Payne& Storbacka, 2011). The main idea behind co-creation refers to actors creating something in conjunction with or influenced by others (Jaakkola, Helkkula & Aarikka-Stenroos, 2015). This co-creation procedure is likely to attain success for the organization and consumer so far, the basic attention is more on the latter than the former. Communicating and involving customers continually permits organizations to effectively learn from the customers' opinion (Matthing, Sanden & Edvardsson, 2004). Hence, the focus of value is shifted from within the organizations directly to interactive relationships outside the organizations' boundaries (Frow et al., 2015).

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Experience co-creation can be explained as the procedure which allows customers and organizations to collaborate or team up to create experiences (Mathis, Kim, Uysal, Sirgy & Prebensen 2016). It has been viewed to be a new model for marketing and innovation, giving an innovative comprehension of how experiences are created (Buhalis & Foerste, 2015). Prahalad and Ramaswamy (2004) initiated the expression that the relationships among clients and organizations have changed. As indicated by these researchers, value is not created through firm-driven, product-and-service-centered managerial strategies. However, it is exemplified in the individual encounters of clients, who characterize experience co-creation as the collaborative creation of value by both the organization and the customers, enabling the customers to co-construct service experiences to suit their specific situation (Prahalad & Ramaswamy, 2004).

Tourism consumption frequently happens in social contexts, in which collaborations and shared experiences with some other tourists form a critical part of the service experience. From an administrative point of view, tourism destinations and the tourism services' providers are progressively perceiving that providing fulfilling experiences to their customers portrays the most appropriate and effective way of providing their target markets with a differentiated image, improve their brand equity, and consolidate an advantageous position. Therefore, destination management organizations have begun to consider the delivery of memorable experiences as pertinent to competitiveness and sustainability (Tung & Ritchie, 2011). The focal thought of this value co-creation approach to fortify tourism destinations' and firms' competitiveness is to include the visitor to play an active role and, in collaboration with service providers, create a fulfilling, authentic, unique, peak, and eventually memorable experiences (Gnoth & Knoblock, 2012).

The tourism industry operates on a goods-dominant logic (Li & Petrick, 2008). Also, marketing has evolved from a goods-dominant logic to a service-dominant logic (Vargo &Lusch, 2004). For Prahalad & Ramaswamy (2004a, 2004b, 2004c) "the consumer is networked, active, informed and engaged in consumer communities, and co-creation is the consequence of the evolving role of consumers", (Prahalad & Ramaswamy, 2004c). The capacity of consumers to actively participate and involve themselves in product design and to reinterpret the meaning of products as trademarks redraws the laws of the encounter between actors of "supply and demand" (Majdoub, 2014).

Recently, studies have indicated that experiences are what modern tourists anticipate from, and are looking forward to, in a tourist site, and product/service quality is no longer a germane factor in decision making to travel (Oh, Fiore & Jeoung 2007). It is quite clear that tourists play a central and basic role as active participants in the tourism service delivery. Therefore, understanding what motivates them and what factors may encourage their involvement represents fundamental information for those companies and destinations who wish to intensify their competitiveness in the experience economy (Andrades & Dimanche, 2014). This study thus aims to investigate value co-creation among tourists due to the added advantage it brings in the overall satisfaction with a tourist site.

LITERATURE REVIEW

Tourism Experience and Co-creation

There is a close relationship and linkage between value and experience (Yang & Mattila, 2016) which is because tourists attach value to their experiences and the main results are the experiences co-created by the tourists and tourist sites to get value (Suntikul & Jachna, 2016). Specifically, tourism products or services do not create value but rather, value is obtained by co-creative experiences (Etgar, 2008). Tourism destinations should modify their roles and engage tourists as active participants in activities at the site and the tourists should be involved in progressive dialogue (Ramaswamy & Gouillart, 2010). For effective experience co-creation to happen in a tourism context, tourists and tourist sites' management should collaboratively work together to create a more suitable and improved value for both parties (Mathis, 2013).

Tourists' active participation in on-site experience

There has been an activity shift in tourism over the years (Mansfeldt, Vestager & Iversen, 2008) Recently, it has been observed that tourists no longer want to be passive but want to be actively involved in activities at the sites they visit (Eraqi, 2011). This advent can be regarded as the evolution, development, and growth procedure of tourism towards a more enjoyable experience which involves a shift in what motivates tourists such as higher needs like self-identity and growth (MacLeod, Hayes, & Slater, 2009). The activity shifts further states and explains the fact that tourists are eager and willing to do rather than merely looking at these tourist sites (Eraqi, 2011), where individuals are involved in their genuine activities rather than watching other tourists' engagement in activities (Mkono, 2012).

METHODOLOGY

Lekki Conservation Centre

Lekki Conservation Centre (LCC) is a 78-hectare land area lying between Latitude 6027'N and 3023'E (Fig. 1). It extends from kilometre 19 along the Lekki-Epe Expressway in Igbo Efon close to the Atlantic Ocean near Okun Ibeju on the Lekki Peninsula in Eti Osa Local Government Area of Lagos State. It is divided into the LCC Complex and the Nature Reserve. The LCC Complex is comprised of a multi-purpose rotunda and office blocks. Facilities in the Nature Reserve include a 2 km trail boardwalk, 401 metres long and 22.5 metres high Canopy walkway which extends to different sections of the nature reserve (the longest canopy walkway in Africa), swamp outlook, bird hide overlooking the natural pond, rest stops and a 25m high treehouse on a stout 'dawadawa' tree (*Pakia biglobossa*). At the end of the boardwalk is the nature station, with an indoor picnic and outdoor game facilities for children. The Nature Reserve is home to about 118 species of resident and migratory birds as identified by the Birdwatch Club of the NCF. Other animals present in LCC include *Cercopithecus mona, Veranus niloticus, Crocodylus nilotocus, Protoxerus stangen, Tragelaphus scriptus, Cricetomys gambianus, Manis tetradactyla, and Nandina binotata* (Omoregie, Fasona, & Egonmwan, 2014; Airhekholo 2017).

The vegetation types in LCC are secondary forest, swamp forest, and Savanna grassland. Plants found in the reserve include a variety of flowering plants, ferns, lianas, vines, epiphytes, grasses, and palms. Grasses in the savannah area include *Panicium spp*., *Setaria anceps, Rhynchospora corymbosa, Lodentia spp*., *Hypharrhenia spp*., *and Impreta cylindrical*. (Omoregie et al., 2014). The climate is of two seasons, the rainy season from April to October and the dry season from November to March. Concrete wall perimeter fencing protects it and there are security guards who ensure twenty-four-hour surveillance.

Omu Resort
The world of Omu Resort is set in a rainforest environment lying between latitude 6049'N and longitude 3075'E (Figure 2), occupying a land area of approximately 22 hectares and boarded to the North by the imposing clear waters of Omu Creek. It allows guests to experience and be inspired by the wonders of nature. Omu resort has attractions like the zoo, sea world, archery, boating/kayaking, horse riding, amusement park, and other exciting features. Omu Resort's mission is to provide an entertaining and educational environment in which to display and propagate animals (both aquatic and wild) in a safe manner that gives a unique viewing opportunity to all visitors as well as ensure that other activities complement the exhibits. Some of the fauna species present at the resort include *Cercopithecus mona, Panthera leo, Papio anubis, Pan troglodytes, Struthio camelus*.

The vegetation cover in the study area encompasses lowland rainforests, freshwater swamp forests, agriculture tree crop plantations, and intensive small-holder rain-fed agricultural vegetation (Adeniyi, Oyetola & Adeonipekun, 2016). It has a humid tropical climate bordering a monsoon tropical climate characterized by two wet (April to July and October and November) and dry (August and September and December to March) seasons (Ogundele, 2012).

Sample Size and Sampling Procedure
A total number of 384 tourists were sampled for this study using the accidental sampling method; two hundred and forty-five (245) tourists at Lekki Conservation Centre and one hundred and thirty-nine (139) tourists at Omu Resort, Lagos using Krecjie & Morgan (1970) sampling procedure. The questionnaire was divided into five sections. Section one captured the tourists' socio-demographic characteristics, section two; tourists' awareness and perception of value co-creation experience at the sites, section three; the level of visitors' participation in creating value at both sites, section four; motivation factors that facilitate visitors' involvement in value co-creation at both sites and section five; the effect of participation on value perception and satisfaction.

Data Analysis
The data obtained was analyzed using SPSS Version 21 (Statistical Package for Social Sciences). Descriptive Statistics such as tables (frequencies and percentages), means, standard deviation were used to present the results while inferential statistics such as t-test was used to test for difference in satisfaction with value co-creation at both sites, Chi- Square was used to test for the relationship between tourists' participation in co-creation and their value

perception, quality of their experience, satisfaction with co-creation and overall satisfaction, Kruskal Wallis tested for a difference in tourists' socio-demographic characteristics and their satisfaction with co-creation experience and Pearson Correlation was used to test for the relationship between overall satisfaction with the sites and revisit intention.
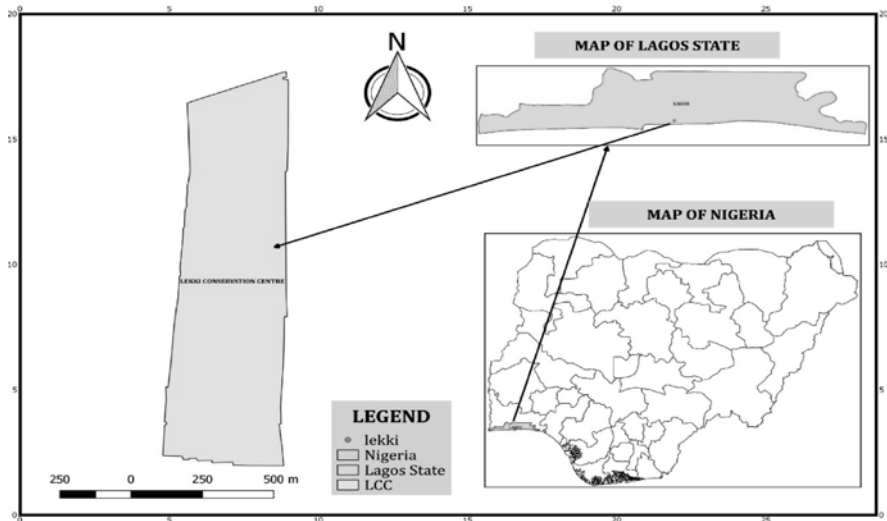

Figure1: Lekki Conservation Centre, Lagos State, Nigeria
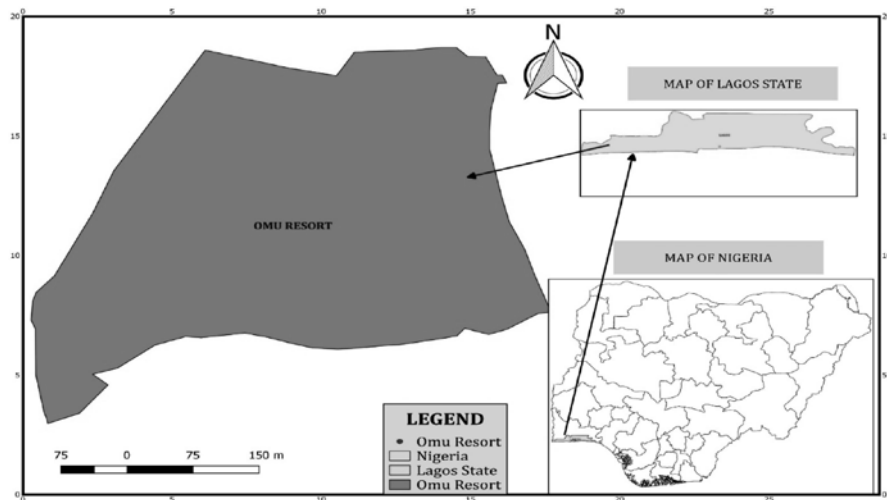**Source: Field Survey, 2019**

Figure 2: Omu Resort, Lagos State, Nigeria
Source: Field Survey, 2019

RESULTS

Demographic Characteristics of Respondents
Findings reveal that majority of the respondents at Lekki Conservation Centre (LCC) were females (54.3%) while most respondents at Omu resort were males (66.2%). The majority were also between the age range of 18-25 (40%) at LCC while at Omu Resort, the age range of 26-35 years (51.8%) were more. Furthermore, the highest percentage of LCC respondents were single (64.1%), had tertiary education (86.1%), Nigerian (93.5%), Christian (79.6%), earned below N100,000 (33.1%), and were employed in the private sector (28.2%) while the highest percentage of Omu Resort tourists were married (76.3%), had tertiary education (82.7%), Nigerian (99.3%), Christian (95%), earned above N400,000 (52.5%) and were employed in the private sector (Table 1).

Table 1: Demographic characteristics of respondents at Omu Resort and Lekki Conservation Centre

VARIABLES	LEKKI CONSERVATION CENTRE FREQUENCY (N=245)	PERCENTAGE (%)	OMU RESORT FREQUENCY (N=139)	PERCENTAGE (%)
Gender				
Male	112	45.7	92	66.2
Female	113	54.3	47	33.8
Age				
<18	25	10.2	0	0
18-25	98	40.0	30	21.6
26-35	69	28.2	72	51.8
36-45	43	17.6	35	25.2
>45	10	4.1	2	1.4
Marital Status				
Single	157	64.1	31	22.3
Married	83	33.9	106	76.3
Divorced	5	2.0	1	0.7
Widowed	0	0	1	0.7
Educational Background				
Primary Education	2	8	1	0.7
Secondary Education	32	13.1	23	16.5

Tertiary Education	211	86.1	115	82.7
Nationality				
Nigerian	229	93.5	138	99.3
Foreigner	16	6.5	1	0.7
Place of Residence				
Within Lagos State	180	73.5	137	98.6
Other States	65	26.5	2	1.4
Religion				
Christianity	195	79.6	132	95.0
Muslim	46	18.8	7	5.0
Others	4	1.6	0	0
Monthly Income				
<₦100,000	81	33.1	9	6.5
₦100,000-₦199,000	46	18.8	15	10.8
₦200,000-₦299,000	38	15.5	27	19.4
₦300,000-₦399,000	16	6.5	15	10.8
>₦400,000	64	26.1	73	52.5
Mean Income= 254,057 ($706)			Mean Income= 393,561(1,093)	
Occupation				
Civil Servant	45	18.4	36	25.9
Self-employed	66	26.9	34	24.5
Student	64	26.1	11	7.9
Private Sector	69	28.2	58	41.7
Unemployed	1	0.4	0	0

Knowledge about Value Co-Creation Experience

Figure 1 shows the tourists' knowledge about Value Co-Creation experience in the study areas. 53.9% and 79.9% were not knowledgeable about the value co-creation concept at both Lekki Conservation Centre and Omu Resort, respectively. 16.3% were somewhat knowledgeable, 21.2% were knowledgeable and 8.6% were very knowledgeable at Lekki Conservation Centre while 17.3% were somewhat knowledgeable, 2.9% were knowledgeable at Omu Resort.
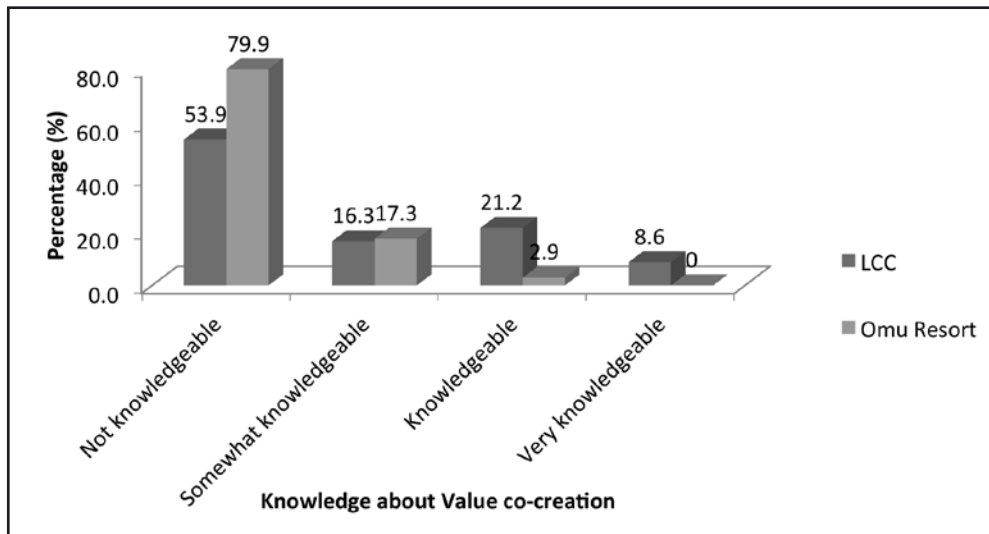
Figure 1: Knowledge about value co-creation experience

Awareness of Value Co-Creation at Lekki Conservation Centre
Figure 2 shows tourists' awareness of value co-creation activities. At Lekki Conservation Centre, 66.5% were aware of value co-creation activities at the site while 33.5% were not aware while at Omu resort, 95.7% were aware of value co-creation activities at the site while 4.3% were not aware.
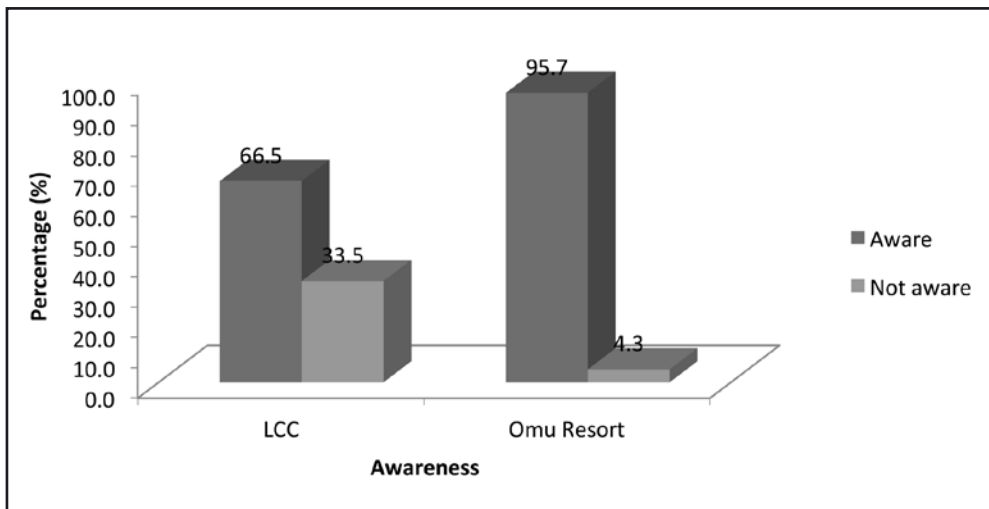

Figure 2: Awareness of value co-creation activities

Level of Involvement in Value Co-Creation

As presented in Figure 3, the majority (62%) of the tourists to Lekki Conservation Centre were highly involved in Value Co-Creation activities, 30.6% were moderately involved and 7.3% were not involved while the majority (80.6%) of the tourists to Omu Resort were highly involved in Value Co-Creation activities, 18.7% were moderately involved and 0.7% were not involved.
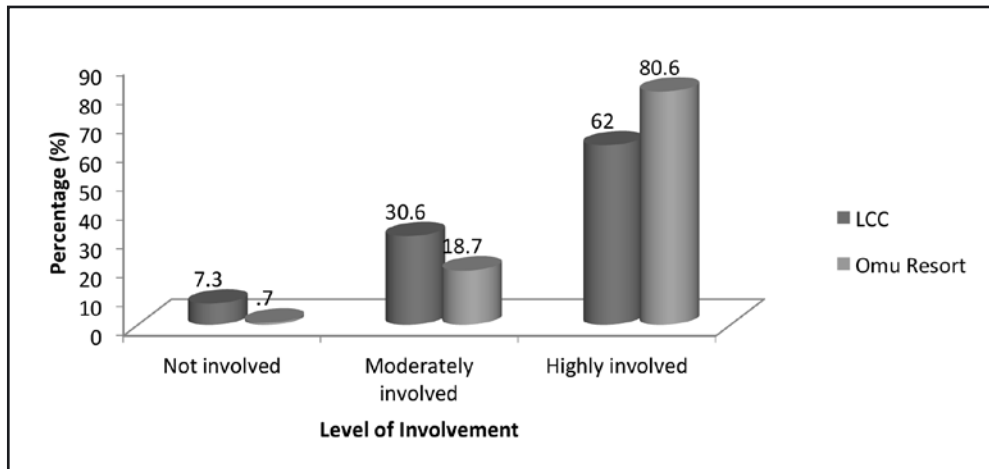

Figure 3: Level of tourists' involvement in creation value

Tourists' opinion on their involvement in creating value at LCC and Omu Resort

Table 2 shows the level of tourists' participation in creating value at the Lekki Conservation Centre and Omu Resort. For LCC, the mean score ranged from 4.35 to 3.80. I felt comfortable with other tourists during the activity had the highest mean (4.35) while I conduct thorough research before going to visit a site had the lowest mean (3.80). For Omu Resort, the mean score ranged from 4.85 to 3.37. I felt comfortable with other tourists during the activity (4.85) and the organization of the environment allowed them to effectively work with other tourists (4.85) both had the highest meanwhile I conduct thorough research before going to visit a site had the lowest mean (3.37).

Table 2: Tourists' opinion on their involvement in creating value

	LCC		Omu Resort	
Variables	Mean	St. Dev	Mean	St. Dev
Involvement with other tourists made me have greater social interaction which I enjoyed	4.30	0.83	4.83	0.66
I felt comfortable with other tourists during the activity	4.35	0.72	4.85	0.50
The organization of the environment allowed me to effectively work with other tourists	4.30	0.82	4.85	0.51
I felt confident in my ability to collaborate with other tourists	4.30	0.80	4.77	0.56
I enjoy actively participating in my travel experience (hands-on approach)	4.27	0.83	4.78	0.55
I conduct thorough research before going to visit a site	3.80	1.28	3.37	1.33

Motivation factors facilitating tourists' involvement in Value Co-Creation
Table 3 shows the motivation factors facilitating tourists' involvement in value co-creation at the Lekki Conservation Centre (LCC) and Omu Resort. For LCC, the mean score ranged from 4.38 to 3.51. The friendliness of the staff at the site had the highest mean (4.38) while I want to have an impression on others had the least mean (3.51). For Omu Resort, the mean score ranged from 4.90 to 3.35. Facilities and activities available at the site (4.90) and friendliness of the staff at the site (4.90) both had the highest meanwhile I want to have an impression on others (3.35) had the lowest mean.

Table 3: Motivation factors that facilitate tourists' involvement in value co-creation

	LCC		Omu Resort	
Variables	Mean	St. Dev	Mean	St. Dev
Interaction with other tourists	4.23	0.81	4.76	0.71
Challenge to do something new	4.23	0.79	4.35	0.85
I want to make my presence felt	3.66	1.06	3.81	0.83
I want to have an impression on others	3.51	1.13	3.35	0.89
Facilities and activities available at the site	4.36	0.88	4.90	0.46
Friendliness of the staffs at the site	4.38	0.71	4.90	0.46
Friendliness of other tourists	4.34	0.68	4.81	0.66
Enabling environment for co-creation experience	4.32	0.72	4.89	0.46
Adequate safety measures present at the site	3.76	1.08	4.88	0.47

Value perception of Co-Creation Experience

Table 4 shows the value perception of the co-creation experience at the Lekki Conservation Centre (LCC) and Omu Resort. For LCC, the mean score ranged from 4.47 to 3.57. The experience is exciting had the highest mean (4.47) while participating in the experience has enabled me to impress other people had the lowest mean (3.57). Omu Resort had the mean score ranged from 4.83 to 3.31. The experience is well organized had the highest mean (4.83) while participating in the experience enabled them to impress other people had the least t mean (3.31).

Table 4: Value Perception of Co-creation experience

	LCC		Omu Resort	
Variables	Mean	St. Dev	Mean	St. Dev
This experience is well organized	4.40	0.80	4.83	0.43
This experience is correctly priced	4.04	1.08	4.51	0.74
This experience is exciting	4.47	0.67	4.78	0.45
This experience makes me happy	4.44	0.75	4.78	0.44
Participating in this experience enables me to impress other people.	3.57	1.21	3.31	1.27

Effect of participation on value perception and satisfaction

Table 5 shows the effect of participation on value perception and satisfaction at the Lekki Conservation Centre (LCC) and Omu Resort. For LCC, the mean score ranged from 4.49 to 3.88. I will recommend the site and activities to my friends had the highest mean (4.49) while I have made new friends during participation in co-creation activities had the lowest mean (3.88). For Omu Resort, the mean score ranged from 4.94 to 4.06. I will revisit this site had the highest mean (4.94) while I have made new friends during participation in co-creation activities (4.06).

Table 5: The effect of participation on value perception and satisfaction

	LCC		Omu Resort	
Variables	Mean	St. Dev	Mean	St. Dev
Time spent in activities in which I collaborated with other tourists is rewarding	4.39	0.70	4.86	0.49
I am an active participant in this experience	4.30	0.79	4.78	0.54
I am interested in this co-creation experience	4.37	0.68	4.85	0.40
Participation in activities with other tourists was worth my time	4.25	0.78	4.74	0.64
Participation in activities with other tourists was worth my effort	4.25	0.75	4.72	0.65

Participation in activities with other tourists was worth my money	4.21	0.81	4.68	0.74
I discuss with friends and encourage them to try these activities	4.21	0.88	4.41	1.08
I am willing to pay more to be involved in activities at the site	4.15	1.01	4.55	0.98
I have made new friends during participation in activities	3.88	1.14	4.06	1.24
I will recommend this site and activities to my friends	4.49	0.69	4.85	0.48
I will revisit this site	4.44	0.77	4.94	0.26

Satisfaction with Co-creation

Figure 4 shows the tourists' satisfaction with co-creation at the Lekki Conservation Centre (LCC) and Omu Resort. 47.8% were very satisfied with co-creation at LCC, 36.7 were moderately satisfied, 13.1 were neutral, 1.6% were dissatisfied, 0.8% were very dissatisfied while 86.3% were very satisfied with co-creation at Omu Resort, 10.8% were moderately satisfied, 2.2% were neutral and 0.7% were very dissatisfied.
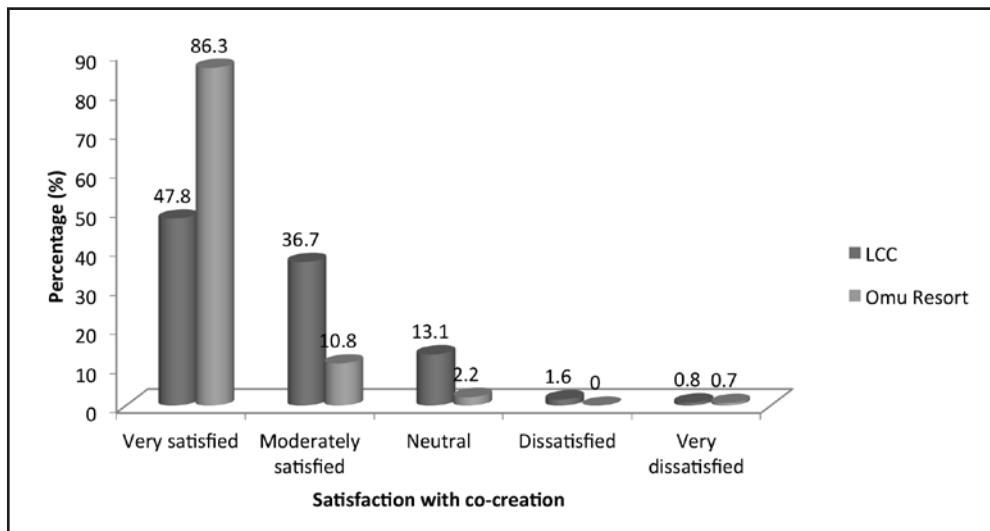

Figure 4: Satisfaction with co-creation at LCC and Omu Resort

Overall Satisfaction with the sites

Figure 5 shows the overall level of satisfaction with the Lekki Conservation Centre and Omu Resort. 32.7%% of the tourists were very satisfied with Lekki Conservation Centre while 76.3% were very satisfied with Omu Resort. 60.4% were moderately satisfied with Lekki Conservation Centre while 21.6% were moderately satisfied with Omu Resort. 2.9% were neutral at Lekki Conservation Centre while 1.4% were neutral at Omu Resort. 2.4% were slightly dissatisfied and 1.6% very dissatisfied at Lekki Conservation Centre while 0.7% were slightly dissatisfied at Omu Resort.
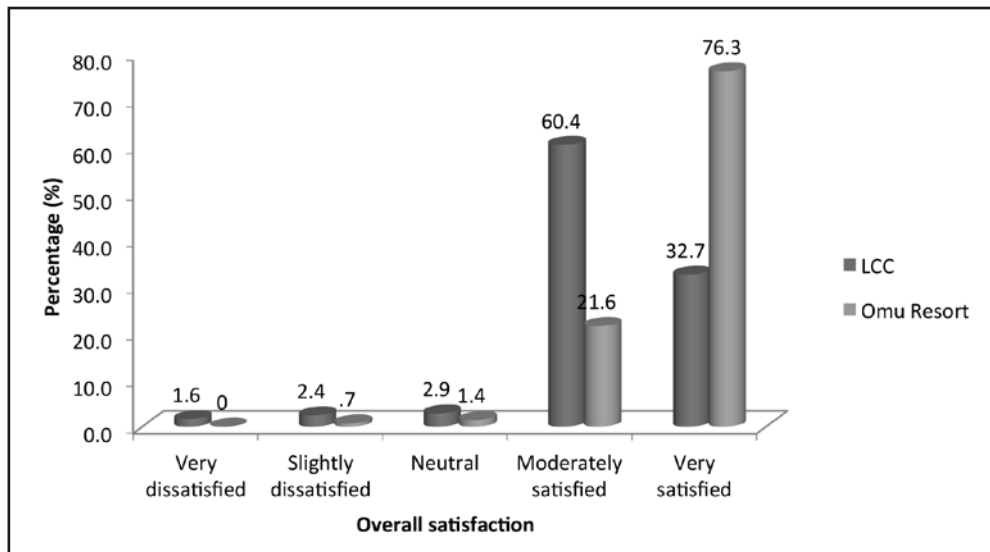

Figure 5: Overall level of Satisfaction

Relationship between tourist participation in co-creation and value perception, satisfaction, and quality of experience.

Table 6 presents chi square test of association to assess the relationship between tourist participation in co-creation, value perception, satisfaction, and quality of experience. Since the sig. values are less than 0.05, significant relationship thus exists between tourist participation in co-creation and value perception ($X^2 = 59.61$, p = 0.000), participation in co-creation and satisfaction with co-creation ($X^2 = 58.68$, p = 0.000), value perception of co-creation and satisfaction with co-creation ($X^2 = 357.43$, p = 0.000), participation in co-creation and quality of experience ($X^2 = 87.45$, p = 0.000), satisfaction with co-creation and overall satisfaction with the sites ($X^2 = 170.13$, p = 0.000).

Table 6: Relationship between Tourists' participation, value perception, quality of experience and satisfaction

Variables	Chi Square (X^2) value	Sig.	Decision
Participation in Co-creation * Value Perception of Co-creation	59.61	0.000	*
Participation in Co-creation *satisfaction with co-creation	58.68	0.000	*
Value Perception of Co-creation * Satisfaction with Co-creation	357.43	0.000	*
Participation in Co-creation * Quality of experience	87.45	0.000	*
Satisfaction with Co-creation * Overall satisfaction with site	170.13	0.000	*

p<0.05, * - Significant, NS - Not significant

Difference between value co-creation experience at the sites

Table 7 presents the T-test of the difference between value co-creation experience at the Lekki Conservation Centre and Omu Resort. Since the sig. the value which is 0.0000 is less than 0.05 (0.05 level of significance), the null hypothesis is rejected and alternate hypothesis accepted that there is a significant difference between value co-creation experience at Omu Resort and Lekki Conservation Centre.

Table 7: Test of significance in satisfaction with value co-creation at Omu Resort and LCC

Variables	Mean Omu Resort	LCC	Mean Difference	t	df.	Sig.
Satisfaction with Value co-creation at Omu Resort and LCC	4.82	4.29	0.530	7.716	375.414	0.000

Significant at p<0.05

Difference between demographic characteristics and satisfaction with co-creation

Table 8 presents the Kruskal Wallis test for the difference between tourists' socio-demographic characteristics and value co-creation satisfaction. There is significant difference in the tourists' satisfaction with co-creation in relation to their gender (0.029), education (0.032);

nationality (0.000); residence (0.012) and Occupation (0.014). However, there is no significant difference in the tourists' satisfaction with co-creation to their age (0.547); marital status (0.151); religion (0.848) and, income (0.145).

Table 8: Kruskal Wallis test between socio-demographic characteristics and satisfaction with value co-creation

Variables	Sig.	Remark
GENDER	0.029	*
AGE	0.547	NS
MARITALS	0.151	NS
EDUCATION	0.032	*
NATIONALITY	0.000	*
RESIDENCE	0.012	*
RELIGION	0.848	NS
INCOME	0.145	NS
OCCUPATION	0.014	*

$p < 0.05$, * - Significant, NS - Not significant

Relationship between overall satisfaction with the sites and revisit intention
Table 9 shows that there is a significant association between tourists' overall satisfaction with the sites and their revisit intention ($p < 0.01$)

Table 9: Relationship between overall satisfaction with the sites and revisit intention

Variable	Correlation value (r) Revisit Intention	Sig.	Decision
Overall satisfaction	0.50	0.00	*

$p < 0.01$, * - Significant, NS - Not significant

DISCUSSION

Demographic characteristics
The majority of the tourists at Lekki Conservation Centre were females. This contradicts the results obtained by Cohen, McKenzie, Sehgal, Williamson, Golinelli, & Lurie, (2007) that more males were seen in parks and recreation facilities and outnumbered the females in all recreation areas. This assertion agrees with the result obtained at Omu Resort where more males were observed. Most of the tourists at both sites were also within the age range 18-35.

This is an indication that they are young, inactive age with the strength to partake in tourism activities. The prime ages of these tourists also suggest that they are at liberty to spend their time and are economically viable to spend money on leisure and recreation as opined by Ogunbodede (2012). Besides, most tourists at LCC were single and this supports the findings of Ogunjinmi (2015) on Analysis of Ecotourists' Profiles, Trip Characteristics, and Motivations in Nigeria where 58.6% of the visitors were single. Nasolomampionona (2014) asserted that single tourists are more likely to be non-participants compared to married people in China's ecotourism destinations which is in line with findings from Omu Resort where most tourists were married.

A higher percentage of the tourists at both sites attained tertiary education. This is in line with findings from Joseph (2013) and Adefalu, Aderinoye-Abdulwahab, Olabanji, & Tijani (2014) that most of the tourists in Nigeria are well-educated with the majority having a tertiary level of education. Also, the tourists are mostly Nigerians at both sites and they live within Lagos state probably owing to the proximity to the tourist destination which agrees with Kastenholz (2010) who observed that proximity to a recreation site is a strong factor in visitors visiting that destination. The majority of the tourists work with the private sectors and earned between $706 - $1,093 on monthly basis at both sites. This is consistent with the result by Okojie & Amujo (2011) in Old Oyo National Park, Nigeria who observed that majority of the visitors were high-income earners.

Knowledge and Awareness about Value Co-creation
Although, the majority of the tourists are not knowledgeable about the term "Value co-creation experience" whereas they are aware of value creation activities at the sites. They understood that they are participating in engagement activities with other tourists to both create enjoyment and value for themselves, but they do not know it by the concept "Co-creation". This is not surprising as Value Co-creation is a relatively new term and concept as supported by Mathis (2013) that Co-creation is an upcoming topic and trend in today's tourism industry and that some research questions the existence of co-creation, majorly because tourists might not always realize that they are assisting in the value creation process.

Tourists' opinion on their involvement in Value Co-creation
The tourists at both sites enjoyed interacting with other tourists and they felt comfortable around the other tourists. This conforms to the definition of co-creation tourism experience by Campos, Mendes, Oom do Valle & Scott (2018) as the sum of the psychological events a tourist goes through when contributing actively through physical and/or mental participation in activities and interacting with other subjects in the experience environment; the other subjects being other tourists, destination, tourism service provider (both hospitality and travel providers). The tourists also opined that the organization of the environment allowed them to work effectively with other tourists and that participating in value co-creation has increased their confidence. The organization of the environment catches the attention of tourists and motivates them to participate as supported by Andrades & Dimanche (2014) who argued that tourists involve in the activities that meet their interests and capture their attention. They also

agreed that their vacation experience was enhanced because they participated in co-creation activities which are in line with Bendapudi & Leone (2003) who noted that participation in the co-creation process influences the level of satisfaction with an organization. The tourists unarguably enjoyed actively participating in their travel experience since it gives them first-hand enjoyment at the site and they can be in control of how they participate which is in line with the assertion that tourists today want to "roll up their sleeves" (Eraqi, 2011), they also want to engage in active participation, multisensory exploration, and adhere to "ideas of active bodily involvement; physical, intellectual and cognitive activity and gazing" (Perkins & Thorns, 2001).

Motivation factors that facilitate tourists' involvement in value co-creation
Interaction with other tourists, friendliness of the staff and other tourists, challenge to do something new, having an impression on others while making their presence felt" were factors motivating them to be involved in value co-creation. These are psychological factors that are in line with Williams & Soutar (2009), who found out that the psychological points are more valued by consumers in adventure tourism. Other factors motivating tourists' participation include facilities and activities available at the site, enabling environment for co-creation experience, adequate safety measures present at the site. These are physical attributes present at the site and all have an appeal to the tourist' sight as research reveals that consumers partake in co-creating value with site employees, other consumers, and the setting (Prebensen & Foss, 2011). These motivation factors support assertions that physical participation includes body movements (Campos, Mendes, Oom do Valle & Scott (2016), whereas psychological participation concerns a person's cognitive actions, such as learning, collecting, and sharing information and knowledge acquisition (Yi & Gong, 2013) and both co-creation patterns are suggested to result in feelings such as fun, happiness, and contentment (Holbrook, 2000).

Value Perception of Co-creation experience
Tourists perceived the co-creation activities at the sites to be well-organized, thereby making them to be interested in the activities and to participate as observed by Majboub (2014) that destinations need to create "experience environments" where co-creation is seen as a way of how to operate in the market. The tourists opined that the co-creation activities were correctly prized as they were exciting to them and it makes them happy as supported by Holbook, (2000) that co-creation activities are known to result in feelings such as fun, happiness, and contentment.

The effect of participation on value perception and satisfaction
The tourists affirmed that the time spent in activities in which they collaborated with other tourists was rewarding. They affirmed their participation in the activities was worth their time, money, and effort as supported by Lončarić, Prodan & Dlačić (2017) that the customer is a collaborative partner who creates value with his resources, that is, knowledge, effort, money, and time, and as a result value-in-use is created. This could be a result of the fulfilment they have experienced while being involved in co-creation activities as supported by Lončarić *et al*. (2017) that through satisfaction with the co-creation experience, overall travel satisfaction

is enhanced as tourists have an active role in shaping their travel experience. Consumers who participate in creating value in the consumption process are shown to be more satisfied than passive agents (Troye & Supphellen, 2012). Carù & Cova, (2007) further observed that it is widely accepted within an experiential perspective that consumers are not passive agents reacting to stimuli, but, instead, the actors and producers of their own consuming experiences.

The tourists agreed they would be willing to pay more to be involved in these co-creation activities which is a strong indication that they enjoyed themselves and are willing to sacrifice money as their input as stated by Cronin, Brady &Hult (2000) that consumer inputs, such as time, money, and efforts, are normally regarded as consumers' cost. The tourists also claimed they had made new friends while participating in co-creation activities at the site as relationships and mutual collaboration facilitate the creation of value for tourists and with tourists (Shaw, Bailey & Williams, 2011). This is bound to improve their quality of life as social interaction would strengthen their human relationship and communication. Some friendships could even lead to lifetime companionship.

Furthermore, the tourists agreed they would recommend the site and activities to their friends and they would revisit the site. Revisiting these sites would strengthen customer loyalty and will improve patronage of these sites thereby making the sites economically thriving and viable as supported by Mathis *et al*. (2016) and Prebensen, Kim &Uysal (2015) that if tourists are satisfied with the co-creation experience, they are likely to return to the same service provider and recommend the site to others. Bendapudi &Leone (2003) noted that participation in the co-creation process influences the level of satisfaction with an organization. Mathis *et al*. (2016) also stated that customer satisfaction with the co-creation experience adds to travel satisfaction which is in line with the result of this study that the tourists were very satisfied with Omu Resort generally while they were moderately satisfied with Lekki Conservation Centre. This moderate satisfaction at Lekki Conservation Centre is probably as a result of more co-creation activities inherent in Omu Resort than Lekki Conservation Centre as it is now obvious that tourists want to actively participate in their travel experience thereby co-creating their experience as opined by Lončarić *et al*. (2017) that the breadth of activities and possibilities related to collaboration and co-creation in making travel arrangements positively influences satisfaction with the co-creation activity.

Because of the existing evidence, the hypotheses tested revealed that there are significant associations between tourist participation in co-creation and value perception, participation in co-creation and satisfaction with co-creation, value perception of co-creation and satisfaction with co-creation, participation in co-creation and quality of experience, satisfaction with co-creation and overall satisfaction with the sites. Also, the value co-creation experience at Lekki Conservation Centre and Omu Resort were significantly different. Also, there is a significant difference in the tourists' satisfaction with co-creation with their gender, education, nationality, residence, and Occupation while there is no significant difference in the tourists' satisfaction with co-creation to their age, marital status, religion, and income.

CONCLUSION

The findings from this study thus established that tourists are aware and involved in value co-creation activities at Omu Resort and Lekki Conservation Centre, although they were not too conversant with the term "co-creation". Tourists were motivated to participate in value co-creation activities because of the facilities and activities available at the sites, friendliness of the staff, and fellow tourists which facilitated interaction among one another. Also, doing something new and making their presence felt at the sites were other factors.

The tourists perceived the co-creation experience at the sites as exciting, well organized, correctly priced, and that the experience made them happy and opined that involvement with other tourists enhanced their social interaction which they enjoyed and felt comfortable with it. This experience improved their confidence and made their vacation experience impressive because they actively participated. The activities and experience were worth their time, effort, and money. They have made new friends during participation in the activities and they affirmed their loyalty to recommend the sites and activities to other people. Overall, the tourists were satisfied with the sites and intended to make a return visit. There is a higher tendency that as tourists take part in activities that create value and satisfaction for themselves, satisfied and happy tourists will return to a destination and spread positive word of mouth, positively influencing the destination's image and competitiveness

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An exploration into sustainable hill-tourism potential of the Bandarban Region of Bangladesh

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ABSTRACT

Bandarban District is one of the important tourist areas in the Chittagong region which is included in the blessed with the unparalleled divine of natural beauty and cultural heritage of the Southeast of Bangladesh. The present paper explores the possibility of sustainable hill tourism development in the study area concerning the sensible utilization of resources and the resident community. To plan and implement this, different management and decision-making tools were used including interviews of residents, visitors, and the staff of the park, with the help of a survey questionnaire (primary data) and secondary data acquired from Bangladesh Parjontan Corporation, conference proceedings, books, and journals. Based upon these data the strengths, weaknesses, opportunities, and threats (SWOT) were analyzed to identify the required management strategies to improve sustainable tourism in the Hilly area. While introducing both domestic and international tourist attractions in the area, the influential factors in the region categorized into the four headings of strengths, weaknesses, opportunities, and threats included in our considerations and strategies or guidelines for sustained tourism development in the region provided. The research findings, the well-established hill area tourism destination with a variety of natural attractions and unique culture of local people having ancient culture are the strengths of the area while lack of infrastructures and fundamental facilities are the major weaknesses. To maximize the internal strengths and external opportunities and to minimize internal weaknesses and external threats on the CHT, several strategies have been suggested for sustainable hill tourism development and management. However, there is a scope for the improvement of the SWOT analysis in identifying more options for the strategic management of sustainable hill tourism.

Keywords: Tourism, Nature, Bandarban, Domestic tourist, Sustainable, Tourist.

INTRODUCTION

Hill-based tourism is a very promising tool for developing sustainable tourism in Bangladesh. The Chittagong Hill Tracts, the daughter of a hill in Bangladesh has many places to travel

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which are becoming to the tourist all over the world (Hasan Shahnewaz, 2014). Bandarban offers an exceptional hill tourism destination that is rapidly rising in popularity, especially among the imagination of thousands of travelers from home and abroad (Jamaluddin, et al, 2010). It is a very popular destination for recreation, leisure, business, and learning as well as religious purpose visit (Azam and Ahmed 2010). In recent years, this region particularly, benefiting from its distinct with unique natural beauty with full of green trees and cultural features (Page, 2007), increasingly improving security situation (Chowdhury, et al, 2013) and easy access routes via Chittagong and Cox's Bazaar, has experienced a strong increase in tourist arrivals (Ansari, et al, 2006; Chowdhury, 2014). The area has opened boundless opportunities for thousands of people living in the hilly area (Tanzina Chowdhury, 2013) and it is needless to mention the enormous potentials now it is offering to the eco-tourism sector. However, jumbled and hysterical tourism (Sarker2014) development will damage the ecosystems, eroding cultural, and spiritual values and cause irreversible damage to livelihoods from tourism in the long term. International tourist arrivals grew nearly 4% in 2011 to 983 million, International tourism generated 2011US$ 1,032billion, worldwide (Parveen, 2013). UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2012. According to the World Travel and Tourism Council, Tourism generates 12% of global gross national product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1billion by 2010 and 106 billion by 2020 worldwide (BPC. 2004).

Foreign tourists comprise a tiny share of Bandarban tourism demand. As it evolves, tourist arrival is encouraging an atmosphere of growing confidence for investment in the travel and tourism sector in Bangladesh (Faruk and Bhuiyan 2003). Forty-two passed but we are in the introductory level in tourism. Bangladesh has a huge opportunity to flourish in its tourism sector. Few Foreigners view Bangladesh as a natural beauty and it is not well recognized as a tourist destination. Only 3 foreign tourists came to Bangladesh in 2010, in which more than 70% came for business and official purposes. Foreign tourist arrivals are carefully monitored, as all foreign visitors need a permit to enter the area (Ishtiaque, 2011). Only 565 foreigners visited the area in 2015. A comparison with the first three months of 2016 indicates that foreign arrivals in the first quarter of 2016 exceeded 60% of total foreign visitor arrivals in 2015.

Foreign visitor numbers have been declining in recent years, with Afroz and Hasanuzzaman (2012) reporting around 1,200 foreign visitors in 2012. More than 60% of foreign visitors in 2015 were from six countries, namely India, Germany, American Samoa, Spain, Australia, and the Netherlands. Although comparatively high visitor arrivals were recorded during both periods from American Samoa, Japan, France, and Korea the figures are too limited to establish any reliable country-market pattern. The majority of foreign visitors are attached to governmental and non-governmental support programmes in the area (Hossain and Firozzaman, 2003; Tuhi and Majumder 2010). With the limited foreign arrival numbers and the security requirements imposed on foreigners, it is clear that tourism in Bandarban will, for the foreseeable future, depend largely on domestic tourism and that foreign tourism could be pursued in the medium to longer-term(Hasan 2013). Therefore, this district deserves immediate attention in support of sustainable tourism development. Bandarban sustainable eco-tourism, which is

dependent on ecology, environment, and host communities, is now being widely promoted by communities and the government. The study is an appropriate place to investigate the roles that sustainable hill tourism can perform in visitor's rewarding experiences, environmental conservation, and the resident's local culture and way of life

Study Area

Bandarban, in South-Eastern Bangladesh, is a district of the Chittagong Division under the region of Chittagong Hill Tracts (CHT). CHT is a part of the Hindu Kush Himalayan region. It is the second-largest district of Chittagong Hill Tracts (CHT) having an area of 4,502 sq. km. The highest peaks of Bangladesh - Tahjindong (830 meters, also known as Bijoy), Mowdok-Mual (1052 m), and Keokradong (986 m), SakaHaphong (1063m) - are located in Bandarban district. Raikhiang Lake, the highest lake in Bangladesh is also situated here. Chimbuk peak and Boga Lake are two more highly noted attractions of the district. Bandarban is bordered by Cox's Bazaar, Chittagong, Rangamati, and Khagrachari districts of Bangladesh. Another side of Bandarban lies with the Myanmar provinces of Chin and Arakan. The district also features river Sangu, also known as Sangpo or Shankha, the only river born inside Bangladesh territory. The other two rivers in the district are Matamuhuri and Bakkhali. Meranja, Wailatong, Tambang, and Politai are the four hill ranges here. Parts of the biggest lake in Bangladesh - Kaptai Lake – fall under the area of Bandarban. The waterfall named ShoiloPropat at Milanchari is another place tourists like to visit. The numerous Buddhist temples, known as kyang in the local tongue, and bhihars in the town include the highly notable the Rajvihar (royal vihar) at Jadipara and the UjaniparaBhihar. Bawm villages around Chimbuk, and Mru villages a little further off, also lie within a day's journey from the town. Prantik Lake, Jibannagar, and Kyachlong Lake are some more places of interest. Boat ride on the river Sangu is one of the main attractions here for tourists.

Major Tourism Destination of Bandarban

Destination Site	Description
Nafakhum	Nafakhum is the largest waterfall in the country for its volume of water. Sangu suddenly falls here about 25-30 feet. Nafakhum is not still a very popular tourist destination, as it is very dangerous to reach except in the winter season. And it is also located in a very remote area remakri, at ThanchiUpzilla, Bandarban.
Nilgiri	Nillgiri is the topmost resort in Bangladesh. It is one of the most beautiful tourist spots not at Bandarban but also in Bangladesh. It is about 3500 feet high and a part of Thanchi Thana. It is located about 46 km south away from Bandarban on the Bandarban-Chimbuk-Thanchi road. Nilgiri resort is established and maintained by the Bangladesh Army.
Shailopropat	It is located at milanchari, 8 km points from Bandarban towards Ruma. It is a naturally created waterfall where the cool water is flowing continuously. Locally made handicraft and organic fruits are available here.
Rijuk waterfall	Rijuk waterfall is 4 km away from Rumaupazillasadar on the river Sangu. Water is continuously falling in Sangu river from the pick of a high hill of about 300 feet which creates continuous sound in the mind of the visitor and the best time visiting rijuk fall is rainy season. It is 66 km southeast of Bandarbantown.

Jadipai Waterfall	Jadipai is quite difficult to reach except for the adventurous minded people. If anyone summits to the keokrodong then it will take one hour to walk to jadipai. Darjilingpara is located on the way to keokaradong, a traveler can take rest over here for an hour and the traveler will meet passing para and jadipara. The last thirty minutes of the journey are very dangerous for the tourist to reach jadipaijharna.
Buddha DhatoJadi (Golden temple)	Buddha DhatoJadi, named as the golden temple is located adjacent to Bandarban-Rangamati road. The Bandarban Golden Temple is the largest Theravada Temple with the second largest Buddha statue in Bangladesh. The Mountain View from the temple is very nice; mountains are calling the visitors to summit their beauty.
Chimbuk hill	Chimbuk is about 2500 ft high from the surface of the sea. Chimbuk hill is a very fascinating area for the sceneries of sunrise and sunset, blue sky, playing of clouds. Chimbuk is a nice place for tourists. It is 26 km away from the city.
UpabonLake	UpabanLake is an artificial lake with its natural surrounding is very touchy. It is only 120km away from Bandarban city.
Tajingdong	Tajingdong is the highest mountain in Bangladesh. Its height is about 4500 feet and also known as Bijoyandit is located at Rumaupazila. There are various tribal communities are living with their natural, environment-friendly lifestyles and attitude.
Sangu River	It enters Bandarban from east flows west across the Bandarban and falls into the Bay of Bengal at the end of a course of 270 km. There is a combination of hills, forests, and falls with a river. Tourists can hire a conventional boat or engine boats from the old Sangu Bridge or Boatghat at Kyachingghata.
Prantik lake	It is naturally created and developed Prantik lake located in a village named "Holudia" in Bandarban district of Bangladesh. It is 14 km away from Bandarban town. Many films have shot over Prantik Lake.
Mirinja	The Mirinjatourist spot is located at a 16 km point of Fashiakhali-lama-Alikadam road of Bandarban in Bangladesh. An observation tower is in the spot, from where the tourist can enjoy the view of Moheskhaliis land, Bay of Bengal, and Matamuhuri at a glance.
Meghal Parjatan Complex	It is located on the gateway of Bandarban, operated and looks after by the district administration. It is 4 km away from the city, opposite to the Zilaparishad, 17 km from Keranihaat of Chittagong-Cox's Bazar road. On the features, a delightful artificial long lake, mini safari park, a mini zoo, paddles boat, hanging bridges, a children park is situated atMeghlaparjatan Complex. It is mainly used as for picnics, parties, and various other types of gatherings for people here for enjoying their vacations.
Nilachal	It is located at tiger Para about 5 km. from the city, that's why it is called as tiger hill. But hilltop Nilachal is called by many people as "Darjeling of Bangla". Nilachal is 2000 feet from the surface of the sea. The fascinating natural beauty of hills, the sunset of the afternoon onlycomparable to the beauty of heaven which could be used as a very promising tourist spot for Bandarban.
Keokradong	Keokradong is the second highest peak of the mountain of the country. Its height is about 4330 feet and It is 30 k.m. away from rumaupazilasadar. Keokradong is very near to the Myanmar border and there is countless mountains and hills are welcoming the tourist from all over the world at every moment.
Boga Lake	The area of Boga Lake is 15 acres, and it is about 1500 feet above sea level. Besides the Boga lake ethnic community like bawm, khumi built their wooden made home which denotes their environment-friendly mind.

Source: Rahman, Atikur (2012). "Bandarban District". In Islam, Sirajul; Jamal, Ahmed A. (eds.). Banglapedia: National Encyclopedia of Bangladesh (Second ed.), Asiatic Society of Bangladesh.

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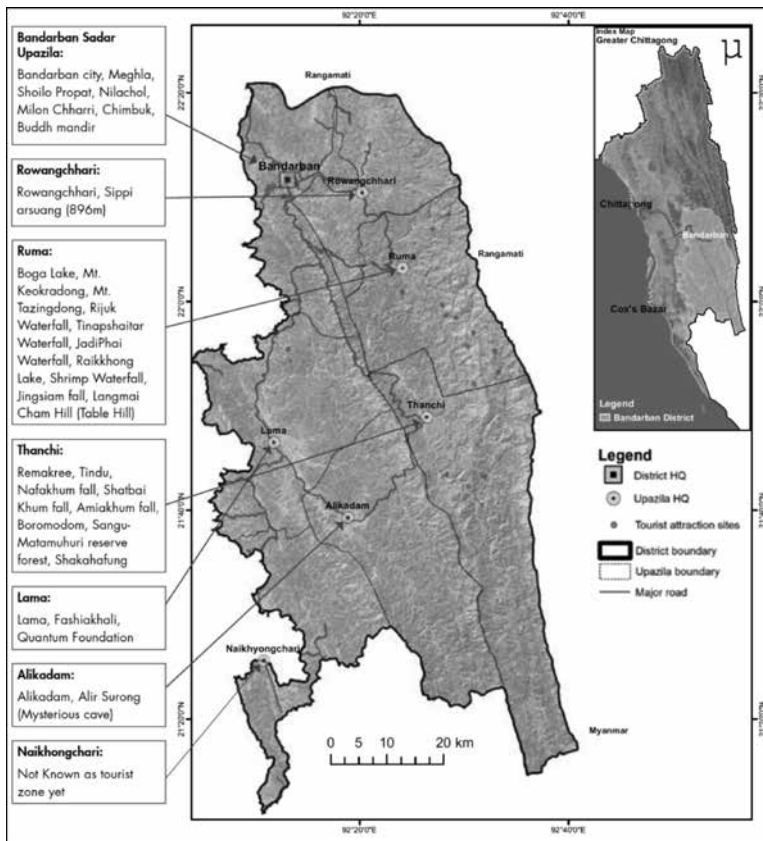
Figure 1: Study Area.

Methodology

To complete the objectives of the study, the primary and secondary data has been collected from different categories of fields, people, and institutions involved in promoting nature-based tourism in the protected area. The primary data has been collected from the field, formal and semi-formal interviews with tourists and local people, and use the statistically designed questionnaire to collect the opinions and information from the residents, tourists, and the staff of the wildlife sanctuary. The research was carried out in the period from February 2019 to April 2019 and only the respondent from a household, representing the household, partici-pated in the research, and the total number of samples was 117. The respondents aged between 23 and 59 (72.9%), with secondary (58.6%) and high (301%) education, were the most numer-ous. The secondary data has been collected during different stages of work.

SWOT (Strength – Weakness – Opportunity – Threat) Analysis

SWOT analysis is intended to maximize strengths and opportunities, minimize external threats, and transform weaknesses into strengths, and to take advantage of opportunities along with minimizing both internal weaknesses and external threats (Saaty, 1987). Accordingly, the methodological selection suitable for this data was on SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. The SWOT analysis helps in analyzing the advantages and disadvantages of sustainable tourism and coming out with strategic suggestions for sustainable ecotourism planning. It was considered the most valuable representative and people who are most familiar with the area, local opportunities, social, ecological, and economic needs. This also helps in a sound understanding of elements, processes, and practices of local institutions to determine appropriate interventions. Following that, strategic alternatives are selected in the light of the strengths, weaknesses, threats, and opportunities as determined through internal and external environment analysis (Yuksel and Dagdeviren, 2007). The questionnaire consisted of two sets of questions. The first set was comprised of closed questions and based on the social and economic needs of local communities. Based on the Likert* scale, the answer to each question is given on a scale from 1 to 5. The second part is included of four open-ended questions about the strengths and weaknesses, opportunities and threats to the sustainable development of tourism and sustainable development of local communities (under the impact of tourism). Using the qualitative SWOT analysis, respondents' responses were collected. SWOT analysis can be conducted at different levels to gain a holistic understanding of the potential of a destination (Collins-Kreiner and Wall, 2007). This analysis allows the identification of the best strategy that maximizes strength and capabilities and minimizes weaknesses and threats (Harfst et al. 2010.). Strengths and opportunities represent the values and appeal of the assessed site, and weaknesses and threats refer to the constraints of sustainable tourism development (Saeb et al, 2012). Geriszewska and Romanowska (2002) highlighted that SWOT is not a method of strategic analysis but is a "unique algorithm of the strategic study process, a systematic proposal and a wide-ranging evaluation of external and internal factors which specify tourism in the current status and its development potential." SWOT analysis is also known as SWOT matrix, has often been used in the field of development and extended to that of natural resources management to assess a given decision, project, or policy directive in a methodical way (Sofique, 2010). The quality of life of the local population in the study area is directly influenced by the basic dimensions of sustainable development (ecological sustainability, economic efficiency, and social responsibility). Data processing was carried out in the IBM SPSS Statistics No.22, the program that loads data performs analyzes, and gives output results. Based on the answers to the first set of questions, their average values, which are in the second part connected to the defined parameters according to their affinities, are determined, after which the factor of influence (weight) for each of the parameters is determined. After data processing, the second set of questions, the relative frequency was derived as quantitative data from SWOT analysis (Hashemi and Ghaffary, 2017). In each category (strengths and weaknesses, opportunities, and threats), the five most important parameters would be used as indicators. Elsewhere, several researches on different aspects of tourism development, including the role of nature-based tourism promotion, were carried out using

SWOT (see, Kolter, 1999; Geriszewska and Romanowska, 2002). Finally, based on the collected data, simple statistical tables and tables for SWOT were prepared and analyzed. Along with primary data, substantial secondary literature, information, and data were used collecting from different published and unpublished sources.

		Opportunities	Threats
Factors	External		
	Internal	Strengths	Weaknesses
		Positive	Negative
		Factors	

Figure 2: A SWOT matrix (Based on Geriszewska and Romanowska, 2002)

Results

Based on the results of primary and secondary data SWOT analysis was run through an internal factor evaluation matrix and external factor evaluation matrix to determine the priorities. After collecting primary and secondary data SWOT analysis was focused to assess the suitability of sustainable nature-based tourism in Bandarban through analyzing the results and causing the dominances. Although the SWOT analysis research method is often used in business fields it has now been extended to natural resource management to assess the proper decision and policy and as a tool of an assessment of sustainable tourism. The strengths and weaknesses (local analysis) are the internal factors while opportunities and threats (global analysis) are external factors (Harfst et al., 2010). Evaluation of internal and external environmental factors is an important part of strategic planning which is instrumental in adopting the strategies and becomes a component of sustainable ecotourism management. In this study, the SWOT analysis was conducted on tourist spots to assess the sustainability of hill ecotourism development. In this process, the internal factors (strengths and weaknesses) and external factors (opportunities and threats) were identified and listed. For evaluation of Internal Factor Estimate Matrix (IFEM) and External Factor Estimate Matrix (EFEM) were used. IFEM represents internal strengths and weaknesses while EFEM indicates external opportunities and threats. In formulating the matrices each factor was evaluated by giving a weight between zero (non-important) to one (most important) in such a way that the total point in each matrix is unity. Further, each factor was scored with a number between one and five (1 = poor; 2 = lower than average; 3 = median; 4 = above average and 5 = good). After the weight and score have been determined the weighted score has been given to each factor which is useful in

assessing the attractiveness of each factor. In IFEM the total of weighted scores (attractiveness) with a value of more than 2.5 indicates strengths are more than weaknesses. Similarly, in the case of EFEM, the total of weighted scores with a value more than 2.5 means opportunities are more than strengths (Monavari et al., 2007). Weighted scores for the strengths and weaknesses (IFEM) and the opportunities and threats (EFEM) are tabulated in Tables 1, Table 2, and Table 3, Table 4.

Table 1: Strengths in Bandarban hill tourism

	Strengths	Weight	Score	Weight Score
1	Topographical heaven like Natural beauty (including mountain, flora and fauna, rivers and lakes, etc.) and Unique cultural heritage.	0.1190	5	0.227
2	The local people strongly supporting the need of nature base tourism in this region as good number of domestic tourists visit this destination.	0.0779	3	0.336
3	The unique ecosystem, great biodiversity, and valuable wildlife	0.0606	4	0.1818
4	Specific agricultural and handicraft skills and traditions at community level	0.0844	3	0.1688
5	Variety and ethnic richness in indigenous areas with traditional culture and regional specialties;	0.0519	4	0.2078
6	Cost effective transportation facility	0.0649	5	0.1948
7	Liberal behavior of local people towards tourist	0.065	3	0.2273
8	Tremendous opportunity for introducing track tourism	0.084	3	0.3463
	Total	**0.6077**		**1.8898**

Table 2: Weakness in Bandarban hill tourism

	Weaknesses	Weight	Score	Weight Score
1	Poor local transportation system	0.076	3	0.4762
2	Lack of infrastructures and fundamental facilities like accommodation (hotels and resorts), travel and ecotourism agencies, public transport, recreation facilities.	0.077	4	0.2338
3	Many attractive locations of Bandarban still remain unexplored	0.0606	3	0.1818

4	The lack of strategies to ensure the promotion and marketing of nature base tourism in the hilly areas.	0.0844	3	0.1688
5	Increasing signs of environmental pressures, pollution, unsustainable agricultural practices and degradation of natural habitats	0.0519	4	0.2078
6	High rate of inflation and unsuitable domestic economy which hardens the development of ecotourism and increases the expense of travel;	0.0649	2	0.1948
7	Sensitive and unique social structure, traditions and beliefs prone to disruption by outside influences	0.0758	3	0.195
8	Seasonal tourism trend and Scattered tourism development with no planning	0.0866	5	0.169
	Total	**0.5772**		**1.8272**

Table 3: Opportunities in Bandarban hill tourism

	Opportunities	Weight	Score	Weight Score
1	Proper nature base tourism package development involving local people in decision making and planning so that there is a larger involvement of the local people	0.1027	5	0.2158
2	Building awareness among tourist, policy maker and local community	0.0514	2	0.3973
3	Training program to local community and huge campaign to create a positive attitude toward eco-tourism, Building positive attitude toward country.	0.0428	4	0.1884
4	To promote traditional handicraft, locally made organic food, Job creation and Enriching standard of living of people	0.0514	3	0.2466
5	Establishing better transportation system, including launching luxury bus, luxury boat, helipad etc.	0.0394	3	0.2158
6	Increasing strong security system for both inbound and outbound tourist	0.0497	3	0.0925
7	Making cost effective accommodation facility and development of a small airport at Badarban	0.0257	2	0.1712
8	Attractive colorful cultural performances by different ethnic groups which are not common in other parts of the country	0.0942	4	0.3853
	Total	**0.4573**		**1.9129**

Table 4: Threats in Bandarban hill tourism

	Threats			
1	Lack of coordination among tourist, local community and policy makers	0.0719	3	0.5137
2	Fear of local communities for loss of land	0.0993	4	0.1027
3	Misconception about tourism in local communities	0.0942	2	0.1712
4	Conflict between ethnic minor community and migrated Bengali for coexistence in hill tract area	0.0616	4	0.0925
5	Non-sustainable behavior of Bengali and tourist, and sometimes by tribal	0.0719	3	0.1575
6	Having neighboring competitors offering similar tourism products (Rangamati and KhagraChhari)	0.0616	2	0.0993
7	People and the government appear to have limited awareness of the benefits of tourism and local political interest;	0.0514	3	0.0514
8	Threat for ecological imbalance - including flora and fauna, forest and river - due to the probable erection of unplanned tourism super structure and infrastructure	0.0942	4	0.2825
	Total	**0.6061**		**1.4708`**

Field survey data, 2018

Internal factor estimates matrix (IFEM): Regarding strengths six factors were identified (Table 1 and Table 2). The weights allocated for these factors were between 0.0519 and 0.1190 and the score ranged between 4 to 5. When considering weaknesses 8 factors were detected with the highest weight of 0.0866 and lowest weight of 0.0257 with a score ranging between 5 to 5. The final weighted score was 3.17 implying that *strengths were more than weaknesses*.

External factor estimate matrix (EFEM): There were 8 factors pertaining to opportunities (Table 2 and Table 3) with weights between 0.1027 and 0.0394 and scores between 1 and 5. There were 4 treats determined with the lowest weight of 0.0514 and highest of 0.0993 and sores between 3 to 4. The final weighted score was **3.3837** indicating *opportunities were more than threats*.

DISCUSSION

According to studies in line to the most favorable utilization of the hilly area establishing certain support to preserve natural lands with great biological resources. The most basic way to use the natural resources and land preparation program and proper implementation of

development on the environment that are a fundamental solution to prevent environmental horrible consequences. Existing the diverse natural habitat conditions, the presence of diverse and valuable species that sometimes they are also vulnerable to threat and risk and cultural and historical heritage is the priority to protect. Pay consideration to the dissatisfaction of tourists from facilities of this area, thus the creation of accommodation and suits leisure not only adds capabilities in this area to create a center of attention tourists but also for tourists and indigenous people is very important in terms of job creation and recreational. Thus, by comparing internal and external factors in the matrix of strengths, weaknesses, opportunities, and threats (SWOT) acceptable strategies were formulated which are as follows.

S-O strategies: Proposed opportunities that fit well with the forest protected area strengths are

S-O Strategies

- Forming of partnership for tour package between hotel owners, local community and Hilly area management;
- Develop proper supporting policy for awareness building and policy
- Develop nature and cultural heritage and forest-based tourism
- Develop local community based sustainable tourism
- Promote and emphasize on security both domestic and international tourist
- Encourage local communities and local indigenous to develop attractive tourist traditional products

W-O strategies: The strategies which can be used to overcome weaknesses by pursuing opportunities are

W-O Strategies

- Establish sustainable e-marketing strategies of nature-based tourism industry so that all tourism stakeholders will get maximum benefits
- Develop and Improving safety and security of local and foreign tourists to encourage tourism
- More efforts to provide quality services with minimum spending of both tourist
- Allocate sufficient fund and management to promote natural and cultural heritages
- Make a seasonal tourism and scattered tourism

S-T strategies: Following strategies have been identified by which the strengths can be used to reduce its vulnerability to the external threats.

S-T strategies
• Improving local political commitment to reduce political instability
• Develop sustainable nature base tourism to reduce environmental impacts in natural and cultural heritages
• Creating awareness among local people especially young people to inform about the benefit of sustainable nature-based tourism and conservation
• Conflict resolution with all stakeholders
• Promote tourism tours to the region to visit the area and create prosperity
• Law Enforcement for the illegal hunters and impose heavy financial penalties for noncompliance

W-T strategies: To establish a defensive plan to prevent the park's weaknesses from making it highly susceptible to the external threats following strategies have been suggested.

W-T strategies
• Ensure highest level of security to tourists by the state even with political instability
• Development of borders/fencings around
• Introduction to natural and economic values through the media to increase public awareness
• Collaborative proper planning so that local communities, ethnic minorities, businessmen and tourists will get optimum economic benefits from tourism
• Strong environmental management regulations to ensure sustainability of nature of study area
• Educate people including local communities on sustainable nature tourism development
• Infrastructure development (roads, hotels, tourist spots) to attract tourists

On the other hand, the satisfaction of mountain tourists will attract participation. Bandarban is the home of the tribal cultural heritage of Bangladesh. The development of cultural tourism, can be minimized environmental and cultural damage, provide visitor satisfaction, and help to region's economic growth and local livlihood. Bangladesh Parjontan Corporation (2018) reported that this fact indicates that the arrival of tourists to rural areas make connections between indigenous people and the tourists have a significant impact on growth and promote social and cultural higher education, and increase participation levels. Local tourism as a tool for generating employment and economic development throughout the region can be reduced poverty and increased income. On the other hand, the use of public information databases,

information networks, distributes posters about the attractions of Bandharban. The use of experts in the field of tourism and using local guides can be very effective. What is certain, ancient culture, valuable cultural and natural resources of this region can have many roles in attracting tourists. This development requires the cooperation of industry, government agencies such as the cultural heritage and tourism organization, the population is indigenous and foreign investors.

RECOMMENDATIONS AND CONCLUSIONS

Sustainable tourism is the main pivot for Hill tract base tourism and to achieve this pairwise matching (SO, WO, ST, and WT) has been done. The incidence points of the internal and external factors of Bandarban tourism development point towards a strong *internal factor estimate* while the high potential of hill tourism is suggested from an *external factor estimate*. Although SWOT is recommended to be performed by a group of individuals it is also possible to be carried out by a single individual. There are many types of tribal are living in Bandarban as they possess different types of cultural norms, languages tourists should be properly educated to respect their cultural differences to avoid unexpected complexity. The tourist spot of Bandarban should be easily accessible by introducing a furnished transportation system. It is very necessary to make easy communication to reach Bandarban by building roads and charming structures, Effective and promote participative working networks should be introduced between the public and private sector is a must. Local people should be involved with them. The tourist information center can be introduced across the Bandarban for the tourist so they can get information about their expected destination, transportation, residing place, and other necessary information. The local community should be properly educated to preserve its natural resources. The government should introduce a campaign visit Bandarban: "Explore the natural beauty". Tribal Shopping centers should be established at every tourist spot to make handicraft available to both domestic and foreign tourists. Tourist guidebook should be available everywhere in Bangladesh. Bangladesh Parjatan Corporation should open a branch at Bandarban to provide information for further research in tourism. Medical Centre should be established by the government every tourist spot as it is a very remote area. Medical service should be available at every tourist spot. Local mobile tourist guides must be introduced in Bandarban. In foreign missions, we can send our tourist bulletin, brochures, and tourism-related magazines to encourage foreign officials to visit Bandarban. Local administration should devote and utilize their fund to maintain the natural beauty. The government should take initiatives by organizing several types of training programs for both local male and female workers to make busy themselves. Also, awareness should be introduced among them. In fractural development should be an international level but that should not destroy the natural living the main attraction of tourists. Tourist spots should be calm, untouched but as well as it should have fun, exciting, relaxing, educative, informative, and accurate information of tourist spots should be delivered to the tourist.

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Determinants of tourism patronage in Abraka, Delta State, Nigeria

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ABSTRACT

Knowledge of the level of satisfaction and factors motivating tourists to visit tourism destination is significant in other to address the tourists' expectations and satisfaction. The tourism sector remains a minor contributor to the national economy in the aspect of its contribution to the local economy in Nigeria. The lack of knowledge on determinants of patronage, and the level of satisfaction achieved by tourists, creates a gap in knowledge of the tourism destinations and the impact of the resorts in Abraka. This study identified the determinants of tourism patronage in the two selected resorts in Abraka [Rivotel hotel and golf resort (closer to Abraka, with sub-standard infrastructure and recreational facilities) and Gordon resort hotel and McCarthy beach (a bit farther from Abraka with standard infrastructure and recreational facilities)] Delta State. Data for this study was collected using a structured questionnaire, an in-depth interview with a community leader of the host community, and focus group discussion. Data for this study was collected and analyzed using frequency, mean, descriptive statistics and simple linear regression was also done to test the hypothesis. For motivation factor for patronage, safety and security ranked highest in both resorts with a mean value of $1.38\pm.52$ for Rivotel and $1.52\pm.65$ for Gordon resort. Results show that Educational level (p=0.020, p≤0.05), age (p=0.000 p≤0.05,) and monthly income (p=0.000 p≤0.05,) has proven to be significant determinants of tourists' patronage in Rivotel and in Gordon resort, occupation (p=0.053, p≤0.05) and monthly income (p=.000, p≤0.05) has been proven to be significant determinants of tourists' patronage.

Keywords: tourist satisfaction, tourist motivation, determinant of patronage

INTRODUCTION

Tourism plays an important role in the economic and social development of most countries in the world, and also it helps in the formation of infrastructural utilities and amenities, something not only used by the visitors but become valuable to the local population as well (Zaei and Zaei, 2013). Tourism has been viewed as a tool for economic development because of its ability to generate substantial economic benefits (Craige and Schofield, 2009). The world travel and tourism council 2017 Economic impact reports show travel and tourism contribution to

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world GDP grew for the sixth consecutive year, with notably high growth in travel and tourism investment. Travel and tourism forecast over the next ten years look extremely favourable, with a predictable growth rate that continues to be higher than the growth rates of other sectors. Tourism provides a major socio-economic opportunity for most developed countries and a means of improving the livelihoods of its residents (Ajake and Amalu, 2012a). Another important feature of tourism is that it contributes to the national integration of the people who live in different regions of a country with diverse cultures and languages (Aniah *et al*., 2009). Milan (2008) observed that tourism stands out as a major driving force for economic development because of its substantial potential multiplier and spill-over effects on the rest of the economy (Mugbil, 2009).

To ensure the sustainability of the tourism industry, it is recommended that local people should be actively involved and there should be an encouragement to embark on tourism-related activities through employment in tourism outfits and through the provision of low-interest loans to individuals and private business organizations that support the implementation of pro-poor tourism development (Okpoko, 2006).

Aniah *et al*. (2009) revealed that most tourists visited some tourist sites or destination due to environmental factors such as climatic, weather condition and scenery of the environment, while some other tourists made their trip due to the socio-cultural attributes and events of the destination areas (Ajake *et al*., 2016). Studies by Eja *et al*., (2012), on the success factors for determining Nigeria as a tourist destination shows that most of the states with great tourism potentials still witness a decline of tourist influx, from 5,103 in 2008 to 2,549 in 2011, since most of the potentials within their environment has not been provided with adequate facilities and attention. To achieve a competitive advantage, any destination must ensure that its overall attractiveness and the experience offered are superior to the alternative destinations open to potential visitors (Dwyer and Kim, 2003).

Even though tourism is the fastest-growing sector in the world, and although Nigeria is reaping some of its benefits, the sector remains a minor contributor to the national economy (Yusuf and Akinde, 2015) especially in the aspect of its contribution to the local economy. According to Aniah (2006), it was observed that despite the laudable tourism potentials in some states, coupled with the government interest which can afford in developing the tourism sector, the level of tourist inflow in most of these potentials sites identified by the government is still not encouraging. The lack of knowledge on determinants of patronage and the level of satisfaction achieved by tourists thus creates a gap in knowledge on the tourism destinations and the impact of the resorts in Abraka. This study, therefore, identifies the motivation and constraints to the patronage of both resorts, assess the level of satisfaction achieved by tourists in both resorts, and the impact of the Resorts on the host community.

STUDY AREA

The study was carried out in Abraka, Delta state. The two resorts selected for this study were Rivotel hotel & golf resort and Gordon resort hotel & McCarthy beach. Delta State lies roughly between longitudes 5°00 and 6°45'E and latitudes 5°00 and 6°30'N. It has a total land area

of 16,842 sq. km. The states bordering Delta State are Edo to the north, Ondo to the northwest, Anambra to the east, and Bayelsa and Rivers to the southeast. On its southern flank is 160 km of the coastline of the Bight of Benin. The State presently covers a landmass of about 18,050 km2 of which more than 60% island. The State lays approximately between Longitude 5°00 and 6°.45' East and Latitude 5°00 and 6°30' North. Delta State is generally low-lying without remarkable hills. The State has a wide coastal belt inter-lace with rivulets and streams, which form part of the Niger-Delta.
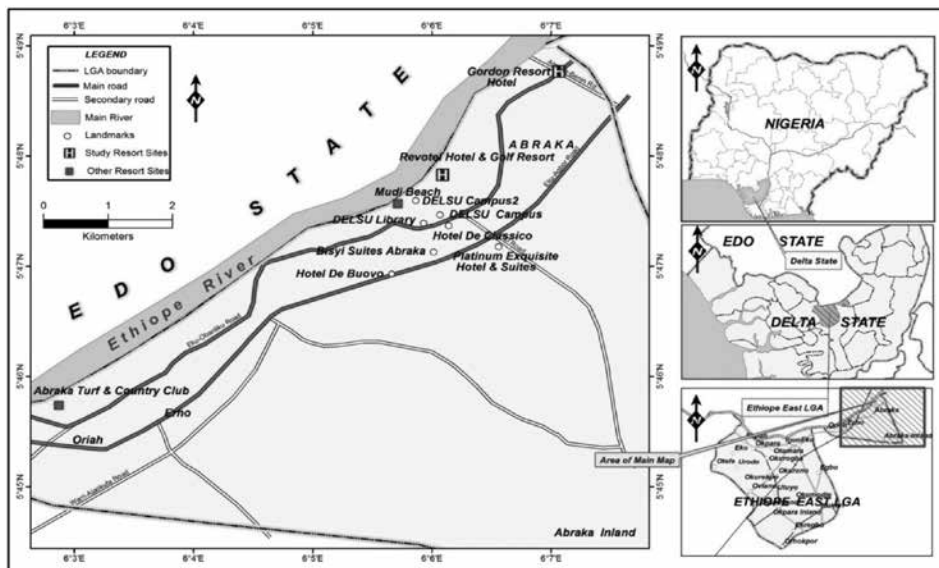
Figure 1: Map showing Rivotel hotel & golf resort and Gordon resort hotel & McCarthy beach

DATA COLLECTION

Data for this study were collected using both primary and secondary data. A reconnaissance survey was carried out, a set of structured questionnaires was administered to obtain data from the tourists in both resorts, simultaneously at both resorts for 4 weeks through the help of trained assistants. Also, in-depth interview was used to get information from community leader/Elder about the source of the water which now serves as a major tourist attraction, the managers of both resorts about facilities, staff, and activities in the resort. Focus group discussion was used to obtain information from the indigenes of the host community on the impact of both resorts on the community. The focus group discussion was carried out in groups of 6 each for the men, the women, and the youths differently to be able to get a proper in-depth discussion.

DATA ANALYSIS

Both descriptive and inferential statistics were used in this study. Data collected with questionnaires were coded and analyzed. Descriptive statistics including frequency, percentage, and mean of data were used. Simple linear regression was used to test the hypothesis. Results are presented using tables, pie and bar charts, qualitative statements, and descriptions.

RESULTS

TABLE 1: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

| CHARACTERISTICS	RIVOTEL (n=271)			GORDON (n=201)		
	F	%	Mean±SD	F	%	Mean±SD
Nationality						
Nigerians	265	97.8		192	95.5	
Ghanaian	2	.7		6	3.0	
Togo	1	.4		1	.5	
Cameroun	2	.7		2	1.0	
Foreigner	1	.4				
Country of residence						
Nigeria	271	100		21		
Age			29.91±12.28			30.84±11.01
≤20	50	18.5		24	11.9	
21-30	122	45.0		112	55.7	
31-40	64	23.6		30	14.9	
41-50	15	5.5		17	8.5	
51-60	11	4.1		14	7.0	
Above 60	9	3.3		4	2.0	
Household size			4.75±1.35			4.46±1.73
1-3	43	15.9		52	25.9	
4-6	198	73.1		129	64.2	
7-9	30	11.1		19	9.5	
>9	0	0		1	.5	
Occupation						
Civil servant	44	16.2		40	19.9	
Private business owner	101	37.3		90	44.8	
Farming	10	3.7		15	7.5	
Students	111	41.0		47	23.4	
Corpers	5	1.8		3	1.5	
Non	1	0.4		6	3	
Monthly income			59,990±39,757			53,990±62,104
≤50,000	75	27.7		120	59.7	
51,000-100,000	187	69.0		68	33.8	
101,000-150,000	3	1.1		7	3.5	
151,000-200,000	3	1.1		1	.5	
Above 200,000	3	1.1		5	2.5	
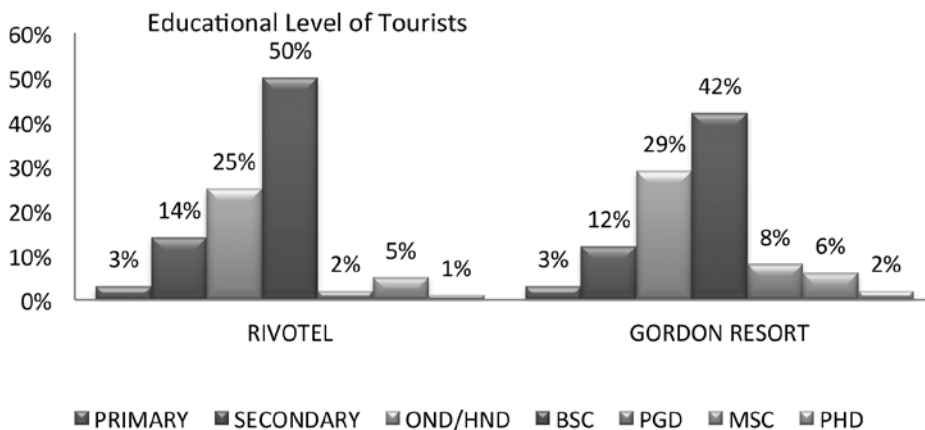
Figure 2: Educational Level of Tourists in Rivotel and Gordon Resort

TABLE 2: ASSESSMENT OF THE LEVEL OF SATISFACTION ON FACILITIES AND SERVICES AT RIVOTEL AND GORDON RESORT HOTEL

Facilities/services	Mean ± SD (Rivotel)	Mean ± SD (GRH&M)
Accommodation only	3.81±.68	3.59±1.13
Meals/ drinks	3.93±.64	3.92±.86
Transportation	4.02±77	3.48±1.01
Network communication in the resort	3.90±.85	3.56±1.10
Souvenirs and other commodities purchased in the resort	3.82±.89	3.56±1.10
Gate fee	4.03±.87	3.76±1.05
Waste disposal	3.93±1.04	3.85±1.19
Electricity	4.02±1.03	3.72±1.37
Telephone services	3.98±.83	3.85±1.08
Security	4.49±.63	4.14±1.03
Water supply	4.20±.78	3.95±1.33
Parking spaces	4.11±1.12	4.07±1.08
Toilet facilities	4.17±.76	4.00±1.20
Outdoor services (the beach area, outdoor bar, and relaxation areas)	3.86±.88	3.93±1.17

*A five-point Likert-type scale ranging from very poor (1) to very good (5) was used.
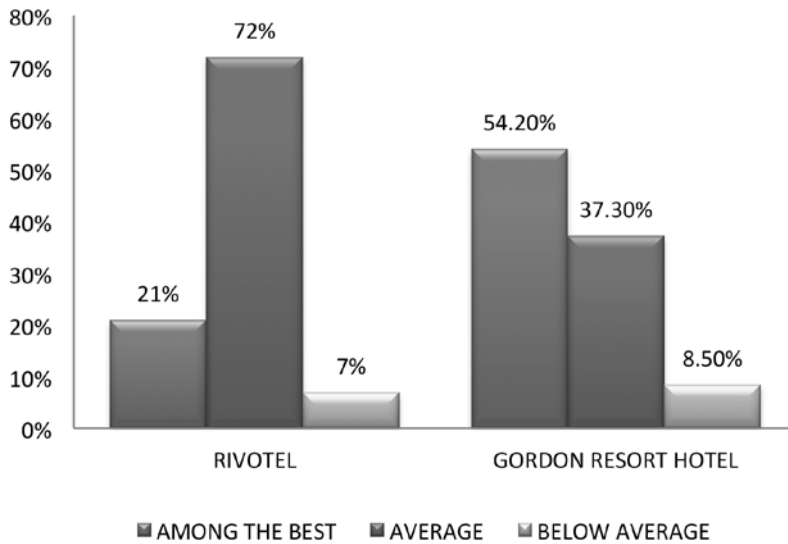
Figure 3: Respondents 'ranking of recreational resorts around Abraka
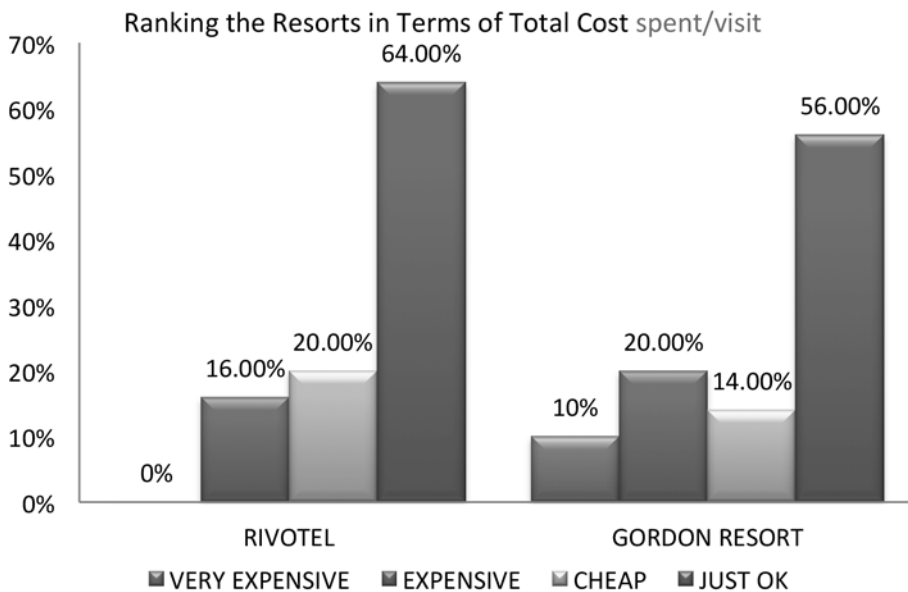
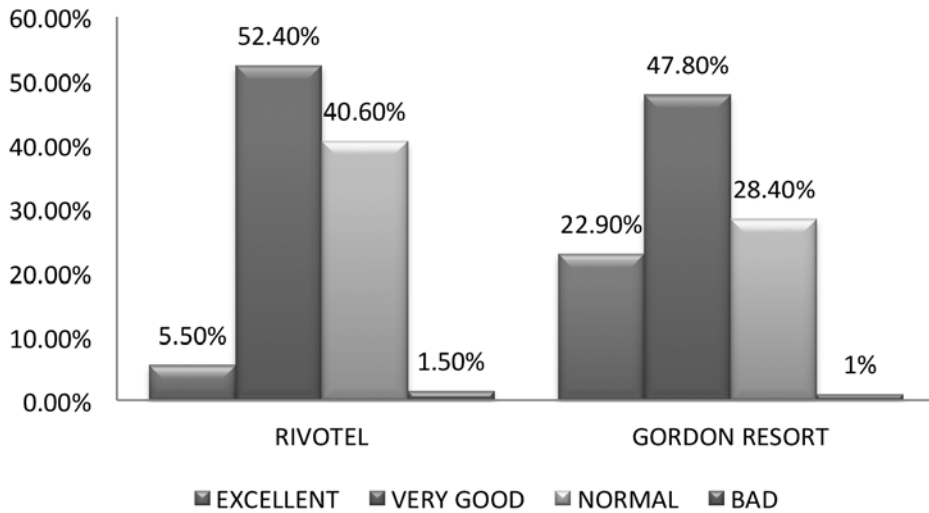**Figure 4: Respondents 'ranking of the Resorts with other Resorts around Abraka**

Figure 5: Respondents 'Ranking of the Resorts in Terms of Total Cost of Expenditure

TABLE 3: Assessing Tourists' Motivation for Patronage of Rivotel and Gordon Resort

LEVEL	RIVOTEL(n=271) Mean ±SD	GORDON RESORT (n=201) Mean ±SD
Closeness to home	0.58±.76	1.19±.81
Uniqueness of the resort attraction	1.15±.58	1.28±.56
Safety and security of the resort	1.38±.52	1.52±.65
Price range	1.11±.61	1.27±.69
Service quality	1.28±.53	1.45±.61
Availability of infrastructures in the resort	1.25±.57	1.46±.62
Friends/acquaintances suggestion	0.90±.71	1.22±.67
Popularity of tourist site	1.03±.63	1.26±.74

*A 3-point Likert scale ranging from 3- not important, 2-important, 1- very important

TABLE 4: Tourists' constraints to Patronage in Rivotel and Gordon Resort

LEVEL	RIVOTEL(n=271) Mean ±SD	GORDON RESORT (n=201) Mean ±SD
Distance from tourist's destination	0.36±.62	0.73±.79
Nothing special about the resort	0.42±.60	0.70±.67
Insecurity	0.49±.69	0.77±.77
High Price range	0.47±.67	0.86±.79
Poor service quality	0.52±.67	0.92±.80
Inadequate infrastructure	0.71±.81	0.75±.74
Unpopular resort	0.53±.64	0.73±.77
Inadequate shopping facilities	0.83±.73	0.99±.79
Bad roads to the resort	0.77±.80	0.79±.78

* A 3-point Likert scale ranging from 3- very severe, 2-severe, 1- not severe

TABLE 5: Perception of Tourists on Socio-Economic Development of Host Community for Rivotel hotel and Golf Resort

S/N	ITEMS	Very bad (%)	Bad (%)	Neutral (%)	Good (%)	Very good (%)	Mean ±SD
1	Security of Abraka	9.6	12.5	14	47.2	16.6	3.49 ±1.19
2	Hospitality of Abraka people	2.6	12.5	29.2	48.7	7	3.45 ±.89
3	The state of the roads in Abraka	12.5	19.9	18.8	42.1	6.6	3.10 ±1.18
4	Accommodation standard in Abraka	15.2	13.7	17	46.9	17.3	3.58 ±1.09
5	Quality of the attractions in Abraka	4.1	13.7	26.9	38	17.3	3.51 ±1.06
6	Transportation system in Abraka	3	13.3	21.8	36.9	25.1	3.68 ±1.08
7	Availability of different kinds of businesses in Abraka	3.7	13.3	25.1	34.3	23.6	3.61 ±1.10
8	Standard of Educational structures	7	8.9	288.4	42.1	19.9	3.72 ±.91

*Using a 5-point Likert scale from 1-5 (Scales 1-very bad, 2-bad, 3-Neutral, 4-good, 5-very good)

TABLE 6: Perception of Tourists on Socio-Economic Development of Host Community for Gordon Resort Hotel & McCarthy Beach

S/N	ITEMS	Very bad (%)	Bad (%)	Neutral (%)	Good (%)	Very good (%)	Mean ±SD
1	Security of Abraka	16.4	11.9	19.9	32.8	18.9	3.26 ±1.34
2	Hospitality of Abraka people	7.5	18.4	27.4	39.8	7	3.20 ±1.06
3	The state of the roads in Abraka	15.4	14.4	32.3	33.3	4.5	2.97 ±1.13
4	Accommodation standard in Abraka	7	11.9	27.4	43.3	10.4	3.38 ±1.05
5	Quality of the attractions in Abraka	8.5	13.9	36.3	29.9	11.4	3.22 ±1.09
6	Transportation system in Abraka	6.5	10.9	37.3	34.3	10.9	3.32 ±1.02
7	Availability of different kinds of businesses in Abraka	9	9	41.3	31.8	9	3.23 ±1.04
8	Standard of Educational structures	7	10	39.3	26.9	16.9	3.37 ±1.09

*Using a 5-point Likert scale from 1-5 (Scales 1-very bad, 2-bad, 3-Neutral, 4-good, 5-very good)

TABLE 7: Coefficients of Determinants of Tourist Patronage for Rivotel and Gordon Resort

Model	(Rivotel) Standard error	T	Sig.	(Gordon) Standard error	t	Sig.
(constant)	6397.609	-1.981	0.049	4521.473	1.243	.215
Nationality	2803.468	0.527	0.598	2285.494	-1.675	.096
Gender	891.426	-0.416	0.678	862.643	-0.409	.683
Marital status	1054.407	0.404	0.687	920.168	0.501	.617
Educational level	1193.850	-2.332	0.020	1216.194	-0.542	.589
occupation	1038.785	0.955	0.340	963.973	1.945	.053
Age	47.713	4.658	0.000	48.639	1.388	.167
Household size	325.317	0.953	0.341	249.989	0.045	.964
Monthly income	0.012	6.144	0.000	0.008	4.398	.000
Satisfaction scores	65.508	1.906	0.058	50.041	1.221	.224
Constraints scores	126.316	-0.608	0.544	110.506	-0.880	.380
Motivation weight	141.566	1.024	0.307	151.757	-0.416	.678
Perception	70.381	-0.250	0.803	71.466	-0.662	.509
	R=.622[a]			R=.540[a]		
	R^2=.386			R^2=.291		
	Adjusted R^2=.358			Adjusted R^2=.246		
	Standard Error of the Estimate =6571.90956			Standard Error of the Estimate =5717.59232		

Coefficients of Determinants of Tourist Patronage for Gordon Resort and Rivotel Hotel

Simple linear regression analyses were performed to find out if the predictors are significant determinants of tourists' patronage at both sites. Table 7 illustrates the regression coefficient estimates of the factors that determine tourist's patronage. The result of the regression indicated that the model explained 29% of the total variance and that the model was significant ($R^2 = 0.291$; $F (12, 188) = 6.443$; $p = .000$; $p < 0.001$). (R^2 multiplied by 100 to represent the percentage (%) of variance the model explained which is $0.291 \times 100 = 29\%$). According to the result also it was found that in Gordon resort, occupation ($p = 0.053$, $p \leq 0.05$), and the monthly income ($p = 0.000$, $p \leq 0.05$) has been proven to be a significant predictor of tourist's patronage since a significant positive relationship was found in both models. The results indicate that tourists with higher monthly income tend to patronize McCarthy more than those with lower income. On the other hand, in addition to primary occupation and monthly income, other variables were considered but they turned out to be insignificant (Nationality, Gender, Marital Status, Occupation, Household Size, Satisfaction Scores, Constraint Scores, and Motivation Weight). Furthermore, assessing the beta coefficients (t) of some of the significant predictors shows that they are positive (+) which means that for a 1-unit increase in the predictor variable, the outcome variable will increase by the beta coefficient value. But if the beta coefficient is negative, the interpretation is that for every 1-unit increase in the predictor variable, the outcome variable will decrease by the beta coefficient value.
For Rivotel, Educational level, age, and monthly income were significant factors.

HYPOTHESES TESTING

The hypotheses were tested using simple linear regression.

HYPOTHESIS 1: the alternative hypothesis was accepted, and the null hypothesis rejected because there is a significant difference in the determinants of patronage of Rivotel hotel and golf resort and Gordon Resort hotel and McCarthy beach. For Rivotel, educational level, age, and monthly income are the determinants of tourism patronage, in Gordon resort occupation and monthly income are the determinants of tourism patronage.

HYPOTHESIS 2: the null hypothesis was accepted because there is no significant effect of motivation, constraints, and level of satisfaction on patronage in both Rivotel and Gordon resort.

TABLE 8: Overall Assessment of Respondents' Satisfaction for Rivotel and Gordon Resort

LEVEL	RIVOTEL			GORDON RESORT		
	F (%)	Mean±SD	Min/Max	F (%)	Mean±SD	Min/Max
Low	100(36.9)	56.26±7.63	39.00/70.00	97(48.3)	53.47±10.37	19.00/70.00
High	171(63.1)			104(51.7)		

TABLE 9: Overall Assessment of Respondents' level of Motivation for Rivotel and Gordon Resort

LEVEL	RIVOTEL			GORDON RESORT		
	F (%)	Mean±SD	Min/Max	F (%)	Mean±SD	Min/Max
Low	180(66.4)	8.68±3.33	0.00/16.00	70(34.8)	10.65±2.84	0.00/16.00
High	91(33.6)			131(65.2)		

TABLE 10: Overall Assessment of the Level of Patronage of Respondents for Rivotel and Gordon Resort

LEVEL	RIVOTEL			GORDON RESORT		
	F (%)	Mean±SD	Min/Max	F (%)	Mean±SD	Min/Max
LOW	200(73.8)	6517.39±8201.72	500/86,000	148(73.6)	6670.00±6585.32	1000/
HIGH	71(26.2)			53(26.4)		

DISCUSSION

According to Goeldner and Ritchie (2009), natural attractions are capable of drawing tourists to destinations which will lead to the establishment of goods and services to cater to tourists' needs. Abraka is known for its clean bluish green river which was packaged and sold to the public for recreation, which is the major attraction of visitors to the community. Othman and Karlberg (2007) said that tourism can provide direct ancillary industries for souvenirs, handicrafts, food, and garment manufacturing but this is still lacking in Abraka. It is clear that the tourism potential of Abraka has not yet been fully harnessed and the participation of the rural population in tourism-oriented activities has been very minimal. This study analyses the determinant of tourists' patronage of Rivotel hotel & golf resort and also Gordon resort hotel & McCarthy beach and the impact of the resorts on the host community.

The result shows that the highest percentage of respondents are Nigerians and resides in Nigeria, this shows that although t the managers say that the resort attracts foreigners, it is still a very minor percentage of foreigners. For the level of education in Rivotel, a higher percentage of the tourists are B.Sc. holders with 49.8% followed by OND/HND holders. This could be attributed to the fact that the resort is located close to a University, so most of the tourists are either undergraduate or postgraduate students. In Gordon resort hotel & McCarthy beach, the highest percentage of tourists are also B.Sc. holders with 42.3% and OND/HND holders with 28.9%, just like Rivotel. For occupation, in Rivotel amongst the six categories of categorization, the category with the highest occupation are "students" with 41% this can also be as a result of still been sited close to a university and mostly dominated by students followed by private business owners with 37.3% which can be as a result of business opportunities created

by the university in the community, and companies around the community. In Gordon resort the category with the highest number of respondents are private business owners and those working for private business owners, this could be as a result of higher price range and a more serene environment which makes it more attractive to those with a better source of income (like those working at the gas plants and other oil companies around the community) than students of which majority of them are still depending on parents or guardians for income, but students are still not left out because students are the second highest with 23.4%.

The mean monthly income for tourists that visit Rivotel is 59,990±39,757 and in Gordon, the mean monthly income for tourists is 63,990±62,104. For the level of satisfaction, results showed that there were differences and similarities in the level of satisfaction in both resorts. For Rivotel, tourists were more satisfied with the elements of "security" with a mean value of 4.49±.63 as the highest mean, and also the element with the highest mean is also security with 4.14±1.03 in Gordon Resort Hotel. In Rivotel according to the in-depth interview with the manager, an army base is located at the entrance of Rivotel and a lodge for the army commandant inside Rivotel, so most times the army truck is parked inside the resort to scare bad people away from the resort and give a sense of security in the resort. For Gordon resort, a police station is sited inside the resort which also boosts its security. The element with the lowest mean for Rivotel is accommodation with 3.81±.68, while for Gordon Resort Hotel, it is transportation (3.48±1.01). Rivotel was established in 1982 and most of the structures have been in existence since then, and also been built around a riverine area, it's been badly affected by water, this also causes flooding around the beach area during raining season. Also, most of the buildings are outdated and cannot be compared to modern structures and this has made most tourists prefer to lodge in the modern hotels outside the resorts and just pay for the recreational activities in the resort, this is also part of the reason for the low level of patronage in the resort but in Gordon resort, it was established in 1992 with a more modern structure and built a bit far from the beach area and the beach area is well built to withstand excess flooding. In Gordon resort, transportation has the least mean with 3.48±1.01 which the supervisor complained about as a constraint to patronage because Gordon resort is located a bit outside the residential area of the town and made it a bit difficult for people without a car to visit because most times after visiting, getting transportation back to the town is a bit difficult, but Rivotel is located closer to a residential area so there is always the possibility of getting transportation back home, lodge, or traveling back to base.

Both resorts have different standards and different classes of people that patronize them. Rivotel is cheaper and more affordable to the general public while Gordon is more expensive and has a higher class. Overall in terms of ranking both resorts, it shows that people's taste and preference differ and it's not possible to have it all, both resorts have been established to meet the need of different classes of people in and around the community and also in terms of trying to make a standard so they wouldn't be out of place to the international society.

For motivation factors for patronage, different variables were selected but safety and security ranked highest in both resorts with a mean value of 1.38±.52 for Rivotel and 1.52±.65 for

Gordon resort, because in the society today, crime rates are very high and still on the increase but still life must continue, so fun and relaxation cannot be removed from the society. To protect the lives of tourists, the resorts have to go the extra mile as so site security forces in the resort to curb crimes in and around the resort. In Rivotel, the army base is located in front of the resort, and in Gordon the police force is located inside the resort, so knowing that safety and security can be guaranteed to an extent in the resort and encourages tourists to visit. For the least motivation factor, both resorts are different in the least motivation factor having "closeness to home" as the least motivation factor for Rivotel with a mean value of 0.58±.76 and "friends/acquaintance suggestion" as the least motivation factor for Gordon resort hotel with a mean value of 1.22±.67. The managers of both resorts said that majority of the tourists are non-indigenes and not all students alone, most of them are from neighboring communities and also international tourists. Also, the major attraction to both resorts is the clean bluish-green clean water, the water flows around the town but for safety reasons and mostly for the sake of those that cannot swim, the resort has a swimming coach that can teach and assist people for swimming, but also from the focus group discussion, I learnt, non-indigenes are not encouraged to go swimming in the water because high death rate has been recorded and the claim that it's the river that's taking the people but in reverse, the river protects the indigenes. The most severe constraint in Rivotel, having the highest mean is "inadequate shopping facilities" in and around the resort with a mean value of 0.83±0.73 and the one with the least severe constraint or having the lowest mean is "distance from tourist's destination" with a mean value of 0.36±0.62. For Gordon Resort Hotel, the variable ranked as most severe with the highest mean value of 0.99±.79 is also "inadequate shopping facilities" in and around the resort, and the constraint ranked as least severe constraint and having the lowest mean value with 0.73±0.77 is saying "there's nothing special about the resort" which means there's something special about the resort for people to visit the resort.

For the perception of tourists on socio-economic development of host communities of both resort, perception of tourists in Rivotel is that the "standard of educational structures" is good with a mean value of 3.72 ±.91 but for Gordon resort, the tourists' perception is that the "standard of accommodation" is good with a mean value of 3.38±1.05 but for the variable with the least means, both Rivotel and Gordon resort ranked "state of the road in Abraka" with mean values of 3.10 ±1.18 for Rivotel and 2.97 ±1.13 for Gordon resort, has been bad, and that is a major challenge in Nigeria, and Abraka is not left out of it.

 To test for any statistically significant differences in tourist patronage between Rivotel and Gordon resort, and also for finding out if the predictors are significant determinants of tourists' patronage in both Rivotel and Gordon resort, simple linear regression was performed. According to the results in Rivotel, educational level (p=0.020, p≤0.05), age (p=0.000 p≤0.05,) and monthly income (p=0.000 p≤0.05,) have proven to be a significant predictor of tourists' patronage. But age and monthly income turn out to be the highest predictor of the determinant of tourists' patronage because, considering the beta coefficient (t), the beta coefficient of the level of education is -2.332 having a negative value which means that an increase in the beta coefficient value will decrease the value, meaning that an increase in the educational level will

decrease patronage, most likely because more educated people have better taste and value for resources so will most likely spend in places with higher standards or spend on things with better value. For age and monthly income, their beta coefficient (t) has a positive value, so an increase or decrease will affect on the variable. On the other hand, in addition to educational level, age, and monthly income, other variables were considered but they turned out to be insignificant (Nationality, Gender, Marital Status, Primary Occupation, Household Size, Satisfaction Scores, Constraint Scores, and Motivation Weight).

In Gordon resort, occupation (p=0.053, p≤0.05) and monthly income (p=.000, p≤0.05) have been proven to be significant predictors of tourists' patronage, and checking their beta coefficient (t) both occupation and monthly income have positive values so they are both highly significant. Also, in both Rivotel and Gordon, satisfaction, constraints, and motivations turn out to be insignificant predictors for tourism patronage. For satisfaction (p=0.058, p≤0.05) in Rivotel and (p=.224, p≤0.05) in Gordon resort, for constraints (p=0.544, p≤0.05) for Rivotel and (p=0.380 p≤0.05,), for motivation (p=0.307 p≤0.05,) in Rivotel and (p=.678 p≤0.05,) in Gordon resort.

In Abraka, 3 main rivers that flow differently, the Uvwuwhe River, the mammy Water River, and Urhime water. The Uvwuwhe river is the main river been worshipped and served in May of every year in Abraka kingdom, it's a black river, they believe it protects them and provides their needs for them, every May there is fishing and hunting escapade in the community and the largest fish and animal hunted is for the king. The mammy water is the purest in the community and used to be the main drinking water in the town, but most people stopped drinking it because of borehole and Christianity because apart from been clean for drinking from the focus group discussion the indigenes believe it has medicinal power and capable of healing sick people that drink from the water. From the focus group discussion, it was also learnt that non-indigenes in Abraka are not advised to swim in the river which made the resort attract a lot of tourists. From the aerial view of Gordon resort, it's clear that the resort carved out a portion from the river to create a mini-beach where tourists still have the opportunity to swim in the river but are advised not to go beyond a particular limit for safety reasons because a lot of deaths has been recorded for people swimming in the river, especially non-indigenes.

From the in-depth interview with the Elder, it was learnt that the annual festival held in May every year since 1373 is in honor of the victory over the Benin kingdom. The river Ethiope has its main source from Umuaja from a cotton tree and goes deeper as it flows from the source through the communities. The river serves as the major link into Abraka from other communities and a major trading route, during the pre-colonial era, where trade by barter (rice yam, starch, cloths) used to be the main trading system before the slave trade era, during which slaves were exchanged for foods and guns.

According to the manager of Rivotel, 70% of the staff are indigenes of Abraka and in Gordon resort 50% are indigenes and coincidentally, there was no selection based on place of origin but rather based on qualification and the most qualified gets the job. Also in Rivotel, foodstuff

and commodities are bought from neighboring communities because of the high prices of commodities in the community which most likely resulted from the increase because of the university, and this has been the major reason why they can keep up with the lower prices of their commodities. But Gordon resort is much more expensive starting with the gate fee, food, and drinks, according to the manager, they purchase their commodities from the community. In Rivotel, facilities available to tourists include a standard size swimming pool, a love garden, a children's play-ground, bar, and restaurant, relaxation area and a golf course. In Gordon resort, there are sculptures of animals that children play around to distract them from the river, and also there is a swimming pool for children, there is boat riding.

Table 8, 9, and 10 present the overall assessment of respondents' level of satisfaction, motivation, and patronage for both Rivotel and Gordon resort, and it shows that for Rivotel satisfaction is high with 63% but the motivation is low with 66.4% which most likely made the patronage low with 73% which means that no matter what the resort enjoys now as their patronage, it can still achieve more and do better if they can listen to respondents complaints and possibly upgrade their facilities. For Gordon resort, the satisfaction is still high with just 51% and the motivation is high with 65% but the patronage is low with 73%. This could most likely be as a result of the high price of patronage and the transportation constraint and if these two can be taken care of, then there are chances that patronage will increase. According to Nadube and Akahome (2017), the most significant challenge facing customer patronage of tourism destinations in the South-south region of Nigeria is the lack of consumers' interest in recreation and leisure, so to be able to attract tourists and satisfy them the motivations need to be very high.

CONCLUSION AND RECOMMENDATIONS

There is an urgent need for an upgrade of infrastructure and facilities at Rivotel hotel & golf resort. Many people especially those who are not mobile, settle for this resort. The assessment for tourists' motivation factors for patronage is its proximity to Abraka town. The upgrade may likely boost the influx of tourists. Also, renovations around the beach area will be necessary to meet visitor's needs for improved revenue generation. Putting things in shape will encourage the re-visit intentions of tourists.

There is a need for proper record keeping of tourists' visits by the resorts to enable proper planning for improvement purposes. Local communities should be encouraged to produce arts, crafts that can be sold as souvenirs to tourists. There should be an upgrading in the quality and efficiency of basic tourism-related infrastructures and services such as hotels, roads, shopping malls, public amenities, transportation systems, and communication to provide topnotch services to visitors and tourists.

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Foreign tourists' perceptions of safety and their future travel intentions to Nigerian cultural festivals

Adewumi I. Badiora[1] and Abdullateef I. Bako [2]

ABSTRACT

Cultural festivals provide Nigeria with a platform to showcase its uniqueness and attractiveness as an international tourist destination. However, issues over crime which has emerged recently has become a vital concern regarding travelling to the country. This study thus, examines foreign tourists' perceptions of Nigeria as a travel destination, particularly regarding safety and how this may influence their future travel intentions. A total of 232 international tourists answered a questionnaire while attending the 2019 Olojo and Osun festivals. In the overall, respondents generally had positive perceptions with regards to their safety. Nevertheless, majority of the respondents felt unsafe while going out in the night and using public transport. Some socio-demographic factors (such as gender, country of origin, length of stay, number and purpose of visits) were found to affect respondents' perceived personal safety. Besides, concerns for safety did not appear to adversely affect respondents' future travel intentions to return to Nigeria and recommend the country as a travel destination to others. These findings are useful to tourism management professionals and contribute to the improvement of major traditional festivals in sub-Saharan Africa specifically and globally, in general.

Keywords: Cultural tourism, Crime-risks, Perceived safety, Repeat visitation, International tourists

INTRODUCTION

The tourism industry is one of the rapidly growing sectors of the global economy and many countries have productively increased their significance in the world through the development of tourism business (United Nations World Tourism Organization [WTO, 2015). As a developing economy, Nigeria is not left out of this global opportunity for economic diversification. The Nigerian government views tourism as one of its important industries as it contributes up to 34% annually to the country's Gross Domestic Product (GDP) and 20% of the Nation's employment (National Bureau of Statistics [NBS], 2017). It is impossible to deny Nigeria its pride of place among the richly endowed potential tourist destinations in the world. It boasts of numerous tourist attractions, such as waterfalls, springs, hills, mountains, islands, excellent beaches, and a range of special and common species of tropical wildlife, diverse socio-cultural

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events, and heritage. According to UNWTO's 2015 evaluation, Nigeria is fast becoming a sensational destination for tourists from the UK, Brazil, Germany, Netherlands, France, Italy, and the USA among others.

Among many of its tourist attractions, culture tourism is fast developing. It is reported that about fifty-five percent of all international tourists visiting Nigeria are culture tourists, with about eighty percent of these being classified as viewers (Nigeria Tourism Development Co-operation [NTDC], 2018). The presence of numerous mega cultural events in Nigeria such as Olojo, Osun, Ojude-Oba, Argungu, Ayet-Atyap, Eyo, New Yam, Egungun, Durba, Oro, Ofala, and Sango festivals among others has further led to the growth and development of this sector (Agbabiaka, 2016). Mega-events such as these festivals have considerable impacts on the host townships and Nigeria at large. According to Cornelissen and Swart (2006: 100), mega-events are "complex affairs, which originate from a specific set of socio-economic objectives, but which have potential and social corollaries that usually extend far beyond". As Nigeria moves to diversify her economy, the strategy by the government is to use the numerous mega cultural events to gain international recognition with its economic, social, and political capacity (Agbabiaka, Omoike & Omisore, 2017) and these, particularly, "Olojo and Osun mega-festivals" present unique opportunities for Nigeria to showcase its tourism attributes to the world.

The hosting of a mega cultural festival offers an increase in employment, tourism, spending, and media coverage (Kim *et al*, 2006). For instance, temporary employment in Brazil has increased over time following the hosting of the biggest festival (Brazil-Carnival) in the world (Alessandro, 2016). Similarly, the annual Oktoberfest, Munich, allows Germany to constantly change any negative global views to those which distinguish it as hospitable and friendly (Harrington, Ottenbacher, von Freyberg, Paraskevas, & Schmidt, 2020). Additionally, the Knysna Oyster Festival in South Africa attracts thousands of visitors. An impact study conducted in 2016 shows that the festival made a significant contribution of 124million rand (the equivalent of USD7.6million) and the creation of about 2500 employment (Pick n Pay Knysna Oyster Festival, 2016). However, it is further cautioned that major cultural events have negative impacts on host destinations, including socio-cultural impacts such as crime (Crompton & Love, 1995; Agbabiaka, *et al*., 2017). Although the attractions of the tourist destination are showcased in mega cultural events, some of the more negative features are also highlighted. Perceptions of high crime rates and incidents of crime involving tourists are likely to tarnish the image of the host destination (Kim *et al*, 2006).

Nigeria recently developed an ill reputation for being an unsafe destination. This is not surprising as the country suddenly has an unusual increase in violent crimes such as kidnapping, homicide, robbery, and terrorism. This is supported by The World Bank (2016), which indicates that the country is gradually becoming home to a substantial network of organized crime. Besides, Overseas Security Advisory Council [OSAC], 2019 indicated that Nigeria has an exceptionally high level of kidnapping compared with those a multitude of countries in Africa, Latin and North America, and Europe. The report shows that there were 118 killings in Nigeria per 100000 of the population. Nigeria's record of kidnapping (for ritual and/or ransom or financial gain) stood at 309 incidents per 100000 of the population. Furthermore, several abductions involving foreign citizens occurred in 2018. For instance, two Canadians and two

Americans: Nate Vangeest, John Kirlin, Rachael Kelley, and Dean Slocum were abducted. Also, four British citizens (Alanna Carson, David Donovan, Ian, and Shirley Squire) were kidnapped: unfortunately, Shirley Squire died in the ordeal. Furthermore, an Italian Catholic priest, Maurizio Pallu was abducted in broad daylight. The same year, some South Africans, Thomas Arnold, and Hendrick Gideon were also abducted on January 23, 2018. A majority concluded with some form of ransom paid before the release (OSAC, 2019) made national and international newspaper headlines and emphatically highlighted Nigeria's security problem. Indeed, such crime information has led to Nigeria being labelled "unsafe". Based on the 2018 crime prevalence, OSAC published and warned that travelers should carefully reconsider travelling to the country due to violent crime, terrorism, civil unrest, and kidnapping.

While many of these crime stories are undeniable, the approach taken to convey the news can, at times, seem suspicious, hypocritical, or even as if it was part of a partisan agenda to scare tourists away or negatively affect destinations. The implications such a media racket has on potential travel to a destination can be weighty and beg the empirical validation. Besides, many studies have been found (e.g. An, Lee, & Noh, 2010; Artuğer, 2015; Cetinsoz & Ege, 2013; Crompton & Lovel, 1995; George, 2012; Lee & Chi, 2014; Quintal, Lee & Soutar, 2010; Sohn, Lee, & Yoon, 2016) investigating the relationship between tourist risk perception and their revisit and recommend intentions. Nonetheless, only a few (Crompton & Love, 1995; Sohn, *et al*., 2016) are related to traditional festivals and they are from the west. There is a paucity of studies in Africa (despite having more cultural festivals compared to other continents [Idang, 2016]), except for the effort in South Africa (e.g. George, 2012) which focuses on a sporting event. Whereas different geographical areas and tourism products affect perceived risk, revisit, and recommend intention differently (Chew & Jahari, 2014). Thus, cross-cultural and specific tourism brands' understanding is essential. This is because findings from developed nations and one tourism type are not automatically transferable to the developing nations (Adu-Mireku, 2002) and another brand of tourism (Fuchs & Reichel, 2011); thus limiting the generality of results.

The goal of this study is, therefore, to investigate foreign visitors' views of Nigeria as a travel destination while attending mega cultural festivals. The study focuses on the tourists' perceptions of safety and their likelihood of returning to Nigeria and recommending the country as a travel destination to others. Moreover, the study aims to determine whether respondent's perceptions of safety are linked to socio-demographic factors (such as age, gender, nationality, and previous travel experience) and environmental factors (such as general view of the country, use of public transport, media and going out in the night). The results will contribute to the understanding of behavioral patterns of cultural festivals' visitors and help with practical recommendations for promoting Olojo, Osun, and similar festivals. Besides providing an empirical outlook of Nigeria regarding perceived crime-risk in the global debate, this study is also helpful in contributing to the literature on the less considered area of the tourism industry in sub-Saharan Africa. Before the findings of the study are discussed, the literature on the topics of culture tourism, tourism-crime, perceived risk, and tourist behavior is appraised.

CULTURE TOURISM

The study of cultural tourism has become increasingly important, both as a tourism product itself and as an academic field of study (Sohn, *et al*., 2016). Generally, tourism is a human activity comprising travel (e.g. the transfer and temporary stay) to one or several places different from the place of permanent residence and the particular activities that a person engages in during the trip (Koutoulas, 2001). According to the Wales Tourist Board ([WTB], 2003), culture consists of all distinctive spiritual, material, intellectual and emotional features which characterise a society or group, such as performing, visual and literary arts, museums, built and social heritage, historic landscapes and gardens, crafts, architectural design, film, religion, broadcasting, food, sport, languages as well as traditional, contemporary and emerging professional and amateur forms of cultural expression.

There is no widely accepted definition regarding culture tourism. Instead, many approaches stressing different aspects of cultural tourism. Some of the definitions dealing with the subject view all tourists visiting cultural attractions as cultural tourists, without taking into consideration their main travel purpose. An example of this approach is the Eurostat and European Commission (1998) which defines cultural tourism to encompass all cultural activities undertaken by visitors and the supply of products for cultural visitors during their visit. Another example is proposed by the European Centre for Traditional and Regional Cultures (ECTARC, 1991) as tourism related to the artistic and intellectual heritage of an area. Other definitions are more focused on the motives of the tourists. For example, United Nations World Tourism Organization (UNWTO, 1985) define culture tourism to include the movement of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages. Koutoulas (2004) defines culture tourism as a human activity comprising travel to one or several places different from the place of permanent residence as well as the cultural activities that a person engages in during the trip as their main purpose of travel to satisfy some of their needs.

Cultural tourism takes several forms. Its main manifestations are either heritage-related journeys or travel connected with artistic creation. The former corresponds to heritage tourism, with heritage meaning a legacy or things of value that have been passed from one generation to another (Prentice, 1994). This comprises landscapes, natural history, buildings, artefacts, cultural festivals, traditions among others (Prentice, 1994). The latter constitutes arts-related travel including music, drama, dance, creative writing, folk-art, industrial design, architecture, painting, sculpture, craft arts, costume design, fashion design, motion pictures, tape and sound recordings, photography, TV, and radio (Horner & Swarbrooke 1996).

Whether heritage or art-related travels, economic impacts have been established (see for instance: (Cudny, Korec, & Rouba, 2012; Lee, Arcodia & Lee, 2012; Diedering & Kwiatkowski, 2015). Nonetheless, it is not only the economic impacts that are of significance but also the number of other impacts that may have both positive and negative long-term effects on the host town or country. Cultural festivals and traditions are considered the most prestigious occasion that promises high awareness through extensive media coverage, higher and

continuous tourism demand, and increased investment through human and capital development (Manolika, Baltzis, & Tsigilis, 2015). Cultural tourism events can serve as part of the set of attractions a destination offers consumers (Lee, *et al*., 2012). They can be viewed as a significant element for the branding of destinations as desirable locations for tourism and investment. Diedering & Kwiatkowski (2015) highlights that the media plays an important role in achieving destination image-making. However, this is particularly challenging for Nigeria (perhaps, Africa generally) as the destination is often associated with negative images (Agbabiaka, *et al*., 2017).

Much of the cultural tourism studies have focused on the economic impacts (Alessandro, 2016; Diedering & Kwiatkowski, 2016); opportunities to improve quality of life (Cudny, Korec, & Rouba, 2012); learning, sensory, and emotional stimulations (Getz, 2015) and socio-demographic and governance factors influencing patronage (e.g. Lee, Liu, Chung & Ho, 2015; Agbabaika *et al*., 2019). There are, however, gaps in the cultural tourism literature focusing on tourists' experiences, particularly as it relates to crime victimization experience and feeling of safety. Few attempts such as Crompton and Love (1995); Sohn, Lee, and Yoon, (2016) are from the west, thus limiting the generalization of findings. Koutoulas, (2004) and Agbabiaka *et al*, (2016) suggest that future research needs to be conducted to explain the needs, expectations, and behaviours of cultural tourists. Moreover, Sohn, *et al*., (2016) highlight the importance of ensuring that cultural tourism research remains relevant within the face of changing global issues. There is a dearth of research that has been conducted on crime risk during mega festivals in developing countries. With more countries hosting and showcasing mega festivals annually (e.g. Nigeria, Kenya, Ghana, India, Brazil, South Africa among others), more opportunities are presented for further cultural tourism research. This article does not only contribute to culture tourism research within the global south context but also addresses crime risk views arising from Nigeria's infamous image as "unsafe".

TOURISM AND CRIME LINK

The relationship between crime and tourism has been examined widely. The impact that crime has on a tourist's decision-making while on a trip and their post behaviour mean that it is a vital risk factor to examine (Barker, Page, & Meyer, 2002; Mawby, 2014). The majority of research has examined the impact of crime on tourism demand and whether or not tourism has an effect on crime rates at a particular destination. Many scholars have focused their studies on the impact of crime on tourism (e.g. Barker & Page 2002; Boxill, 2003; George, 2003; Sarah & Nick 2007; Mawby, 2014; Drawve, Kennedy, & Caplan, 2020). Although crime against tourists is not new, scholars had difficulty linking the crime to tourism demand. Hence, factors such as economic concerns, accessibility, climate, and changes in consumer taste and trends affect the behaviour of tourists (George, 2003). Besides, the collection of accurate data to measure crime is difficult (George, 2003) and this prevents researchers from providing substantial proof that directly links crime to tourism demand (Fujii & Mak, 1980).

Another set of studies have focused on tourist crime victimisation at different tourist destinations. For instance, studies have examined whether tourists are more vulnerable to crime than

locals (Harper, 2001; Crotts, 2003) and suggested that residents and tourists stand an equal chance of becoming a victim. Remarkably, Harper (2001) notes that the crime experience of residents was greater than that of tourists contrary to Schiebler, Crotts, and Hollinger's (1996) Florida study. Nevertheless, Harper, (2001) concludes that as the crime experience increases for residents, it also tends to increase for tourists. This is consistent with most of the studies, which shared the consensus that crime against tourists is more likely to happen in areas that experience high crime rates. Prideaux (1996) proposes that in the normal course of the event, tourists may expect to have at least, the same chance of becoming victims of crime as residents of the area they are visiting.

Previous findings also suggest that tourism does contribute to an increase in crime. For instance, Fukunaga (1975) notes that increased visitor rates correlated to the increased number of arrests to a holiday resort. Similar results have been found by Nicholls (1976) as well as Fujii and Mak, (1979) that increased crime rates in rural areas of Hawaii are linked with the growth of tourism. Nevertheless, most of these scholars noted the difficulty in assessing the impact of tourism on crime. As Mathieson and Wall (1982) submitted, the causes of crime, thus, may not solely be limited to tourism. Increased crime rates at specific destinations may also be a result shared by other industries at the destination (George, 2012), such as crude oil mining in Nigeria. For instance, local labourers, foreign oil, and traveling workers might participate in or become a victim of crime. Nevertheless, tourism offers itself to being blamed, since this places the fault on "others" and turn-away the inquiry from more vital problems in the society (George 2003). Besides, tourism-related crimes are highly broadcast, resulting in an unhealthy emphasis on tourism as the reason. Panhandling, gambling, and prostitution, which are often social consequences of the tourism industry (Mayby, 2014), are also associated with crime in certain destinations. Another factor that should be noted when examining the link between crime and tourism is that tourism growth is usually complemented by an increase in the local population, which means that the actual crime rates might increase without any actual growth in the per capita crime rate (George, 2003).

The research has shown that perceptions of crime have a detrimental effect on tourism demand, and on tourists' behaviour (Demos, 1992; Barker, Page, & Meyer, 2003; George, 2003, 2010). This may be because perceived crime is a major, overriding factor in the decision-making process and tourists will choose the safer alternative when given the choice between two destinations offering similar benefits (S ö nmez and Graefe, 1998). Nonetheless, Holcomb and Pizam (2006) have found that personal theft or knowing someone that has been a victim of theft while on a tour, did not affect the likelihood of visiting a destination where the theft occurred. Particularly, how the crime report was handled by authorities was found to be the only factor to have a statistical effect on the likelihood to travel to the affected destination. In the same way, Mawby, et al., (2000) and George, (2003) find that visitors who experience personal theft would still return to the same destination. Tourists may develop a negative image towards a destination if they feel that their safety will be at risk (George, 2012; Boakye, 2012). This may cause a decrease in tourism demand in the following ways. First, potential visitors may be discouraged from visiting as a negative opinion may have been formed. Second, tourists may not feel at ease to partake in activities based outside of their lodging, and third, tourists may not return or recommend the destination based on their experience

(George, 2003; 2012). Tourists' perceptions of safety and how they form these views may vary depending on factors such as the frequency of visits and the demographic characteristics (Demos, 1992; George, 2012; Boakye, 2012). These safety perceptions may also be affected by a person's conditioning to crime-safety, the image portrayed of a destination, and how the media influences risk perceptions (Barker *et al*, 2003).

In their work on Routine Activity (RA), Cohen and Felson (1979) explain crime occurrence as the coming together of several situations. These situations include a motivated offender, a desirable target (victim), and the absence of capable guidance. It is suggested that at tourist destinations, these critical elements are particularly significant owing to the nature of the tourism environment (Drawve *et al*., 2020). A tourist's destination site brings together large amounts of people simultaneously. Those people can be composed in a couple of different ways. First, people could be composed of all suitable targets. These targets travel to where offenders can victimize them. Secondly, tourists can be composed of both suitable targets and potential offenders. This development is most likely at peak times when the tourist population is at its highest. Although capable guardians are indeed present within these groups identified above, it can be argued, however, that at least, one of potential victims and offenders is always present, but a guardian needs not to be but does exist, nonetheless. It should be noted that the tourists do not all share the same trip's end; hence, they would disperse eventually. So, the capable guardians amongst the tourists get filtered out. As the group of tourists separates, the probability that capable guardians would hinder crime reduces, simply because of their decreased presence.

Large events, such as festivals attract large spectators to the host community. Such events also provide an increased opportunity for criminal activity at a host destination (Barker, *et al*., 2003). In a study by Jarrel and Howsen (1990) on the effect of transient crowds into an area on crime rates in the area, they expected an increase in crime because of several factors. First, as the number of unidentified people increases to an area; criminals are less likely to be easily identified. Second, a large number of strangers in an area provides a large pool of potential victims. Third, identical with the literature (see Sarah & Nick, 2007; Mawby, 2014; Drawve, *et al*., 2020), these unidentified people are attractive targets from obvious signs of wealth as they may carry money and easily transportable items that might attract offenders: smartphones, laptops, credit cards, hi-tech equipment among others. Large events including the Olojo and Osun festivals could have a compounding effect on crime, where the impacts may be specific to the event itself. This makes it difficult for event planners to forecast when hosting such events. The research on festival visitor's behaviour at host towns is limited, as is the understanding of tourists' views of safety during a special event. Such views influence tourists' decisions to participate in certain activities; go-out at certain times, and tourists' overall satisfaction with an event (Barker *et al*, 2003). The social changes that may occur as a result of an event will effect on tourists' perceptions of crime, and their decision as to whether they will attend the event (Barker *et al*, 2003).

It would be logical to submit that there is a link between crime and tourism, especially given the increased numbers of people attracted to a tourism event during a defined season, and also that tourists represent the easy and rewarding victim. Moreover, as Olsen and Pizam (1998)

point out, the changing demographics resulting in an older and some believe, a more vulnerable traveler may contribute to an increase in crime. Tourists and certain tourism-related events as well as host towns, thus, are susceptible to crime. Tourists, regarded by criminals as "easy targets" or those that happen to be in the wrong place at the wrong time, may become victims, and ensuing media attention may harm potential tourists' views and ultimately on numbers of visitors to such destinations.

TOURISTS' PERCEPTION OF CRIME RISK

The concept of risk was first introduced by Bauer (1960) when he observed that consumer behaviour involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty, and some of which at least, is likely to be unpleasant. Since then, consumers' risk perceptions towards the products and services are considered as the central point of their choice, evaluation, and behaviour. Risk is defined by Richter (2003) as an individual's view toward uncertainty and exposure to the possibility of loss or injury. Risk perception is defined as the consumers' perceptions of uncertainty and the magnitude of the possible adverse consequences (Sohn *et al*., 2016). In consumer behaviour research, risk perception is defined in terms of uncertainty and consequences (Campbell & Goodstein, 2001), and perceived risk increases the level of uncertainty as well as the chance of greater negative consequences (Reisinger & Mavondo, 2006; Fuchs & Reichel, 2006, 2011). Tourism risk perception consisting of multiple dimensions mainly refers to negative consequences or negative impacts that may occur during travel (Cui, Liu, Chang, Duan, & Li, 2016).

In tourism studies, Roehl and Fesenmaier (1992) have pioneered the research on tourist risk perception and argued that every travel process, tourist destination and tourism activities involve a certain level of risk (Cetinsoz & Ege, 2013). Since then, many studies (e.g. Boksberger; Casidy & Wymer, 2016; Cetinsoz & Ege, 2013; Chew & Jahari, 2014; Cui et al., 2016), have used the concept of risk perception to explain the appellation of risk perception dimensions and their connotation in different contexts of tourism.

Perceived risk is a key factor for tourists when selecting a destination (Mawby, 2014). Making tourists feel safe and secure before and during a holiday is becoming increasingly important for international destination competitiveness, as tourists usually consider several alternatives (George, 2012). The negative image formed through the lack of security may harm the tourism industry. The literature reveals that tourists' risk perceptions have a significant impact on their behavioural intention (Artuğer, 2015; Cetinsoz & Ege, 2013). Tourists may view risk issue differently due to the differences of environment and culture (Law, 2006), psychology (Reisinger & Mavondo, 2005), and travel experiences (Kozak, Crotts, & Law, 2007), which may affect their behavioural intention differently (Quintal & Polczynski, 2010).

Many researchers in tourism studies have linked travel-associated risks with various factors. These include terrorism (Araña & León, 2008; Fuchs & Reichel, 2011), warfare and political instability (Gartner & Shen, 1992; Artuğer, 2015), health threats (Rittichainuwat &

Chakraborty, 2009; Li, 2010; Cetinsoz & Ege, 2013), natural disasters (Faulkner and Vikulov, 2001; Floyd, Gibson, Pennington-Gray, & Thapa, 2003), travel inconvenience and deterioration of tourist attractions (Rittichainuwat & Chakraborty, 2009) and crime (Pizam & Mansfeld, 1996; Fuchs & Reichel, 2011). If consumers perceive the possibility of any threat from these risk factors, they may change their choice of travel destination (Kozak *et al*., 2007). For instance, the 9/11 terrorist attacks in New York led to a 6.8% decrease in foreign visitors to the United States during the year following the attacks (World Trade Organization, 2005). Similarly, political instability in Zimbabwe led to the death of the Zimbabwean tourism industry (Lepp & Gibson, 2003). Besides, nations with high crime rates have also affected tourist influxes and have led to negative perceptions being formed by foreign tourists (George, 2003). Some of these factors may have a lasting effect when they happen. Thus, as the prospect of these factors increases, it becomes essential to know the nature, predict their possible impacts, and manage their consequences on the tourism industry.

Researchers have found that tourists' perceptions of threats are affected by some personal factors such as age, income, gender, social class, education, nationality, among others. For instance, Gibson and Yiannakis (2002) report that age influences risk perception such that the preference for risk in tourism decreases with age. While Sönmez and Graefe (1998) could not find gender to influence an individual's perceptions of risk, Carr (2001) observes that women have greater risk perceptions when it comes to the threats associated with the city at night time. Likewise, Gibson and Jordan (1998) note that women are more vulnerable to risk than men. Pizam, *et al* (2004) also found that men were more likely to seek adventure-filled experiences and were less likely to change their travel decisions when met with risks such as terrorism, health, and natural disasters. Furthermore, Qi, Gibson, and Zhang (2009) posit that women perceived higher violence risk than men, whereas men expressed more concern about health risks.

Previous studies have shown that nationality could explain variance in perceptions of travel-related risks. For instance, Richardson and Crompton (1988) argue that travellers of different nationalities may perceive the same risk differently. In another instance, Tremblay (1989) find that tourists that originate from the United State of America (USA) may have a greater perception of risk when considering terrorism. This is because of their increased exposure to terrorism and media relating to terrorism. The perception of risk increased among the Americans after the September 11, 2001 terrorists attack on the World Trade Center in New York City (World Bank, 2016). Furthermore, Barker *et al* (2003) note that overseas tourists attending the 2000 America's Cup tournament in Auckland placed a higher emphasis on safety. Similarly, George (2010) finds that domestic tourists were more aware of crime-risk and feared for their safety than foreign tourists at Table Mountain National Park in Cape Town, South Africa. Furthermore, Reisinger and Mavondo (2006) establish that the USA and Australian tourists are more likely to perceive travel as risky compared with British, Greek, and Canadian tourists.

Past studies show that an individual's perception of travel risk is affected by some behavioural characteristics. These include the purpose of visit (Rittichainuwat, Qu, & Mongkhonvanit, 2002; George, 2010), length of stay (Barker *et al*, 2003; George, 2003), past travel experience (Chen and Gursoy, 2001; Lepp and Gibson, 2003) and available travel information and

sources (Pizam, Jeong, Reichel, Van Boemmel, Lusson, & Steynberg, 2004; Kozak *et al*, 2007). For instance, Sönmez and Graefe (1998) noted that tourists that have experiences of international travel may perceive tourism as less risk because that they have confidence from their past experiences and are more likely to return because their feelings of safety were increased. Likewise, Lepp and Gibson (2003) note that experienced travellers were less risk perceptive specifically when considering health and terrorism compared to inexperienced tourists.

There is a paucity of research conducted on the relationship between crime-risk perceptions and culture tourism. Only a few studies have been able to establish some links. For instance, Crompton and Love (1995) in their study of the Victorian Christmas Festival celebration established that perceived safety and security have influenced patronage. Sohn, *et al*., (2016) in their study of visitors attending the Wild Ginseng Festival (WGF) in Hamyang, South Korea found that risk may lead to a negative perception of a festival, but does not affect subsequent behavioral intention. Besides, they found that direct causality exists between perception, satisfaction, and future intention. Furthermore, decisions about whether to participate in a festival are commonly influenced by perceived risk (Chew & Jahari, 2014). To sum up, perceived safety is expected to influence tourism experience and future behavior, including revisit and recommendation intentions.

REPEAT VISITATION

Mega festivals such as the "Olojo and Osun" that is held every year attract a significant number of tourists and media attention. Hence, such events have a huge potential for a long-term impact on tourism through repeat visitation which is defined as the post-purchase decision made by tourists to travel to a specific destination again, after already having visited there (Rittichainuwa, Qu & Leong, 2003).

Studies have been found (e.g. Artuğer, 2015; Cetinsoz & Ege, 2013; Lee & Chi, 2014; Sohn *et al*., 2016) investigating the link between tourist risk perception during travel and their post-visit behavior such as revisit and recommend intention. Tourist's risk perceptions influence their tourism product choice, purchasing, and behavioural intention to repurchase in the future (Artuğer, 2015; Cetinsoz & Ege, 2013). Moreover, tourists' risk perceptions have an effect on destination image (e.g., Chew & Jahari, 2014; Lepp, Gibson, & Lane, 2011), satisfaction (e.g., An *et al*., 2010; Jin, Line, & Merkebu, 2016), attitude (e.g., Baker, 2014; Lu, Yeh, & Chen, 2016), purchase and repurchase intention (e.g. Artuğer, 2015; Chew & Jahari, 2014; Sohn *et al*., 2016). Nonetheless, satisfaction is the most common dimension used to explain repeat visitation (Jin *et al*., 2016; Hasan, Ismail & Islam, 2017). A few studies (e.g. Ekinci, Dawes, & Massey, 2008; Huang & Hsu, 2009; Suh & Pedersen, 2010) have demonstrated customer satisfaction as one of the significant predictors of customer attitude that influences behavioural intention. The term satisfaction has conceptually been viewed as the tourist's emotional state or extent of overall pleasure after experiencing the trip (Quintal & Polczynski, 2010). It is regarded as a post-purchase or post-consumption measure of each and entire attributes of a travel destination (Um, Chon, & Ro, 2006).

Studies show that tourist satisfaction affects the likelihood of a return visit to a destination. Studies in this context (e.g. Kozak & Rimmington, 2000; Yoon & Uysal, 2005) have demonstrated that satisfied tourists are more likely to spread word-of-mouth and willingly recommend a destination (Huang, 2007). Tian-Cole and Crompton (2003) opine that satisfaction is the affective psychological response to a destination. Thus, overall satisfaction contributes to the formation of attitude, which includes both cognitive and affective components. The findings of Huang and Hsu (2009) postulate that mainland Chinese visitors' satisfaction had a strong positive effect on their attitude and intention towards revisiting Hong Kong. In this study, attitude towards revisit was found to play a significant mediating role in the total effect of satisfaction and revisit intention. Suh and Pedersen (2010) reveal that fantasy sports participants' attitude mediates the relationship between satisfaction and actual use.

Tourist satisfaction with a destination is thus a complex concept, based on tourist perceptions of different aspects of the destination (George, 2012). Tourists' experience of a destination is also found to be a significant influencer of repeat visitation (Court & Lupton, 1997' George, 2012). Many studies have found that repeat visitors have a higher probability of returning to a destination than first-timers (Sönmez & Graefe, 1998; Kozak & Rimmington, 2000). Alegre and Cladera (2009) find that both satisfaction and the number of previous visits have a positive effect on the intention to revisit a destination. As with destination image, past travel experience strongly influences potential tourists' information search in the decision-making process; first-time and repeat travellers obtain their information from different sources, and place different weightings on those information sources (Fodness & Murray, 1999). First-time visitors have no prior experience with the destination, so they rely on external information sources such as travel agents, event brochures, and the internet. However, repeat visitors can rely on their experiences as a source of information (Chen & Gursoy, 2000).

To sum up, satisfaction influences attitude, and in turn, attitude affects actual use (Hasan, *et al*., 2017). Here, attitude towards a revisit is a conditioning behavioural intentions towards a destination (Deng & Li, 2013), that is conceptualized as an affective predisposition to a future visitation of a destination (Huang & Hsu, 2009). The attitude towards revisit might propel travellers towards behaviour or repeal them away from that behaviour (Deng & Li, 2013). This study also expects that a positive perception of safety will have a positive link with future behavioral intention.

OLOJO AND OSUN FESTIVALS

Olojo and Osun festivals are mega cultural events in Osun state, Southwest, Nigeria. Olojo is a communal festival initiated by Oranmiyan; an Ile-Ife prince. The festival is meant to commemorate Ogun (the god of iron). The festival serves as an annual event for every king enthroned in Ile -Ife ̣ from the reign of Oranmíyan to date. The Olojo colourful cultural festival has a display of colour symbols that bring to mind the mythical story that connects Oranmiyan with Ogun and Oduduwa. Besides, the festival features rituals for Ogun; traditional drums and

songs such as "agere or keregidi" the hunter's drum, "Osirigi" the indigenous drum in Ile-Ife and the adoring of "Are" crown by the Ooni of Ife to the Ogun's shrine among other activities. Olojo runs for two weeks in the month of October every year.

Osun festival historically began when a group of migrants settled on the River Osun bank. At the riverside, Osun (the River Goddess) appeared and requested them to move to a place (now Oshogbo town). The goddess promised to protect them and bring them wealth in return for an annual sacrifice to her and the migrants accepted the proposal. Today, the annual sacrifice to the Goddess is what is celebrated as the Osun festival. The festival is a two-week-long programme in the month of August every year. It starts with the traditional cleansing of the town called "Iwopopo", which is followed by the lighting of the ancient 16-point lamp called "Ina Olojumerindinlogun". After this, is the "Iboriade", an assemblage of the crowns of the past kings of Oshogbo for blessings. This event is led by the sitting king and the "Arugba", "Yeye Osun" and a committee of priestesses. During the festival, people appease the goddess daily with different performances which include rituals, playing the drums, singing, and dancing.

These festivals are considered to be the largest annual traditional events of the Yoruba people, which are well attended by international tourists. They are well documented and have earned the classification of their celebrations as global cultural legacies by the United Nations Economic Social and Cultural Organization [UNESCO]. Besides, the "Osun Sacred Grove" was recognized as a UNESCO World Heritage Site in 2005. Thus, these festivals seem to be attractive enough as popular tourism products for people who have a strong interest in cultural enhancement. Such glamorous local festivals create a ripple effect from the host towns (Ile-Ife and Oshogbo) to Osun State, to surrounding areas and then to Nigeria at large in terms of economic and socio-cultural impacts, inspiring local patriotism, enhancing the local positive image, and succeeding in the branding of local cultural values.

Since decisions about whether to participate in a festival are usually influenced by concerns for safety (Chew & Jahari, 2014), there is, therefore, the need to reduce crime and enhance perceived safety. Olojo and Osun festivals can be useful examples for analyzing the relationship between the independent variables of this study (socio-demographic characteristics, purpose of visit, numbers of visits; length of stay; likelihood of both returning to Nigeria and recommending the country as a travel destination to other prospective tourists) and the dependent variable (perceived safety).

METHODOLOGY

The physical interview was carried out at the 2019 edition of "Osun and Olojo festivals", specifically on August 5 to16 and September 21to October 1, respectively, before and after the daily festival celebrations. This method is adopted so that respondents, that is, principally overseas tourists with English often being their second language can be carefully questioned (George, 2012). This method also permits researchers to answer questions, ensure survey

completion, and check the quality of the interview process (Aaker, Kumar & Day, 2007). The authors and two trained research assistants conducted the interview. Respondents were interviewed at various locations in the towns, such as car parks, bars, hotels, and popular visitor attractions places in the two towns. Equal numbers of interviews were carried out in both towns. A convenience sampling was adopted. This method allows large numbers of the interview to be conducted within a judicious time and resources. Moreover, other sampling approaches are unrealistic for exit interviews at spectator events (George, 2012). Also, consumer research, which attempts to identify cross-cultural differences among respondents, will typically use convenience samples (Aaker, *et al.*, 2007).

The interview instrument is a self-administered questionnaire. Before its application, the specialists in Social Psychology have been consulted to check the developed scale of the application. A pilot study has been conducted and some items of the scale have been revised. For analysis of the internal reliability of the items in the questionnaire, Cronbach's *alpha* values were tested with a cut-off value of 0.73 (Tavakol & Dennick, 2011). Reliability analysis has revealed the instrument used is acceptable (alpha coefficient: 0.82).

The final instrument has five sections: (a) demographic characteristics (b) earlier travel and festival experience (c) perceptions of Nigeria as a tourist destination (d) perception of safety and crime-risk, and (e) future travel intentions. The first set of questions captured demographic characteristics. The earlier travel experience was assessed by asking respondents whether they had previously visited Nigeria and had attended a festival on another occasion. Respondents were then asked how many times they had visited Nigeria; how many days they were staying in Nigeria; how many other holidaymakers were travelling with them; and what other towns they had visited. The second set of questions asked respondents about their perceptions of Nigeria. Respondents appraised eight 5-point Likert scale (1 = strongly agree – 5 = strongly disagree) questions related to safety, including how safe they thought Nigeria is as a tourist destination. Respondents were then asked whether or not they were aware of any crime incidences or had encountered crime while in the country. Respondents answered four 5-point Likert scale queries on the possibility to recommend Nigeria as a tourist destination and to return based on their perceived safety.

Table 1: **Mean and standard deviation for aggregated and single-item measures**

Scale Item	N	Mean[a]	Standard deviation
Nigeria is safe place[b]	232	2.35	0.9123
Witnessed and/or experience crime while in Nigeria	232	2.00	1.1347
Feel safe while using public transport	232	2.76	0.7681
Feel safe while going out at night	232	3.01	1.1089
Feel unsafe while walking in streets during daytime	232	1.67	1.0124
Feel worried for personal safety in Nigeria	232	2.78	1.0576
Feel concerned for safety of accompany family and friends	232	1.88	0.5789

Might fall victim to crime in Nigeria	232	2.88	1.1061
Advised about terrorist and kidnappers attacks	232	2.40	1.2103
Overall perceived safety[c]	232	3.81	0.6019
Likely to recommend Nigeria as a tourism destination[b]	232	1.48	0.6012
Likely to visit Nigeria again in the nearest future[b]	232	1.69	0.8413
Will not return to Nigeria for fear of safety	232	1.42	0.6312
Will not return because Nigeria is unsafe	232	1.40	0.5921
Overall likelihood of returning[d]	232	1.49	0.6252

[a]Based on a 5-Point Likert scale where 1=Strongly Disagree and 5=Strongly Agree
[b]Reverse coded item
[c]Summated scale (Questions: 15- 23).
[d]Summated Scale (Questions: 30-32).

The Perception Index (PI) was used to summarize the Likert Scale. To arrive at the PI value, a weight value of 5,4,3,2 and 1 were respectively attached to 'strongly agree' (SA), 'Agree' (A), 'Neither agree nor disagree' (N), 'Disagree' (D), and 'Strongly disagree' (SD). Summation of Weight Value (SWV) is the addition of the product of the number of responses to each item on the scale and the respective weight value attached to each rating. The PI for each item was arrived at by dividing the Summation of Weight Value (SWV) by the total number of responses. This is mathematically expressed as:

$$SWV = \sum_{i=1}^{5} x_i y_i$$

……… (1)

Where: SWV= Summation of Weight value; x_i = number of respondents to rating i; and y_i = the weight assigned to a value (i=1, 2, 3, 4, 5). SWV was then divided by the number of respondents to arrive at each item mean. This is expressed mathematically as:

$$PI = \frac{SWV}{\sum_{i=1}^{5} i = X_i}$$

……….(2)

The following scale measurement was used regarding mean scores, where 1 = strongly disagree (≥ 1.00 and ≤ 1.80); 2 = disagree (≥ 1.81 and ≤ 2.60); 3 = Neutral (≥ 2.61 and ≤ 3.40); 4 = Agree (≥ 3.41 and ≤ 4.20), and 5 = strongly agree (≥ 4.21 and ≤ 5.00). Descriptive statistics was performed to summarise the tourists' responses and make inferences about the survey

data. To accomplish an overall measure of tourists' perceptions of safety, nine (9) questions were summed from the questionnaire to form a single measure (See Table 1). Likewise, three (3) questions were combined to form a single measure to gain an overall measure of tourists' likelihood to return to Nigeria (See Table 1). Furthermore, Analysis of Variance (ANOVA) was used to explore possible links between demographics variables and tourists' perceptions. Analysis was further conducted to establish whether overall tourists' perceptions of safety can predict the likelihood of recommending Nigeria as a tourist destination and the likelihood of returning to Nigeria. The aggregated scale of overall perceptions of safety was used against the likelihood of recommending Nigeria and the likelihood to return to Nigeria.

FINDINGS AND DISCUSSION

Survey findings areas discussed under various subsection headings as follows. Unless where otherwise stated, the tables and charts through which findings are summarized are the products of the survey carried out in 2019.

Demographic distribution of respondents
In the final sample, 62% of our respondents were male while 38% were female. The above half (52%) of respondents were between the ages of 41 and 60 years; 20% were between 20 and 40 years of age while 15% of respondents were less than 20 years of age. The proportion of respondents who are 60 years and older was 13%. Furthermore, findings show that 34% of respondents were employed as full-time salary earners; 51% were self-employed and 15% were part-time salary earners. Most of the visitors (96%) had a formal education. There were also some 88% earning income above an average of 2000USD on monthly basis. This is a very high income when converted to the Nigerian currency (850000 naira). The dominant colour is black descent (66%) while other colours (e.g., white, red, brown descent among others) accounted for the remaining (34%). Findings show that the majority (84%) of the respondents have at least one other tourists, mainly a family member or friend travelling with them.

The largest cluster of respondents (28%) was from North America (that is the USA, Canada, and Mexico). The second largest group (22%) was from the Southern Americas while the third-largest group (19%) was from Europe (Western and Eastern Europe). The remainder was from Africa (17%); Australia and Asia had a share of 5% each, the Middle East (3%), and Oceania (1%). The low figure returned by Africans is a confirmation of the assertion by Sindinga (1999) that Africans rarely travel for tourism-related purposes. Indeed the United Nations World Tourism Organisation's (2010) statistics show clearly, that outbound tourism from Africa accounted for less than 3% of world travel. It is therefore not out-of-place to have such a low representation of Africans in a study of tourist arrivals. Besides, these demographic results are reasonably consistent with the NTDC's (2018:5) report and Ayodele, (2014:1) who have described Nigeria as "an Americans tourist destination".

Previous visit and traditional festival experience

Findings showed that 65% of respondents were visiting Nigeria for the first time while 10% had visited Nigeria between 2 and 6 times; 4% had visited between 7 and 10 times and 2% had visited more than 10 times. Of these first-time visitors, findings show that the majority (78%) travelled to Nigeria to attend events for the 2019 Olojo and Osun festivals, which could explain a large number of first-time visitors. It can thus, be presumed that the mainstream of festival tourists cross-examined had no first-hand knowledge of the country. Besides, the respondents visiting the country for the first time had been attracted for other reasons such as education (8%) and business (14%). Furthermore, findings show that 30% of the respondents had been in the country for 7 days; 28% for 14 days; 20% for 21 days; 10% a month, and the remaining 12% for more than a month. When this was cross tabulated with tourists' perceived safety, findings show that tourists visiting Nigeria for extended periods were less apprehensive about their safety. They are also likely to perceive Nigeria as a safe place for holidaymakers. These findings are consistent with previsions studies (e.g., George, 2003; 2012; Boakye, 2008; 2010) which revealed that tourists' duration of stay influenced their perceived safety.

Findings show that some 46% of respondents had not attended a prior cultural festival in another country while the remainder had attended at least one or more cultural festival events. Among those who had attended a previous festival, most respondents were from America (45%) and Europe (23%). Findings show that more than half 60% of the respondents were in Nigeria only for Olojo and Osun festivals while 17% were in Nigeria for holiday; 14% for business; and 9% to visit family and friends. This distribution shows that individuals who were in the country for the first time were inspired to attend these festivals. Thus, these cultural events, if well managed, could serve as motivators and thus contribute to the development of the country. Koutoulas (2004) asserts that cultural festivals could serve as an important motivator to visit a country as opposed to the destination alone.

Perceived safety and future intentions

When asked about their awareness of crime in the country, a majority (84%) of respondents were aware of high crime rates in Nigeria. Findings show that some 41% came to the awareness of crime through friends and families while 53% developed their awareness through the media. These findings suggest that holidaymakers who watch television or read newspapers gain the most insight on crime trends in Nigeria. Travel guide appears to create marginal awareness of crime, as only 5% of the respondents gained awareness of crime within Nigeria. Tourists who had never visited Nigeria relied on the information provided to them by external sources to shape their perceptions of the country. While some 25% of foreign tourists had no concerns about crime during their trip to Nigeria, the present study aligns with the literature (e.g. Holcomb & Pizam, 2006; Boakye 2012) as thefts (30%) were reported as major concerns. Tourists had their phones, laptops, cameras, and other personal items and cash stolen from their accommodations, public vehicle, and pickpocketing during their stay in Nigeria. Furthermore, foreign tourists were least concerned about violent crimes such as assault (23%), rape and sexual harassment (17%), and murder (9%). Furthermore, slightly above half (52%) of foreign tourists were concerned about kidnapping. Those who exhibited this concern were

non-black, particularly, whites. Even though somewhat small in number, the nature of the crime committed against international tourists requires the attention of the Nigerian tourism industry and police authorities.

Concerning perceptions of safety in the country (See Table 2), the majority of the respondents felt safe while walking in the streets during the daytime. On the contrary, the majority of the respondents felt unsafe while going out at night and using public transport. From the summary in Table 1, findings show that the overall, respondents generally had positive perceptions with regards to crime-safety while attending Olojo and Osun festivals in Nigeria. The majority of respondents felt that Nigeria was a safe destination to visit (Nigeria is a safe place, PI = 3.47). Similarly, respondents were not worried regarding their safety (PI = 2.89); nevertheless, they were unsure as to whether they might fall victim to crime in Nigeria (PI = 3.01). Furthermore, findings show that the majority of respondents had not witnessed crime during their stay in Nigeria. Similarly, only a few (26%) respondents had experienced crime. Moreover, findings reveal that respondents who had attended previous festivals were less likely to feel unsafe during the festivals. Besides, the majority were advised about terrorist attacks and kidnapping. This finding is not surprising given that Nigeria is currently experiencing some form of terrorism and an increasing rate of kidnapping. Despite being satisfied with personal safety, respondents worry about the safety of their family and friends who accompanied them to Nigeria. Findings show that (75%) of respondents with this concern were those who came to Nigeria with their wives and/or child(ren). Hence, there were indications of unselfish concerns, where respondents worry for their family. This finding may be related to what Trickett (2009) calls "altruistic fear," a fear that individuals feel for other people whose safety they hold in high esteem.

Table 2: Respondents' perceived safety and future intentions

Safety scale item	N	PI
Feel safe while walking in the streets during daytime	232	1.29
Feel safe while using public transport	232	2.35
Witnessed and/or experience crime while in Nigeria	232	2.52
Feel worried for personal safety in Nigeria	232	2.55
Might fall victim to crime in Nigeria	232	3.01
Advised about terrorist and kidnappers attacks	232	3.42
Feel concerned for safety of accompanying family and friends	232	3.45
Nigeria is safe place	232	3.47
Feel unsafe while going out at night	232	4.21
Future intention scale item		
Likely to recommend Nigeria as a tourism destination	232	4.36
Likely to visit Nigeria again in the nearest future	232	4.31
Will not return to Nigeria for fear of safety	232	1.91
Will not return because Nigeria is unsafe	232	1.87

From the summary presented in Table 3, respondents gave mainly positive responses to the items related to the likelihood to recommend Nigeria as a tourist destination and visit Nigeria again in the nearest future. The PI value (PI = 4.36) shows that majority of respondents were likely to recommend Nigeria as a tourism destination. Similarly, the PI value (PI = 4.31) shows that the majority of respondents were likely to return to Nigeria for holidays in the future. Respondents were also asked to consider their intentions to return to Nigeria depending on their perceptions of safety. The majority of the tourists disagree not to returning to Nigeria because of their perceived safety. It is evident that respondents were willing not only to recommend the country to others but also to revisit it themselves. These findings support previous studies (e.g. Boakye, 2012; George, 2012; Holcomb & Pizam, 2006; Mawby, 2000) which suggest that being a victim of a crime and/or unfavourable broadcast about crime incidences do not necessarily negatively affect repeat patronage. Although researchers (e.g. Pizam, 1982; Pelfrey, 1998) noted that it is extremely difficult to link the crime to tourism demand, it, however, seems that concerns for crime and safety during the 2019 Olojo and Osun festivals did not harm the likelihood of respondents recommending Nigeria and/or returning to the country.

Factors influencing perceived safety and future intentions
From the summary of Analysis of Variance (ANOVA) F-statistics presented in Table 3, findings show that age affects perceptions of Nigeria as a safe destination. Compared with tourists younger than 60 years, older tourists believed that they are more prone to become victims of crime in Nigeria. Findings are similar to that of George's (2010) and Hope and Sparks' (2000) that found that older respondents were more likely to feel worried about their safety. However, the finding is in contrast to that made in an earlier study by Boakye (2012) that younger tourists consider themselves most vulnerable to crime. In addition, respondents between 40 and 50 years of age are less likely to recommend Nigeria as a tourist destination to others. Gender also influences tourists' perceptions of safety. Women feel less safe going out at night and are more worried about their safety than their male counterparts. Gender also influences respondents' likelihood to recommend Nigeria as a holiday destination and the likelihood of returning to Nigeria. These findings are consistent with George's (2012) study, where gender influences tourists' likelihood to return to Cape Town and Johannesburg as holiday destinations. Nonetheless, these findings differ from those of Sönmez and Graefe (1998), George (2003), and Lepp and Gibson (2003), where gender had little impact on tourists' perceptions of safety.

Tourists' colour also influences perceptions of safety. For instance, whites feel less safe going out at night and are more worried about their safety while using public transport than their black counterparts. Further, tourists' colour has a significant influence on their fear of terrorist and kidnapper attacks. Nevertheless, colour did not influence respondents' likelihood to recommend Nigeria as a holiday destination and the likelihood of returning to Nigeria. Consistent with the literature (George, 2003; Boakye, 2010; 2012; Maruthaveeran & Van den Bosch, 2015), the income of respondents has a significant influence on their perceptions of personal safety while going out at night and their fear of terrorist and kidnaper attacks. Specifically, findings show that higher income groups feel less safe going out at night and are more worried about their safety. Furthermore, the purpose of the visit has a significant influence on tourists'

perceptions of personal safety, their fear of terrorist and kidnaper attacks and the likelihood to recommend Nigeria as a tourism destination. Particularly, those respondents who were in Nigeria to attend the festivals only felt less safe than those who were visiting Nigeria for business. This finding is similar to that of George's (2003) who found that those respondents who were on holiday felt less safe than those who were visiting Cape Town for business.

Table 3: ANOVA of factors influencing perceived safety and future intentions

Factors	1	2	3	4	5	6	7	8	9	10	11	12	13
Age of respondents	2.83**	1.38	0.68	0.88**	1.21	0.89	0.78	1.84	0.69	3.88***	1.61	1.09	1.28
Colour	0.81*	0.74	0.34**	0.76**	0.45	0.46	1.22	0.34	1.67*	0.37	0.76	0.91	1.34
Country of origin	1.85*	0.92	0.88	1.95*	1.71**	1.28	0.85	0.37	1.67*	2.28**	1.29	3.44**	1.88*
Gender of respondents	0.77	0.03	1.59	2.61**	0.08	3.64*	1.74*	0.46	0.08	3.42*	3.68*	1.19	0.31
Income	0.99	1.56	1.77	0.67***	0.86	0.45	0.34	0.23	0.43*	0.34	1.42	0.56	0.71
Length of stay	2.91**	5.11**	0.35	0.51	0.91	1.64**	1.76**	1.21	0.59	0.96	1.61	0.31	0.36
Number of visitations	2.26*	4.45**	5.01***	0.57	0.46	0.22*	0.61	1.61	0.51	0.82	1.81	0.76	1.25
Purpose of visitation	0.85	1.77	0.97	0.41	1.48	2.51**	1.56	0.81	2.19**	2.63**	1.45	0.71	1.38

1.   Nigeria is a safe place[a]
2.   Witnessed crime while in Nigeria
3.   Feel unsafe while using public transport
4.   Feel unsafe while going out at night
5.   Feel unsafe while walking in the streets during daytime
6.   Feel concerned for personal safety in Nigeria
7.   Feel concerned for the safety of accompanying family and friends
8.   Might fall victim to crime in Nigeria
9.   Advised about terrorist and kidnappers attacks
10. Likely to recommend Nigeria as a tourism destination
11. Likely to visit Nigeria again in the nearest future[a]
12. Will not return to Nigeria for fear of safety
13. Will not return because Nigeria is unsafe

*$P < 0.1$; ** $P < 0.05$; *** $P < 0.01$.
[a]Reverse coded item

Tourists' countries of origin have a significant influence on perceptions of Nigeria as a safe place, their perceptions of safety during both night and daytime, and their fear of terrorist and kidnaper attacks. This finding is also consistent with several other travel risk perception studies that suggest perceptions of safety contrast among tourists from different nationalities (Hofstede, 2001; Boakye, 2012; George 2012). Furthermore, findings show that the country of origin has a statistically significant effect on respondents' perceptions of safety, the likelihood of recommending, and the likelihood of returning. Specifically, tourists originating from South America are likely to return to Nigeria and those from North America (the USA, Canada, and Mexico) are likely to return in the future because they do not fear their safety and find Nigeria safe. These findings are consistent with George's (2003; 2012) study, where nationality influences tourists' likelihood to return to Cape Town and Johannesburg as holiday destinations.

From the summary presented in Table 3, findings show that earlier travel experience affects respondents' perceived safety and the use of public transport in Nigeria. The number of visits to Nigeria had a direct effect on visitors witnessing a crime, perceptions that Nigeria is safe, and feeling unsafe while using public transport. As anticipated, respondents who had visited Nigeria more than once had at least experienced a crime and were witnesses of a crime. Respondents were more likely to have witnessed crime and to perceive public transport in Nigeria as unsafe if they have visited Nigeria more than once. These findings corroborate George's (2010) study in which routine visitors are more likely to become a victim of a crime and perceive Cape Town as an unsafe city. The length of stay in Nigeria was statistically significant to whether or not respondents felt Nigeria was a safe place and had witnessed a crime. An increase in the length of stay improved the perceptions of Nigeria as a safe place to visit and displaced their worries about their safety concerns. Moreover, findings are consistent with previous discoveries (See for instance: George, 2012; Boakye, 2012; Mawby, 2014) that tourists witness more crime as their number of visits increases.

CONCLUSIONS AND RECOMMENDATIONS

This study examined the perceptions of foreign tourists while attending Olojo and Osun festivals in Nigeria. Generally, tourists had very positive perceptions of Nigeria in terms of overall safety. Tourists who attended the 2019 Olojo and Osun festivals largely felt that Nigeria was a safe place to visit and very few had witnessed or experienced crime. The study concluded that foreign tourists who departed Nigeria after the 2019 edition of Olojo and Osun festivals most likely left Nigeria with positive perceptions towards safety. Findings show that visitors' perceived safety was influenced by socio-demographic factors such as age, gender, country of origin, length of stay, the purpose of visit, and previous travel experience. Findings also show that a vast majority of tourists would both return to Nigeria and recommend Nigeria as a tourist destination. Several key findings, derived from the study, are consistent with previous studies.

These findings, however, cannot automatically be generalized to tourists' future experiences

in Nigeria, as different towns and states in the country have a different level of crime. Particularly, the state where this study was carried out has the second-lowest crime rate in Nigeria in 2019 (National Bureau of Statistics [NBS], 2019). Besides, special security patrols are always provided during mega-events in Nigeria. While these festivals might have had a significant effect on improving perceived safety, foreign tourists could find themselves having different views and expectations of Nigeria during a non-festive period when the country operates its usual policing practices. Furthermore, these findings indicate that tourism managers and marketers would benefit from investigating the views of international tourists and use the influencing socio-demographic variables for the cultural tourism market segmentation. Furthermore, findings from this study reiterate that perceived safety is an important aspect of destination and event management. Although the promotion of safety is not enough to reduce perceived travel hazards, risk reduction should, however, be addressed to motivate risk-sensitive tourists to travel. While risk is multidimensional, crime threats such as theft, kidnapping are considered major risk dimensions within emerging tourism markets.

To further reduce tourists' fear, the tourism industry should manage efforts to further implement crime prevention measures. For instance, on arrival, tourists could be provided with information booklets which would inform them about safety and self-care measures, mode of public transport, the various routes and times that they run, and so on. Security measures also need to be increased to make it safer for tourists to go out at night. Since personal safety concern was considerably higher during the nighttime; an improvement in security patrol and lighting within and around tourists area would be the most important possible way of enhancing personal safety at this time. It seems that such improvement works by boosting self-assurance and personal safety levels by improving the surveillance of the host community. This is supported by Nair, Mcnair, and Ditton (1997) who find that improved lighting can improve perceived safety. Furthermore, public transport needs to be made much safer. This can be achieved through the inclusions of security personnel in public transport and the installation of surveillance devices such as CCTV.

The tourism industry needs to find a way to warn tourists about safety and security without deterring them from visiting or taking part in festival activities at the destination. Further, the Nigerian tourism industry cannot just increase its spend on altering false or negative views as it may increase tourist numbers yet will not improve actual safety measures at the destination. For instance, a couple of negative crime incidents involving foreign nationals may counter any marketing efforts. Furthermore, local tourism authorities need to improve the security of tourists without discriminating against the local's rights to protection. In essence, a coordinated effort by all is required to work toward providing a harmonious place for locals and visitors alike.

IMPLICATIONS FOR FUTURE STUDIES

This study offers opportunities for further research. One such is that caution should be applied in drawing any generalization from a rather non-randomized selection of tourists. Besides,

the study covered only a few cultural festivals domiciled in Osun State, Nigeria, and not the entire country. Moreover, the sample is small. This may mean that the statistical power may be low (e.g. the capability to detect accurate significant statistics). Future analysis may therefore consider a larger sample and new data collection methods to obtain time-series data of crime events, perceived safety, and their influencing factors. The police data that identify victims as tourists may be used to compare the results of interviewing tourists. Also, coping mechanisms adopted by holidaymakers and residents should be examined in future studies. Furthermore, future studies should consider more robust techniques. For instance, using z-scores or minimum or maximum normalization (multiplied by 100), validation of the indices using factor analysis. In future studies, a comparative study between the host cities could identify city/country-specific factors that influence visitors' perceptions. It could also be valuable to conduct a pre- and post-festival study, where respondents are questioned using entry and exit surveys. This would help determine the true expectations and perceptions of first-time visitors to the destinations.

Future researchers could also replicate this study at other events and festivals in the country and abroad and use several individual and behavioural criteria and their effect on tourists' perceived safety. Future research could disaggregate the country into regional, geographical, or geopolitical regions to gain more insight, in an attempt to achieve more targeted marketing strategies. Since not all places in Nigeria are prone to violent crime, terrorism, civil unrest, and kidnapping, future research could also focus on tourists' perceptions of safety at different states, particularly those with high crime rates and locations within these areas, for example, in and around car parks, hotels, and central business districts, restaurants, and bars among others.

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Halal tourism, travel behavior, and travel lifestyle: evidence in Danau Toba, Indonesia

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ABSTRACT

The development of the concept of halal tourism has become a particular interest in the event of world tourism objects. Halal tourism provides the best service for Muslim tourists visiting the tourist attraction of Lake Toba. This study aims to examine the variable halal tourism in Lake Toba with an analytical research approach to test the travel behavior and travel lifestyle variables on halal tourism. A Questionnaire was given to visitors in Lake Toba and using purposive sampling. A structural equation model (SEM) test with SmartPLS 3.0 was used to test the relationship between research variables. This research gathered from 100 respondents. The empirical results show that travel behavior positively affects halal tourism and travel lifestyle. Travel lifestyle positive effect on halal tourism. The implications and future research issues were discussed.

Keywords: Travel Behavior, Travel lifestyle, Halal Tourism, Tourism Industry

INTRODUCTION

Interest in Islamic tourism has been discussed in a variety of existing literature and interesting to be reviewed again. Some experts have researched Islamic tourism (Carboni and Idrissi 2015; El-gohary 2015; Henderson 2015; Razzaq, Hall, and Prayag 2016). The above study results explain how the solution in adjusting the development of Muslim tourists with the concept of Islamic tourism is a reference so that Muslim tourists feel comfortable visiting particular tourist objects, namely halal tourism. There is an ambiguity to the definitions of Islamic tourism and halal tourism (Hamza 2012), which are used interchangeably. Both meanings are usually referred to by trips made by Muslims who try to adhere to religious principles when tourists travel. In policy, halal tourism answers the challenges of the global Muslim population as a whole, which is growing quite extensive, based on projected to reach 2.2 billion by 2030 or 26.4% of the total population in the world (Paw Research, 2011). Therefore, the term Halal means "allowed" following Islamic teachings (sharia law). Halal is also one of the five actions (alahkam al-khamsah), which categorizes the morality of the activities of Muslims, Fard

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(mandatory), Mustahabb (recommended), Makruh (not preferred), and Haram (forbidden) (Battour and Ismail 2016). From an Islamic perspective, Halal, as defined above, refers to any practice or activity undertaken by Muslim tourists when traveling 'permitted' according to Islamic teachings (Mohsin, Ramli, and Abdulaziz 2020). Some previous research results explain that halal tourism is a unique attraction for the tourism industry. One that affects the halal lifestyle is travel behavior. The study (Razzaq, Hall, and Prayag 2016), stated that travel behavior could have a positive influence on tourism activities in New Zealand as a halal tourism destination and increase the number of tourists visiting. Some research results also links halal tourism with a halal lifestyle or travel lifestyle. Muslim tourists look forward to supporting facilities in their activities to be fulfilled, including halal tourism for Muslim tourists. The study (Lee and Ã 2007), stated that the lifestyle of tourists in several non-Muslim countries must adopt halal tourism as an attraction for tourists visiting Australia. The study explained that halal tourism is a lifestyle of the world community who want halal guaranteed facilities and activities. The study (Jain, Johnson, and Rose 2020) explains that travel behavior as a determinant of behavior chosen by tourists in carrying out activities that affect travel attitude. This study aims to define and analyze the relationship and influence of travel behavior, travel lifestyle on halal tourism in one of the attractions in Indonesia, namely Lake Toba.

WHAT IS HALAL TOURISM?

The idea of halal is more interpreted only related to food and drinks that are allowed to be consumed by Muslims (Razzaq, Hall, and Prayag 2016). Halal understanding is much broader than just the food and beverages available at certain attractions. The halal phenomenon is the impact of increasing the number of tourists visiting various countries in the world (Carboni and Idrissi 2015). Services and activities of Muslim tourists must comply with Islamic law, often referred to as halal tourism. Tourism is part of the activities of people who travel and live in places outside their usual environment for no more than one year in a row for vacation and business (Manhas, Manrai, and Manrai 2016). Halal, which means allowed by religious law (Olya and Al-ansi 2018). Halal tourism is any tourist object or action permitted according to Islamic teachings using as a guide in the tourism industry. The definition considers Islamic law to provide tourism products and services to customers, most of whom are Muslims such as halal hotels, halal resorts, halal restaurants, and halal travel (Battour and Ismail 2016). According to (Henderson, 2010), halal tourism is defined as tourism and hospitality services that have been agreed upon by consumers and producers following Islamic law. Halal tourism has dimensions, namely demand-side and activity in tourism (El-gohary 2015).

CONCEPTUAL FRAMEWORK

Travel behavior is defined as the voluntary and free behavior needed to meet tourists' services and desires (Leong et al. 2015). Travel behavior is a guide for someone to enjoy his visit to particular tourist objects, including tourist choices in halal tourism (Razzaq, Hall, and Prayag

2016). Halal tourism is any tourist object or action that is allowed according to Islamic law as a guide in the tourism industry. The definition considers Islamic law as the basis for providing tourism products and services to customers, most of whom are Muslims such as halal hotels, halal resorts, halal restaurants, and halal travel (Battour and Ismail 2016). The study (Jamal, Aminudin, and Roza 2019), explained that travel behavior as a tourist behavior has the desire to get all the needs in a halal manner and accordance with religious laws explains that halal tourism is the demand of tourists when visiting and part of the behavior of every tourist (Carboni and Idrissi 2015). Therefore, this research hypothesizes that:

H1: Travel Behavior has a positive effect on halal tourism

The thing that underlies consumers to make decisions is behavior. In the context of marketing, consumer behavior becomes an essential part of marketing activities. The determination of decision making comes from consumer behavior itself. Different from tourism activities. The action of tourists who travel is called travel behavior (Hwang and Lee 2019). Travel behavior is carried out by tourists when visiting particular tourist objects (Jeong and Shawn 2011). behavior Travel behavior is defined as the voluntary and free behavior required to fulfill the services and desires of tourists (Hwang and Lee 2019). Consumer behavior is related to extra-role practice that includes actions towards customers, employees, and travel parties. Studies on travel lifestyle have also developed in the 20th century, regarding the effects of consumer lifestyles, demographics, and travel activities internationally and domestically. Information about lifestyle may be more important than demographic variables in predicting international and domestic travel behavior (Lu et al. 2016). The study (Park, Shin, and Ju 2017) explains that attractions must use young people's lifestyle data as a tool to analyze available market segmentation (Mathew and Sreejesh 2017). Study results identified that lifestyle trends and behavior in carrying out tourism activities depend on the times. Travel lifestyle is a way or lifestyle of a tourist who has a determined in his actions following the development of the era influenced by travel behavior (Etminani-ghasrodasht, Paydar, and Hamidi 2018). The study (Beaman 2000), explained that the travel lifestyle could determine the attraction of an object as an entity influenced by travel behavior in defining the destination. Research (Dolnicar and Ring 2014), supports that the travel lifestyle is affected by actions based on the practice of tourists visiting particular objects. Therefore, this research hypothesizes that:

H2: Travel Behavior has a positive effect on travel lifestyle

Travel and lifestyle are two interrelated things. A journey is a trip from one place to another, while a lifestyle is a lifestyle that is adapted to the changing times. The first study (Borg 1994), about travel and lifestyle, was conducted by the Research and The Center for Tourism at Christ Church College of Higher Education in Canterbury in September 1992. The results of the study link travel and lifestyle in the context of tourism with a style approach to young people's lives and risky behavior on the way. The results found that young people's lifestyle trends prioritize traveling long distances rather than demanding luxurious living in the capital. These trends require their lifestyles to be adapted to the changing times, including the development of tourist objects in France, England, and Germany. The study results found

that every young person in fulfilling a lifestyle must be in groups and plan extended trips to certain attractions within one week. Travel lifestyle has been used as one of the most effective base segments in psychographic segmentation (Lee and Ã 2007). Lifestyle reflects the polarization between wants and needs. Many tourism objects are made attractive so that their needs are more fulfilled, including halal tourism in various regions in Indonesia (Kusumawati and Huang 2015). Several studies have explained the relationship between travel lifestyle and halal tourism. The results of the survey (Eck, Burghouwt, and Dijst 2005), suggested that lifestyles have a high desire to be fulfilled through the demand for halal labels that exist in several tourist attractions. When the halal name is used, the tourists feel the passion that is filled raises the confidence to conduct tour activities. The results of the study (Razzaq, Hall, and Prayag 2016) explained that the travel lifestyle affects the demand side and business of halal in halal tourism activities in Iran. Therefore, this research hypothesizes that:

H3: Travel lifestyle has a positive effect on halal tourism
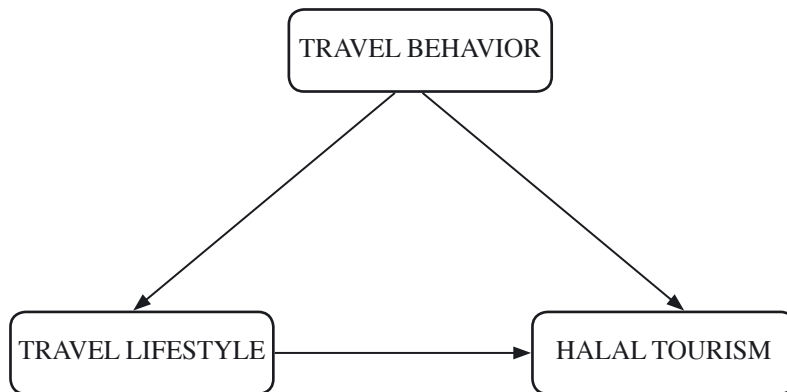
METHODOLOGY

This research was conducted in July 2020 in the tourist attraction of Lake Toba, Indonesia. Respondents in the study were tourists who visited Lake Toba motorcycle taxi as many as 100 respondents using a sampling technique that is purposive sampling. A total of 113 surveys were returned, and 100 valid responses were analyzed. The questionnaire utilizes a 7-point Likert scale and analysis data using SmartPls 3.0. The sample consists of 100 respondents with 65 females, 35 males. The largest age group falls between 17 – 23 years old, with 65 respondents, followed by between 30 to 35 years old. Most of the visitors hold a high school, with 55 respondents.

Table 1. Tourists Characteristics

	Frequency	Percentage
Gender (%)		
Male	35	35%
Female	65	65%
Level of education (%)		
High school	55	55%
Diploma degree	13	13%
Bachelor degree	37	37%
Master's degree	5	5%
Age (%)		
17 – 23	55	55%
24 – 29	32	32%
30 – 35	8	8%
>35	5	5%

Source: Primary data, 2020

QUESTIONNAIRE

Tests of statements or items adapted from an instrument which is used in research examine variables adapted from the travel behavior (Assiouras et al. 2019) the dimensional of the that is divided into Advocacy, Feedback, Helping, and Tolerance. Furthermore, test variables travel lifestyle adapted from research (Etminani-ghasrodasht, Paydar, and Hamidi 2018), that dimension is divided into traditional, modern, educational, dan technological. For tasting variables halal tourism adapted from research (El-gohary 2015), that dimension is divided into demand-side and activity Tourist.

DATA ANALYSIS

Table 2. Value Factor Loading, Avarage Variance Extracted (AVE), Composite Reliability (CR), and Cronbach Alpa (CA) From Each Latent Variables

Question items	Factor Loading	Construct Reliability	Cronbach Alpha	AVE
Travel Behavior (TB)				
TB1	0.653			
TB2	0.532			
TB3	0.736	0.883	0.761	0.505
TB4	0.790			
TB5	0.806			
Travel lifestyle (TL)				
TL1	0.635			
TL2	0.691			
TL3	0.754	0.856	0.795	0.545
TL4	0.814			
TL5	0.782			
Halal Tourism (HT)				
HT1	0.680			
HT2	0.572			
HT3	0.649			
HT4	0.632	0.812	0.734	0.583
HT5	0.543			
HT6	0.669			
HT7	0.572			

Based on table 2 from the results in this research, reliability is measured by using construct reliability. In general, the value of the construct reliability is 0.8. Construct reliability of travel behavior 0.883, travel lifestyle 0.856, and halal tourism 0.812. They are two measurements of factor loading. The first measurement is factor loading, the minimum convergent validity requirement in this research is set at 0.5 (Ringle et al., 2014). Table 2 shows all the indicators in this research are valid. The second measurement is the value of the average variance extracted (AVE). The following are the AVE values for each variable , respectively of travel behavior 0.505, travel lifestyle 545, and halal tourism 0.583. The overall AVE values are calculated at above the required. Therefore, all variable are confirmed as valid.

5.2 Evaluation of Inner Models (Structural Model)
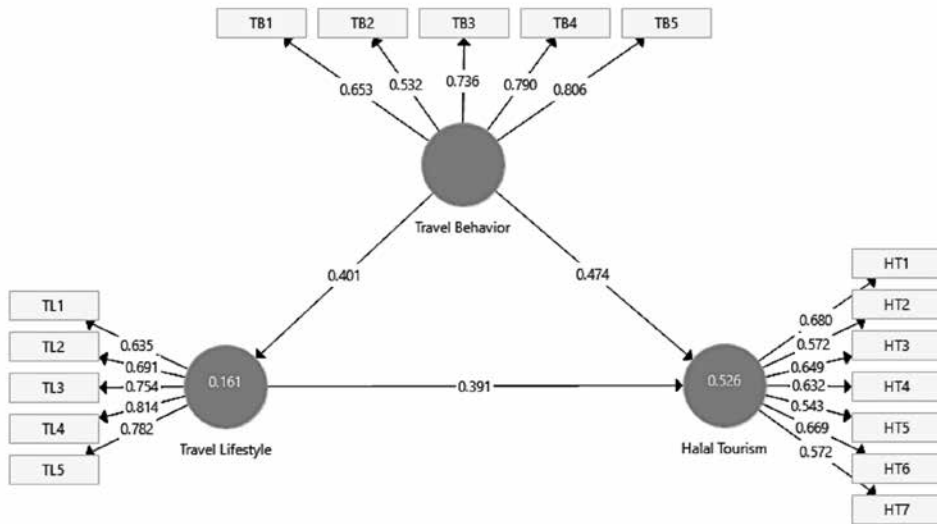
Figure 2. The results of Structural Equation Models (SEM)

Table 3. Research Model Estimation (N:100)

Direct Effect		Positive Effect	Significant
Independent	Dependent	Estimate	P Values
Travel Behavior	Halal Tourism	0.474	0.000
Travel Behavior	Travel Lifestyle	0.401	0.000
Travel Lifestyle	Halal Tourism	0.391	0.002

Direct Effect

Based on Figure 2 is seen and done by tests the hypothesis, the results show that all hypotheses H1, H2, and H3 are answered that it has a positive effect. Known that P-Value between travel behavior and halal tourism < 0,000 (Table 3), its smaller than significant point 0.005. it means that travel behavior has a significant effect on halal tourism. The coefficient path value between travel behavior and halal tourism 0.474. The coefficient value shows that travel behavior has a positive effect on halal tourism. Therefore, Known the P-Value between travel behavior and travel lifestyle < 0,000 (Table 3), it is smaller than the significant point 0.005.

It means that travel behavior has a significant effect on travel lifestyle. The coefficient path value between travel behavior and travel lifestyle 0.401. The coefficient value shows that travel behavior has a positive effect on the travel lifestyle. Thus, Known the P-Value between travel lifestyle and halal tourism < 0,002 (Table 3), is smaller than the significant point 0.005. It means that the travel lifestyle has a significant effect on halal tourism. The coefficient path value between travel lifestyle and halal tourism 0.391. The coefficient value shows that the travel lifestyle has a positive effect on halal tourism.

DISCUSSION

Travel Behavior – Halal tourism

Based on Table 3, the results of the hypothesis testing note that H1 is proven. These results explain that there is a positive and significant influence of travel behavior on halal tourism. Travel behavior is a guide for someone to enjoy his visit to particular tourist objects, including tourist choices in halal tourism (Razzaq, Hall, and Prayag 2016). Halal tourism is any tourist object or action that is allowed according to Islamic laws to be used as a guide in the tourism industry. The definition considers Islamic law as the basis for providing tourism products and services to customers, most of whom are Muslims such as halal hotels, halal resorts, halal restaurants, and halal travel (Battour and Ismail 2016). The results of this study support or are consistent with previous research conducted by Research (Jamal, Aminudin, and Roza 2019) which explains that travel behavior as a tourist behavior has a desire to get all the needs in a halal manner and accordance with religious teachings. This study's results did not have a significant effect on travel behavior on halal tourism due to several items of questions about halal tourism in Lake Toba attractions below average, such as incomplete religious facilities at the hotel.

Travel Behavior – Travel Lifestyle

Based on Table 3, the results of the hypothesis testing note that H2 is proven. These results explain that there is a positive and significant influence of travel behavior on a travel lifestyle. Travel behavior is related to extra-role practice that includes actions towards customers, employees, and the travel party in meeting the needs to keep pace with the times so that travel behavior can affect one's journey in fulfilling the lifestyle demanded from the surrounding environment including tourists who travel to objects Lake Toba tour. The better the behavior of tourists who visit the Lake Toba attraction, the more it will affect the lifestyle of tourists following the wishes and expectations of traveling. The results of this study empirically prove that there is an influence between travel behavior on travel lifestyle. The results of this study support or are consistent with previous research conducted by Research (Dolnicar and Ring 2014), which states that travel lifestyle is influenced by actions based on the behavior of tourists visiting particular objects.

Travel Lifestyle – Halal Tourism

Based on Table 3, the results of the hypothesis testing note that H3 is proven. These results explain that there is a positive and significant influence of the travel lifestyle on halal tourism. Halal tourism is any tourist object or action that is allowed according to Islamic teachings to be used as a guide in the tourism industry. The definition considers Islamic law as the basis for providing tourism products and services to customers, most of whom are Muslims such as halal hotels, halal resorts, halal restaurants, and halal travel (Battour and Ismail 2016). The better the behavior of tourists visiting the Lake Toba attraction, will influence halal tourism. Action in determining particular tourist objects will affect the facilities that tourists enjoy to enjoy. If the behavior of Muslim tourists is following Islamic ethical guidelines, then tourists will be very interested in the amenities provided, including halal tourism in Lake Toba. This study empirically proves that there is a positive but not significant effect of travel behavior on halal tourism. The results of this study support or are consistent with previous research conducted by Research (Jamal, Aminudin, and Roza 2019) which explains that travel behavior as a tourist behavior has a desire to get all the needs in a halal manner and accordance with religious teachings. The results of this study did not have a significant effect on travel behavior on halal tourism due to several items of questions about halal tourism in Lake Toba attractions below average such as incomplete religious facilities at the hotel.

CONCLUSION

This study was conducted to determine the effect of variable travel behavior, travel lifestyle, and halal tourism in the Lake Toba tourist attraction, Indonesia. From the results of data analysis, it is known that the hypothesis proposed as a whole has been accepted. Firstly, travel behavior has a positive and significant effect on halal tourism. Secondly, travel behavior has a positive and significant impact on the travel lifestyle. Third, the travel lifestyle has a positive and significant effect on halal tourism. Overall, tourists visiting Lake Toba attractions have enjoyed traveling through the behavior and lifestyle of tourists through the available halal tourism and as the best service for Muslim tourists visiting. The better Muslim tourist facilities are met through the concept of halal tourism, and the more tourists will decide to take a trip to Lake Toba, Indonesia.

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Touristic value of Bátya village in Hungary

Viktória Kútvölgyi[1]

ABSTRACT

The study examines the responses of 237 households to tourism and gastronomy through a population survey in Bátya. The study answers; what the habitants are most proud of in the village; how many of them would deal with village tourism in the future and in what way. The study presents the population's satisfaction with the services and entertainment, the people of Bátya's options for welcoming guests. The questionnaire survey also examines gastronomic values. The study highlights the most important locally grown plants; compare the traditional Bátya's food with the festive meals. Supplementary traditional recipes have been collected locally. The questionnaire is complemented by six interviews with local persons that help to understand the daily life of Bátya, what they can offer to tourists. This study aims to present that this less known village possesses significant touristic values, such as hungaricum, and national festivals.

Keywords: village tourism, gastronomic specialities, National Garlic Festival and Gastronomic Competition, Hungaricum, collected recepies on the site

INTRODUCTION

The name of Bátya was first read as Basareveu (Győrffy, 1963), and in 1369 it read as Bathya (Frankói, 1897). The village of Bátya is located in Bács-Kiskun county, in Kalocsa, Sárköz (Fehér 1996). Accessibility: from Budapest, the capital it is 127 kms away, from Kalocsa 6 kms away, from Baja 38 kms away. It is connected with the above-mentioned towns with daily coach lines. The nearest railway station is in Kalocsa, which can be reached on a bicycle lane. Its qualities: most of its area is covered by rich black clay rich in humus. Bátya used to be the biggest paprika-milling settlement of Sárköz of Kalocsa. Until the 1930s, they milled in 13 watermills by the Danube (Kasza et al.,1997).

The composition of the population: since the end of the XVIIth century, Roman Catholic, "rác" arrived in Bátya, who amalgamated into the remaining Hungarian dwellers in a harmonious way (Boros, 2011). The Southern Slavic- Hungarian cohabitation resulted in a special culture in Bátya, in which the Rác and the Hungarians lived in harmony. At the beginning of the XIXth century, Báya became an Rác settlement (Fehér Z. - Fehér A., 1993). By the end

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of the XXth century, Bátya became Hungarian, and now Rác is only spoken sporadically by the old generation (Bagota et al., 2002). The double-layered culture of the Bátya people is represented through its languages spoken, the customs, its beliefs, its tales, its proverbs, architecture, agriculture and its folk music (Fehér. 1987, Fehér, Z.- Fehér A., 1993). There is little literature on the village, but the work of Zoltán Fehér, who started collecting local songs as a young singing teacher and has been an enthusiastic researcher of the values and traditions of the village for decades.

In 2016, 81.9% of respondents declared themselves to be Hungarian, 14% Racial, 0.6% Croatian, 0.1% Bunjevci, 0.3% Gypsy, 1.2% German and 2% non-national (Farkas, 2017).
The classic attractions of cultural tourism fall into three main categories: built and tangible assets (buildings, objects of various art forms); cultural values of everyday life (leisure, lifestyle, habits, gastronomy); events, festivals (Aubert, A.- Csapó, J. 2002; Berki, M.- Gonda, T. 2006).

According to Moseley (2003), prioritizing the value of local resources creates a future for economic development. The local use of local resources ensures that the capital invested in them stays within the area and is reused. The deliberate promotion and promotion of local diversity, the promotion of the characteristics of the local area, the development and marketing of local identity and the associated quality goods and services also mean protection against globalization.

The role of unique and competitive resources in regional development as factors of national and international importance is also highlighted in the literature on local development and endogenous theories (Chesire 2003). "The destiny of a nation depends on how it is nourished" (Brillat-Savarin, 1986, p.8). When researching a village, it is important to analyze gastronomy because it can infer the economy, financial status, religion, tradition, customs, and culture. Examining the frequency and amount of consumption refers to lifestyle.

The eating habits of countries and ethnic groups are influenced by many factors, the most important of which are the geographical location, the variety of raw materials produced in the area, the level of trade, the level of economic development, the habits, traditions and religious attitudes (Duszt et al., 2004).

The most important crops of the region are in the XVI. century, wheat, lentils, peas, flax and garlic. Beekeeping and pig production were significant (Kasza et al., 1997). At the end of the XIX.th century, Simonyi wrote that the inhabitants of Bátya consumed mainly plant-based foods: beans, cabbage and potatoes; in addition, many kinds of pasta (Fehér, 1996). In the XX.th century peppers, marjoram and onions were the most important plants in gardens and arable land (Bagota et al., 2002). Between the two World Wars Bátya was the leading settlement of the paprika district of Kalocsa. The pepper production and trade, which requires considerable work, also provided relative prosperity for one to two acres of small-scale farmers (Fehér, 1996). Unlike the paprika of Szeged, Bátya's paprika was due to its less pungent competitiveness (Borsos, 2011). Bátya was the largest pepper mill in Sárköz in Kalocsa. After

the nationalization, the paprika processing industry of the village ceased. Nowadays, domestic processing is typical (Kasza et al., 1997). At present, her two dominant plants are paprika and garlic. In 2014, Kalocsa and its surroundings received the title of Hungaricum (Turizmuson-line. hu, 2014), thanks to the great glory of the locals and the ground paprika. Becoming Hungaricum is a bottom-up, multi-step process that anyone can initiate (Hungarikum. hu, 2017).

A major contributor to the success of the paprika to become a Hungaricum was the fact that for the first time in Europe, Kalocsa started breeding plants and experimented with sweet peppers, a sweet pepper, which was a worldwide success. Previously, the pepper veins were individually cut to produce a non-spicy product. "Kalocsa Spice Pepper Ground" can only be made from pepper seed of the state-recognized varieties of metal-sealed seeds in the Kalocsa region (Paprikamarket. hu, 2014). The village of Bátya considers the achieved result to be its success (Fekete, 2016). Garlic is another famous crop of Bátya's village. Nowadays, a healthy lifestyle and nutrition play an increasingly important role in everyday life, therefore, it is worth emphasizing the excellent physiological effect of garlic. It is the oldest food used for medical purposes. Hippocrates used it for toothache, chest pain, and cancer (Bowden, 2008). During both World Wars, garlic was used to sterilize wounds (Mindell 1999). Its components dilute the blood, allowing the coagulated blood to dissolve more easily, reducing the risk of infarction, stroke and reducing fat and cholesterol (Schlett, 2008). Gaining gastronomical experience can alone inspire to travel (Behringer et al., 2005).

METHODOLOGY

The methods used in this study, apart from the analysis of the professional literature, were a questionnaire completed by the locals, interviews and own observation. To better study the tourism and gastronomy of the Bátya area, professional literature and the information provided by KSH (Hungarian Statistics Agency) were used followed by groundwork involving interviewing 237 households. The questionnaire contains open-ended questions, closed-ended questions and Likert scales.

The questionnaire aimed at the residents included ten questions concerning tourism and gastronomy: "What are you the proudest of in the village?"; "Would you deal with village tourism in the future? and in case of a positive answer, "In what ways would you be involved in it?" Local services, entertainment facilities, environment and safety are strongly linked to tourism, therefore, the satisfaction factor in this area was also assessed, "How satisfied are you with the local services?"; "How satisfied are you with the local entertainment facilities? "How satisfied are you with the environment?" and "How satisfied are you with the public safety?" Three questions deal with gastronomy. The study surveys the most important locally grown plants; compare the traditional Bátya's food with the festive meals.

Interviews were conducted with potential, key persons in the shaping of both tourism and the gastronomy of Bátya. I conducted interviews with providers of touristic programs,

Mrs. Zsoltné Fekete, the leader of the Chili Trade Paprika Manufacture Museum and Village Museum, with Mr. Attila Maros, the President of the National Garlic Festival and Gastronomic Competition. I also conducted e interviews with employees and owners in the catering sector; with Mr. László Kákony, who is the owner of a guest house; with Ms. Anita Vida, who is the co-owner of Vinográd Restaurant; with Mr. István Baksa, who is the employee of the Pub Crown and finally with Mr. József Markó, a retired teacher who knows Bátya village well. The interviews were semi-structured to allow the flow of thoughts. Supplementary traditional recipes have been collected locally by interviewing seven inhabitants of Bátya. I also incorporated my observations into the study.

RESULTS

Presentation of research results by the residents' answers

The following answers show how 237 households in Bátya react to the issues about tourism. "What are you the proudest of in the village?" – was the first question. People in Bátya are mostly proud of their church (21), then the National Garlic Festival (18), the developments (13), paprika cultivation (12) and the Chili Trade and Paprika Museum (11). (Figure 1.)
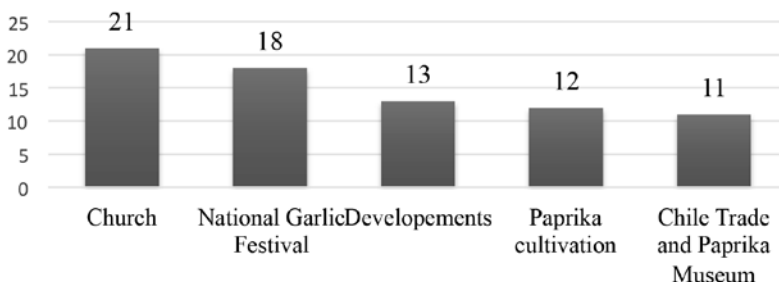
Figure 1: Proudness of the village (number = n)
Source: Own editing by village research camp questionnaire survey (2016)

The second question was: "Would you deal with village tourism in the future?"
This yes-no question was answered with a"no" by 186 households, which makes up the ¾th of those interviewed, 78%, while 49 households gave a "yes" answer, making up the 21%. There were two questionnaires left blank, which might hint at the fact that they probably would not actively take part in the operation of the local tourism.

The third question was: "If you dealt with village tourism, in what form would you do it?" – came the next question.
The most popular activity was catering, 14 would opt for it among those giving a positivean-swer (49), which makes up 28.3%. Only one fewer people would take up program organizing (13 persons, 26.5%). The third most popular activity seemed to be accommodation providing,

which would involve eleven people, affecting 22.4%. Only half of this number was interested in guiding, introducing the sights of the place, but still, it involved seven people, 14.3%. Two-two people mentioned that they would deal with reviving local customs, refurbishing sights, establishing museum houses, introducing the farmers' culture, refurbishing peasant houses, by opening a peasant house or by the re-management of the monastery's building, because they see the potential in it.

Furthermore, one-one people mentioned making a community center and would manage it. Others would introduce traditional ploughing, cultivation, and would shape agro-tourism. As a new idea, fishing, butchery and the introduction of manufactures also came up. Some would develop the area of the service, they would start a post coach service with several stations (for example, focusing on the csárda), or would start a day tour in the vicinity, with the accommodation as the final destination. Within gastronomy, some would endeavor to produce dish is typical to Bátya and would also teach how to prepare them. Figure 2 depicts the sum of the prospective activities initiated by two or more people.
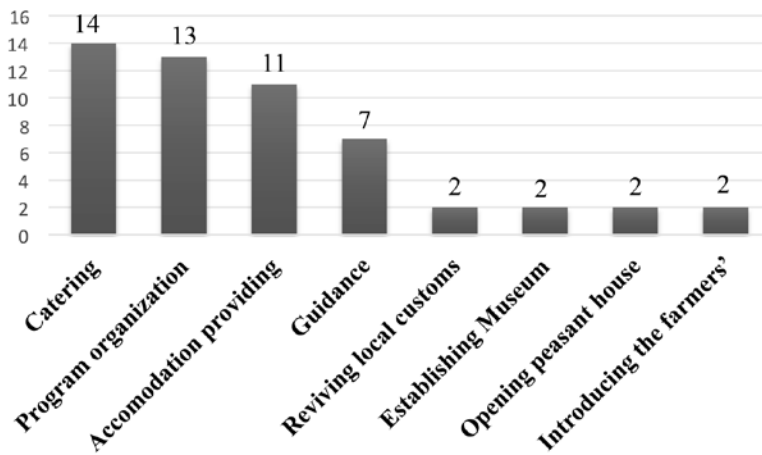
Figure 2: Prospective activities in village tourism (n)
Source: Own editing by village research camp questionnaire survey (2016)

The fourth question was: "How much are the locals of Bátya satisfied with the local services?" According to the answer of 237 households, 43 people were very satisfied, and satisfied were 114 people, which means that 66%, the 2/3rd of the people asked were satisfied with the amount and quality of local services. 57 people were unsatisfied and 15 were very unsatisfied, making up 30% of the people interviewed, while 4% did not answer the question. This is usually because they do not know the services, or they did not want to answer it. Table 1. shows the answers.

After mapping the opinion about the local services, the obvious question arose "How satisfied are you with the local entertainment facilities?"
10 people were very satisfied with them, 40 people satisfied, making up only 21% of the respondents, which is sad news for tourism. 66 people were unsatisfied and 56 were very unsatisfied with the services, making up 52% of the respondents. This situation is not made any better by the fact that 21 people, 27% did not answer the question at all, meaning they might not know these facilities or, due to their age, are not interested in these facilities. Table 1. shows the answers.

The sixth question was: "How much are the locals of Bátya satisfied with the environment?" According to the answer, 79% were satisfied and very satisfied with the environment, in total 21% were unsatisfied. I share a satisfied opinion because the landscape is nice, the village is clean and tidy. Table 1. shows the answers.

The seventh question was: "How satisfied are you with public safety?" In total 65% were satisfied or very satisfied with the public security, but 35% were unsatisfied, which means that the management of the village needs to pay extra attention to it. Table 1. shows the answers. According to the Mayor of the Bátya, the most common crimes are crop theft, gas theft and the use of fake money. The police are helped by neighborhood watch (Zsebes, 2016).

1. Table: The locals of Bátya satisfied with the local services, local entertainment facilities, environment and public safety, n = 237

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	No answer
Services	18%	48%	24%	6%	4%
Entertainment facilities	4%	17%	28%	24%	27%
Environment	27%	52%	14%	7%	0%
Public safety	12%	53%	22%	13%	0%

Source: Own editing by village research camp questionnaire survey (2016)

The eighth question asked: "What are the three most important crops that are grown in your backyard?" The first most important is paprika 61% (73 people), the second is garlic by 38.6% (46 people), and the third is corn by 21.8% (26 people). This was followed by beans and wheat by 17.6% (21 people), soybeans by 12.6% (15 people), vegetables by 10.9% (13 people), and grain by 9.2% (11 people). The 3rd figure illustrates the crops that are listed more than ten times.
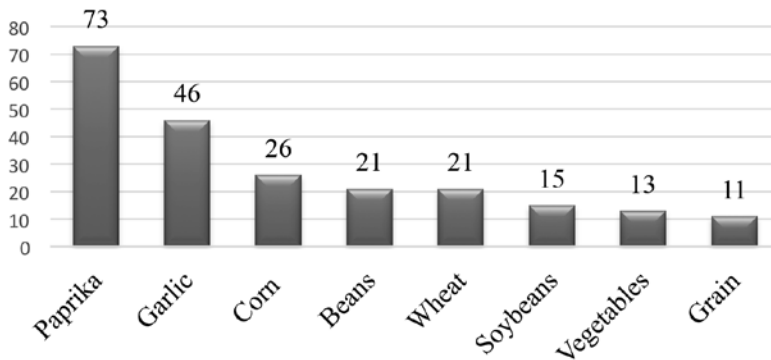
Figure 3: The most important agricultural crops that are grown in your backyard (n)
Source: Own editing by village research camp questionnaire survey (2016)

The ninth question of the survey was "What kind of traditional dishes do people in Bátya cook in their household?". The answers were organized into three groups: the first group was the soups, the second the single dishes, and the third the pasta. Of the 237 households surveyed, 59 left this question unanswered. Based on the answers received, it can be concluded that the traditional Bátya's soups are rarely included in the list. According to the answers most people mentioned bean soup (14 persons, 8%), followed by fish soup (10 persons, 6%), then potato soup (5 persons, 3%), and finally one person mentioned the pea soup, cauliflower soup, to-mato soup, garlic cream soup and Bátya's soup (= red pepper vegetable soup).

Of the single dishes, makala was the most frequently mentioned (57 persons, 32%). The next dish was stuffed cabbage (15 persons, 8%), oiled cabbage (14 persons, 8%), mashed beans (7 persons, 4%), followed by paprika potatoes (5 persons, 3%). Recipes for these foods will be found in the next section. The frequency of the named single items is shown in Figure 4.
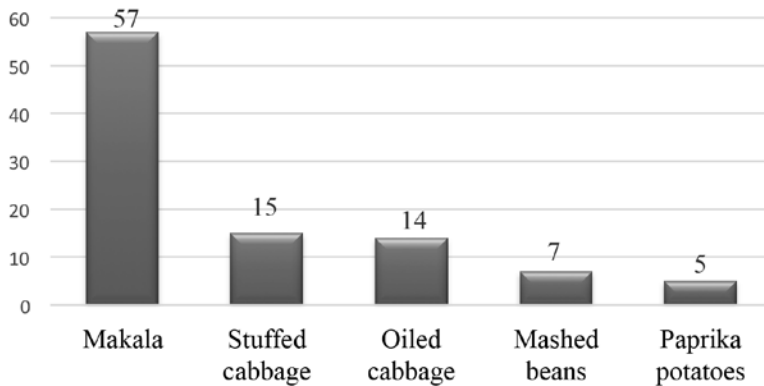
Figure 4: The traditional Bátya's single dishes (n)
Source: Own editing by village research camp questionnaire survey (2016)

Among the traditional dessert of the Bátya, the largest quantities of pasta dishes were listed. Of those who answered the question, 90 (50%) mentioned paprika brioche, 26 (15%) maszni-ca, 16 (9%) the Bátya's gateau and the same number 8-8 (4%), strudel with salted cured, and cottage cheese pie. One person mentioned the salted curd pancakes and the cabbage strudel. Figure 5 is a quantitative illustration of the traditional Bátya's dessert.
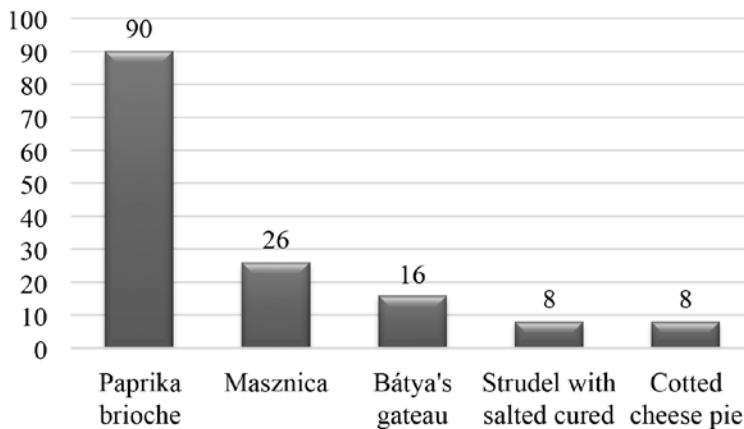
Figure 5: The traditional Bátya's dessert (n)
Source: Own editing by village research camp questionnaire survey (2016)

The tenth question in the questionnaire asked the locals "What do they cook on holidays?" A total of 20 did not answer this question. The answers of the 217 households to be evaluated are now classified into three groups. The first group, like the previous group, was made up of soups, the second was the main dishes and the third was the desserts.

It should be noted that only the soup types were included in the appetizers on the holidays, and the cold and hot appetizers never occurred. The majority of households (57%) make broth on these outstanding days. The second most popular soup is fish soup. In total, the two types of soup make up 92% of the appetizers. The other soups are present in almost equal amounts, such as bean soup, goulash soup, tarragon soup and other soups. Other soups were mentioned by one person, including fruit soup, lentil soup, tomato soup and egg soup. The frequency of soups cooked on holidays is shown in Figure 6.
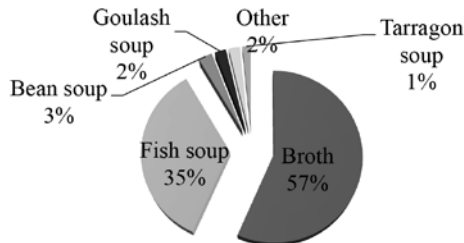
Figure 6: Frequency of soups cooked on holidays
Source: Own editing by village research camp questionnaire survey (2016)

Meat dishes and stews are the determining elements of the main festive dishes. The most commonly mentioned foods are stews hen-, mutton-, beef-, chicken-, tripe-, knuckle-, beef stew, pork and cabbage stews. This is followed by deep-fried meat and roast meat, followed by stuffed cabbage. These catches account for 81% of the main courses. Fish consumption is negligible, only 4%. Stuffed meat makes up 3%, while the main course without meat is 2% cottage cheese pasta. Barbecue was also popular on holidays, as a mood element appeared. Figure 7 illustrates the food prepared on holidays.
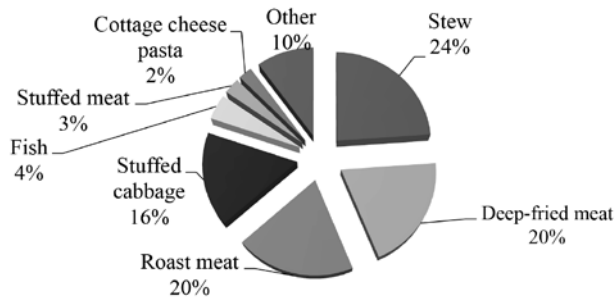
Figure 7: Frequency of main courses prepared on holidays
Source: Own editing by village research camp questionnaire survey (2016)

The distribution of festive desserts does not show as much difference as in previous courses. The most popular is the strudel with salted curd (22%), followed by brioche (19%), followed

by beigli (poppy seed rolls) and poppy seed cakes (11%), Chocolate cake (8%) and curd pie (7%). Other categories include cream, walnut strudel, donuts, cherry pie, apple pie and cottage cheese tunnel. The ratios are shown in Figure 8.
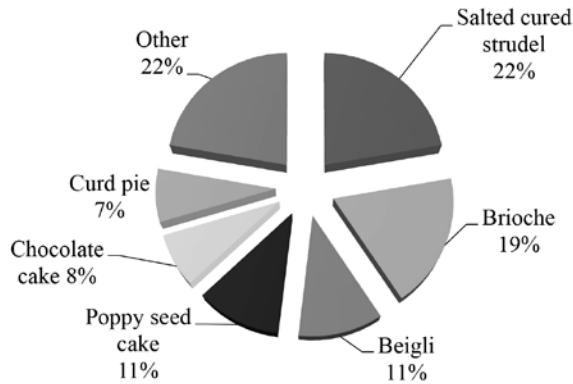
Figure 8: Proportion of holiday desserts
Source: Own editing by village research camp questionnaire survey (2016)

Presentation of research results by the interviews

Vinográd Restaurant – The only catering unit of the village of Bátya with a hot kitchen

Currently, meals can be pre-ordered; undertake events. There are 5-6 types of food to choose from. The selection is based on stews and other types of food. The menu often includes beef stew, meatballs, steak, stuffed cabbage, pork knuckle, Bakony pork ribs. The restaurant is mainly made up of residents, but since the restaurant is located next to the main road, it is also favorable for transit traffic. The bicycle path and the pilgrimage path lead to the restaurant, which is why pilgrims often come to the restaurant, mainly English, French, German, Italian and Swiss.The restaurant has a capacity of at least a hundred people, so they also undertake wedding receptions and larger events. Concerts are free in the restaurant to attract even more guests. (Vida, 2016)

The biggest event of the settlement, the National Garlic Festival and Gastronomic Competition

The residents are most proud of (as the result of the survey is mentioned) the Garlic Festival, which is the biggest event in the village. Twelve years ago, the first garlic festival was held and was conceived as a great family day, a village day, involving all ages. The event features a garlic weaving, garlic beauty contest, garlic cooking contest, homemade cake competition, all of which are enriched by a rich cultural program. During the first years of the cultural programs there were local associations, but now every year there are invited participants from

abroad, so the event became international. Bátya's twin town, Ludas (Southern Territory), is also engaged in garlic cultivation and a festival, so the performers participate in each other's events and match their knowledge in cooking competitions. In evaluating the food, the jury is delegated by the Hungarian International Gastronomic Association.

The number of the population of Bátya is around 2000. About 5000 visitors arrive regularly to this event from different parts of the country and also from abroad, mainly from Croatia, Ludas, Romania. It is held on the first Saturday of August, beginning on Friday afternoon, finishing at dawn on Sunday. The main aim of the festival is to represent, popularize the cultural life of Bátya. The cooking competition is held involving open fire pots, racks and cauldrons with garlic dishes on a national scale. The dishes are evaluated by the professional panel of the Open Fire Table of Knights Raffles (Maros, 2016).

What are the facilities for those who do not arrive in Bátya when the Festival is on?

Natural sights: One of the natural attractions of Bátya is the Vajas Channel, which is perfectly located to suit the needs of water sports. You can rent canoes, boats which make the exploration of the area a perfect experience. The up-to-date keyword to tourism is experience. An experience recommended is to boat down to Kalocsa in a beautiful natural environment. In winter, it is possible to go skating on the frozen water. (Rental of skates is also available). The River Danube also facilitates boating, water sports, angling, and relaxing on the beach (on a designated area). Weddings on boats are very popular here. It is interesting to note that Bátya used to have a cargo harbour: gravel, wood, coal and were delivered here (Markó, 2016)

Cultural heritage attractions: On the road that crosses the village, there is the historic statue of Saint John of Nepomuk. From here, going along Templom Street, you can reach the Kisboldogasszony Roman Catholic Church dedicated to honour the Birth of Virgin Marry. There is the Holy Trinity statue in front of the church (based on the VendégVáró publication series). During Lent, the Calvary is filled daily with devotees dressed in festive black, who walk the stations in groups or individually, praying and singing (Karpatinfo, 2020; Baksa, 2016).

Folk Traditions: In addition to Hungarian folk songs, the Folk Song Circle also sings royal songs collected by inhabitants of Bátya. The dance groups perform both Hungarian and South Slavic dances. Pilgrimage: It leads a pilgrimage from Esztergom to Márigyűd. During the 430 km, they pass through the Bátya. The rest is in Kalocsa (they stay there) and then continue to Fajsz. (Baksa, 2016)

In Bátya, a family business started in the basement of a family house in 1994, which later grew into a business. Visitors to the Bátya can today learn about the history of paprika, its traditional cultivation, its processing and its role in Hungarian cuisine at the Paprika Manufactory Museum. In the paprika processing plant, they get an insight into the production of today's technology. Those interested can follow the production process from drying to hand-packing, step-by-step through the visitors' corridor, which is separated from the workspace by giant glass windows. Guided tours are also available.

Pepper is used as a spice in many places around the world (eg. Spain, Turkey, China) but is always mixed with other spices; it is used as an independent spice only by Hungarians.

The interview with the head of the Ltd., Krisztina Fekete Zsoltné, highlighted how proud the people of Bátya are of the coat of arms of the Hungaricum won in 2014, which Kalocsa and its surroundings (and they are included in it) achieved from their strength (Fekete, 2016).

Interview with László Kákonyi, owner of Guest house Bátya

According to László Kákonyi, he has no competition for providing accommodation, as there is no guest house in Bátya. During the interview, I learned that rural tourism is not going well. The overwhelming majority of guests are domestic, but there are also many Dutch, Swiss and English guests, many of whom are pilgrims. Most of them come by bicycle, on foot, and spend a day in the mines. However, plans for the future include upgrading the guest house and adding new guest rooms. The current capacity of the guest house is twenty persons. The owner hopes that in the future, Westerners will get off to a better start and that the Pilgrim will give another opportunity for the citizens of Bátya.

Traditional Bátya's recipes collected on the spot

Makala

A typical breakfast is Makala or garlic sauce. This is a simple peasant one-course dish. They cook the garlic crushed in the heated fat, then add the flour and fry it to pink, sprinkle with the paprika. Thaws with water and boils until thickened. Season it with salt, pepper, vinegar, and when cooked, beat whole eggs. Some mix, some whisk it into the egg and heat it only until the protein is solidified, but the yolk remains fluid. It is consumed with bread or bread flame (Hangya, 2016).

Fish soup

The fish are cleaned, sliced, salted, then grated onions and left overnight to allow the flavors to come together. The next day, they put the fish in a kettle and pour enough water to cover it. They put sliced onion in it. As long as the fish is main, they make a paprika base. Stir in a little water of grated onions, add the thinly sliced pritamin peppers, green peppers, white peppers, cook to a paste and sprinkle with the paprika and season with the paprika concentrate. The fish juice is boiled with this concentrate and cooked. Finally, add the crushed garlic and add the fish fillets 3-4 minutes before the food is ready. The Bátya serve the fish soup with matched dough made from kneaded dough, and the soft, cooked fish is served in a separate bowl (Zsebics, 2016).

Oiled cabbage

Fasting food. Food for poor people. The sauerkraut is unscrewed from the juice. The sauerkraut is mixed with the finely chopped onion and garlic, sprinkled with the paprika oil and the whole is mixed. In the oven, the crusty potatoes are baked, cleaned and cut into cubes. It is served with greaves (not served during fasting) or with boiled eggs and lean patties

(Soós, 2016). Very lactating. Everything is served in a separate container: cabbage, potatoes, greaves and boiled eggs (Kapitány, 2016).

Masznica
It takes a lot of work to make. The puff pastry is stretched slightly thicker than usual, greased, folded, re-stretched and then greased. The stretching is approximately is repeated five times, six times and then placed on a baking tray (Gallai, 2016).

Broken beans
Soaked beans with finely chopped onions are cooked in as much water as they cover. Add the cleaned cut carrots and parsley root, green peppers, garlic and salt. When it is soft, vegetables are picked out, excess cooking juice is poured out and the beans are broken. They make a light brown jerk with ground pepper and pour over the beans, then knit together. (Perity, 2016). It was often made from the bean soup leftover from the previous day.

Strudel with paprika
The ingredients of the strudel are processed together: flour, eggs, lukewarm, vinegar water, fat. They shape the boot, rest it, stretch it, and roll it to a thickness of 1-2 mm. The filling is crushed with two to three days of bread, mixed with sweet and strong paprika and salt. The prolonged dough is sprinkled with fat, sprinkled with crumbs, sprinkled with grease and sour cream again, richly, and then rolled up, placed on a baking sheet, topped with sour cream and fried (Fekete, 2016).

Pepper and egg cakes
The raised dough is stretched to a centimeter thickness.
The chopped onions are glazed over and the whole eggs are beaten. Seasoned with salt, strong and sweet ground pepper and pepper. The "scrambled eggs" are placed on the dough, rolled up and egg coated. Bake in a medium temperature oven. After cooling, they are sliced two centimeters in thickness (Perity, 2016).

Garlic cakes
The kneaded dough is stretched a finger thick, smeared with whipped egg, then spooned into sour cream, then grated with cheese and garlic, salted and rolled. The resulting dough is cut to a thickness of 2 cm, placed in the oven baking sheet, flattened slightly and whipped with egg, then sour cream and finally fried. (Király, 2016).

SUMMARY AND CONCLUSION

Based on the answers to the questionnaire addressed to the population, it can be stated that the network of pride of the Bátya people is woven through the built heritage, the actions of the Bátya people, the events and the nurturing of traditions. A fifth of the respondents would be interested in rural tourism, mainly in hospitality, program organization and accommodation.

66% of the surveyed households are satisfied or very satisfied with the local services available at Bátya, but only 21% are satisfied with the local entertainment facilities. 79% are satisfied with the environment and 65% are satisfied with public safety. In my opinion, the results obtained offer good prospects, but still a lot to do for Bátya.

Despite its less known condition, the settlement possesses significant touristic values. For nature lovers, the Danube and Vajas can be an attractive environment, even for water sports. Canoeing and skating are available for hire, and the owner has thought of those who prefer land transport and offers them bike rentals. Lovers of the built heritage will also find sights including the Roman Catholic Church of the Assumption, the Calvary, and the Trianon Monument. The cultural and traditional interests of the tourists are also welcomed, by a wide repository, through the music and dance group of the Bátya Tradition and Nationality Association. As the inhabitants of Bátya are multinational, his cultural life is extremely colorful. Religious people can connect with Bátya through the pilgrimage. Gastro-tourism participants may come to Bátya because of their interest in the National Garlic Festival.

From the answers to the first question of the population questionnaire, it appears that garlic (61%) and paprika (38.6%) are the two most important roles in the production of the backyard population in the garden, while maize (21.8%) ranks third. Earlier writings do not mention corn, nor does it use it in cooking, so I assume that it is grown for feeding purposes. Barely behind maize, beans and wheat (17.6%) followed the most important backyard plants, which were already included in earlier literature.

The questionnaire survey and the recipe collection confirm the literature that traditional Bátya's dishes were made mainly from plant-based foods. Among them, the consumption of beans, cabbage and potatoes was outstanding. It is strange and thoughtful that 25% of the respondents did not answer the question of the population in the questionnaire, "What kind of traditional Bátya cook in their household?" Traditional appetizers did not include hot and cold appetizers at all in Bátya, while soups were only occasionally included. Of the traditional single dishes, most were named macala, stuffed cabbage, oil cabbage, mashed beans and paprika fries in chronological order. Most of these foods have the common feature of being inexpensive, all containing garlic and paprika, simple and quick to prepare, especially when used to diversify mashed beans, such as the bean soup leftover from the previous day.

It is a characteristic of traditional Bátya noodles that in many cases the salty taste predominates, while in the nearby areas the same foods are consumed sugary. For example, paprika cakes, which are flavored with sugar in Dusnok and considered sweet in principle, but I could also mention cottage cheesecakes and cottage cheese pancakes, which are also flavored in Dusnok, while in Bátya is salted. Another specialty is the salted dill cottage cheese strudel used as a dessert. It can be said that cottage cheese also plays a decisive role in the dough kitchen in the Bátya's kitchen.

Only 8.5% of the respondents left unanswered a question in the public questionnaire, which

examined what kind of food they cook on holidays. Absolutely broth dominated the soups, and the fish soup mentioned in the traditional soups was the second most popular among the holiday soups. Unlike traditional one-dish meals, where plant-based foods dominated, while festive meals were meat. As with traditional desserts, the finishing touches of the festive meal were the saline seasonings, the curd quiche and the cakes.

Bátya's dishes open up a new taste for visitors and their hospitality offers an unforgettable experience that is worth returning to. The annual National Garlic Festival and Gastronomic Competition provides a good opportunity to get to know the local specialties. The paprika powder is already enriching the list of Hungaricums, which will hopefully be extended with garlic.

All in all, it can be said that Bátya has a colorful of tourist opportunities, which it would be worth offering integrated into packages, thus supplementing Bátya stay with 2-3 days, for example, Kalocsa tourism. To stimulate tourism, cooperation between the surrounding municipalities is very important. It is a great opportunity for Bátya that the information office in Kalocsa promotes the merits of the paprika factory recognized as Hungaricum in Bátya, but the other touristic opportunity also needs promoting. The practical benefit of this article is that given the obtained facts, I put together a SWOT analysis, and I shared local recipes for folklore studies. The study reaches its goal because it answers several touristic and gastronomic questions.

2. Table: SWOT analysis of Bátya

Strength:	Weakness:
➢ the proximity of Kalocsa ➢ it is connected with Kalocsa with a good quality bike lane ➢ natural attraction (Danube, Vajas) and the pristine areas ➢ calm, peaceful ➢ fresh air ➢ National Garlic Festival and Gastromic Comptetion ➢ multinational inhabitans (multinational culture) ➢ Station of pilgrimage ➢ Hungaricum: paprika ➢ Chili Trade and Paprika Museum ➢ characteristic food	➢ there is no organisation engaged in touristic tasks ➢ lack of marketing ➢ the decrease in the number of the active population ➢ high rate of migration away from the village ➢ scarcity of work and entertainment facilities ➢ and the quality of public security also leaves a lot to be desired

Danger:	Opportunity:
➢ quarantine because of the COVID-19 virus.	➢ creating active sport life (cycling, canoeing, ice-skating, fishing) ➢ building a beach on the Vajas ➢ organising weddings ➢ cooperation with neighbouring establishments ➢ being incorporated into the Kalocsa programme package ➢ foreign language translation of the homepage ➢ creating jobs: the 20% of the population is keen on the idea of being employed in tourism ➢ boating on The Danube ➢ programme opportunities shared on the website ➢ start a post coach service

Source: Own editing by village research camp questionnaire survey, own experience (2020.)

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COVID-19 and pandemic restrictions: implications for the tourism industry of the Jos Plateu Region, Nigeria

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ABSTRACT

The outbreak of the coronavirus (COVID-19) has sent/radiated fear and panic everywhere across the globe. The main purpose of this study was to compile all the preparedness actions/ strategies of both the Federal Government of Nigeria, FGN and the Plateau State Government, PSG to combat and contain the spread of the dreaded COVID-19 pandemic on the Jos Plateau region. But travel is the livewire and backbone of the tourism industry and it is the pivot on which the industry rotates/revolves and without which the tourism industry will be completely stagnant and incapacitated. This simple fact underscores the importance of travel to the tourism industry. The Federal and Plateau State governments prepared very well to combat and contain the COVID-19 pandemic to safeguard lives and livelihoods. Conversely, the much-challenged tourism industry in the Jos Plateau region is the only magic wand that can fight efficiently the looming societal ills at the present times. Methods such as armchair review of documentary literature were used for the study. In this context, secondary data were collected from different sources including electronic and print news reports and other various social media were also soured.The secondary data included a review of literature on the effect of pandemic and insecurity experienced in similar situations at the various tourist destinations across the globe. Findings show that the dreaded COVID-19 pandemic is fast consuming the whole world and this has simply resulted in many physical interaction restrictions imposed by various governments across the world. Prominent among which is Travel restrictions and border closure to reduce the mingling/interaction of people to slow down or stop the spread of the virus which is fast ravaging the world. And this restriction of movement of people has severely afflicted the tourism industry because tourists are always on the move or must travel, but this COVID-19 pandemic calls for non-interaction and travel restriction which are strongly undermining the tourism industry very badly. The outbreak of COVID-19 has even reversed the usual popular medical tourism mainly by government officials and the wealthy due to travel restrictions, border closures and total lockdown of some destinations in many nations across the globe. People hardly go on medical tourism but rather look inward for medical attention. The world has come to a standstill position for the COVID-19 pandemic. By extension, and by implication of the noninteraction impositions this action has clearly and undoubtedly nailed the tourism industry, there is no more tourism with COVID-19 all over the world, Tourism is an

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development option in nations and destinations such as the Jos Plateau region. Although the region has been badly hit by a series of spontaneous and incessant crises, the region was even worse hit in the wake of the 21st century when starting from the 'black September 2001' the region has been engulfed and consumed in one crisis or the other unprecedentedly. Between September 2001 and the present (2020), Jos Plateau has been embroiled in series of communal crises and conflicts that have resulted in the death of thousands of people and the destruction of properties worth billions of naira.

But what happens when negative conditions exist such as terrorism and pandemic in a tourist destination? Tourism is a complex and broad industry that involves a large range of business-es, organizations and different sectors of non-government and government agencies working together at different levels to deliver a complete tourism experience. The tourism industry plays a major role in the economic development of a country. Some countries solely depend upon the tourism industries. People from different countries like to visit other countries for enjoyment, to see natural beauty and to experience different climate and weather. On the other hand, terrorism is a factor, which harms every nation. Terrorists involved in the bomb-ing: suicide bombing attacks. Terrorists plan to achieve their goal by targeting people/tourists. Tourism and terrorism are two contrasting things that change the economy of countries. Tour-ism helps to promote and develop the economy of the countries, whereas terrorism adversely affects the economy of countries. This study aims to unveil the proactive preparedness actions that are taken to safeguard the Jos Plateau region and its tourism industry among others. This paper makes a systematic chronicling of the COVID-19 pandemic proactive preparedness to combat and contain the pandemic to safeguard lives, other sources of livelihoods including the very sensitive and fragile tourism industry on the Jos Plateau and to even make a general review of similar incidences found all over the world with greater impacts on the tourism industry.

Globally, tourism is a $3 billion a day business that all countries at all levels of development can potentially benefit from. The worldwide contribution of tourism to gross domestic prod-uct (GDP) exceeds 5 percent and has been growing at a faster/unprecedented pace than GDP. With growing developing countries' participation, tourism has become a major contributor to their economies. On the 18th April 2020, it was reported by the FRCN that the COVID-19 pandemic has infected over 15 million and killed over 90 thousand people across the world as of April 2020. Perhaps the foregoing situation is the main worry of Plateau State government against the long run sustenance of its potentially promising tourism sector in the near future.

The tourism industry is, at the moment, the largest and the most rapidly growing service in-dustry in the world. This is largely due to the multifaceted and dynamic nature of the industry; many changes are taking place in its various facets. The attention of researchers, policymakers and international organizations has been attracted by this entity due to its unique nature and important role it plays in the socio-economic development of nations/destinations. But, travel is the basic livewire of the tourism industry and is the pivot on which the tourism industry generally rotates/revolves and without which tourism industry will be stagnated, crippled,

incapacitated and/or seize to function or operate. This very simple fact underscores the importance of travel to the tourism industry. But the tourism industry in itself too large/big and it is too sensitive/subtle that it is easily and virtually affected by all the numerous daunting/frightening challenges from society. The general societal insecurity and instability act such as insurgency/terrorism, conflicts/crises, pandemic/epidemics, natural and man-made disasters all adversely affect it.

Challenge, as a noun, refers to something that is a threat/difficulty to someone or something. An example is the tourism industry which barely survives the numerous challenges from terrorism, pandemics and other natural or man-made disasters among other daunting/destructive challenges. The industry now faces the challenge of trying to repair its reputation with 'tourists/investors/local people - thevery targets of terrorism. Wemustaccept/face/meetachallenge afterithas caused losses/damages/destructions of lives and properties. Usually, a challenge from somebody is to cause difficulty/threat/problem/hardship to someone or something: eg Local businesses have been greatly challenged by the global economic recession/meltdown (Cambridge Business English Dictionary, 2012). Good examples of challenges to the tourism industry include terrorism, COVID-19 pandemic, natural disasters which can cause great havoc/ threat/damage to the tourism industry and other sources of livelihoods.

Indeed globally, tourism ranks fourth after fuels, chemicals and automotive products. In over 150 countries, tourism is one of five top export earners, and in 60 it is the number one export. It is the main source of foreign exchange for one-third of developing countries and one half of LDCs, where it accounts for up to 40 percent of GDP (UNWTO, 2016). From all over the country (Nigeria), Jos, the capital city of Plateau State which is also located in Jos Plateau region of Plateau state was a preferred venue for national and international conferences, seminars and workshops for both public and private sectors. And for quite a long time, Jos Plateau lived up to its self-proclaimed sobriquet as the "Home of Peace and Tourism." Unfortunately, this positive and favorable image has been dented by recent fatal communal crises and conflicts that have overtaken the "peaceful" nature that the region had come to be known for and marred the tourist attractiveness that the region had hitherto been known for (Gontul, 2016).

International tourist arrivals have grown consistently, from 25 million in 1950 to 922 million in 2008, and over 1 billion in 2019 with tourism receipts rising from $2 billion to over $944 billion in 2019. Over this period, the fastest growth in arrivals occurred between 2003 and 2007, before falling off in 2008 and 2009 due to financial and economic crises upshift in tourism growth occurred in mid-2008, with tourism demand falling. From mid-2008 to mid-2009, Africa excepted, all regions recorded declines in international arrivals; but a further drastic drop is expected recently because of the devastation caused by the COVID-19 sweeping pandemic outbreak witnessed all over the world in 2019 and 2020. USA, Europe and the Middle East have been especially hard hit. Travel restrictions and border closer strategies are hurriedly employed by various governments as emergencies due to the wild spread of the COVID-19 pandemic the world over to check its spread and this singular action of travel restriction has severely affected the hitherto very viable tourism industry because tourists must travel to

their chosen destinations/resorts. Travel is the livewire of the tourism industry without which tourism seizes. In many destinations, less affected domestic tourism has been insufficient to compensate for the falling international demand.

The sudden outbreak of the dreaded COVID-19 pandemic has come to dominate the discussion of current international affairs and concerns. At the same time, its impact on tourism demand has become increasingly apparent. Travel restrictions and border closer strategies employed by various governments all over the world, as a result of the wild spread of the COVID-19 pandemic, have been imposed by the various governments the world over to check its supersonic speed of spread and this singular action of travel restriction and border closure have adversely affected the tourism industry because tourists must travel to their chosen destination/resort.Travel is, therefore, unequivocally the tourism industry and without which tourism completely becomes dead or lifeless.

Thus, while places such as Bali, Spain and the UK have suffered short-term decreases in inbound tourism as a result of terrorism, the tourism industry in destinations such as Egypt and Israel have been seriously harmed by sustained periods of pandemic accentuated by health pandemics such as Swine Flu and the initial damage from an outbreak of Severe Acute Respiratory Syndrome (SARS), a virus that spread from China to dozens of countries in early 2003, have impacted on tourism demand in destinations from Northern Ireland to Florida, USA (Milman and Pizam, 1988). There is a popular saying that "tourists vote with their feet in cases where there is a perceived threat to their safety"(Gilham 2001, 151)

There is no doubt that destinations, where the safety and security of lives and property are guaranteed to an acceptable/appreciable level, are preferred to those considered as unsafe and insecure.Quite ok each destination is imbued with its strengths, weaknesses, opportunities and threats (SWOT), which the potential tourist evaluates in deciding to visit or not. With recent globalization in place and the advancements breakthrough made in information and communication technologies, the information on the strengths, weaknesses, opportunities and threats of most destinations are available at doorsteps to most tourists for informed decision making. Tourism marketers and destination image managers are therefore required to be abreast with what the tourists know and perceive of the image of the destination they are projecting to strategize to proffer a better, enhanced and more positive image. The outbreak of covid 19 has radiated fear and paniceverywhere across the globe with the attendant consequences felt in every sector with myriad ripple effects. The very sensitive and fragile tourism industry is responding to the spread of the COVID-19 pandemic. This paper assessed of the preparedness actions/responses to combat and contain COVID-19 pandemic on the Jos Plateau region, The paper chronicles all the preparedness measures of governments aimed at discouraging or slowing down or halting the spread of the coronavirus (COVID-19).

THE STUDY AREA: JOS PLATEAU

The Jos-Plateau zone has a total area landmass of about 9,400 sq. km with an average rise of about 1250 meters above mean sea level. The highest peak on the Jos Jos Plateau attains an elevation of 1829 meters above sea level around the Shere Hills. The Jos-Plateau zone comprises nine local government areas to include Jos-North, Jos-South, Jos-East, Riyom, Barkin Ladi, Pankshin, Mangu, Bokkos and Bassa.

The Jos-Plateau descends into the adjoining lowlands in steep and precipitous steps and escarpments. Due to the steep escarpments of the Jos-Plateau,there are several waterfalls as the river valleys are traversed by hard resistant rock outcrops at the escarpments. These numerous waterfalls serve as potentials for hydroelectric power generation and the development of tourism resorts.

The Jos-Plateau is noted for its unique drainage networks, which are made up of streams that constitute the sources of major rivers draining the northern part of Nigeria. For this reason, the Jos-Plateau has been regarded as the hydrological centre of Northern Nigeria. This is because the watersheds of some river systems come together at a point near Rayfield in Jos town: with Delimi river draining to lake Chad; the Gongola, Wase, Shemankar, Ankwe and Mada rivers draining into River Benue while Kaduna River drains into the River Niger (Gontul, 2006). Some of the rivers and streams have formed spectacular waterfalls, which are part of the breath-taking tourist attractions on the Jos plateau. For instance, the Sha Falls, Assop Falls, Kwoll Falls, and Kura Falls are all among the breathtaking and very interesting tourist sites on the Jos plateau escarpments which can give her a good image if properly harnessed and developed.

The climate of the Jos plateau is dominantly influenced by its relief and position along the passage of the inter-tropical convergence zone (ITCZ). The high altitude of the Jos-Plateau area has so much moderated its temperature, which has been described as "temperate-like." The approximate maximum temperature is about 26°C while the mean minimum temperature is about 18°C and the average temperature is 22°C. The weather on the Jos-Plateau is therefore generally cold especially between December and February as a result of the harmattan (North East trade winds) winds and in July and August at the peak of the raining/wet season. Generally, Jos-Plateau has been claimed to be the coldest area in Nigeria and Jos town is the coldest State capital in Nigeria. This cold condition is a special tourism asset/attraction on Jos plateau, especially to domestic tourists and international tourists especially those from the temperate regions who found the region a second home (Gontul, 2016).

Jos-Plateau, Nigeria has made considerable efforts in promoting its tourism industry and the attempts have been very successful as the region is now known as one of the top tourist destinations for leisure tourism, sports tourism, medical tourism, agric tourism, cultural tourism, ecological tourism, and business tourism among others. Jos-Plateau has many positive attributes that help put the region as Nigeria's leading tourist destinations, which include the

region's natural beauty, culture and traditions, the hospitality of people, and high standard of services and facilities. Jos Plateau region is selected as the 'hub' of tourism scenic zone in Nigeria. However, over recent years the growth of this industry has been impeded largely because of a negative image of the region as a consequence of the incessant continuing crisis within Plateau State in general.

The effects of crises on destination image and level of confidence tourists have about a particular destination are likely to be greater among visitors due to the market's sensitivity and vulnerability to the crisis of the tourism industry (Campiranon, 2006). Organising companies and individuals are reluctant to have their employees travel to a destination that is perceived to be unsafe as they have to be liable for any loss and suffering if their employees incur any losses or injuries in the course of the trip to an unsafe destination (Campiranon, 2006). Hence, to guarantee the success of Jos-Plateau region as a good tourist destination, relevant destination organizations and researchers should realize that examining the current image that tourists hold about a particular destination will provide a basis for the next logical actions needed to rectify the current destination image problems (Abraham, 2004; Ryan and Cove, 2007). Thus, it is the objective of the current study to assess both the past and current challenges of the Jos-Plateau as a tourist destination and determine the impacts of the challenges and other factors on the tourism industry of the region and Plateau State in general. The outbreak of COVID-19 has radiated fear and panic across the globe with the attendant ripple reactions and consequences felt in every sector. The very sensitive and fragile tourism industry is responding readily to the spread of the COVID-19 pandemic. This particular paper thus made an assessment of the response situation of the tourism industry to the COVID-19 pandemic outbreak on the Jos Plateau region, The paper chronicles all the measures aimed at discouraging or to halt the spread of the coronavirus (COVID-19) pandemic on Jos Plateau and by extension Nigeria by governments.

LITERATURE REVIEW

The outbreak of a pandemic of any type can trigger panic and fear around the world considering that there is no hope of containing it and that there are reports that even the caregivers from all various countries are suffering or perishing. According to the Africa research Bulletin (2014) by October 2014, there was a total of about 10,141 confirmed, probable, and or suspected cases of Ebola virus Disease, EVD in six countries, namely; Guinea, Liberia, Sierra Leone, Mali, Spain and the United States of America. The world reacted in various ways, for instance, China expressed its worries about the outbreak and pledged to start joint research with France to combat the epidemic(IMF, 2014). European Union ministers met to strategize on ways of combatting EVD including releasing funds towards the course of fighting the disease. The United Nations (UN) equally made a call to the world to unite and fight the disease (Africa Research Bulletin, 2014: 20336). The International Monetary Fund (IMF) recommended the Executive Board to release about US$ 127 million to assist the three affected countries (IMF, 2014). However, some countries, such as Nigeria and Senegal are said to have

managed to contain the spread of the EVD. The WHO attributed the containment to strong political leadership, early detection and response, public awareness campaigns as well as strong support from partner organisations (Africa Research Bulletin, 2014: 20372). Although it is difficult to assess the global cost of the pandemic because of the financial and economic crisis which had affected many countries, a large portion of the economic burden of this pandemic was shouldered by the travel and tourism sector. The research identified that there were many studies on the possible economic and societal impact of a pandemic, information on the export impacts from a global perspective were especially from a sectoral point of view not identified. This coincides with the observation that the sector has a certain tendency to publish information during an emergency but not after it is over. A further limitation is like plans. Travel restrictions and border closer strategies employed by various governments are a result of the wild spread of the COVID-19 pandemic which have been imposed by the various governments the world over to check its spread and this singular action has severely affected the tourism industry because tourists must travel to their chosen destination/resort. Travel is the livewire of the tourism industry without which the tourism industry is crippled.

Ebrahim Rasool was also quoted saying that the cancellation of vacations has far-reaching implications for jobs in the country. He stated that every tourist who visits South Africa generates income for eight jobs in industries such as hospitality, agriculture and transportation (Dibsalio, 2014). The sentiment of EVD's impact on the tourism sector in Africa is shared by Asente (2014: 1) in his observation that the "tourism sector …..is reeling from the epidemic with hotels and tour operating companies across the whole of Africa reporting cancellation of bookings". Moreover, Asante states that the Ghana Hotels Association reported that the presence of EVD in West Africa is collapsing the tourism business in the country.

According to Langfield (2014: 10), the United Nations World Tourism Organisation (UNWTO) acknowledged that the Ebola outbreak could affect tourism particularly due to misperception about the transmission of the virus. Langfield (2014: 10) also indicates that despite the WHO's call against any ban on international travel, "several international airlines – including Emirates, Korean Air, Kenyan Airways and British Airways – cancelled flights to affected West African countries and some neighbouring countries closed their borders". Vogt (2014) agrees with the notion of EVD impacting tourism in Africa. She maintains that Kenya has equally suffered from the outbreak of the disease. The virus has rattled the world in such a way that the tourists have gone to an extent whereby several bookings were cancelled especially in Tanzania, Kenya and South Africa (Vogt, August 2014 see also Cronje, October 2014: 1).

The manager of the One and Only Cape Town, Clive Bennet, is said to have lamented that they have received several cancellations that are directly related to fears of Ebola. His main concern was the unknown number of potential travellers who were considering Southern Africa but got dissuaded by Ebola and opted for alternative destinations (Cronje, October 2014:1). Paris (2014) contends that tourism is a major source of revenue for many African countries especially Kenya and South Africa. Thus, if one juxtaposes the recent cancellation, due to Ebola, to the estimated spending by tourists of about 14.3 billion rand in 2013 (as stated by Cronje),

it becomes evident that Ebola fears could cost the industry a lot. Tanzania is said to have recorded about 1.5 billion euros from tourism in 2013. Therefore, according to the Managing Director of the Hotel Association of Tanzania, Lathifa Skyes, Ebola has hugely affected the tourism sector of Tanzania. Of course, the above illumination of some figures that were generated in the tourism sector in 2013 serves to illustrate a point and highlight the possible losses that could be incurred by the tourism sector as a result of pandemics. Perhaps a deeper inquiry into the actual statistical comparison of the mentioned countries could be of huge benefit to the academic studies of tourism. What becomes clear is that pandemics could seriously disturb the tourism sector and by extension hamper the sector's contribution to economic growth. Against this backdrop, it would be prudent for countries or tourism departments to have strategic plans that consider the possible impact of pandemics on tourism. As noted earlier on, the outbreak of a pandemic could disrupt travel, tourism, trade, and, financial markets. This paper assessed the preparedness actions/responses to combat and contain COVID-19 pandemic on the Jos Plateau region, The paper chronicles all the preparedness measures of governments aimed at discouraging or slowing down or halting the spread of the coronavirus (covid19) to safeguard lives and the sensitive and fragile tourism industry on the Jos Plateau region.

Travel and tourism are heavily dependent on an intact environment, whether this is the natural, cultural, social, or human or animal health environment. Though the travel and tourism sector is resilient, it can be easily affected by any negative events. This last decade had major events that affected tourism: 9/11 (2001), SARS (2003), Tsunami (2004), bombings in Bali (2002, 2005), Madrid and London (2003, 2005), hurricane Katrina (2005) just to name a few. Only in 2010, we have witnessed events such as the earthquake and tsunami in Chile, an earthquake in Haiti, Volcano eruptions in Iceland and Indonesia and an oil spill along the coast of Mexico. The economic and societal consequences can be enormous. Just to recall SARS in 2003 affected 26 countries, had 8098 cases, 774 deaths and caused economic losses of US$ 60 This paper made an assessment of the preparedness actions/responses to combat and contain COVID-19 pandemic on the Jos Plateau region, The paper chronicles all the preparedness measures of governments aimed at discouraging or slowing down or halting the spread of the dreaded coronavirus (COVID-19). The COVID-19 pandemic must surely affect the travel and tourism industry greatly.

The Pandemic (H1N1) 2009 brought many lessons to most nations. It not only originated in an area different from the expected Asian region, where H5N1 was prevailing, but the mortality rate was also much lower than most pandemics. Plans and preparations had been developed for it. However, already at this stage, it can be concluded that the Pandemic (H1N1) 2009 was despite its overall mild severity, extremely harmful to the travel and tourism sector. Although it is difficult to assess the global cost of the pandemic, also because of the financial and economic crisis which affected many countries, a large portion of the economic burden of this pandemic was shouldered by the travel and tourism sector.

The global tourism industry has remained steadfast even in the face of international challenges such as disease outbreaks, security concerns, international financial crisis, international

conflicts and infrastructure constraints. For example, in 2009, the industry generated USD 852 billion in export earnings worldwide, accommodated more than 800 Million tourists around the globe, and accounted for more than 255 million jobs or nearly 11% of the global workforce [2]. The overall global export income chain generated by inbound tourism, including passenger transport, exceeded US$1 trillion in 2009, or close to US$3 billion a day. This makes the industry a major driver for employment, economic growth and development in many countries There are many challenges to the growth and stability of this industry in Africa. This paper discusses the economic role of the industry, the challenges facing it, and existing opportunities concerning the envisaged key role in socio–economic development in Eastern Africa countries (Kenya, Tanzania, Uganda, Rwanda and Burundi), one of the strongest hubs of global tourism is in Eastern Africa.

The outbreak of the Ebola epidemic shook the health sector and threatened the tourism industry and the economic growth of the continent. A slow pace of containment would have had negative consequences for many countries, including South Africa. Such an effect would have delayed the implementation of the NDP. In this regard, it remains critical that planning should be accompanied by a relevant risk register that makes proposals on the mitigation measures of risks that could potentially hamper implementation. The Ebola epidemic presents a risk to the tourism sector. If a department that is in charge of this sector fails to recognise the Ebola epidemic as a risk it could find it difficult to respond to a potential outbreak.

The past two decades have seen the emergence of pathogenic infectious diseases, such as acquired immunodeficiency syndrome, multidrug-resistant tuberculosis, and tick-borne diseases, which represent a substantial global threat to human health (1). Emergence is associated with a range of underlying causal factors (1, 2). These include interactions with zoonotic pathogens within a host-parasite continuum between wildlife, domestic animal, and human populations.

Understanding the dimension, nature and impacts of crises including pandemic crises can help in the development of effective strategies by organizations to stop or reduce the severity of their impacts on livelihoods, business and society (Ritchie, 2004; Santana, 2004). Santana (2004) notes that a crisis follows a pattern of at least three phases: the pre-crisis period, the crisis itself and the post-crisis period. However, this author also points out that a crisis can occur without warning, which suggests that crises are unpredictable and require a holistic approach in comprehensive tackling of all situations to overcome any unpredicted circumstances/eventualities.

The tourism industry is very sensitive to crises and disasters (Cushnahan, 2004; Hall, 2010; Pennington-Gray & Pizam, 2011; Santana, 2004), it is more than essential to establish this process as a requirement for tourism organizations to lessen and prevent the impacts of eventual crises. Ritchie (2004) elaborated a strategic and holistic approach to crisis management consisting of three stages: (1) crisis prevention planning stage which involves planning and formulation of policies and procedures, (2) strategic implementation stage which operationalizes

the policies and procedures including proper communication and control as well as resource management and allocation and final (3) resolution, evaluation and feedback stage involving crisis recovery and recording any lessons learned. Santana (2004) adapted Pauchant and Mitroff (1992)'s approach to crisis management phases

Furthermore, Penningnton-Gray and Pizam (2011) also outlined four main functions of crisis management:

- Preparedness to lessen the disaster damage, enhance disaster response operations and prepare organizations and individuals to respond.
- Response: to provide emergency assistance, reduce the probability of additional injuries or damage and speed recovery operations.
- Mitigation: this function should occur before the disaster takes place and is intended to eliminate or reduce the probability of occurrence. But this function can also take place after a disaster and seek to implement the lessons learned from the disaster.
- Recovery: this final function seeks to return systems to normal levels.

Moreover, protecting the destination image is an important goal in tourism crisis management (Faulkner, 2001; Cavlek, 2002). An important step after crisis management is crisis communication which provides information to key publics and helps tourism destinations to limit the impacts of a pandemic crisis and recovery from incidence and safeguarding the destination image and reputation (Ritchie, Dorrell, Miller, & Miller, 2004). Organizations have to implement an effective communication strategy by providing a consistent message to all stakeholders to build credibility among the publics (Combs, 1999; cited in Ritchie et al., 2004)

FINDINGS

Tourism is an interactive industry and it rests/sustains totally on the transportation industry without which it stagnates and can not function. The paper chronicles all the measures aimed at discouraging or halting the spread of the coronavirus(COVID-19). pandemic on the Jos Plateau region through the non-interaction restrictions/impositions (see table 1) Plateau State and Nigeria at large. This study established that the tourism industry is the most sensitive to any disaster/calamity and is either directly or indirectly affected by the ravaging disaster such as terrorism, pandemic and general insecurity acts/crises caused by both man and nature. The tourism industry of the Jos Plateau region is presently grappled with fear and panic over the ravaging pandemic of COVID-19 (coronavirus) which seems to defy all solutions the world over. Tourism is an interactive industry that is all dependent on physical transport a network and physical mingling and physical interaction of people. It entails the phsical movement of people/tourists from 'home' origin to destinations/resorts. Tourism thus involves traveling of people/tourists It is the fastest spreading pandemic virus ever known to man consuming the entire world like wildfire. This study investigates specifically the impact or response of the very sensitive and fragile tourism industry to this scourge in addition to other numerous challenges that are terrorizing the tourism industry on the Jos Plateau region. The outbreak of COVID-19

has radiated fear and panic across the entire globe with the attendant ripple reactions and consequences felt in every sector. The very sensitive and fragile tourism industry is responding squally to the spread of the COVID-19 pandemic. This paper assessed the responses of the tourism industry to the COVID-19 pandemic on the Jos Plateau region, The purpose of the study is to unveil/reveal/understand the effects of the COVID-19 pandemic on the tourism industry on the Jos plateau region in Plateau State, Nigeria. Plateau State government has proactively put some strategies on the ground in the case to check/stop the spread of the coronavirus (COVID-19) if the state eventually witnesses or have an index case. These proactive preparedness measures are summarized in table 1 below. For now, as of 14th April 2020, the Plateau State has not recorded a single case in the state. However, Nigeria has 341 cases with 10 deaths 75 discharged cases as reported by the Nigeria Center for Disease Control, NCDC on the 14thApril 2020 according to Federal Raio Corporation of Nigeria, FRCN news report. The numbers keep increasing every day. The paper chronicles all the measures aimed at discouraging or halting/slowing down the spread of the coronavirus (COVID-19) pandemic.

Sources have it that the outbreak of covid 19 has reversed the usual medical tourism mainly by government officials and the wealthy due to travel restrictions, border closures and total lockdown of some destinations in many nations across the globe. People now hardly go on medical tourism but rather look inward for medical attention. The world has come to a standstill position for the COVID-19 pandemic.

Table 1:The Proactive Non-Interaction Preparedness Measures Put on Ground to Check/Stop the Spread of Corona Virus (COVID-19) by the Plateau State and the Federal Governments in April 2020

- No handshaking, hugging, kissing, embracement or hand-holding
- Banning of street hawking, and street begging, Sunday markets at Ahmadu Bello Way, Terminus and Bukuru banned
- Restaurants should only sell foods in take-away containers
- Regular hand-washing thoroughly with running water and antiseptic detergent soap, sanitizer
- Social(physical) distancing of not less than 2 meters(6 feet) in all public gatherings
- Banning of all anniversaries: cultural festivals, wedding ceremonies, funeral ceremonies, birthday parties, etc
- Suspension of all football leagues and sporting competitions at local, national, and international levels including the Olympic games
- Congregations of not more than 50 persons in all worship places (churches, mosques, shrines maintaining social distancing of 2 meters minimum
- Closure of alls schools (pre-primary, primary, secondary, tertiary schools)
- Closure of all business premises
- Closure of all shops except those selling foodstuffs and hydrocarbon fuel
- Remain indoors or stay at home and no loitering to mix up or mingling with other people
- All civil servants from levels 1 to 12 to operate from homes

- Travel restriction impositions
- Border closure by some states including Plateau State
- Establishment of a screening/testing center by FGN at Vom veterinary institution
- General Enlightenment campaign on signs/symptoms of COVID-19 pandemic in the hand-bills, jingles, posters, pamphlets, etc
- Encouraging the reporting and self-isolation if signs/symptoms of the disease are noticed
- Designation of five treatment/isolation centers in Plateau State
- Decongesting of Correctional centers(prisons) by the release of 57 inmates by FGN
- Provision of palliative measures to soften the government 'stringent' restrictions orders employed/imposed as long as the pandemic will last. Examples include improved water, electricity supplies, distribution of foodstuffs to the least privileged, conditional cash transfer, loan repayment schedules, reduction of pump price of petrol from N145per litre to N125 per litre and further subsidizing fertilizer from N5500 to N5000 per 50 kg bag, etc
- Fumigation of all major public places including markets, motor parks, etc all over Plateau State using the staff and equipment of Agricultural Services and Training Center, ASTC, located at Kasa enroute Vom Veterinary
- Total lockdown of most states in Nigeria (including Plateau State from 9th to 15th April 2020)
- The arrest of 837 lockdown defaulters and prosecution by the COVID-19 Lockdown mobile court. Defaulters are charged to pay fine and taken to isolation centers and quarantined for two weeks.

Sources: assorted print and electronic media, 2020

DISCUSSION OF FINDINGS

The paper chronicles all the measures aimed at discouraging or halting the spread of the coronavirus (COVID-19). The outbreak of the covid 19 has radiated fear and panic everywhere across the globe with the attendant ripple reactions and consequences felt in every sector. The very sensitive and fragile tourism industry is at the end responding to the spread of the COVID-19 pandemic. This paper assessed the preparedness responses of Plateau State to the COVID-19 pandemic. Table 1 shows clearly that the state has responded to the pandemic by mobilizing measures to contain the monster COVID-19. A cursory look at the strategies in table 1 reveals clearly that the/measures employed to check/stop/halt the spread of the dreaded coronavirus (COVID-19) are mainly centered/focused on the restriction of interactions/mingling of people. The tourism industry is viable only through interaction and mingling of people, However, this is a situation that is begging for the reverse and the opposite that is non-interaction and non-mingling of people. All the restriction strategies mobilized are for this non-interaction and mingling to work efficiently in places/destinations. These measure sare employed either by the federal or state as asituation guarantee. All governments are commended for these proactive preparedness strategies deployed to contain the dreaded COVID-19 pandemic in Nigeria and the entire world by extension.

Findings empirically show that the challenge caused by the dreaded COVID-19 pandemic, has resulted in the imposition of travel restrictions and border closure orders as strategies to reduce the mingling/interaction of people to subsequently retard/stop or slow down the supersonic speed of spreading the coronavirus that moves like wildfire to ravage everywhere in the world. These measures were imposed by most governments the world over to check the spread of the COVID-19 pandemic which is spread through interaction/mingling of people. Thus by extension, the non-interaction impositions have undoubtedly nailed the tourism industry by implications.

This singular action of travel restriction/restricting the movement of people has severely afflicted the tourism industry because tourists must travel to their chosen destinations/resorts all the time. With these restrictions order in places, people no longer move around to patronize resorts/destinations and at best these resorts will remain closed nonfunctional or nonoperational. In this way, the COVID-19 pandemic has resulted in destroying the tourism industry the world over. Perhaps, it can be unanimously said that the foregoing situation is the main worry of the Plateau State government against the long-run sustenance of its potentially very promising tourism sector in the soonest future. The outbreak of COVID-19 is even noted to have reversed medical tourism due to travel restrictions, border closures and total lockdown of destinations in many nations across the globe. People hardly go on medical tourism but rather look inward for medical attention due to travel restrictions strategies imposed by nations. The world has come to a standstill position for the COVID-19 pandemic. By extension, and by implication of the non-interaction impositions this action has clearly and undoubtedly nailed the tourism industry, there is no more tourism with COVID-19 all over the world.

CONCLUSION

The paper chronicles all the measures aimed at discouraging or halting the spread of the coronavirus (COVID-19) pandemic. All the restrictions imposed are targeted at the avoidance of interaction/mingling of people It is then concluded that Travel is the livewire or the main artery/vein of the tourism industry without which there is no tourism. Travel restriction order has paralysed the tourism industry which relies on it 100 percent. Tourism has a strong contribution to the tourism development and economic growth of destinations, but the outbreak of the COVID-19 pandemic which calls for travel restrictions and border closure discourages the movement of people. This is strongly believed that the outbreak of COVID-19 is seriously undermining and killing the tourism industry very fast via movement restrictions order.By extension, and by implication of the non-interaction impositions this action has clearly and undoubtedly nailed the tourism industry,there is no more tourism. We must equally rise up and adequately contain/destoy this monster called COVID-19 or else it will destroy us all very very fast.

RECOMMENDATIONS

By extension, and by implication of the non-interaction impositions, this action has clearly and undoubtedly nailed the tourism industry. There is no more tourism It is therefore highly recommended that the biggest challenge is to now rise quickly and sustainably terrorize this terror/monster/cancerworm, the dreaded COVID-19 squarely or else the COVID-19 monsters will sustainably wipe out humanity on the face of the globe without any compromise in the short run.

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The role of continuing education of local community in the hospitality business

Dr. Roxana Michaelides[1]

ABSTRACT

The present pandemic is pushing the hospitality sector to operate in new ways, and all businesses will stay changed once COVID-19 passes. The effects of post-COVID -19 will change businesses, across the entire world, for a sustained period: a range of new systems priorities and challenges, more value on creativity and innovation, real-time decision-making, higher workforce productivity, delivery of brighter thinking, more unity and involvement of local community; all these are recognizing resilience as a crucial success factor. Is it too early to present today any scenarios about how will be the future of the hospitality industry? One thing we know for sure: a more friendly, knowledgeable, and efficient service- to exceed the experience expectations of our guests. A successful business in the hospitality sector nowadays recognizes the value of a highly-skilled, motivated, and educated workforce labour, the necessity of professional development, and the acceleration of workers' thinking skills. Continuous professional development cannot be achieved through educational courses or experience alone. To improve the effectiveness of staff and practical intelligence, this cannot be achieved through educational courses alone. All business establishments should encourage its employees to acquire professional qualifications and certifications wherever possible through continuous education and to promote a continuous learning culture. In conclusion, it is crucial to acknowledge the most important change: the successful companies will invest to find talents that are the right fit for their business; the guests will require intelligence service.

Keywords: local culture, dominant and non-dominant cultures, commodification, cultural appropriation, cultural erosion, attitude and behavior, education, training.

INTRODUCTION

The purpose of this research is to explore the relationships between the continuing education of the local community and tourists' experiences. The participation and involvement of locals play a major role in tourists satisfaction and increase visitor's loyalty, or can influence the dissatisfaction of tourists or decline the quality of services in hospitality. The local community acts as a dual-edged sword for tourists and the tourism industry: can enhance and personalize

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tourist's experience, attract more visitors, can enhance the trust and decision-making of tourists, and increase repeat business.

Continuing education impacts communities, in several ways: developing individual skills be sustainable and more tolerant, higher community involvement in the hospitality industry, self-efficacy confidence build social capital. Lack of continuing education of the local community, absence of an education authority to manage the education of community members, and to develop programs within locals, can contribute to exerting a directive and negative influence on tourists at their holiday destination.

This paper examines the role, position, and contribution to continuing education for the tourism industry. To answer this, the paper reports on a recent study that involved many countries around the world, from the education and training sector, with industry and non-industry representatives, and relevant policymakers and planners. These factors of the local culture are examined to assess the influence on tourist overall satisfaction. Quality of service is the most influential predictor of tourist's satisfaction. The adult continuing education and training/ or lifelong learning on the job training is one of the strengths of the development of the hospitality industry worldwide. Quality will be not just a performance at work; will be our job, exactly what Henri Ford said once: "Quality is job ONE." I believe this paper will bring a valuable contribution to understand the priorities and strategies of effective continuing education and training, as a major precondition of qualitative growth of services and products in tourism and hospitality, developing skills of workers, reinforce "…the importance of leadership for the well-being of workers" in this sector and the competitively among companies.

LITERATURE REVIEW

Continuing education represents any form of learning undertaken by or provided for mature men and women. In a 1970 report, the National Institute of Adult Education[2] defined adult education as "any kind of education for people who are old enough to work, vote, fight and marry and who have completed the cycle of continuous education, [if any] commenced in childhood."

'Lifelong learning', as Kunzel and others have recognized (Kunzel 2000), is a 'slippery term' (Johnson 2000) meaning different things not only in different contexts but also in the same context to different people. It might even be counted as one of those 'essentially contested concepts' about which Gallie wrote so long ago (Gallie 1956) of which one could only be sure of one thing – that people's analyses and accounts of such terms ('democracy', 'religion', and

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[2] The NIACE (National Institute of Adult Continuing Education, 1921-2016) was an educational charity in England and Wales, with headquarters in Leicester and Cardiff plus a subsidiary office in London. The organization was the main advocacy body for adult learning in England and Wales and probably the largest body devoted to adult education in the world. On 1 January 2016 NIACE merged with the Centre for Economic and Social Inclusion to form a new organization, the Learning and Work Institute.

'art' were his examples, to which others added 'education') would be a site for the contestation of differing views of their meaning and applicability.

Lifelong learning, therefore, has at least two different meanings, which you find on the national (as well as on the European level):

1. Lifelong learning = adult learning
2. Lifelong learning = a guiding principle for all different characteristics of learning at any age

Nevertheless, the term 'lifelong learning' nowadays is almost always used with approval, signifying 'worthwhile' learning, and thus, like 'education', in the context of 'lifelong learning'; 'learning' becomes a normative concept (Leicester 2002).

Lifelong learning is a particular kind of self-improvement that is both voluntary and possible only after basic education has been completed. The primary value of lifelong learning is in the way it supports and reflects the drive for cultural continuity and the pursuit of happiness. Cultural continuity is perhaps the most essential purpose of public education.

The roots of lifelong education in Western culture reach into ancient Greece and the life of Socrates (c. 470-399 BC), the works of Plato (c. 428-c.348 BC), and Aristotle (384–322 BC). This legacy is a testament to the virtues of *lifelong learning*.

Socrates described continuing education and training as an acquisition of information and improvement of knowledge, skills, and competencies. The Greek philosophers, Socrates, Plato, and Aristotle considered lifelong education to be the origin of personal development and happiness, to reach ethical standards in society. Their followers were taught philosophy and the reasons to pursue truth for the sake of truth; to achieve in becoming a better person; and for the sake of a private life linked to civic virtue. For such purposes, Plato established the Academy of Athens (385 BC), in a public park honoring the hero Academos.

The first American lyceum, "Millbury Branch Number 1 of the American Lyceum," was founded by Josiah Holbrook in 1826. Holbrook, a traveling lecturer and teacher, believed that education was a lifelong experience and intended to create a National American Lyceum organization that would oversee this method of teaching. Other educators adopted the lyceum concept but were not interested in organizing and institutionalizing the concept, so this idea was ultimately dropped.

Chautauqua was an adult education and social movement in the United States, highly popular in the late 19th and early 20th centuries. Chautauqua assemblies expanded and spread throughout rural America until the mid-1920s. The Chautauqua brought culture for the whole community, with speakers, teachers, musicians, and specialists of the day. Former U.S. President Theodore Roosevelt was quoted as saying that Chautauqua is "the most American thing in America."

Malcolm Shepherd Knowles (August 24, 1913 – November 27, 1997) was an American adult educator, famous for the adoption of the theory of andragogy—initially a term coined by the German teacher Alexander Kapp. Knowles is credited with being a fundamental influence in the development of the Humanist Learning Theory and the use of learner constructed contracts or plans to guide learning experiences.

Albert Mansbridge, (10 January 1876, - 22 August 1952) was an English educator who was one of the pioneers of adult education in Britain. He is best known for his part in co-founding the Workers' Educational Association (WEA) in England in 1903, serving as its first secretary until 1915. He founded international branches of the WEA in Australia in 1913, and later in Canada and New Zealand. These included the World Association for Adult Education in 1918, the Seafarers' Educational Service in 1919 (The Marine Society College of the Sea), and the British Institute of Adult Education in 1921. In 1922, he delivered the Lowell Lectures in Boston and for the Pacific School of Religion with the University of California the Earle Lectures in 1926. He also founded the National Central Library, a tutorial system, and a scholarly library for working people who were not connected to an academic institution.

Eduard C. Lindeman (May 9, 1885 – April 13, 1953) was an American educator, notable for his pioneering contributions to adult education. He introduced many concepts of modern adult education in his book, The Meaning of Adult Education. Eduard C. Lindeman was the first expert who gave a *systematic account of lifelong education*. In his theory of education, education is regarded as a lifelong process. He pointed out that due to the constant development and change of social life and the surrounding environment, knowledge, and information are in a cycle of constant transmission, supplement, and update, which requires people to keep learning to adapt to the changes in the outside world. At the same time, he believed that adult learners should not only learn for the needs of work and survival but also have the opportunity to enrich themselves and to bring benefits to their communities. He insists that adult education is an inspiring life-changing tool. Adult education should not only help people improve their skills and abilities in work, but also guide people to find happiness outside work.

He believed that the purpose of adult education is to give meaning to all kinds of experience. Experience can enhance learners' autonomous learning and cognitive ability. His key assumptions about adult learners were:

✓ Adults are motivated to learn as they experience needs and interests that learning will satisfy.
✓ Adults' orientation to learning is life-centered and brings job satisfaction.
✓ Experience is the richest source for adult's learning.
✓ Adults have a deep need to be self-directing.
✓ Individual differences among people increase with age.

Over the past decade, the traditional continuing education unit soon found itself at risk of becoming obsolete and marginalized, shedding names such as "lifelong learning," "adult

education," or "extended learning," in favor of schools or units that unify professional, continuing and online education (PCO). Nowadays, one of the most important topics for the new hospitality era is unfortunately forgotten by many employers in the hospitality business: the need for tourism employees for continuing learning to improve guest service skills and the culture to serve. Training is critical to ensuring quality service and meeting these objectives (Brown et al., 2009). The need for this kind of training is serious and urgent because the international guests have a multi-cultural background: from diverse cultures, religions, and ethnicities. Otherwise, they will be unsatisfied guests.

Moreover, the quality of services in the hospitality business does not depend only on the brand name, location, or facilities. It includes the employee's knowledge-theoretical and practical, special procedures and methods in critical times, manners, attitude, behavior, professional etiquette, their respect to the guest, etc. Many hospitality and tourism businesses spend important budgets and time just for Guest service training, without visible improvement of the company's service. The answer is simple: the lack of an employee's service culture and/or low service culture education.

The role of the local community in the hospitality business

The tourism industry is one of the largest and fastest-growing global tourism markets of the 21st Century. A few of the key success factors in hospitality is the effective involvement of the local community, the direct participation of natives, and the empowerment of. All these are increasingly being used to promote destinations, hospitality businesses, and enhance their competitiveness and attractiveness. The tourist chooses to travel not out of duty or responsibility, but out of a personal, discretionary choice in leisure time. The tourist is not accountable to any societal organizations that he or she particularly needs to satisfy.

The Guest nowadays is not bound to seek satisfaction from a limited set of choices. In the end, tourists simply expect to satisfy themselves through the services that are available to them during leisure time. Therefore, it will help them answer the question how can the local community contribute toward hospitality development in their areas and businesses?

Continuing education in the local community

Experience has shown that the differing expectations of tourists and our guests have often been the source of major complaints in the hospitality industry, different sectors: accommodation, food and beverage, entertainment, recreation, and leisure. The Guest's hospitable expectations influence the success of tourism programs and policies, as well as the sustainability of tourist destinations overall. On the other hand, the local's perceptions and attitudes towards tourism and tourists have attracted the attention of many researchers, the primary factor being that they influence positive or negative the tourists' experience and satisfaction.

METHODOLOGY

1. Data Collection Procedure

For my research I used two methods of data collection:
a. Qualitative: observations and interviews,
b. Quantitative: survey.(see Appendix 1)

The questionnaire was designed to collect quantitative data. It contained 13 items analyzing the quality and type of continuing education of local communities in hospitality business. The survey was dispatched to 40 countries via email/fax and a total of 21 countries participated. There was time limit (30 days), in writing and send back. Finally, 91 completed questionnaires were received, resulting in a response rate of 52,5%. All the participants partook in this specific survey on a voluntary basis.

2. Participating countries (21): Cyprus, Iceland, Macao, Trinidad-Tobago, Iran, Portugal, Spain, Oman, Nigeria, Romania, Georgia, Germany, India, New Zealand, Russia, Greece, Egypt, Jordan, South Africa, Kenya and Tanzania.

The target respondents were managers/owners, trainers invited from different hospitality businesses: hotels, tourism organizations, educational centers).
From the following I collected more as 10 data: Germany, Iceland, Cyprus, Egypt and India.

Instruments of research

a. The first part of the questionnaire was the introduction. The introduction explained the goal of the survey to determine the relationship between me and the participants. Respondents were informed that the data would be used to promote and improve continuing education of local community.

Prior to each data collection email, all participants were informed that their responses were confidential and would not affect their positions. They were further assured that their managers/ superiors would never see any of their responses or individual comments.
Participants were kindly asked to respond to the survey questions by reflecting the new situation and express their own opinion or suggestion(s).

The specific QTI for my research presents the following major quantitative question-types:

- Dichotomous (closed-ended) questions: are used for questions with two possible opposing outcomes, for example 'Yes' and 'No';
- Open-ended questions: with the advantage of offering a wide range of responses that helped me to capture the flavor of participant's answers;
- Descriptive survey questions: are designed to uncover a participant's response towards a particular question or variable. Common descriptive research questions will begin with "How often?", and/or "How competent?

b. Participant's observation
Countries involve in observation method: Cyprus, Germany, Iceland, Egypt, and Austria. During participant observation, I had the opportunity to gain a deep understanding and familiarity with different teams of hospitality businesses, to observe their values, beliefs, and to learn their expectations, problems and difficulties.

c. Personal Data
The following data were solicited: name, position, type of business, specific area of the country, and optional experience and number of employees.

I explained and clarified to all the participants that their answers would be very important and would help to increase the necessity of continuing education of local community.

According to the participants' answers and my personal observations the following actions and effective strategies would most likely be taken for local community change and improvement. What actions should be taken to improve the quality of operations in Hospitality through effectiveness continuing education and professional training?

RESULTS AND DISCUSSION

Quality service of hospitality business through continuing education

Quality guest service is an experience of feeling valued or heard. It is the most important competitive advantage of tourist business, "the key to competitiveness". And it is a critical factor for tourism success, both as a means of satisfying ever-increasing customer expectations and as a way to achieve business profitability (Erdly & Kesterson-Townes, 2003). Service quality represents the gap the between the expected service and the actual perceived service. The high service quality includes not only professional skills and experience.

Moreover, the quality of services does not depend only on the brand name, location, or facilities. It includes the employee's manners, attitude, behavior and professional etiquette, respect to the guest, etc. The personal relationships between employees and guests must be authentic and showing gratitude! Many hospitality and tourism businesses spend important budgets and time just for customer service training, without visible improvement of the company's service. The answer is simple: the lack of an employee's service culture and/or low service culture education.

Service culture-focused training is "a planned process to modify attitude knowledge or skill behavior through learning experience to achieve effective performance with the purpose to satisfy the current and future manpower needs of the organization". Education and continuing professional development of the employees in the hospitality industry: how to improve the work performance, to inform them of the last rules and procedures, new techniques and trends, new behavioral and knowledgeable skills.

A major percentage of European hospitality workers are foreigners. Thousands of jobs in the European tourism industry are filled with such persons. And there a big problem occurs they don't know the language of the host country. Foreign employees in hospitality should learn the host country language for the following reasons:

a. For all employees who work at the front-of-the-house: for the guests, they represent the hosting country, are messengers of the host holiday location, host culture and attractiveness.

b. Technically they can do their job only by speaking in English (if they have the minimum knowledge of the English language). But they are not able to communicate and to interact with other team members, which results in a lower quality of job productivity.

c. Enforcing local tourists to speak other languages, for instance, English, because foreign employees can`t speak the native language of the host country. Dealing with a foreign language can be confusing, not comfortable and the guests do not always receive the quality service they were expecting.

Learning the language of the host country as quickly as possible is essential for progressing in jobs, offering great service, and making friends. Seminars especially for the new employees: consistent and adequate training before they start their work. Nowadays, providing regular training to all staff is one of the best ways to stay on the top for success in this very competitive leisure and hospitality industry. Even if a training seminar is free of charge, some employers/managers may find it too expensive in terms of time, location, working shifts, etc. Some hotel managers` demotivate the personnel; they are not interested in employees` new skills and/ or advancing their careers. However, less-educated workers still receive lower salaries, but at the same time, they do not possess adequate knowledge and practices for a high quality of service and competitive service culture.

Local people and their behavior- they're everything.

They represent the culture and history of the destination, preferences, knowledge and traditions, the mentality and beliefs, the open mind, or the prejudice of an entire nation. The arrival of travelers at their destination is inevitably connected to the simultaneous influx of beliefs, mentalities and local behaviors that characterize the respective tourist population, and which may influence the host culture to some extent. At the same time, tourists may be also transformed by their new experiences. In short, tourism is an interactive phenomenon, affecting both the local population and tourists.

Visitors of tourist destinations come from different countries and may originate from dominant or non-dominant cultures. Their ethnic background, traditions, and religion may diverge from local beliefs, behaviors, and mentalities. While local culture may significantly determine the overall satisfaction of tourists, it may be also prone to changes initiated from these external sources. Eventually, the hospitality industry of a particular country may therefore be confronted with major challenges.

Continuing education and the cultural perspective of the local community

The demand nowadays for cultural tourism has expanded to include new standards of hospitality services. For these reasons, the development of cultural tourism must be based on new strategies and techniques that would ensure the expectations of the visitors, as well as protect and preserve the local culture, not only for a short period but also over the long-term.

Tourism service encounters take place in the context of a tourism culture which is formed by four components: the national/regional settings of the tourist and the host region, the tourists' various subcultures, and the organizational culture of tourism enterprises in the tourism receiving region. An understanding and treatment of tourist attributes play an important step in understanding, managing, and measuring satisfaction.

The success of offering unique experiences within cultural tourism should be perceived as an entire entity of individual elements and actions; in other words, a strong correlation needs to be maintained between services and supplies, representing all sectors participating in the offered package: accommodation, food and beverage, as well as the involvement of natives and participation of the local community. (See Figure 1). Any discrepancy in this chain of services would result in an immediate effect on diminishing the satisfaction of tourists involved.

Fig. 1: Local community's lifelong education & training and influencing in the hospitality business
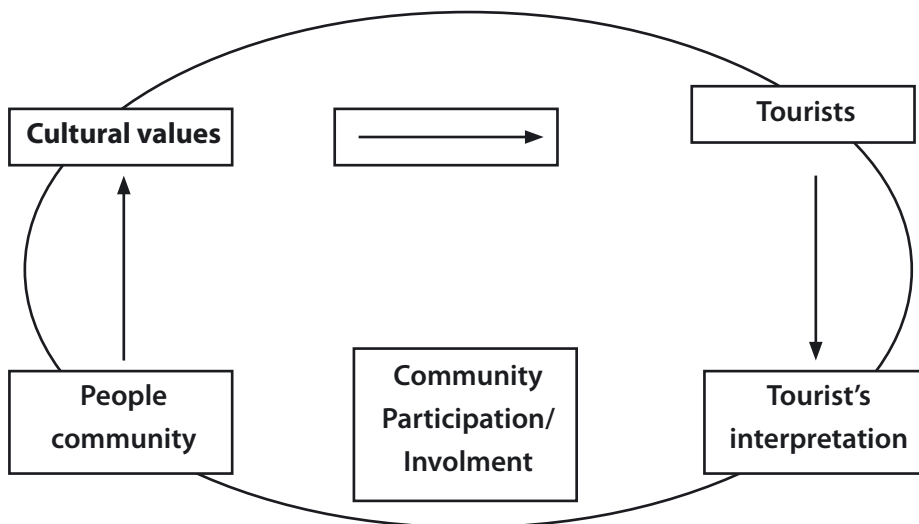
A chief factor ensuring the success of business in tourism is represented by the quality of services, especially the standard of training and professionalism of staff involved in this specific branch of tourism. On the other side, lack of training, skills, and knowledge can lead to a drastic decrease of visitors, a decline of repeat business, minimize specific markets of tourists, and create seasonal visitors for a specific destination. The creation of new jobs in the tourism industry generates the initial demand for a foreign labour force; and in many countries the newcomers provide a source of low-wage workers that influence the quality of services.

Part of my research seeks to present the impacts of foreign temporary staff, and the quality of services in cultural tourism and hospitality. Unfortunately, cultural tourism has now reached an unfortunate state, characterized by the misconception of the adequacy provided by limited professional services and mediocre quality. It is essential to consider the possible "negative" factors in hospitality development. Among these factors that maintain a key role in the decrease in the services tourism package we could mention the following:

A. All employees in the hospitality sector, especially those involved in the different businesses of the local community, should have sufficient native language skills. What image could be more disappointing to a tourist and even offensive to locals, if the latter ones cannot communicate freely in their mother tongue within their own country? Moreover, it is a significant disadvantage against domestic tourism.

B. The employees of hotels, especially those working in front-of-the-house departments, should have at least basic knowledge of native culture, local traditions, and hospitality. Many countries worldwide, are dependent nowadays upon foreign labor force. For this reason, the training for foreign employees should be in advance or in parallel to the commencement of a new job may be an option in overcoming this problem, so that workers become familiar with local culture and history, traditions and customs, mentality and behaviour. What are the major effects of training and/or counseling? The employee's productivity will develop a work community of participation and cooperation by taking responsibilities and initiatives. What could be a more unpleasant situation, than when asked about local dishes, ingredients, or preparation method, the employee replies that he/she comes from another country and does not know how the dish is prepared?

C. Local hospitality should be written with capital letters and applied strictly. The employees, regardless of their ethnic background and country of origin, must adopt local hospitality and friendliness. Employers must ensure that their employees are adequately trained and prepared before taking job functions. All foreign workers, temporary or not, should have the opportunity to develop their knowledge, skills, and talents according to the local hospitality and to have access to affordable and high-quality learning and training opportunities. (I take this opportunity to mention that one of the highest friendly hospitality is offered in countryside local communities in Iceland). Unfortunately, these initiatives and pilot programs often are underestimated. In the eyes of tourists, workers in the tourist industry are direct ambassadors of the country they visit.

What can be a more disagreeable situation, than when the guests are welcomed by foreign employees, in traditional costume, without any knowledge about the traditional dress, location, or native language? The tourists want to discover new traditions and habits; they are interested in experiencing new aspects of hospitality and a different atmosphere, where they are treated as welcomed guests.

D. The entertainment and recreation program being offered at the place of accommodation should be developed in such a way as to give a representative impression of local people and their traditions: colorful programs with native music and dances, as well as traditional instruments and costumes; local handicrafts and rustic art.

E. In the last years, especially in the food and beverage sector, the big problem is cultural appropriation. The culinary menu offered in hotels or other places of accommodation, and in different establishments of food and beverage, should express more distinctly the traditional menu of the local community, and its methods of cooking, rather than providing an international menu. Short presentations and shows could be organized to demonstrate the native techniques and old, unique recipes with local ingredients, which are sometimes unknown and often interesting to tourists.

The international tourists when they eat at vacation's destination, they do not just satisfy a hungry feeling, but this element represents a unique experience, opportunity to learn directly some characteristics of the area's identity. The local food and beverages/especially wines represent for tourists a vital component of the local community's culture, attractiveness, and a strong motivation for repeat business. What could be more unacceptable, than many hotels in the Mediterranean geographical area, which are practically blessed with a vast variety of beneficial herbs as well as many olive trees and citrus tree plantations, offering to tourists, Peruvian, Mexican, or Polynesian dishes? And this can represent a major factor to increase tourism during the year-around instead of seasonal tourism only.

F. Tourist and local transportation by taxi, hire car, minibus, and bus. A crucial part of hospitality is the transportation sector in each destination. The coach, bus, and taxi transportation have a higher market share. Often the drivers are the first persons, from the local community, responsible for welcoming tourists and interact with; a sign of a very hospitable culture of the destination. We all know that the first impression is and the last impression in Hospitality. The relevant constituents of a professional driver in the hospitality/tourism sector include attitude/behavior, well-groomed staff, (dress to impress!), good communicators. (I would like to mention here that one of the best quality offers from a transportation method is Uber taxi in Madrid).

As soon as companies, owners, or private persons agreed to operate in the hospitality sector's transportation (or transfer); they are responsible for their high quality of services. Drivers should attend training seminars before start responsibilities, and later regularly short nature seminars.

Unfortunately, as a result of lack of training /continuing education of the drivers (except the technical knowledge) the quality of services is not one of the best. Improvement in courtesy, language and body language, and the complexity of cultural differences as well. It is not about following moral rules of right and wrong, but about the "hospitality language" and behavior; it does not t look professional when the driver is wearing a shirt, dirty trousers, and flip flops. Many destinations countries it is time changing perspective in this sector!

G. Not just sellers of tickets or a tour! Museums, art galleries, visitor's information centers: staff members' behavioral, body language, and linguistic politeness should be always present in their interaction with the tourists. Inconsistent expressions and attitudes can conduct to failure to promote the local community. Unskilled and very sluggish staff at museums-, galleries-, tourist information offices-, heritage attraction's entrances will provide unsatisfactory customer service, causing declining sales. Dissatisfied visitors will choose competitors who can provide quality products and appropriate service, but the most important can affect negatively the whole image of the local community.

Priority attention should be given to improving lifelong education support, and/or regional authorities shall promote regularly training programs as behavioral skills training, business etiquette, hospitality skills lifelong education, (e.g. resilience, multi- tasking, cultural awareness, attention to detail are only a few forms). The staff working at these establishments should always remember they are not just tickets sellers and responsible for a financial transaction: they represent the local community, and nowadays they must combine the effective admission ticket's system with monitoring relationships.

H. The increasing hospitality demand expressed by disabled Guests- with specific physical or mental needs and/or limitations. According to the World Health Organization (WHO), 37, 5 of the world's population (2 billion people) are estimated to live with some form of disability (World Tourism Organization Network, 2020). According to UNWTO the accessibility for all people to touristic facilities, products, and services should be a central part of any responsible and sustainable tourist policy (World Tourism Organization Network, 2015). To avoid many attitude's mistakes, wrong behavior and not being able to handle situations, hospitality services providers should learn how to pay attention, how to communicate (especially without to avoid eye contact!), and learn about the experience and needs of disabled tourists. Hospitality staff must avoid being overprotected- an attitude that affects the self-esteem, to adopt a more attentive attitude, listening and understanding the expectations of tourists with disabilities, and second eliminate under protective behaviors: thee tourists with physically or mentally limitations are individuals with feelings, dreams, and expectations, not furniture! This market can be a key factor to increase profitability in tourism, and re-shape the competitiveness of one destination. The future of the hospitality industry involves more people with disabilities; it is time to do more in tourism and be attuned to them.

I. Knowledge of foreign languages but no bad remarks. In today's Hospitality world, knowledge of foreign languages is an indispensable skill and a must-have on any resume. The local community represents the competence to welcome tourists and offer them special warm hos-

pitality. This is portrayed in the ability to be open-minded and unprejudiced as far as ethnic and cultural background, religion and gender are concerned. Nowadays, increasingly more people, independent of age and professional occupation, continue persevering improvements in their educational and professional level. Thanks to modern technology and communication, learning a foreign language is not only relatively simple but may also be practiced as a hobby. Many situations emerged, of employees commenting indiscreetly in front of visitors about them, ignoring the possibility of guests understanding them. This can lead to very awkward and distressful situations. This scenario is best described by the words of the famous cellist Yo-Yo-Ma "Our cultural strength has always been derived from our diversity of understanding and experience."

J. The tourism industry designates tourism souvenir [souvenir: from Old French, to recall, memory, for a remembrance or memory, from Latin sub venire sub+venīre, to come to mind] as commemorative goods associated with a specific destination, often including cultural information. Throughout the world, the souvenir trade is an important part of the tourism industry and should present a dual function, first to help improve the local economy, and second to allow tourists and visitors to take with them a memento of their holiday experience.

Cultural erosion results from the commercialization of cultural goods: reducing originality and the unique, spirit'' of the souvenir item. Unfortunately, in many touristic places, the souvenir shops are full of mass-produced items that represent no souvenir for tourists. Instead, to promote the locale culture to the tourists and to encourage a return visit, gift shops and souvenir shops offer a wide gamma of items from other foreigner countries. To get a clear picture of what the Souvenir shop in Europe has become, look at those painted statues from Africa, Buddha statues, or the artificial Hawaii flower wreath.

All souvenir shops are gift shops, but not all gift shops can be souvenir shops. It is important to distinguish between the two forms of business, with a new strategy for creating new values and differentiation, the owner should have a clear understanding of their business form and their role in the tourism market. In a word where from day to day the global competition is increasing, new marketing opportunities are developed, digital transformation in the hi-tech industries and new technologies pop up all the time, hospitality and tourism landscape's further success can be realized only through continuing education of all who are involved in this sector, at all the levels.

K. Effective recruitment, which uses new strategies and tactics, helps to find the right staff in the hospitality industry. Unfortunately, nowadays many recruitment agencies do not care about one but the most important thing: characters of the interviewers. The real problem is that many human resources offices/agencies cannot provide appropriate services to tourists and/ or hospitality companies because they do not have any idea of what is happening in practice. The job of such agencies nowadays - to find the right people in the right jobs, and not hiring disaster – looks very simple (lack of follow-through on the part of HR, no follow-up, to ignore a candidate after an interview, or just to decide that the candidate is "over-qualified").

The HR recruiters of all local community's businesses should consider that the real value of a hotel, restaurant or other business in tourism and leisure come from the ladies and gentlemen, who bring the organization to life and success. "10 percent is the platform, but the rest is people" (Simon Cooper, Chief operating officer and President of the Ritz-Carlton Hotel Co. L.L.C.).

They have a fixed set of ideas and stereotypes of how to recruit personnel for this field. And their practices in selecting and recruitment must demonstrate more dignity, respect, and fairness for all persons, because "labor should not be treated simply as variable costs, but as human capital". When HR recruiters receive a new order the core of their job is just to fill the new position. Horst Schulze wrote: "Don't hire people to fill a position, select people to fulfill a dream and to serve a purpose".

CONCLUSION

We must accept that cultural tourism is primarily based upon human values as well as professionalism, but also depends on the quality of services and the way the host country presents and offers its services to tourists. By observing and examining the local perspective, I concluded that cultural performances could be treated as cultural property and consumed by tourists in a context of mutual exchange as opposed to a hegemonic one.

After almost three years of observations, visiting various destinations and research, I can affirm that every continuing learning of local community performance involves a statement about specific community identity, and this unique cultural ownership is represented and has connections in national politics, national economy, and last, but not least important, in the services offered to the guests and their standards.

Through continuing education of the local community, the locals can participate in hospitality by offering qualitative services and activities, to play an active role in decision making and enhance the confidence of tourists in a local destination and their members. The further of hospitality does not mean smart hotels, sophisticated and elegant menus, virtual reality, and robots. According to the last trends for the next three years in the hospitality sector, the top trends are personalization, guest service, and local experience of tourists; in other words, a guest-focused experience. Without training and continuing education, it will be not possible for one-holiday destination, hotel, restaurant, spa, or amusement park to be competitive. Continuing education and training are the pillars of hospitality's culture, that's why everyone needs to be trained, by all levels- from top to bottom.

However, the local community concedes that there is a need to involve tourism experts when formulating tourism policies because they have wide knowledge and expertise in tourism developmental issues and policy formulations. In simpler terms, continuous education is important, but to build the desire for continuing learning and progress is the principal driver of a successfully local community in the hospitality sector, exactly what Brian Tracy once said:

The era of Covid-19 changed the whole world. Until the virus is under control, the world will never be the same: personal and professional. The entire industry's sectors will be shaped.

Hospitality is the most directly affected by the current pandemic and the major trends of post-COVID-19 are: continuously growth and unprecedented transformation of technological revolution will influence all sectors of tourism and travel industry, more tailor-made experiences for tourists, mass tourism may suffer a serious setback, luxury facilities will be more price attracting, adventure and nature tourism forms will be the big winner, but the most important will be guest's expectations of *personalized services* and the highest quality of received quality services in tourism.

Cultural values and attractions are found widespread across the globe, constantly waiting to be admired by tourists. It solely depends on us how we present these unique cultural values, not only for the benefit of the hosts and tourists, who come to gain new experiences, but also for the local community, and finally, but perhaps most significantly, for the benefit of all cultures. Lifelong education means the passport to the future hospitality.

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