CHAPTER- 4

LITERATURE REVIEW

In this chapter, literature related to the perception of hotel attributes by tourists, role of travel and tour operators to tourists, motivational factors that attract tourists to visit a destination, issues to be considered by tourists to make a destination preference and destination loyalty, critical strategic success factors for making a country as one of the most attractive tourism destination, and the contribution of tourism to host communities will be discussed respectively.

4.1 LITERATURE REVIEW RELATED TO LEVELS OF TOURIST SATISFACTION IN HOTELS

Tourism plays an extremely important role in National economy. The purpose of this study was to examine the genuine needs of travelers by identifying their perception and levels of satisfaction with the services and facilities or attributes provided by domestic hotels in Ethiopia.

Specifically the study addresses or aims to address the following objectives.

- To develop the underlying dimensions of hotels attributes.
- To examine the relative impact of derived hotel factors in influencing the satisfaction levels of international travelers.

Studies of consumer behavior emphasizes that customer satisfaction is a major issue in post-purchase period. (Westbrook and Oliver, 1991). Oliver (1981) defined customer satisfaction as a customer’s emotional response to the use of a product or service. However, it is more likely that the customer satisfaction is a complex human process that involves cognitive and affective processes as well as other psychological and physiological influences (Oh and Parks, 1997).

A traditional definition of customer satisfaction followed the disconfirmation paradigm of consumer satisfaction/dissatisfaction (CS/D), suggesting the CS/D is the result of interaction between the consumer’s pre-purchase expectations and post purchase evaluation (Berkman and Gilson, 1986; Engel et al, 1990; Handy, 1997). Anton (1996) gave a more contemporary approach and defined customer satisfaction as a state of mind
in which the customer’s needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty. Nevertheless, some resources support the nation that satisfaction can be measured from a perspective of performance evaluations, making the inclusion of the disconfirmation process unnecessary (Churchill and Taylor, 1992; Olshavsky and Miller, 1972).

In this study, we follow this paradigm of measuring customer satisfaction by assessing the traveler’s evaluations of hotel performance only. Measuring customer satisfaction is an integral part of the effort that improves a product’s quality, resulting in a company’s competitive advantage (Garvin, 1991; Graven et al, 1988), repeat purchase and favorable word-of-mouth publicity (Fornell et al., 1992).

The theory of consumer behavior, as discussed by Engel et al (1990) and Williams (1982), points out that customers buying behavior and levels of satisfaction are influenced by the customer’s background, characteristics and external stimuli. Since a customer’s satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses (Berry and Parasurman, 1992). Failure to pay attention to influential attributes in choice intention may result in a customer’s negative evaluation, and may lead to unfavorable word-of-mouth (Chon et al, 1995).

4.1.1 Hotel Attributes

Research into hotel selection criteria has focused on the relationship between customer satisfaction and service quality or services and facilities. Because of the intangibility, variability and perishability of services, consumer’s perceptions of satisfaction criteria may include contextual cues that they use to evaluate the service quality and to make decisions about future patronage, whether or not they have experienced the hotels products and services before (Bitner, 1990; Parasurman et al, 1995). Alpert (1971) and Kivela (1996) viewed consumer products and services as a bundle of attributes or features and benefits and stated that those attributes that directly influence consumer choice are termed “determinant attributes”. These attributes, which could be different from those of competitor’s offerings, may be key factors in determining consumer’s intentions regarding future purchases.

Wuest et al (1996) defined perceptions of hotels attributes as the degree to which traveler’s find various services and facilities important in promoting their satisfaction with
hotel stays. There have been numerous studies of the needs and characteristics of travelers. Reviews of the literature suggest that most traveler’s would consider the following hotel attributes when making a hotel choice decision; cleanliness, location, room rate, security, service quality and the reputation of the hotel or chain (Ananth et al, 1992; Atkinson, 1988; Burton, 1990; Cadotte and Turgeon, 1988; Clow et al, 1994; Knutson, 1999; Leblanc and Nguyen, 1996; Lewis, 1984, 1985; Marshal, 1993; McCleary et al 1993; Rivers et al, 1991; Weaver and Heuing, 1993; Wilensky and Buttle, 1988).

Atkinson (1988) found that cleanliness of accommodation, followed by safety and security, accommodation value for money and courtesy and helpfulness of staff were the top attributes for travelers in hotel choice selection. Buttle and Wilensky (1988) mentioned that personal service, physical attractiveness, opportunities for relaxation standard of services, appealing image and value for money was significantly evaluated by travelers. Rivers et al (1991) examined the hotel selection decisions of members and non-members of frequent guest programmes.

Their results showed that “price and quality” was rated as the most important attribute across all age categories, followed by attributes related to “security” and “convenience of location”. Leblanc and Nguyen (1996), in particular, examined the five hotel factors that may signal a hotel’s image to traveler’s; Physical environment, corporate identity, service personnel, quality of services and accessibility. They suggested that marketing efforts should be directed to highlight the environmental cues in order to attract new customers.

4.1.2 Cultural Differences in Perceptions of Hotel Attributes

Past research studies into hotel attributes have tended to be comparative in nature. For example, Ananth et al (1992), Barsky and Labagh (1992), Cadotte and Turgeon (1988), Clow et al (1994), Gilbert and Morris (1995), Gunderson et al (1996), Lewis 1994; 1995) and Taniec (1990) compared the hotel attributes for business and leisure traveler’s; Dahl (1989) and Heuing et al, (1996) compared the hotel attributes for luxury and Economy hotels. However, few research studies have taken a cultural perspective in relation to traveler’s perceptions about hotel attributes. Hoon (1992) mentioned that there exists a cross-cultural difference in terms of expectations of hotel facilities and services. Mid-market segment of the hotel industry are likely to take over from the move up –market segments. He stated that nearly 70 % of travelers to Asia came from the region itself. Bauer et al (1993) examined the differences between Asian and Non-Asian travelers in
relation to their demand for a wide range of hotel facilities. They found that major differences between Asian and Non-Asian counterparts were that Asian travelers appeared to want more entertainment facilities, for example Karaoke, while their non-Asian counterparts appeared to be more concerned with the hotel health facilities.

Choi and Chu (2000) identified traveler’s perceptions of 33 hotel attributes. These factors were factor-analyzed using principal component analysis with orthogonal Varimax rotation to identify the underlying dimensions or hotel factors that explained the variance in the attributes. From the Varimax rotated factor matrix, seven factors were extracted from the original 3 variables.

These factors included staff service quality, room quality, General amenities, business services, value, security and international direct dial.

The results from the regression analysis suggest that Asian traveler’s overall satisfaction is primarily derived from the value factor, whereas their western counterpart is influenced by the room quality factor. Using the results of the study, Hoteliers in Hong Kong can focus their efforts to provide quality service and facilities that their Asian and western customers perceive as being important and as having high value.

Vincent (2000) carried out a research on satisfaction levels of mainland Chinese traveler’s with Hong Kong hotel services. Mainland China has been the largest market for Hong Kong tourism since 1994 and represented 27.1% of the total visitor arrivals in 1998. According to the Hong Kong Tourist Association (HKTA, 1999), the number of mainland Chinese travelers has been increasing steadily from 1.7 million in 1993 to 2.6 million in 1998. Hong Kong is now the number one destination for the mainland Chinese traveling abroad (Qu and Li, 1997). Hong Kong has two advantages in capturing the China market geographical proximity and the family ties. The China open-door policies (Heuing, 1997) and the loosening of travel restrictions to the mainland visitors after reunification of Hong Kong (Ming, 1998) have led to an increase in the number of mainland Chinese visitors. Growth was fostered partly by the Hong Kong governments simplified entry formalities to mainland Chinese travelers in 1993 (Ram, 1993).

Vincent (2000) employed the discrimination paradigm to assess mainland Chinese traveler’s satisfaction levels with the hotel services in Hong Kong. He used a structured questionnaire consisting three sections. The first section gathered data about respondents traveling characteristics such as purpose of visit, number of trips to Hong Kong and length...
of stay. The second section contained 34 hotel services attributes which were generated after the review of relevant literature and modified to suit the local situation.

The respondents were asked to rate their expectations and perceptions of each of the 34 hotel service attributes for Hong Kong Hotels on a 5-point Likert scale, ranging from “1 = very low” to “5 = very high”. In addition, a question on respondents overall satisfaction was included. Respondents overall satisfaction level was measured using a 5-point scale (1 = very dissatisfied and 5 = very satisfied).

The final section of the questionnaire was designed to gather respondent’s demographic data such as age, sex, education level, profession and income. The instrument was pilot tested to ensure its validity and reliability. Vincent (2000) used a systematic sampling method. The subjects were interviewed at the departure halls of Kowloon Railway station and the China-Hong Kong Ferry Terminal.

According to the Hong Kong Tourist Association (HKTA, 1999), more than 60% of the mainland Chinese travelers came to Hong Kong by land and sea in 1988. Every 12th traveler who passed through the immigration and security check point was chosen for the sample.

After discarding the unusable questionnaires, 203 were used for analysis. The data were analyzed using SPSS software. Descriptive statistics were used to identify the nature of all the responses paired t-tests were used to compare the mean score expected level with the mean score of the perceived level on the 34 hotel service attributes. Factor analysis was employed to identify the underlying dimension (factors) of traveler’s perception of hotel services. Finally multiple regression analysis was conducted to examine the relative impact of perception dimensions in affecting traveler’s overall satisfaction with the hotel service in Hong Kong. Pair sample t-test was applied to the mean score of 34 hotel attributes. The results showed that there were 11 satisfied attributes, 3 indifferent hotel attributes and 20 dissatisfied hotel attributes. In this study 34 attributes identified and used in factor analysis included the following.

Factor 1: service quality and value: friendliness and helpfulness of hotel staff, helpfulness of the information desk, hotel staff language skill, baggage handling service and reasonable price for the room

Factor 2: Food and beverage quality: availability of food and beverage variety, food and beverage quality, room service and hygiene of food and beverage

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Factor 3: Augmented product quality: swimming and gymnasium facilities, the physical appearance of the hotel, in-room audio visual equipment, and recreation facilities.

Factor 4: Reliability: responsible security personnel, good fire prevention system and hotel staff ability to provide prompt service

Factor 5: Core product quality: quietness of room, comfort of beds and cleanliness and tidiness of the hotel

Factor 6: Availability of supplementary services: food and beverage value for money, availability of business center and availability of reliable wake up call

Factor 7: Value added services: availability of frequent travelers program and availability of complementary amenities

Factor 8: Convenience: availability of meeting facilities, availability of personal care amenities and the location of hotel (ease of transportation).

The study undertaken by (Vincent 2000) showed the following results:

a) Satisfied Hotel Attributes

The “satisfied attributes” are those positively disconfirmed attributes. According to the disconfirmation paradigm, they are defined as those attributes with perception scores greater expectation scores i.e.; positive mean difference and with a significant t-value (P<0.05). The results indicated that the mainland Chinese travelers were satisfied with the “availability of personal care amenities”, quietness of the room” “availability of food and beverage variety”.

Availability of reliable wake up call,” food and beverage quality,” “in –room safety box, ““in –room audiovisual equipment”, helpfulness of the information desk,” “hygiene of food and beverage,” “cleanliness and tidiness of the hotel” and “comfort of beds”.

b) Indifferent Hotel Attributes

For those attributes with a non-significant t-value (p>0.05) they were defined as “indifferent hotel attributes,” regardless of a positive or negative mean. The indifferent hotel attributes were; “The location of the hotel,” “room service “and “hotel staff language skill”.

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c) Dissatisfied Hotel Attributes

“Dissatisfied hotel attributes” were those attributes negatively disconfirmed by the respondents with a negative mean difference, the expectation scores and outweighed perception scores and with a significant t-value (p > 0.05). Mainland Chinese travelers were dissatisfied with “recreation facilities and availability of frequent travelers program,” followed by the “baggage handling service,” “availability of complementary amenities,” “swimming and gymnasium facilities,” “the physical appearance of the hotel,” “view of the hotel surrounding area,” “availability of transportation arrangements,” “availability of business center,” “availability of meeting facilities,” “reputation of the hotel,” “reasonable price for the room,” “good fire prevention system,” “convenient and reliable reservation system,” “efficiency of front desk,” “availability of efficient laundry service,” “food and beverage value for money,” “responsible security personnel,” “friendliness and helpfulness of hotel staff,” and “hotel staff ability to provide prompt service”.

4.2 LITERATURE REVIEW RELATED TO TRAVEL AGENCY AND TOUR OPERATORS

In this section the role and importance of travel and tour operations will be briefly highlighted.

4.2.1 Definition of Travel and Tour Operators

According to Bhatia (2006), the main role of travel agent is to provide to their customers a convenient location for the “purchase” of various elements of travel like transport, accommodation and several other ancillary services associated with holiday and travel. According to Robert and joy (2001), “a travel agent is an intermediary who derives financial gain –in the form of a commission by linking suppliers of tourism services with consumers through the provision of reservation, ticketing and other services.” A travel agent is any person who sells travel products on commission basis. A person selling travel who meets certain minimum qualifications can vary widely according to who uses the term or sets the standards.

The travel agents act as booking agents for holidays and travel disseminate information and give advice on such services. This role can be summed up as follows:

a) To give advice to the potential tourist on the merits of alternatives destinations.
b) To make necessary arrangements for a chosen holiday which may involve booking of accommodation, transport or other relevant services associated with his travel.

In other words, a travel agent is an intermediary providing a direct link between the consumer and the suppliers of tourists services such as airlines transport companies, Hotels, auto rental companies; etc.

The travel agent is the one who acts on behalf of the principal i.e.; the original provider of tourist service such as an airline company, Hotel Company shipping company, insurance company, railways or a tour operator. An agent sells the principal’s services and is rewarded by a commission.

4.2.2 The Role of Intermediaries in Tourism

Intermediaries typically perform three main functions. First, they adjust the discrepancy of assortment through the processes of sorting, accumulation, allocation and assorting. Second, they minimize distribution costs through routinising and standardizing transactions, which makes the exchange more efficient and effective. Finally, Intermediaries facilitate the searching process of both buyers and sellers by structuring the information essential to both parties, providing a place for both parties to meet each other and reducing uncertainty (Pitt et al, 1999).

The term distribution denotes the methods by which a product or a service is distributed from producers to the consumers. The middlemen are the link and if the link is strong, the production succeeded in raising the tourist’s influx. The middlemen are wholesalers, buying tourism products in bulk and then making them available to the retailers, the travel agents. The travel agents are the retailers. The tour operators buy a range of tourism products in bulk, vis; air line seats, they package the tourist products and sale either to travel agents or direct to the tourists, hotel accommodations, coach transfers etc;

The rapid development of international tourism has contributed to the increasing domain of tour operators. In this competitive arena, tour operators are seen both as influential sources of information and as distribution channels, that affect tourist images and decisions (Gartner, 1993; Woodall, 1990; Woodside and Lyonski, 1989). In fact, they provide information to potential travelers (Baloglu, 1997; Gitelson and Crompton, 1983; Hseish and O’Leary, 1993), develop and promote destination packages (Gartner and Bachri, 1994; Mill and Morrison, 1992; Reimer, 1990), determining market trends, prosperity of destinations and suppliers, and affecting the demand levels for destinations.
Therefore, tour operators can be considered as an enterprise that transform production inputs such as environmental attractions and tourist services, in order to provide travelers with tools to create new products with a tailored personality and originality with respect to the single components. In fact tour operators, owing to their central position in the information network and their know-how, are able to identify and connect the various centralized services such as overnight stay and transport, homogeneously by price and quality level, based on a previous segmentation in relation to travel and expenditure capacity.

On the other hand the effects of international tour operators on destinations prove to be controversial. In most cases, their strategies negatively impact destinations; even through local development policies could mitigate these negative effects. Tour operators are primarily concerned with their own survival and possible growth. In fact, the destination image is indirectly affected by the tour operator’s promotional activities, concentrated more on their own brand image rather than on that of the destination.

Moreover, the destination life-cycle is accelerated by the strategies of tour operators (France and Barke, 1992; Wilkinson, 1996), provided that, in order to reach their main objective that is to maximize the number of tourists in a resort, they generate tourist concentration through economies of scale, stimulating rapid and irrational development without any consideration for the environment or any chance for local people to exercise influence over the pace of development (Coccossis and Nijkamp, 1995).

Therefore, Tourist destinations are experiencing a process of commoditization (Laws, 1995) with all the insidious effects of standardizing culture. Since tour operators focus their marketing actions on general benefits, such as beaches and entertainment, destinations become substitutes for each other and, consequently, travelers choices are based on price advantages and convenience rather than attributes of a specific place.

Tour operator’s aim is to create customer loyalty to them rather than to any of the destinations they are selling. However, destinations are able to sell their products to many distributors and therefore are not compelled to be able to be loyal to any tour operator. Conversely, tour operators act as a catalyst of demand in the sense of understanding market needs and directing them to destinations (Jenkins, 1991). They also influence the process of improving quality standards, since tour operators monitor the performance of the whole tourist industry and, in many cases, assesses client satisfaction after their trip.
So far, active local community and government support in developing the destination image, that can be adapted to changing tastes and new market segments, and the collaboration of local suppliers can turn these effects into positive opportunities for destinations.

4.2.3 Value Chain Members in the Tourism Industry

The tourism value chain starts with the customer order. Customer or tourists have some alternative when they purchase the tourism product. They can arrange their travel plan with the help of tour operators or outbound travel agents (Package travel)—that is that has the advantage of taking professional advice on the Whole Holiday Package without any thinking or arrange it themselves (individual travel), which allows them to be flexible in their travel experience. Incoming travel agents can be used to make transfer arrangements from/to the airport or train station, harbor, etc.; to/from the hotel and for daily excursions and other activities held at destinations. The Tourism industry has been analyzed in a holistic manner through distribution channel perspective by many authors (Holloway, 1998; Laws 1997; Middleton and Clark, 2001; Mill and Morison, 2002).

According to Wynne (2000), the international tourism industry is characterized by large numbers of small suppliers who are globally scattered. In 3rd world destinations this is compounded by the secluded locations of many of the attractions, limited domestic markets and weak infrastructures. Likewise, tourists are numerous, diverse and are geographically separated from the suppliers. Many live in different time zones. A vacation to Africa may well represent a large expense for the individual tourist, but each destination will only capture a small part of this revenue. The value chain members in the tourism industry: Destinations → IBTO (Inbound Tour Operator) → OBTO (Outbound Tour Operators) → Travel Agent → Tourists.

a) Destinations and Final Service Providers

These are suppliers and producers of tourism products and services. They include hotels, restaurants, safari lodges and game Parks, theaters, museums, rafting operators, bus operators, airlines and car hire companies. Typically, final service providers are characterized by small and medium enterprises with little technological infrastructure and financial power or marketing expertise. They generally cater to only a few needs of a tourist’s holiday and each only captures a small part of the revenue.
Inbound Tour operators (IBTOs): these constitute the first intermediary in the value chain. They are also small and medium sized enterprises. A typical IBTO will specialize in a particular segment of the industry and often a specific geographic region – for example adventure tours in South Africa. They exist because tour groups in foreign countries do not have the detailed knowledge of the local market and customs to make all the necessary arrangements, and because there is a need for tour groups to have an organization in the host country to ensure that everything runs smoothly. Business conventions might be organized by an Inbound Tour Operator (IBTO) specializing sector. Those visiting friends and families might book their flights through a travel agent, but make the rest of their holiday arrangements only once in the destination country after consulting their relatives and/or relevant travel guides. Likewise, many organizations exhibit overlapping roles. For example, an overland tour operator exhibits the characteristics of both the destination service provider and the IBTO.

b) Outbound Tour Operators (OBTOs)

They make up the 2nd intermediary. A typical OBTO is based in a developed country and will offer packaged tours to many destination countries. Usually these organizations will be strong in the marketing departments and will often be the largest player in the value chain. They are often the main source of promotional information for the prospective visitor as they publish brochures containing details and comparisons on all their destinations. In general they do not make arrangements directly in the destination country, but will work through several local IBTOs, who will arrange tours on their behalf.

A number of Researchers and Authors have attempted to identify and classify the role of marketing intermediaries in the Tourism industry. The rapid development of international tourism has contributed to the increasing domain of tour operators. In this competitive arena, tour operators are seen both as influential sources of information and as distribution channels, that affect tourist images and decisions (Gartner, 1993; Woodall, 1990; Woodside and Lysonski, 1989). In fact, they provide information to potential travelers (Baloglu, 1997; Gitelson and Crompton, 1983; Hseish and O’Leary, 1993), develop and promote destination packages (Gartner and Bachri, 1994; Mill and Morrison, 1992; Reimer, 1990), determining market trends, prosperity of destinations and suppliers, and affecting the demand levels for destinations. Therefore, tour operators can be considered as an enterprise that transform production inputs such as environmental attractions and tourist services, in order to provide travelers with tools to create new products with a
tailored personality and originality with respect to the single components. In fact tour operators, owing to their central position in the information network and their know-how, are able to identify and connect the various centralized services such as overnight stay and transport, homogeneously by price and quality level, based on a previous segmentation in relation to travel and expenditure capacity.

On the other hand the effects of international tour operators on destinations prove to be controversial. In most cases, their strategies negatively impact destinations; even through local development policies could mitigate these negative effects. Tour operators are primarily concerned with their own survival and possible growth. In fact, the destination image is indirectly affected by the tour operator’s promotional activities, concentrated more on their own brand image rather than on that of the destination. Moreover, the destination life-cycle is accelerated by the strategies of tour operators (France and Barke, 1992; Wilkinson, 1996), provided that, in order to reach their main objective that is to maximize the number of tourists in a resort, they generate tourist concentration through economies of scale, stimulating rapid and irrational development without any consideration for the environment or any chance for local people to exercise influence over the pace of development (Coccossis and Nijkamp, 1995).

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c) Travel Agents

Travel agents add value in several ways. Add value in several ways. They are geographically close to the tourist and assist the customer by doing much of the searching on their behalf. Unlike the Tour operators, they are better able to cater to the individual requirements of each tourist and can customize a holiday to suit each client. They are able to cater to independent travelers, business visitors, holiday makers and tour groups. Through access to the booking systems, they routine transactions and payments and coupled with their experiences and expert knowledge of the industry, facilitate searching. They are also aggregators in that they will stock the brochures of out bound tour operators (OBTOs) so the customer can choose his or her particular holiday from a large number of different offerings. As the intermediary closer to the customer, they are in the best position to build relationships with customers. This is particularly true in the travel market.

4.2.4 Travel Agency Operations

The major functions of a travel agent are broadly classified as follows:

a) Provision of Travel Information

This information is provided at a convenient location where the intending tourist may ask certain questions and seek clarification about his proposed travel. This is a very specialized job and the person behind the counter should be a specialist having an excellent knowledge of various travel alternative plans. A good travel agent is something of a personal counselor who knows all the details about the travel and also the needs and interests of the intending travelers. Communication plays a key role in dissemination of any type of information.

b) Preparation of Itineraries

Tourist itinerary is a composition of a series of operations that are a result of the study of the market. A tourist journey is characterized by an itinerary using various means of transport to link one locality with another. Preparation of different types of itineraries is another important function of a travel agency. A travel agent gives advice to intending travelers on the type of programmes which they may choose for the holiday or business travel.
c) Liaison with Providers of Services

Before any form of travel can be sold over the counter to a customer counteracts have to be entered into with the providers of various services. These include transportation companies, hotel proprietors, the providers of surface transport like motor cars or coaches for transfer to and from hotels and for sight seeing etc and also for general service requirements. The work carried out under these headings is usually that of the owners or senior employees of agencies concerned.

d) Planning and Costing Tours

Once the contracts and arrangements have been entered into, there comes the task of planning and costing tours, both for inclusive programmes and to meet individual requirements. This job is intensely interesting and at the same time challenging. It calls for a great deal of initiative and drive for travel to those places which are to be included in the itineraries. Paradoxically many of those who do this type of work visit comparatively few of the places included in the itineraries they prepare.

e) Ticketing

Selling tickets to clients using different modes of transport like air, rail and sea are yet another important function of a travel agency. This calls for a thorough knowledge of schedules of various modes of transport. Air carriers, railways and steamship companies have hundreds of schedules and the person behind the counter should be conversant with all these. Ticketing is, however, not an easy job as the range and diversity of international airfares is very complex and varied. An up-to-date knowledge about various schedules of air companies, steamship companies and railways is very essential.

f) Settlement of Accounts

Linked with the function of ticketing and reservation of accommodation in a hotel is the settlement of accounts of the clients. Dealing with the settlement of the accounts in all parts of the world calls for a thorough knowledge of foreign currencies, their currencies, their cross-values and above all, the intricacies of exchange control regulations which vary from country to country.

g) Provision of Foreign Currencies

Provision of foreign currencies to intending travelers is another specialized activity of a travel agency. Some of the larger travel agencies deal exclusively in the provision of
foreign currencies, traveler’s Cheque, etc; this is important activity is an important facility to intending travelers as it saves them a lot of time and energy in avoiding visits to regular banking channels.

h) Insurance

Insurance, both for personal accident risks and of baggage is yet another important activity of the travel agency. Some of the larger travel agents maintain sizeable shipping and forwarding departments, aimed at assisting travelers to transport personal effects and baggage to any part of the world, with a minimum of inconvenience.

i) Reservation Systems

This is a relatively new intermediary in the Global market and has not been shown in the value chain line diagram demonstrated above. The Computers Reservations System (CRS) have evolved from the proprietary systems used by the major US Airlines and Travel Agents to make flight bookings, but are increasing into other sectors.

4.2.5 Travels and Tour Operators in Ethiopia

The following are a list of travel agencies or tour operators actively operating in Ethiopia: Abba Travel Agency Plc.; Abyssinian Tours & Travel; Adonay Ethiopia Tours & Travel; Bekele Molla Tour & Travel; Beteseb Trading; Caravan Tour & Travel; Dawe Emede Tour & Travel Agency; Dinknesh Ethiopian Tour; Discover Abyssinia Tours ; Ethio Dar Tour & Travel; Ethio National Tour & Travel Operator; Ethiopian Rift Valley Safaris; F.K Explorer Ethiopia Travel & Tour; Fana Travel & Tours; Four Seasons Travel & Tours; G.K Ahadu Tours & Travel; Ghion Travel & Tours Plc.; Green Land Tours & Travel; Hadar Tours; Hess Travel Ethiopia; Horizon Tour Ethiopia Tour Co.; Kibran Tour and Travel; Lalibela Travel and Tour Plc.; Lal Business House Plc.; Memories Travel & Tour; N.T.O.; Nature Lovers Tour Operator; One Stop Tourism; Queen of Sheba Tour & Travel; Red Jackal Tours; Rocky Valley Safaris; Royal Tour Operation & Travel Agency; Smiling Ethiopia Travel & Tour; Splendor Ethiopia Tours & Travel; T.D.S International Trading; Timeless Ethiopia Tour; Travel Ethiopia; T-Tam Travel &Tour; Village Ethiopia Tour and Travel; Wonz -Dar Expeditions Plc.; World Travel & Tours Pvt. Ltd. Co.; and Yumo Tours; etc.

The above list of travel and tour operators indicates the most actively performing tour operators which are presently providing services to tourists interested to visit different historical sites, towns, national parks and other places of interest all over Ethiopia.
4.3 LITERATURE REVIEW RELATED TO MOTIVATIONAL FACTORS FOR TOURISTS TO VISIT A DESTINATION

4.3.1 Motivational Factors for Tourists

Motivation is defined as forces that influence and predispose to a specific behavior (Dann, 1981; Pearce, 1982). In tourism research, a perception is the image of a tourist destination that makes effective the behavior intentions (Gnoth, 1997). Baloglu and Mc Cleary (1999) state that perceptions about the destination are a function of internal motivations (push motives) and external motivations (pull motives). Each tourist has his/her own internal and external motivations to travel which lead to different perceptions about a tourist destination.

Founded on Crompton’s (1979) push-pull motive model and supported by the literature review, the present study proposes an integrated approach to understanding the motivations of tourists in relation to the underlying associations between push and pull motives and their contributions to the perception of the tourist destination as a whole.

A structural equation modeling procedure Joreskog and Sorbom (1986) is used to test the theoretical model suggested. In order to further explore the links between the Push motives, pull motives and perceptions, we use a Categorical Principal Components Analysis (CATPCA). This last statistical data analysis technique produces perceptual maps which allow a clearer understanding of the simultaneous connections among the Observed variables considered to measure the latent constructs in the structural model.

Since, CATPCA allows a joint analysis of a set of (categorical) observed variables; this statistical method represents a step forward in comparison with traditional correlation measures which only focus on pairs of variables. The implications of this study are apparent in terms of defining market strategies well-suited to the motivating factors which play a strong role in the general perception of a travel destination.

Motivation is the need that drives an individual to act in a certain way to achieve the desired satisfaction (Beerli and Marti’n, 2004). Many different reasons and motives compel people to travel. These forces are perceived as being able to decrease the condition of tension felt by the individual. The state of tension then gives way to the necessity that encourages an action or attitude (Fodness, 1994). Although the decision to satisfy needs may rely on other psychological variables, in reality, all human behavior is motivated (Crompton, 1979). Most studies looking to explain the tourist decision are based on the
expectancy Value theory (Fishbein, 1967). This theory defines expectation as the probability that a certain attitude will lead to positive or negative benefits, thus allowing the isolation of determining factors of behavior and, furthermore, specifying how expectations and values can be combined in order for choices to be made. The possibilities for combining expectation with value are numerous. The motivation for adopting a certain form of behavior is determined by the value and by the expectation for each benefit. The greater or lesser tendency to adopt certain behavior depends on expectations and the consequent value of these attitudes for the individual.

In general, the main advantages of the expectancy value theory include the following points (Cohen et al., 1972). This theory enables the use of some of the concepts present in the same model; allows the integration of the emotional component in tourist motivation; the theory can incorporate all the reasons for traveling put forward in the studies on motivation; the expectancy value theory also enables the resolution of the problem of “push” and “pull” factors, as well as the evaluation of personality; the theory allows a more realistic and sophisticated view of tourist motivation.

Most tourism literature on the factors behind the tourist decision has focused on a single motivational construct, whether it be cognitive or emotional (Gnoth, 1997; McCabe, 2000). Research focusing fundamentally on cognitive aspects does not consider the relations between these factors and emotional aspects. In this field empirical evidence is lacking.

The existence of internal and external factors which motivate human behavior is assumed by several authors. Kottler (1982), for instance, states that motivations can be the result of internal and external stimuli. Internal stimuli arise from personal needs that can be physiological, social, egocentric, safety and self-actualization. External stimuli result from publicity and promotion. Motivations around traveling can be personal (personal training, compensation, rest and knowledge) and interpersonal (resulting from the social relations) (Crompton, 1979; Dann, 1977; Yoon and Uysal, 2005). Dann (1977) classifies personal motives as those that predispose the individual for traveling: escape from daily routines, the desire to escape from solitude. According to this study, interpersonal motives arise from the need to seek some form of social recognition that is obtained through travel.

Crompton (1979) refers to more specific and direct motives that can direct the tourist in his/her decision about the type of holiday or the travel destination. Psychological or social
motives (push motives) which sustain the desire to travel are identified by the author. On the other hand, pull motives affect the travel decision and are associated to the destination’s characteristics (Lundberg, 1990). Gnoth (1997), states that the necessity for holidays depends on desires such as self actualization, sense of Self-esteem and social status. In the last case, the tourist produces his/her perceptions in accordance to his/her social group. In this sense, Cohen (1972) introduces sociological motives which direct the tourist to a socially accepted behavior.

Based on intrinsic and extrinsic motivations, the tourist builds his/her perceptions (Baloglu, 1997; Dann, 1996; Gartner, 1993). Perceptions can be different from the true attributes of the product depending on how the individual receives and processes information. In other words, perceptions focus on the attributes of products that affect behavior and not on the real attributes of products. According to Morrison (1989), perceptions are a (Dann, 1981; Pearce, 1982).cognitive measure of tourism destination value. This value represents the opportunity cost of the product (value for money), that is, that perceptions are formed based on a cost benefit assessment. Gnoth (1997), reports that the perception of a destination may be analyzed from a cognitive or behavioral perspective. This author argues that perceptions are of several types: they can have a cognitive component (which results from the evaluation of the destination attributes) and a personal component (that depends on how the individual intends to perceive that destination).

The cognitive structure comprises the shaping of a perception represents of internal and external stimuli into the “awareness set” which is, in fact, a cognitive structure (Crompton, 1979; Woodside and Lysonski, 1989).

4.3.2 Why People Travel to Exotic Places?

A general conclusion can be drawn that personal motives (push motives), as well as the view of the characteristics of the tourism destination (pull motives), determine perceptions. These motives interact in a dynamic and evolving context (Correia, 2000). From another point of view, the tourist motivation should be seen as a multidimensional concept which explains the tourist decision (McCabe, 2000). Most of the studies on motivations and perceptions formation rely on multivariate methods that allow us to determine multidimensional structures. The techniques more often applied are factor...
analysis, multidimensional scaling, Principal Components Analysis (PCA), segmentation procedures, corelational tests, ANOVAs and MANOVAs.

Formation of perceptions, from a conceptual point of view, is presented by Kim and Yoon (2003) and also by Vogt and Andereck (2003). These authors propose structural equation models which look to analyze how emotions and cognitions can influence tourist destination perceptions. Seddighi and Theocharous (2002) use a conditional model to measure the perceptions/feelings about the characteristics of tourist destination. From this methodology, the authors detected the probabilities of revisiting a travel destination. Murphy et al. (2000) define a structural model that relates the tourist intention to return (as a proxy of satisfaction/quality) with his/her perceptions of the travel experience.

In general, these models combine motivations, expectations and choice and are estimated by using regressions techniques and structural models. Despite the power of these analyses, nothing has been done in order to deeply evaluate the relationships among the observed variables in the proposed models, which can be done by observing the graphical displays provided by CATPCA. The conceptualized model in the following section incorporates insights from the literature review.

Destination attributes like landscape features (i.e. the pull motives) which represent what the tourist intends to do at the exotic destinations. The latter section considers the overall level of perceptions.

The set of push and pull motives considered in this work is the most quoted on literature (Cossens, 1989; Fodness, 1994; Holden, 2003; Iso-Ahola and Mannel, 1987; Lundberg, 1990; Mohsin and Ryan, 2003; Shoemaker, 1989; Uysal et al., 1996). Specifically, the following push motives were included: “relieving stress,” “escaping from the routine,” physical relaxing,” “doing different things,” “stimulating emotions and sensations,” being an adventurer,” “having fun,” “increasing knowledge,” “knowing different cultures and lifestyles,” “enriching myself intellectually,” “knowing new places,” “meeting interesting people,” “developing close friendships,” “going places my friends have not been,” “talking with my friends about the trip.” Pull factors considered were the following: “Landscape,” “natural environment,” “cultural attractions,” “night-life,” “sports equipment,” “transport,” “lodging,” “weather,” “accessibility,” “beaches,” “gastronomy,” “security,” “distance,” “shopping facilities,” “relaxing atmosphere,” “social environment,” “hospitality,” “different ethnics,” and “standard of living.”
As Maio and Olson (1994) propose, push and pull motives, as well as perceptions, were assessed by a seven point Likert-type scale. This scale ranged from “not important” (1) to “extremely important” (7) concerning motives and from “very low” (1) to “very high” (7) regarding perceptions.

a) Push Motives

The push factors were labeled knowledge, leisure and socialization. The 15 push motives are presented below:

Knowledge: is the first factor and is specifically related to the need to explore new cultures and places as well as to do and learn new things. Knowledge includes Do different things, Stimulate emotions and sensations, Be an adventurer, Have fun, Increase knowledge, Know different cultures and lifestyles, Enriching myself intellectually, Know new places and Find interesting people.

Leisure: In the Leisure factor the principal motives are connected to personal well-being such as Relieving stress, Escape from the routine, relaxing physically. Socialization is primarily the desire to share travel experiences, develop close friendships and go to destinations not yet visited by friends. It includes, Developing close friendships, Going places my friends have not been, and talking with my friends about the trip.

b) Pull Motives

Pull factors were labeled facilities, core attractions and landscape features. The nineteen pull motives are presented below:

Facilities: Facilities of the travel destination such as lodging, weather, food, security, roads and hospitality. Beaches, Hospitality, Astronomy, Security, Relaxing atmosphere, Accessibilities.

Core attractions: Standard of living, Different ethnics, Distance Shopping facilities, Sports equipment, Social environment, Night-life and Transports.

Landscape features: are the last pull factors and is linked to the natural and cultural environment of the holiday destination.

McCabe (2000), shows that the relationship between push and pull factors is the result of a sequential decision. Firstly, a tourist decides to travel depending on his/her emotional state (push-motives). Next, the tourist determines the place to visit and related activities (pull-motives). These choices are a function of push motives that determine the decision to travel. More specifically, Russell and Pratt (1980) suggest that the attributes of the destination are perceived by their ability to achieve affective motives. Without people’s
motivation to travel, there would be no tourist Industry. Although there are hundreds of thousands of possible destinations, the perspective of the traveler is usually circumscribed by a number of factors. These include time, attitude, family responsibilities, finance, education, physical health and well-being.

The basic question of motivation is applicable in different fields can similarly be applied to travel.

a) Why do some people travel and not others?
b) Why one particular member in a family takes to travel while others do not?
c) Why in a particular country or a region, more people engage in tourism activity than in another?

The answer to all these questions has been explained in the preceding paragraphs. Tourism is the outcome of a combination of motives and or motivations.

According to Bhatia (2006), Travel motivators can be defined as those factors that create a person’s desire to travel. Several attempts have been made to study as to why people wish to travel or become tourists.

c) Basic Travel Motivators

McIntosh, R. and Goeldner, C. (1986), has stated that basic travel motivators may be grouped into the following broad categories:

i) Physical Motivators

These are related to physical relaxation and rest sporting activities and specific medical treatment. The entire issues above are concerned with the individual’s bodily health and well-being.

ii) Interpersonal Motivators

These are identified with the needs of personal esteem and personal development. These motivators are also related to travel for business or professional interests, for the purpose of education or pursuit of hobbies.

iii) Pleasure: getting away from the routine of everyday life is perhaps the most important motive of all in recent times. The individual desire and need for pure pleasure is very strong. An individual likes to have fun excitement and a good time whenever possible. The significance of pleasure factor is widely utilized by travel agents and tour
operators who are astute psychologists when it comes to selling tours. Various brochures and folders particularly emphasize the pleasure aspect of holiday and travel.

iv) Relaxation, Rest and Recreation

Industrialization and urbanization has created great pressures on modern living. The stress and strain of modern city life has made it more necessary than ever made before for people to get away from all this to relax in an atmosphere which is more peaceful and healthy. Others seek relaxation in seeking new places, meeting strangers and seeking new experiences.

v) Health

The development of SPAS during the Roman Empire was the result of people’s desire to seek good health. These sanctions laid the foundations for future resort developments. Many travel to spas and clinics for curative baths and medical treatment. In the Russian Federation along the black sea coast and in the foot hills of the Caucasus, there are a numerous world famous sanctions where every year millions of Russian citizens and international tourists come and avail of facilities.

vi) Participation in Sports

There has been an increasing participation in a wide variety of sporting activities in a wide variety of sporting activities such as mountaineering, walking, skiing, sailing, fishing, sunbathing, trekking, surf-ridding, etc; More and more people these days are taking holidays involving physical activities.

vii) Curiosity and Culture

An increasing number of people are visiting different lands, especially those places having important historical or cultural associations with the ancient past or those places holding special art festivals, music, festivals, theater and other cultural events of importance.

The increasing interest shown by many in architecture, art, music, literature folklore dance, paintings and sports, in other people’s culture or in archaeological and historical remains and monuments. International events like Olympic Games, Asian Games National celebrations, special festivals, etc; attract thousands of tourists.
ix) Ethnic and Families: This includes visiting one’s relations and friends, meeting new people and seeking new friendship. A large number of Americans visit European countries in order to see their families or because they feel they are visiting their homeland.

x) Spiritual and Religions: Travel for spiritual reasons has been taking since a long time. A large number of people have been making pilgrimages to religious or holy places. In the Christian world, a visit to Jerusalem or the Vatican is considered to be very suspicious. In the Arab Muslim or some other holy centers is considered to be a great act of faith.

xi) Status and Prestige: This relates to ego needs and personal development. Many people undertake travel with a view to talk about it to their relatives and friends. They like to impress them by relating their experiences in the various places visited.

xii) Professional or Business: Attending conventions and conferences related to the professions, industry or commerce or to some organization to which the individual belongs has become very popular. The “convention travel” has great strides in recent times. Conventions and conferences associated with Education commerce, industry, and politics and various professionals are increasingly being held in various parts of the world.

Some of the motivations cited in respect of modern tourism are enumerated as follows:

- The exploration of the close and distant neighborhood knowing other countries, regions or people and also travel for studies and cultural ends.
- Divine service as a travel motivating force subsists in journey’s to sacred religious places and in pilgrimages.
- Participation in events of religious or secular authority manifests itself today in the form of travel political meetings and ceremonies.
- The utilization of natural medical cures comprises in the widest sense all travel undertaken with the object of rest and relaxation medical care or treatment of diseases.
- Travel for the enjoyment of the beauties of the landscape has undergone modifications both in the conception of what is beautiful and in the expression of sentiment.
• A further motive force of tourism is considered by sports travel. This includes travel for the sake of traveling, the joy in motion. In fact this is only one sports activity projected on travel scene in addition to numerous other motive forces connected with sports for which landscape and nature provided the setting for the best possible practice and exercise of sports.

• The prime motive to engage in tourism is to be “elsewhere” and to escape however temporarily from the routine and stress and strains of everyday life.

• From this prime motivation two principal and distance motivations may be stipulated as document.

4.4 LITERATURE REVIEW RELATED TO TOURIST’S DESTINATION LOYALTY AND PREFERENCES

Tourist choice behavior is one the important topic frequently investigated by scholars (Ajzen and Driver, 1991; Chen 1998; Fesenmair, 1990; Iso-Ahola, 1980; Matheson and Wall 1982; Um and Crompton, 1990). The investigation of decision rules and decision making processes, mostly conceptual in nature, have focused on the types of decisions rules and the decisions-making stages that are likely adopted by tourists. On the other hand, research on choice factors has primarily centered on the empirical examinations of critical attributes used by tourists as criteria for determining their alternatives. In spite of the significant contributions from studies on choice behaviors (Ben-Akiva and Lerman, 1985; Clark and Downing, 19884; Crompton, 1992; Crompton and Ankomah, 1993; Fesenmair, 1990; Foxall, 1983; Woodside and Carr, 1988) literature pertaining to the relationship between choice behaviors and tourist’s destinations loyalty is rather limited.

This study is to explore the relationship tourist’s choice behavioral attributes and destination loyalty. In consumer research customer loyalty is often measured by three different indicators, including intention to continue buying the same product, intention to buy more products, willingness to recommend the product to others (Hepworth and Mateus, 1994).

Among tourists behavioral studies, repeat visitation has been used to assess tourists destination loyalty (Oppermann,1998; Pritchard and Howard, 1997), repeat visitation is conceptually similar to two of three customer loyalty indicators intention to continue buying and intention to buy more. However, repeat visitation may not truly represent tourist loyalty.
For example, those who do not return to a particular destination they had previously visited may simply want to seek different travel experiences in new destinations and yet maintain loyalty to the previously visited destinations.

To fulfill the deficiency of assessing destination loyalty, this study used tourist’s willingness to recommend a destination as an indicator of their loyalty. Thus, destination loyalty was operationally defined as the level of tourists perceptions of a destination as a recommendable place.

Past research (Schreyer et al., 1984) revealed that prior product knowledge enables consumers to evaluate a products utility, attributes and applications. Chen (1998) in his review of tourist’s decision –making process, proclaimed that it was vital to examine past trip experience, which often directly influences tourist’s choice behaviors.

Recently, in an effort to determine, if past international travel experience affects tourist’s choice behavior, Sonmez and Graefe (1999) found that past travel experience to certain regions both increased the intention to travel there and decreased the intention to avoid places such as risky places. Indeed, prior product Knowledge enhances one’s internal memory and assists in choice behavior (Brucks, 1985). With the above notion, this study also addressed the influence of past trip experience on tourists choice behaviors.

Two research questions were proposed for this study.

a) What is the choice behavioral attributes influencing tourist’s destination loyalty?

b) What are the interrelationships among past travel experience choice behavioral attributes and destination loyalty?

In consumer behavior studies, loyalty research has tied into customer’s purchase behavior of specific brands and products. The underlying goal of studying consumer loyalty is to understand customer’s needs and wants, in order to secure repeat purchase of particular brands and products targeted by loyalty marketers.

In the service industry research reporting customer loyalty, Taylor (1998) determined that “likelihood to purchase a product or service again,” and “overall satisfaction” constituted good indices of assessing customer loyalty.

Hepworth and Mateues (1994) stated that the loyalty indicators, including intention to buy same product intention to buy more product and willingness to recommend the product to other consumers helped predict customer loyalty.
Blomer et al (1988), in their examination of the structure relationships among brand loyalty, image of product service quality and satisfaction concluded that there was an indirect relationship between image and loyalty via perceived quality and a direct and indirect relationship between loyalty and service quality via satisfaction.

More specifically, McIntyre and Peck (1998) suggested a yin and Yang approach to manage and measure customer loyalty. According to their axiom with Yin referring to employee behavior and Yang dealing with customer behavior, service providers should focus on what the customer wants instead of driving customers to demand what the provider makes. Indeed, customer loyalty requires the development of a mutually beneficial relationship between the business and customers.

In other words, loyal customers must perceive that the service provider is committed to them and meanwhile they are treated importantly (McGarry, 1995). Schimed (1997) implied that enhancing customer loyalty is relationship marketing. Further more, Peppers and Rogers (1998) disclosed that to gain customer loyalty service providers should become one-to-one marketers that gathers information about each individual’s preferences and further utilizes that information to win customer loyalty by rendering tailored products and services.

Thus, comprehending the relationship between customer’s choice preferences and product loyalty is critical for the implementation of effective marking strategies centering on customer loyalty. In tourist behavior research, tourist loyalty has been assessed from two conceptual perspectives: one relating to tourists conception behavior (Oppermann, 1978) and one pertaining to tourist’s attitude toward product (Pritchard and Howard, 1997). Because a product, which is tied to total trip experience and novelty, differs from a manufactured product repeat purchase behavior might not truly reflect a tourist’s loyalty to a tourist product. It may be true that loyal tourists are more inclined to use the same airline and stay in the same franchised hotel wherever they travel; however, the tenet may not be necessarily applied to the selection of travel destination.

According to tourists two dimensional motivation theory (Iso-ahola, 1980), tourists tend to either escape from daily routine or seek something new. Therefore, non-repeat visit behavior may not preclude an individual’s loyalty to a destination they previously visited while a repeat visitation to a particular destination may not warrant tourist’s loyalty to that destination. In conclusion, as (Fay, 1994) stated that customer loyalty was nearly
impossible to measure, tourism researchers should carefully employ appropriate variables to assess tourist loyalty for a specific tourist product, thus preventing marketers from receiving invalid information regarding tourist loyalty. In this case, tourism researchers should use different measurement variables or constructs for assessing loyalty to different types of tourist products.

For example, for a product like an airline ticket having the potential to be purchased routinely, all loyalty indicators such as “likelihood to purchase a product or service again,” are appropriate for assessing tourist loyalty to the product. Conversely, when a unique product, say, trip to particular attractions is unlikely to be purchased repeatedly, willingness to recommend the product to other tourists may be a suitable indicator to measure the destination loyalty.

In this study destination choice preferences will be measured with the use of 17 variables. A 5-point likert type scale was used for the destination choice variables with 5= absolutely important and 1= absolutely unimportant. Travelers loyalty to a destination was measured by a single item worded as “it is a recommendable place.” A 5-point likert type scale was for the loyalty variable with 1= strongly disagree and 5= strongly agree. For the assessment of past trip experience, respondents were asked to indicate how many international trips they have taken before.

To facilitate the research questions two inferential data analysis techniques were employed.

a) Multiple regression analysis and

b) Path analysis

Multiple regression analysis is a statistical techniques used to examine the relationship between a single dependent variable (Hair et al., 1998); here it is to examine the relationship choice behavioral attributes and destination loyalty. The dependent variable was destination loyalty and the independent variable consisted of 17 attributes measuring tourist’s choice preferences of their overseas travel destinations.

In this study the path analysis may be conducted to further validate the tourist’s cognitive decision making model (Chen, 1999) which proclaims that past trip experience affects tourist’s decision-making behavior such as the use of choice preferences. Past trip experience were the exogenous variable and the variables pertaining to destination
preferences and destination loyalty was the endogenous variables. For the Global test of model fit, chi-square statistics is often employed in a path analysis. However, because chi-square test is sensitive to the sample size, several supplementary fit indices were adopted to provide a more realistic review of model fit.

The relationship between 17 choice behavior attributes and destination loyalty was examined by utilizing a multiple regression analysis. The causal effects on destination loyalty of these three destination choice attributes along with these three destination choice attributes along with past trip experience were examined with a path analysis. The finding indicated that past trip experience had an impact on perceived safety with no direct effect on destination loyalty, perceived cultural experience and perceived convenience of transportation. According to Chen and Gursoy (2001), the relationship of traveler’s destinations choice preferences and traveler’s loyalty determinants included cost, safety, climate, season distance, shopping, cleanliness, historic, scenic, entertainment, culture, friendliness, accommodations, language, attractions, food and transportation.

Beaulieu and Schareyer, 1984; Chen et al., 1997; Kando and summers, 1971; Mazursky 1989 and Schreyer et al., 1984 indicated that past experience influence tourist’s selection of their destination. Past travel experience had a direct impact only on the perception of destination safety. Sonmez and Graefe (1999) revealed that traveler’s having more travel experience’s tended to be more competent about the destination they selected. In other words, with the lesson learned from past trip experiences, tourists should perceive less risk and feel safer when they travel to overseas destinations.

Today’s destinations face their toughest competition in decades and things only get worse in years to come. Therefore, destination marketers need a better understanding of why travelers are being loyal to destination and what determines the loyalty of traveler’s. For example, the loyalty of Korean traveler’s was significantly influenced by the perception of cultural differences, convenient transportation and safety. From a marketing perspective instead of targeting repeat Korean visitor’s, practitioner should understand the importance of providing different cultural experience’s and convenient transportation with an emphasis on destination safety to other potential Korean traveler’s. If cultural experience, convenience of transportation, and safety standards meet the expectation of Korean traveler’s they are likely to recommend the destination to their friends and relatives.
Therefore, tourism marketers should develop better strategies on relationship marketing that address the above three important destination choice attributes. Korean traveler’s loyalty to destinations will be greatest if the destination focus on the development of diverse culture resources.

To create culture-based products and make use of cultural events, characteristics and heritage, international practitioner need to hire individuals from different cultural backgrounds, helping render the best culture minded programmes to Korean travelers. Additionally, it is important to develop and maintain the best possible cultural attractions because traveler’s generally do not consume just one cultural product. Therefore, it is important to cluster different cultural experiences (products) in order to increase traveler’s loyalty.

However, offering a cluster of cultural experiences might not be enough to create loyalty among Korean travelers; they also seek for convenient transportation. Convenient transportation doesn’t only mean that destination should be located close to an international airport but includes the time involved in travel from airport to lodging, access to interests such as beaches cultural attractions, amenities; special needs of elderly, disabled, children and auto rental and easy and understandable transportation system. Consequently destination marketers need to make sure that the destination has convenient transportation to and within the destination. If the destination doesn’t have convenient transportation facilities being closer to a major international airport is not likely to satisfy Korean travelers.

Indeed, convenient transportation is important to Korean travelers because convenient transportation eliminates some of the obstacles created by language barriers. Since customer expectations must be met or exceeded in order to build the loyalty.

4.5 CRITICAL SUCCESS FACTORS TO MAKE A COUNTRY AN ATTRACTIVE TOURISM DESTINATION

Critical success factors are “events, conditions, circumstances or activities. Specifically, they are limited number of areas in which results, if they are satisfactory, will ensure the successful competitive performance of the organization” (Jenster, 1987). Critical success factors are sub-goals, end –statements, characteristics, conditions or variables that are critical for the attainment of the organization’s missions and ultimate success” (Hardaker
The critical success factors are resources, skills and attributes of an organization that are essential to deliver success” (Lynch, 2003). Critical successes factors are identified and integrated by using four perspectives, namely, sustainable growth, the customer, destination management processes, and learning and growth.

a) Sustainable growth perspectives measure the sustainable growth that the tourism destination generates for all the stakeholders. According to Hassen (2000), it is critical for destination development plans to be compatible with environment and social integrity for the tourism industry to maintain the economic viability. World Travel and Tourism Council (2001) notes that sustainable travel and tourism development relies upon policies which support harmonious relationships among travelers, local communities, the private sector and governments to balance natural, built and cultural environments with economic growth and stability:

b) Customer perspective: Kaplan and Norton (1996) divide customer value proportions into three parts: customer acquisitions, satisfaction and retentions. The critical success area identified for customer acquisition is destination image. Various works on tourism, particularly those of Fakey and Crompton (1991) and Kim (1998) indicate that the primary goal in promoting a destination and acquiring customers is to project a positive image to potential tourists so that the product becomes desirable.

c) Destination management processes: Various areas and levels of government are involved in the promotion, regulation, presentation, planning, monitoring, maintenance, coordination, enhancement and organization of tourism resources at the macro level (Dwyer, 2001). As Buhalis (2000) noted, Destination Management Organizations (DMOs), which include convention and visitor bureaus and national and regional tourism organizations, have overall responsibility for the entire destination product and through incentives and policies facilitate the development of product and create local partnerships for the delivery of seamless experiences.

d) Learning and growth perspective: identifies the infrastructure that the destination must build to create long-term growth and improvement (Kaplan and Norton, 1996). Destinations are unlikely to meet their sustainable growth targets by simply using today’s technologies and capabilities. International competitions also require that destinations continually improve their products, infrastructure, systems and capabilities for delivery to

4.6 LITERATURE REVIEW RELATED TO THE CONTRIBUTION OF TOURISM TO HOST COMMUNITIES

In this section the contribution of tourism marketing to host communities, Community based initiatives taken in different countries and resident’s attitude towards tourism activities undertaken in their respective communities will be discussed respectively.

4.6.1 The Contribution of Tourism Marketing to Host Communities

According to Francesco (2006), over the past several years, it has become evident that tourism can only flourish in a safe and peaceful environment. Following an attack on tourists in sharm el sheikh or Antalya, the murder of the children of foreign visitors in Namibia, the kidnapping of tourists in Yemen and the bombardments in Lebanon, tourism in these countries collapsed. Peace is a necessary condition for tourism development but at the same time tourism itself is a vital force for peace, in two ways.

a) Because the direct and non-mediated contracts it engenders between visitors and host communities are irreplaceable; how can we feel enmity towards someone we know personally, someone whom we have received or who has received us? and

b) Because both destinations and tour operators in the same regions are linked by common interests and by a common destiny, around shared development projects: why oppose peace when it works to everyone’s advantage, unlike conflict, which benefits no one.

In the years to come, fostering the emergence of a culture of peace through tourism will continue to be an obligation for the United Nations World Tourism Organization (UNWTO). The reduction of poverty has become one of the most compelling challenges of our time. Poverty can not be summed up as a lack of income-it is a multi-dimensional and complex phenomenon with an intricate relationship to issues such as diseases, illiteracy, infant mortality, environmental degradation and any other aspects. With respect to poverty, tourism not only brings wealth, but also provides an incentive to fight it given
the fact that a certain minimum level of environmental and health standards is necessary in order to be able to welcome visitors.

This process has begun and we must help it along. Over the past decade, the annual growth rate of tourist arrivals in developing countries has been higher than the world average. In 2005 they received some 326 million arrivals which generated 205 billion dollars in revenues. In the 1990’s such countries experienced stronger growth in their international tourism receipts than the industrialized countries, which demonstrates the existence of a competitive advantage in their favor.

Contrary to a common misconception revenues from tourism in most developing countries are much larger than the “leakages” in the form of induced imports or repatriations of profits that it may generate. In all developing countries, tourism has shown itself to be a highly labor intensive activity that opens up opportunities for the businesses that provide products and services to the tourism industry. Its impact is particularly strong in the local farming and fishing industries, handicrafts and even the construction industry. With the development of micro credit, it represents fertile ground for private initiative. It serves as a foothold for the development of a market economy where small and medium-sized enterprises can expand and flourish. In poor rural areas, it often constitutes the only alternative to subsistence farming which is in decline.

Responsible tourism (as cited at http://www.responsible/tourism):

- Minimizes negative economic, environmental and social impacts;
- Generates greater economic benefits for local people and enhance the well being of host communities, improves working conditions and access to the industry.
- Involves local people in decisions that affect their lives and life chances;
- Makes positive contributions to the conservation of natural and cultural heritage to the maintenance of the world’s diversity.
- Provides more enjoyable experiences for tourists through more meaningful connections with local people and a greater understanding of local cultural, social and environmental issues.
- Provide access for physically challenged people and is culturally sensitive,
- Engenders respect between tourists and hosts and builds local pride and confidence.
As cited in http://www.responsibletourism/partnership, responsible tourism vision in Gambia states that “to make Gambia a better place to visit and a better place to live in – recognizing that it is the interaction between guests and hosts in a secure and enjoyable environment that should be experienced in Gambia and which encourages people in return.”

4.6.2. Responsible Tourism Policy Framework in Gambia

Responsible tourism policy framework in Gambia focused on three major responsibilities discussed here in under. These are Economic, Social Responsibility and Environmental Responsibility

a) Economic Responsibility

As cited at http://www.responsibletourism/partnership, responsible tourism policy for the Gambia states, its economic responsibility as follows: The Gambia as a destination will increase both national and local community earnings from tourism and outlined three major objectives to be achieved within five years.

i) Assess Economic Impacts as a Prerequisite to Developing Economic Growth:

- Extend the season to create better employment conditions and to provide a stronger base for local economic development
- Increase the contribution from tourism to the maintenance of cultural heritage, traditional ways of life and wildlife and habitats
- Encourage business relationship between originating, market companies and local and emerging enterprises.
- Consider the opportunity costs of tourism for the local community and their livelihoods and be prepared to accept that there may be more appropriate economic opportunities for people in their area.
- Maintain and encourage economic diversity, avoiding over-dependency on tourism
- Ensure that tourism initiatives and investments contribute to local economic development strategy and avoid developments which negatively impact on local communities.
• Ensure that market and financial feasibility assessments are competently completed before raising expectations and exposing the community or local entrepreneurs to risk.

ii) Maximize Local Economic Benefits by Increasing Linkages and Leakages:

• Encourage and strengthen the informal sector to become part of the formal sector, through partnership and other business linkages by encouraging local purchasing.

• Encourage accommodation and tour operating business to co-operate in order to enrich the product; increase average length of stay and visitor spending; assist local entrepreneurs to establish themselves and market new products and services creating additional jobs and other livelihood opportunities by developing complementary products.

• Maximize economic benefits for local communities by encouraging tourists to purchase locally produced crafts.

• Encourage formal sector businesses individually and together to source goods and services from the local community; and to assist with the development of the local capacity to supply tourism goods and services consistently at appropriate price and quality and on a sufficient scale to meet the requirements of the industry.

• We shall work with the industry to achieve these objectives and encourage them to provide visitor feedback on their products and provide marketing training and managerial support.

• Encourage tour operators to be more innovative in their itineraries by for example, including markets, local museums, heritage sites, arts and crafts and local restaurants and by doing so encourage visitor spending.

• Recognizes that excessive competition in the informal sector contributes to hassling and undermines both quality and livelihood opportunities. We will work with the formal and informal sectors to diversify provision and to match supply and demand.

iii) Implementation

We will work in a spirit of partnership with all stakeholders to achieve our responsible tourism objectives. We will:
• Work with the formal and informal sectors to identify partnership and joint initiatives which can assist in the development of the tourism industry in the Gambia.

• Seek to establish targets for improving the quality of the tourism experience in the Gambia and for improving revenues to the national economy and in particular to local communities.

• Report annually on the progress made towards achieving our objectives, transparency is essential in ensuring accountability and developing trust. We will encourage self-regulation, but this is only possible within a framework of transparent reporting.

b) Social Responsibility

Tourism provides opportunities for human interaction; at its best these relationship can take the form of African culture between hosts and guests. However, tourism can also bring social problems and it has to be worked out with the formal and informal sectors, government and local communities to address the issues that arise.

There are two major tasks.

i) Involve Local Communities in Planning and Decision Making

• Encourage participation by all stakeholders, the formal and informal sectors, government and communities.

• Involve the local community by creating opportunities for them to engage with the process of planning for tourism development in the Gambia.

• Develop awareness of the positive aspects of tourism and of ways of mitigating negative impacts, through education within the school curriculum and public education initiatives with communities.

• Pay particular attention to practical strategies involving all stakeholders to prevent the sexual exploitation of the children.

• Assess social impacts in the tourism development process and planning, to maximize positive impacts and minimize negative ones.
ii) Maintain and Encourage Social and Cultural Diversity

- Tourism development should not compromise respect for social, cultural and religious rights.
- Use local guides to ensure that the community speaks for itself and to increase the revenues going into the local community.
- Encourage opportunities for visitors to interact with locals as equals in a structured and guided manner.
- Develop a local social contract with participation and contributions from the community for interactions and behavior between the local community and tourists.
- Negative social and cultural impacts associated with tourism such as increased crime, drug and alcohol abuse, prostitution and child sex abuse should be monitored and action should be taken with local communities to minimize negative impacts and enhance positive ones.

c) Environmental Responsibility

The natural environment of Gambia is an important resource for the tourism industry; it is in the interest of the industry that is considered. The tourism industry is also a major consumer of natural resources and its environmental impacts need to be managed, particularly where its impacts adversely affect other stakeholders.

4.6.3 Positive and Negative Effects of Tourism

According to Tariku (2004), tourism as a contributor to pro-poor growth has both positive and negative consequences. The characteristics of pro-poor tourism are presented below (available at http://www.pro-poortourism.org.uk):

a) Positive Characteristics

- More labor intensive than manufacturing and can also involve more intensive use of unskilled and semi-skilled labor
- Employs a high percentage of women as compared to other industries
- Can build on assets of the poor such as culture and natural resources.
- Can involve a wide variety of micro enterprises, informal sectors and SME’s;
- Potential means for responsible and sustainable tourism development.

b) Negative characteristics

- Expropriation of land, water and other assets of the poor by tourism industry
- Entry barriers to poor entrepreneurs since the industry is information and marketing intensive
- Less economic linkages due to high transaction costs
- Undesirable cultural impacts
- Environmental degradation may result if necessary actions are not taken.

These negative effects of tourism can be overcome, if there is a sound tourism development policy and implementation focusing on poverty reduction through the involvement of both the local community and entrepreneurs. Thus, its advantages outweigh the disadvantages, if tourism development is planned and implemented properly.

As cited in http://www.grips.ac.ip/alumni/uzbikistan, tourism provides 10% of the world’s income and employs almost 1/10 of the world’s workforce. Positive effects of tourism may include:

- Developing positive attitudes towards each other
- Learning about each other’s culture and customs
- Reducing negative perceptions and stereotypes
- Developing friendships
- Developing pride, appreciation, understanding, respect and tolerance for each other’s culture.
- Increasing self-esteem of hosts and tourists
- Psychological satisfaction with interaction

So social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding, respect and liking.
Residents are educated without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes and so on. For example, in Uzbekistan, particularly in such famous regions as Samara and Buhara and Horezem tourist contributes significantly to their preservation of traditional handcrafting, wood carving, hammered copper work, handmade silk and carpets and maintenance of architectural and historical monuments. On the other hand, terrorism can increase tension, hostility and suspicion. Claims of tourism as a vital force for peace are exaggerated.

In most all-inclusive package tours more than 80% of traveler’s fees go to the airlines, hotels and other international companies not to local business men and workers.

- Large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions preventing local farmers and workers from reaping the benefit of their presence.
- Tourism has the power to affect cultural change among these are over development, assimilation, conflict and artificial reconstruction, and tourism may dilute or even destroy it.
- Tourism often grows into mass-tourism. It leads to the over consumption, pollution and lack of resources
- However, from the ecological point of view tourism is often more acceptable and preferable than any other industrial production as it is environmentally friendlier.
- Local communities use the natural resources but they also protect them.

As cited in http://www.grips.ac.jp/alumni/uzbikistan, in order to decrease the negative effects on local societies, we can check the following points when arranging a tourism activity in a region or taking part in it.

- Are local people involved in the tourism industry as employees?
- Does the organization cooperate with the local business?
- Does it have a respectful attitude to the local culture?
- How many economic benefits will the local population get from tourism?
• Are tour operators concerned about ecological hotels, transport and restaurants?

Francesco (2006) has identified seven major challenges of tourism, as presented hereunder:

• The need for a better understanding of the economic importance of tourism through the satellite account

• The congestion of sites and infrastructure resulting from the continuous increase in tourist flows

• The need to encourage the liberalization of trade in services while respecting the principles of sustainable development

• Appraising tourism’s contribution to understanding among nations and to the promotions of a culture of peace;

• The introduction of new information and communication technologies

• The contribution of tourism to the fight against poverty and to job creation and

• The growing need for harmonious partnership between the public and private sectors.

Contrary to common misconception, revenues from tourism in most developing countries are much larger than the “leakages” in the form of induced or repatriation of profits that it may generate. In all developing countries tourism has shown itself to be a highly labor intensive activity that opens up opportunities for the business, that provide products and services to the tourism industry. Its impact is particularly strong in the local farming and fishing industries, handicrafts and even the construction industry. In fact, with the development of micro credit, it represents fertile ground for private initiatives.

As cited in Douglas http://www.mailto:lainsworth.snv, a larger number of families are now directly engaged in and benefiting from tourism and are more favorable towards tourists which results in longer visitor stays and better tourism experience. As cited in CarolineAshley@adi.org.uk.iuang probing, Laos in May 2006, an assessment of the tourism economy estimated that tourists spent US $ 23 million per year within probing of which around 27 % accrued to semi-skilled and fairly urban, with some capital or skills. The supply chain for food and silk, however, representatives more than half the cash flow,
and involved many poor and more rural households. A study was undertaken in the area of value chain to boost participation by the poor in tourism in Gambia (reported in 2005 annual register).

As cited in http://www.propoortourism.org.uk, annual register 2006, 20% of the farmers supply more than 50% of its products to hotels. In addition, farmers report receiving as much as 40% more for their produce, than if they had sold to vendors wholesale. As cited in http://www.tribal.voice.co.uk, a one year travel foundation funded project in Kenya seeks to transform the currently unsustainable “kipass Massai village”. Tourism is located in the western end of the massi mara game reserve in Kenya.

The project Kipass Massai village aims to:

- Significantly increase the economic benefit from tourism to the local community
- Develop a quality village tourism experience that encourage genuine cultural exchange
- Provide UK tour operators and destinations suppliers with a sustainable cultural tourism excursion to responsibly market to their client.
- Disseminate good practice and lessons learnt from the project to enable other community tourism ventures to improve the sustainability of their business.

As cited in http://www.spier.co.za/, a South African Hotel, Spine reported in the 2005 annual register of its action to shift procurement to small local black business. Spine has initiated the following two specific initiatives.

- The staff catering service has been outsourced to a black previously disadvantaged member of staff and is breaking even as a business,
- Owing to a directive from senior management stating that all on-site construction materials should be both locally sourced and have as small an ecological footprint as possible.

4.6.4 Community Based Initiatives

Community based initiatives that were carried out in many countries like, Peru, Vietnam, India, Rwanda, Ethiopia are discussed briefly here in under.
a) Peru

As cited in http://www.yachagu.wayi.org, in the shadow of Peru highest mountain. 24 peasant families have developed Yayachaqui wayi the responsible travel center managed and owned by a recently formed peasant association, aims to inform and educate travelers on responsible travel and community tourism in the region.

b) Vietnam

As cited in http://www.yachagu.wayi.org, Vietnam Doi village household income was less than $15 USD life in the village is defined by poverty. In January 2004 SNV together with HUE department initiated the Doi village cultural tourism project.

By adopting a community based planning approach and effective cooperative stakeholders including local Government, community associations, local tourism training institutions and tourism business this project is showing positive results.

New and expanded income earnings opportunities have been created for more than 50 % of village households, through direct involvement in tourism activities and the links with handicrafts and honey productions. Now, a community development has been established which collects 20 % of tourism revenues.

c) India

As cited in http://www.help tourism.com. in west Bengal, India help tourism was established in 1991 and has pioneered the sustainable developments of communities through ecotourism in rural areas. The program is running in cooperation with Association for Conservation and Tourism (ACT). The goals of both organizations are:

- Linking protected areas or world natural heritage sites with peoples livelihood through tourism
- Nature conservation and presentation of traditional cultures encouraging pride in indigenous and historical heritage.
- Alternative Livelihood for Protection of Important Natural Areas and Environment (ALPINE).
• Terrorism to tourism and peace (political stability assuring safe visits and peace).

• Support-social uplift, poverty alleviation, people’s ownership in rural India through tourism.

d) Rwanda

As cited in http://www.amahoro.tours/, in the foothills of virayunga in Rwanda’s northern province, international tourists visiting the Gorillas are being encouraged to visit local communities via a new partnership with a local tour operator, Amaharo tours and a small Rwandan tour operator (established 2003) sells gorilla visit permits and guest transport to the park.

The tour company helped local communities to set up umbrella associations of 13 communities associations which are now becoming a business Amaharo tourism allies. The 13 community’s have 180 members some of which receive tourists others focus on food production and nurseries and some are not yet involved in the tourism supply chain. The communities are paid fees directly by the tour operator and or tourist. For example, a one day community trip for those people will bring US $ 80 to three communities reaching 50 people directly.

e) Ethiopia

As cited in http://www.tourismethiopia.org, a dialogue on cultural heritage in sustainable development 16th April 2007 carried out in Ethiopia. The economic impact of tourism in Lalibela -hub of the historic route was identified as follows:

• Tourism creates direct jobs for 50 people, who in turn support 4.4 family members.

• 3740 people depend on 1/4 of the population of bugna woreda

• Tourism generated $2.35 million for over enterprise in 2004.

• Each tourist represents a per capital income of $167 to the economy of Bugina wereda. The per capital income break down to the economy of Bugina takes the following forms: Accommodation 45 %, Transport services 19%, Church 13%, Restaurant and bars 10%, Suppliers of goods 8%, Craft sellers 1 %, Tourist guides 1% and Others including 2% of beggars.
4.6.5 Residents Attitude towards Tourism Activities/Markets

As cited in http://www.fs.fed.us/ne/newtown square, residents of Valdez Alaska were studied to understand their attitudes towards the perceptions of tourism development in their community. This study provided an assessment of resident’s support for or against current and potential future levels of tourism. Specifically, resident’s rate tourist markets by the impact they have on Resident’s Quality Of Life (RQOL) and economic livelihood.

Three models provide a background to examine resident’s perceptions to tourism activities in a community or area. Butler (1980) illustrated the nature of changes in a destination life cycle model that suggests over time, based on a destination gaining popularity, more tourists brings changes in the tourism system. These changes are enhanced by entrepreneurial and corporate activities of locals and outsiders eager to gain economically. Butler’s model illustrates changes as a whole, but this model could also be studied according to tourist market segments. Over time in a destination, some tourist market segments will continue and flourish, and other segments will diminish for a variety of reasons.

AP and Crompton (1993) profiled four levels of reactions by resident’s to tourism activities. The first level is embracement, which describes a euphoric stage where residents holding very positive attitudes toward tourists and their impacts. Tolerance is next on the continuum and describes residents who hold positive on some impacts and negative toward others. Adjustment is the third level on the continuum, where the residents have learned to cope with tourists and find ways of continuing with their lives with tourists crowding their community. Finally, the withdrawal strategy describes a community where residents leave when the tourists arrive.

Smith (1989) suggested residents react to both the type and quantity of tourists. Her seven types of tourist range from explorer, which represents an independent traveler, to a charter, which represents large group touring, and she suggests that these tourist segments impact a community differently. The explorer tourist accepts the local conditions and environment and tries to fit in with and get along with residents. The researcher on Alaska used a 4-page questionnaire which included 24 questions. Many of the questions were rating a list of features or statements. Specifically, the questionnaire asked resident’s to rate visitor market segments impacting the local economy and their own quality of life using a 5-point Likert scale with “1” being very positive,”2” very negative. A “no opinion” option
was also provided for those respondents who may not be familiar with the tourist market segments under enquiry.  

The theoretical contribution of this research shows that Valdiz residents hold a mix of tolerance and embracement strategies (AP and Crompton, 1993) toward tourist market segments. The strong support for the economic impact that tourism brings, particularly with summer tourism markets, shows the locals embrace their current dependence and future livelihood on tourism.