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Aim & Scope

Journal of Multidisciplinary Academic Tourism (JOMAT) is an explicitly international and multidisciplinary peer-reviewed scientific journal founded in 2016. JOMAT aims to publish both empirically and theoretically based articles which advance and foster knowledge of tourism and research that explores one or more of the economic, social, cultural, political, organizational, marketing, management or environmental aspects of the subject. We are also trying to give a new perspective to tourism-related activities. The journal encourages short commentaries and rejoinders and provides a rapid turnaround of submissions. In addition to regular length submissions, the journal also welcomes extended peer-reviewed papers on a single topic that combines detailed literature reviews with substantive empirical research and policy analysis. We also welcome supplementary material in the form of video, audio, photographs and additional supplementary about data, not included in the paper. The journal publishes Main Papers, Book Reviews, Review Essays and occasional Opinion Pieces. Book reviews and Opinion Pieces are by invitation only.

The Journal invites contributions related to the following subjects and their applications in tourism and hospitality: marketing management; innovations; global issues; economics; consumer behavior; organizational behavior; culture; methodology; sustainability; beverage management; planning and development; financial management; gender issues; ethics; entrepreneurship; education; and future trends. We also commission Special/Additional Issues – please contact the editors if you have a proposal for a Special Issue or Opinion Piece.

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Sustainable tourism community : A case study of İstanbul

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ABSTRACT

Considering the changes in the demands and needs of tourism community, sustainability is the most significant and essential guide who leads to diverse changes worldwide. Mindful of environmental, economic, cultural, and social changes worldwide, tourism community is a concept and also a fact that has a diverse range of impacts on locality and thence city life. Related to tourism, tourism is able to be seen as a relationship of three bottom lines between resource, production, and consumption. As a result of not only correlation to economic vitality due to new tourism marketing, but also development of communication and transportation, the world has literally become a local region. Not only a rapidly growing number of tourists but also a growing demand of consumption from society living in cities is one of the reasons why there is an increase in competition for resources citywide. This report will explain a combination of challenges of tourism development and restructuring of sustainable tourism community, which is involved in a new economic, social, cultural, and environmental pattern to understand the impacts of tourism with examining city of Istanbul as a case study.

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1. Introduction

As tourism grows as part of regional and national economies, many places from cities to rural areas have promoted tourism as a means of economic development and prosperity. However, crowded tourism also raises concerns about sustainability. Tourists can increase undesired cultural, economic and environmental damage; disrupt local real estate markets; cause pollution and over-development; and turn local cultures into commodities. It is possible for tourism to make a profit without harming local and global communities. While social scientists have been critical of the concept of community for a long time, the concept of community has gained popularity in the discourse of tourism planning and development. However, one of the reasons for preventing the success of community-based tourism (CBT) programs is that organizers do not see the local community with the tourist community included in the concept of community. As expected, this new idea, the Tourism Community, can be used wisely in tourism marketing. Due to the communication power of tourism, the representation of destinations has direct and potentially significant effects on people who are presented, represented and misrepresented and (sub) groups that do not have such representations.

A community participation approach has long been advocated as an integral part of sustainable tourism development. The approach is expected to increase the carrying capacity of a community by reducing the negative effects of tourism and increasing its positive effects. Participation is not only to distribute material resources more efficiently and fairly, but also to transform the information sharing and learning process into the service of people. We can define the purpose of participation as redistribution of power. Thus, the sustainable tourism community can ensure the redistribution of tourism benefits and costs. In the context of tourism planning, the concept of sustainable tourism community includes tourism of all communities (tourists, global tourism organizations and companies, local government officials, local citizens, architects, developers, businessmen and planners).

Research Paper

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The image of tourism is based not only on the local community, however, on the assets of the natural environment, infrastructure, facilities and local community, including special events or festivals. Therefore, the collaboration of the host community is necessary to properly access and develop these assets. Public participation is a driving force to protect the natural environment and culture of local communities as tourism products, but also promotes more tourism-related income. However, since the tourism industry is sensitive to both internal and external forces, many tourism development plans are often partially implemented or not implemented at all. Besides, even those that have been fully implemented are not always sustainable. Therefore, all plans should be linked to the overall socio-economic development of both tourism communities in order to increase the feasibility and life of the projects. Therefore, this study reviews the basic theories used to discuss the participation of a joint community of two different combinations: sustainable tourism community, tourism and local communities, including redistribution of power, cooperation processes and social capital creation. This theory forms the basis for defining a community-based tourism (CBT) model. The author examines Istanbul with a case study to evaluate the actual level of participation of this model in a study area.

Tourism has become the logical outcome of the global nature of capitalism in many ways as an environmental end game. Governments managing newly emerging economies force their citizens living in touristic areas to migrate from where they live in order to gain a place in the global tourism market. This reveals a new concept of refugee: the tourism refugee. The spread of tourism habitat means protecting myriad economic, ecological, social and political process with neoliberal engagement. This process, which we can call neoliberal conservation, is performed for the privileged part of the world population, which is the living condition created by the capitalist civilization (Mostafanezhad et al., 2016: p. 1). To end this unfair approach does not mean to end tourism activities. On the contrary, a tourism market to be built by including the local community is possible. Sustainable and community-based tourism proves to us that mass tourism is possible without hindering nature, culture and social life. Facilitation of tourism can be realized especially with the panoply of political forms (Douglas, 2014: p. 12).

Local communities are developed with tourism, utilizing their resources. These resources may include cultural and natural assets and tangible and intangible heritage. These resources were actually in place before tourism activities and they did not exist for tourism activities. It would be somewhat different by type of tourism and / or community; however, tourism does not require extensive economic or capital investment, except for large-scale infrastructure such as airports. Hence forth, developing states consider tourism as foreign exchange gains. World Heritage Sites can actually be used to develop communities. Economic, socio-cultural, environmental and behavioural impacts of these touristic sites should be carefully brought to tourism in sustainable ways. In many places, tourism can work as a community development tool. Tourism can have an important meaning especially for local communities in rural or isolated areas. For some areas, tourism is the only industry they can foster for their economic development. On the other hand, tourism can also become an alternative, new and main industry for places where traditional industries have been declining. Tourism can be used as a tool for local communities to benefit from the positive change of rural or urban areas (Jimura, 2019: p.67).

Gross National Product shows that any output produced in their country is important. Tourism is an important economic output for countries established as distant islands or small or underdeveloped countries. 40.9% of the GNP of these countries consists of tourism revenues. Therefore, the importance of local governments and local communities is emphasized for tourism activities. Revenues of local governments from tourism of local communities vary depending on various factors. Some of these factors are the number of tourists staying in the touristic area, the duration of the trips, the amount of spending per tourist, and the amount of spending in local conditions. However, while the economic gain of local residents from tourism revenues is indirect, it is observed that local communities are difficult to experience the opinion that they are financially effective. As a matter of fact, the fact that central governments or local governments have increased their income from tourism does not require local residents to gain income from tourism or an increase in their income (Jimura, 2019: p. 82). With the development of the tourism industry, governments generate employment. Tourism is a preferred alternative for job creation in regions where some types of industry have declined.

Tourism is therefore trigger the inflow of people to a tourist destination. Touristic cities or regions, whose population is increasing and whose social structure is diversified, can therefore create new employment areas. Therefore, positive change is not limited to the tourism industry. Furthermore, tourism can also protect existing employment opportunities in the tourism and relevant industries. Besides, tourism provides young people and/or women in traditional societies with employment opportunities (Jimura, 2019: p. 83). However, the number of tourists increases as the tourism industry develops, and this development can cause inflation and increase the cost of living for local residents. This issue can affect the price of property, daily goods and services, all of which are important for local people's daily lives. The main cause of this phenomenon is that the level of demand for these products can increase because of the influx of people and businesses from outside local communities. Especially the developments in the real estate market cause quite challenging living conditions for the local community. A very high demand for property is observed in popular tourist destinations, although tourism is not the only reason for inflation and increase in the cost of living. Local inhabitants are deprived of affordable housing especially in tourism cities where the building stock is not sufficient and the transportation infrastructure is not developed (Jimura, 2019: p. 84).

Tourism can encourage overcrowding and local residents may feel threatened by this development. The presence of a large number of foreigners can lead to the invasion of the privacy of the local people. This flow of visitors can also trigger various jams, such as traffic jams. Noise pollution and parking problems are also socio-cultural issues that can be worsened by tourism. The parking and driving system is one of the best ways to reduce traffic congestion and has been adopted by many attractions. Tourism can cause local population growth. The above factors can cause changes in the social structure of local communities, including social polarization. Social polarization refers to an increase in the uneven distribution of wealth. However, the unsustainable development of tourism can lead to this increase or advance. Tourism can also increase solidarity among local residents. The sense of community is very effective in strengthening the harmony of their behaviour towards becoming a tourism community of a local community accompanied by events or festivals (Jimura, 2019: p. 97). The main types of environmental impacts of tourism related to tourism destination development encompass inappropriate development, loss of habitat, extinction of species, pollution and loss of spirit. Concerning inappropriate development, an extensive development of resort complexes with high density can instigate serious negative environmental impacts on flora and fauna. Especially, trekking tourism is a painful business for local communities and their natural environment. Deforestation is one of the major issues in the local natural environment where trekking tourism occurs. A lot of litter is landfilled locally and this can trigger soil pollution. (Holden, 2016: p. 116).

Most tourist destinations are also local peoples' places of residence. Hence, their life must come first and the necessity to sustain their life must be secured. Such basic infrastructure for local residents includes water, electricity and gas. Hence, it must be remembered that, originally, these basic services were provided to satisfy the needs of local communities, and tourism does not always guarantee further development of such infrastructure. If tourism develops without extra investment in such basic infrastructure, there is competition between local residents and visitors for limited facilities and services. This problem occurs in developed countries as well as in less-developed countries (LDCs). Tourism development also requires infrastructure for local communities and visitors, including transport infrastructure and services, attractions, restaurants and cafes. Transport is essential for tourism. Moreover, transport infrastructure and services affect the attractiveness of a tourist destination. Parking spaces are also required to accommodate privately owned and rented cars used by local residents and visitors, although many tourist destinations encourage visitors to come by public transport to realize tourism in a sustainable manner (Jimura, 2019: p. 117).

The need to change cultural practices for presentation and sale to tourism interests was a commonly cited problem. When the reports from local communities are analysed, it is seen that the control regarding cultural changes is out of the local authorities. Therefore, among the effects of tourism complained by local residents, there is an inability to change culture. The use of certain images of local people and their culture to promote regions resulted in residents being trapped in certain lifestyles in order to meet tourist expectations. The patterns of employment associated with tourism also had negative impacts on destination cultures. Due to the changing cultural social structure, traditional activities have become obsolete. In particular, young people have gradually moved away from local culture values as they adapt to changing culture faster (Moscardo, 2008: p. 3). In particular, the bonds established between tradition and nature are weakening gradually. In addition to the damage caused by tourism, local residents, which keep pace with the changing lifestyle due to new cultural values, have become harmful to nature. Hence forth, the role of ecotourism within the sustainable tourism concept and the role of interpretation in ecotourism are sustainability, with its fundamental concerns including environmental degradation, impact on local communities and the need for high-quality tourism management. Although ecotourism involves the natural environment, it is differentiated from nature-based tourism by the characteristic that it contributes to conservation. The primary motivation of ecotourists is education. Through education, the local community understands how it can live without harming nature and tourist structures at the centre of tourism. In addition, tourists are obliged to adapt to these living conditions as they perform their services sustainably (Moscardo, 2008: p. 93).

2. LITERATURE REVIEW

Tourism Community Stakeholders

Tourism is one of the global industry's most precious resources, not only because it provides space for commodification and consumption, but because it provides many of the resources required to enable rising flows of seasonal and permanent lifestyle for both almost every culture and individual. Tourism is also essential to support the life of individuals to the ultimate freedom and luxury while it is a global social phenomenon contributed to increasing green and sustainable network worldwide. However, at the prevailing view lies the belief that tourism analysis is able to compromise the combination of interdisciplinary and multidisciplinary through its emerging conscious that construe to each change among interconnected economic, social, and environmental changes worldwide (Mathieson and Wall, 1992: p. 1; Burns, 1995: p. 9; Meethan, 2001: p. 4; Shaw and Williams, 2004: p. 76). In this context, tourism is able to be described as "Tourism activity that engages local community interests in a meaningful partnership with the tourism industry to construct a destination product that is appropriate from a local business, societal and environmental perspective (Murphy, P. and Murphy, A., 2004: p. 7)."

As an emerging niches market of tourism industry, according to WTO tourist is "a visitor who travels either internationally, by crossing an international border, or domestically by travelling within her/his own country. In both cases the visitor travels to a place other than her/his usual (home) environment, is away from home for at least one night and the purpose of the visit is not paid for by the place visited. Tourists that stay for a few hours but not overnight are called excursionists" (cited in Murphy, P. and Murphy, A., 2004: p. 12). In order to able to describe tourist through its current appearance into globe, 'purpose of trip', 'residence of the traveller' and 'length of stay' are significant and considerable measures (Mathieson and Wall, 1992: p. 37; Murphy, P. and Murphy, A., 2004: p. 12). Tourist seems likely related that mobilisation, relaxation and safety, consumption, leisure conditions and an experience of being different places. In addition, the characteristics of the interacting groups or individuals and the conditions of place where homes the communication are the major factors for reconstructing a relationship between tourist and host globally (Mathieson and Wall, 1992: p. 135). According to this view, redefinition of tourist by WTO (UNWTO, 1995) is that "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Matthew (cited in Murphy, P. and Murphy, A., 2004: p. 15) asserts that "Community comes from the word communion, to share a common task together. And it's in the sharing of that task that people do bigger things than they knew were capable of. Then there is really something to celebrate." Besides, Dalton (cited in Murphy, P. and Murphy, A., 2004: p. 16) described that "Interest in community is based on the practical grounds that people increasingly are coming together to identify their needs and through cooperative action improve their social and physical environment." In addition to this, Warren (cited in Murphy, P. and Murphy, A., 2004: p. 17) states that "...an aggregation of people competing for space. The shape of the community, as well as its activities is characterized by differential use of space and by various processes according to which one type of people and/or type of social function succeeds another in the ebb and flow of structural change in a competitive situation." With respect to the emerging tourism community, it reflects a strong sense of belonging together and wanting to preserve and enhance the home territory. Such feelings are synonymous with smaller sized communities and could be equated with localised destination areas. The tourism within these communities is likely to include a combination of international tourists, domestic tourists and excursionists (Murphy, P. and Murphy, A., 2004: p. 14-18, 24-26, 287). The relevance of these definitions and also a many of others to community tourism is derived from its being based on social, cultural, historical, economic, and environmental principles that conceptualise change as an outcome of competition (Murphy, 1985: p. 131-133; Mathieson and Wall, 1992: p. 137,141,154,161; Choi and Murray, 2009; Koutsouris, 2009). Communities have shaped in relation between mobility which compromises goods, information, services, and financial transactions are all mobile over space, as are people. Meanwhile, despite the developmental models require self-interest, intensity, and diversity within communities, the notions is able to turn community spirit which encompasses each stakeholder of tourism in order to create desirable destinations (Burns, 1995: p. 9, 41; Mathieson and Wall, 1992: p. 141, Shaw and Williams, 2004: p. 2,283; Getz and Timur, 2009).

Tourism industry is one of the global forces that are shaping the socio-economic and environmental relations worldwide. Tourism industry not only enhances usage of place for users and visitors and also creates more appropriate spaces for a diverse range of providers and other sectors of the economy. Tourism is also of the largest and fastest growing global industries by economic measure including gross output, value added, employment, capital investment and tax contributions. The combination of global, national, local and other tourist-related bodies that make returns on investment and aid in remedying economic challenges is to support and promote the tourism industry (Mathieson and Wall, 1992: p. 183; Shaw and Williams, 2004: p. 4, 11, 224). Considering the rapidly changing global tourism pattern for at least last three decades, worldwide international arrivals counted 1.4 billion in 2018. Tourism industry generated US$ 1.7 trillion or close to US$ 4.6 billion a day in 2018. Almost 30% of the world's exports of commercial services and 6% of overall exports of goods and services are accounted by tourism industry in 2018. In this context, Europe is to remain the strongest magnet for tourism with arrivals growth holding half of total arrivals whilst Asia and Africa has marked increase in international tourist receipts during the period between 2017 and 2018 with almost 5% for each. Correlated to a global export category, tourism ranks fourth after fuels, chemicals and automotive products (UNWTO, 2019). Despite the advantages of providing international tourism data through leading origin and destination countries, in order to understand tourism growth and its impacts on globe and local, the data searching must be able to extend behind also rising domestic tourism (Mathieson and Wall, 1992: p. 1; Lockwood and Medlik, 2001: p. 4).

2.2. Urban age for Sustainable Tourism Community

The socio-spatial reorganisation of tourism community has had three different paradigms between 19th and 21th centuries including modernity, post-modernity, and currently globalisation through economic, social, cultural and political changes worldwide (Meethan, 2001). In Modernity, the differentiation between home and leisure has been described as a consequence of regulated production towards wage labour that organised around clock time. As a react of fragmentation, discontinuity and alienation in Modernity, the tourists meet to a new conceptualised tourism as 'sacred journey' and a form of 'secular pilgrimage' towards the utopian authentic against a dystopian vision of modernity in 'post industrial modernity'. As the postmodernism consolidated through urban areas relating to changing patterns of consumption, tourism became largely to dominate and structure new patterns of consumption based on cities and regions with its control of resources and trade routes (Meethan, 2001: p. 14-32; Bailey and Richardson, 2010). As a result of not only correlation to the revaluation of space due to commodification but also a reassertion of the locality, the world has literally become a local region for tourism. It is apparent that rapidly growing new forms of culture is a mixture of diverse components. Although there are argues that homogenised culture is appearance worldwide at now more than ever as a result of a loss of identity between local communities (Meethan, 2001: p. 5-36; OECD, 2009). In this context, "As globalisation involves increasing interconnectivity, increasing economic 'depth', and the extension of commodity relations, it may appear that the local is therefore being subsumed into a wider economic framework (Meethan, 2001: p. 40)."

One of the great introductory clichés of tourism studies is urbanisation. As a consequence of mass factory production and marked suburbanisation, increasing economies of scale, political activity through local government, and civic identity, and centralised social and leisure facilities were shaped the pattern of space. Therefore, 'reimagining of the city' allowed considerable impacts on urbanisation through creation of new spaces of consumption as part of expansive series of changes in urban living (Meethan, 2001: p. 7-22). Moreover, as a result of the inevitable rebirth of a new urban style of life through heritage and urban conservation movements, a growing number of individuals have been obligated to move into central and inner city from their suburbs. It is able to emphasize that the consequence of gentrification related to new pattern of production and consumption, the dereliction of local community has emerging. In this process, old physical environment and community were restored to attract new urban life and also new economic production, tourism (Meethan, 2001: p. 20-22). "This can be seen in terms of gentrification and the revaluation of urban space, where the interpretation of problem areas into areas of opportunity changed both the economic and symbolic valuation of place. By the same time token, the developments of these new spaces of urban consumption contributed to a devaluation of the traditional resort areas (Meethan, 2001: p. 32)." It seems likely that re-urbanization, reflecting economic restructuring a global effort to improve living, working and leisure conditions in city centres. In addition, as previously mentioned, urban consumer and increasing visitor of cities is the major cause for regenerating globally integrated tourist-historic cities rather than local concerns (Ashworth and Tunbridge, 1990: p. 264; Meethan, 2001: p. 22; EC, 2000). On the one hand, in terms of 'tourist gaze', the creation of representations and symbols encompass not only for central importance to tourist industry, but also for the new urban destinations. On the other hand, in order to supply global and regenerated cities to be confirmed by experience, understanding of tourism is able to reveal and design by travel writing, TV programmes, and online world (Meethan, 2001; Urry, 2002).

And therefore, Meethan (2001: p. 37) asserts that "the development of tourist space means change at the level of lived experience for those whose space of home, or of work, is the space of leisure for others." It is able to be seen that "Local practices and local values shape responses to globalisation, but also help to shape globalisation (Shaw and Williams, 2004: p. 270)." However, not only sophisticated consumer with exaggerated expectations but also lower prices and transaction is one of the reasons why there is an increase in demand for places are made and remade through engagement with tourism but not local communities yet (Lockwood and Medlik, 2001: p. 28; Meethan, 2001: p. 5-7; Shaw and Williams, 2004: p. 19). Related to this, 'the renaissance of tradition and reenchantment of place' is quickly replicated by urban areas towards "the concern for style, the stylization of life, the 'no rules only choices' slogan of the ever renewable lifestyle (Featherstone, 1990)" As a result of commodified aesthetic attributes of places, tourism has become major element of growth in the sites of leisure consumption where has reached a new intensity (Lefebvre, 1991: 32-34, 222; Meethan, 2001: p. 14-38). Correlated with these ideas, the production of tourist spaces is able to be seen as a dynamic process of commodification which has changing relationship between source, production, and consumption as a three bottom line that address local community to be survived (Meethan, 2001: p. 40; Bramwell, 2011). It is also a new system of communication requires both material and symbolic changes to delineate socio-economic positions and distinctions as the production has introduced with a combination of different styles including both different cultures and epochs and excluding local identity (Meethan, 2001: p. 7-29; OECD, 2006; Chhabra, 2008).

In fact, the culture and life style desired to be created is a fully planned community. "While cities have been planned for many years, it was during the early 20th century that the first so-called' planned 'communities were constructed, where an attempt was made to create a sense of place and communitas in an artificially constructed environment. Early attempts to create public housing 'communities' were dismal failures, with their consequences still being felt today in terms of the concrete ghettos they created. The first of these so-called modern community-creation movements is arguably the Garden City movement of Europe and the United Kingdom, followed by the post World War II New Town movement in the UK (Beeton, 2006: p. 6). "

Metropolises are the most important tourist destinations due to the diversity of resources they offer. Small but architectural or nature-specific towns may also be the sea of tourist consumerism. Towns and cities are actually much more interesting than the tourist is often allowed to appreciate. Tourists get in touch with the local community in towns and benefit their own personal development. Destination attributes, resource endowment and potential impact are the basis on which communities should pursue specific tourist types — ethnic, cultural, historic, environmental and recreational, the first four being most controllable at this level (Richards and Hall, 2000: p. 102). Tourism also helps towns and cities to develop themselves. They improve their personal behaviour and diversify their landscape designs in order to increase the number of visitors and economic gain of the host community. These developments make the touristic cities more tolerant and safe. Consequently, tourism can positively promote a community to potential investors and residents as well as visitors. However, not all tourist images attract the desired type of resident or even reflect the community's self-image. When looking at developing communities through tourism, one of the most important elements is that of the image of the community in its target markets. However, it is important to acknowledge that if there is a conflict between the tourist's image and what they experience, they will most likely be dissatisfied. Hence, if the community's vision and goals do not change, the grassrooted response will begin to occur due to the number of visitors lost (Chiu, 2014).

Since tourism is based on places visited and people, it cannot exist outside the community. For this reason, tourism and community are interdependent variables, any change that occurs in one affects the other. Therefore, tourism is important in indispensable value as a community development tool. Especially it is significant for rural and peripheral communities (Beeton, 2006: p. 16). Community Based Tourism (CBT) aims to create a more sustainable tourism industry, focusing on the host community in terms of planning and maintaining tourism development (Beeton, 2006: p. 50). CBT is an essential theory for the response tourism community for both host and visitor communities. CBT is vital for tourism's economic and technological development of the local community and for the visiting groups to have a happy and peaceful experience. Another theory is Corporate Social Responsibility (CSR). CSR is about adopting business practices based on ethical values and managing all aspects of the enterprise in terms of its impact on employees, shareholders, the environment and communities. CSR is one of the main approaches to achieve sustainable tourism development. The rapidly increasing number of visitors and increasing expectations from destination places are important for both local communities and financial institutions. Therefore, public-private partnership has been valued as of the twenty-first century in terms of sustainable tourism development. By developing public-private partnerships between the community, local government, local businesses, tourism operators and private sector capital and intellectual property, such organizations are able to leverage the ethical benefits of tourism development in communities (Beeton, 2006: p. 195-7).

2.3. Sustainable Tourism Community

In terms of sustainable tourism community, pattern of sustainable development is required from not only local, urban, and national but also cross-border and macro regional territory to interact with tourism. The link between community and tourism has been applied most strongly in the areas of economic development, social planning, and urbanisation. "A sustainable society is one that can persist over generations, one that is farseeing enough, flexible enough, and wise enough not to undermine either its physical or its social system of support (Meadows, 1992)." Such awareness of the local people by tourists and authorities is clearly one of the first principles of sustainable tourism. Mindful of the transformation of new global economy, integrated new policies, and the creation of a new familiar and global structure, globalisation is a concept and trigger to mass tourism in cities. A new established dominant pattern for mass tourism reflects not only the social division of the time including summer, month, week, weekend holidays and also day-trip towards the benefit of new infrastructures, but also the socio-economic division through spaces and places including seaside resorts, statutory holidays, and camps. A new leisure places is demarcated from the work habitat and defined physical and social space deliberately isolated from the surrounding environment and local communities for conspicuous consumption and the activities that could be pursued for its users, tourists (Meethan, 2001: p. 8-9, 11). "Tourism must travel to consume, and what they consume is their destination (Meethan, 2001: p. 15)." Given the complexities involved in between tourist and host communities, tourism is not able to lead the drive for solidarity and cultural cohesiveness among host community with a balanced concern for sustainable consumption and social stability in a commodified place where address production at same time consumption. Considering the competition of basic community resources including space on the road, in the open and public spaces and facilities including affordable housing rather than hotels or hostels, community centres, and public transit, residents have to face with visitors. The less localised and changed forms of consumer behaviour that is shaped in urban locations. A significant problem the community faces today is that the local population is still struggling to survive in the symbolic boundaries created by the development of new consumption spaces between insiders and outsiders (Mathieson and Wall, 1992: p. 1; Meethan, 2001: p. 152; Murphy, P. and Murphy, A., 2004: p. 17). The appearance of new spaces which are generally compact and walkable are in micro locations is identifying the name of local communities as a result of a community or neighbourhood sentiment. Nevertheless, the same identifying is not evidence that for an integral aspect of cohesion between existing neighbourhoods and users to use new spaces mutually (Murphy, P. and Murphy, A., 2004: p. 17-23). There is immense inequality between individuals: as Nash (cited in Meethan, 2001: p. 57) states "What is a limit for one people is not necessarily a limit for another." The role of tour guides and other each partnership is vital to prevent division between front and back and therefore public and private or vice versa such as tourist and local ghettos (Meethan, 2001: p. 152-169; Jensen, 2010). In order to response to requirement of tourism community including interconnected and developed transport system, luxury or well facilitated hotels and hostels, and leisure activities which are resulted by high energy consumption and a large of greenhouse gases, cities perform to increase their infrastructure and global support facilities. In opposite this effort, in order to able to be sustainable tourist community and to minimise its consumption, the changes in consumer's profile including demographic shifts, technology, and time pressure must be aligning with the changes in host community's profile including changes in working patterns and modes of consumption in the hospitality industry through a range of measures such as zoning regulations, building codes and design standards with new green economy structure (Ashworth and Tunbridge, 1990: p. 53; Lockwood and Medlik, 2001: p. 30; Meethan, 2001: p. 83-136; Gracan, 2010; Blazevic and Zivadinov, 2010).

To take an advantage of the combination of community and business, the triple bottom line including host community, the tourists and the industry is able to make a breakthrough for an attainable and acceptable form of community tourism towards economic prosperity, environmental quality, and social equity (Mathieson and Wall, 1992: p. 186; Lockwood and Medlik, 2001: p. 70; Meethan, 2001: p. 58-59; Murphy, P. and Murphy, P., 2004: p. 28, 261). If participation of locality is to be more than a globalised, standardised, and franchised initiatives, and if that local ownership are structured without emerging new local elites, consequently tourism development is able to be only really succeed (Meethan, 2001: p. 60-75). Elliot (Meethan, 2001: p. 121) asserts that "There has been a movement away from traditions and religious and other values and vigorous local communities have disappeared; others have become more materialistic, hedonistic with weaker family networks and community support systems." Changes to the culture can compromise its ability to provide cohesion that benefit residents. Although as tourism impacts on the community increases in reverse way, the community is not suitable to bridge growing gaps between local community and its identity (Meethan, 2001: p. 83-136).

As a result of social impacts of tourism, the cultural and economic distance between tourists and hosts is appeared increasingly. The quality of life of residents is able to be sustained with local socio-cultural events in the new space. Considering the acculturation theory that is driven by exchange process between tourists and hosts, while cultures are meeting with each other, stability of weaker culture is able to be promoted against the stronger culture to not face a mirror effect. As cultural drift happens in a temporary contact situation, influences are more visible and permanent in local society compared to tourist community (Murphy, 1985: p. 131-133; Mathieson and Wall, 1992: p. 137,141,154,161; Choi and Murray, 2009; Koutsouris, 2009). The cities are compounded form that has crisscrossed and telescoped by the interaction of residents through vitality, history, and services in order to bridge to its new global appearance. Tourism has generally resulted not only from destinations where is beautiful, vibrant, prosperous, and well serviced but because of locations which has well infrastructure, accessibility, and something special among its life circle (Murphy, P. and Murphy, A., 2004: p. 287; Choi and Murray, 2009).

Approaches and models created for tourism plans include sustainable development, system, community, integrated planning, comprehensive planning, flexibility and functional systems. Community Approach focuses on decentralization and emphasizes on democratization throughout gained significance when political power shifted from the central government to cities, towns, and neighbourhoods, thereby giving voice and empowerment to local communities to address their own problems. The involvement of local residents in decision-making processes enhances the cooperation between the host community and the travel and tourism industry to advanced levels (Philips and Roberts, 2013: p. 3). More sustainable holistic tourism policy can plan Community-Based Tourism-Promotion Zones (CBTPZ, or CTZ for short) within tourist cities or in certain tourist areas. "CTZ, acting directly under the national government, would implement selective capital investments, land use, zoning, building and design regulations, and economic incentives to execute the vision. The proposed zones would allow special land uses, such as mixed-use areas and redevelopment where appropriate (Philips and Roberts, 2013: p. 137). "

As tourism becomes important in communities around the world, developing tourism sustainably has become a primary concern. Communities are a basic reason for tourists to travel, to experience the way of life and material products of different communities. Communities also shape the 'natural' landscapes, which many tourists consume. Communities are of course the source of tourists; however, the effects that certain places and social contexts cause during their visits shape the context of the host community's experiences. Sustaining the community/particular communities has therefore become an essential element of sustainable tourism. Tourism development, which is aimed to be realized without community sustainability, cannot be sustainable. (Richards and Hall, 2000: p. 1).

Increasing geographic and social mobility has weakened the concept of community by graying the boundaries of globalization and localization. It has become difficult to distinguish which one is the local community and which is the global visitor. The population of the cities has increased due to the tourist community. Since the natural and infrastructure resources of the city are also offered to the visitors, any blockages or deprivations that may occur should be prevented. Environmental, economic, political, technological, cultural and social considerations should be planned as holistic and sustainability in line with the understanding of place-based communities (Richards and Hall, 2000: p. 2-5)

3. METHOD

In this article, in order to understand the sustainable tourism community planning theories and applications in depth, a literature research was conducted and a case study approach was applied. Case study is particularly suited to study the dynamic process-oriented nature of collaborative planning processes. Case study research is inherently multidisciplinary and includes qualitative techniques for the discussion, observation and analysis of documents. During the case study, three main data collection methods were used in the study: administrative, planning and analysis of official documents and records and reports of informal national and international organizations; In-depth telephone and face-to-face interviews with experienced planners, researchers, university students and urban residents living in tourist venues and areas involved in sustainable tourism planning processes; observations to improve interpretation of interview findings. The first contacts for this article were established through London Metropolitan University. A total of 16 people were interviewed. The technic of interviews was semi-structured. Most of the interviews were started by asking three basic questions and then some broad questions about the nature of the changes of local communities living in the tourist area, the socio-economic and socio-cultural context of the change process, the background and involvement of the tourism planning process. Although an interview guide was used, the progress of the negotiations was released and the questions were open-ended. The interviews were held in the shops and workplaces of the participants, airport, and touristic centres or in places selected by the participants.

4. FINDINGS

Istanbul is an ageless city as a result of its multiple historical, economic and so¬cial layers which connects ages, civilisations, and mobilites since almost 2,500 years. Re¬lated to Istanbul, Istanbul is a 'hinge city' where "is a city of migrants rather than immigrants, a place of location rather than a destination, a city of mobilities" according to Sennett (cited in LSECities, 2009: p. 13). Istanbul is lively, beautiful, busy, chaotic, romantic, historical and magnificent. As a city of more than 16 million people during the day, your location will really change the impression you have. In this big city built on two continents that transcend continents, people live, work and have fun at great distances. European side is for business but at the same time Asian side is for housing. People working for foreign and domestic large firms and organizations live on neighbourhood islands, which are formed by protected residences created in the centre of the city. In fact, special regions have been designed to live in remote suburbs, where small-scale cities are located in the surrounding areas of

Istanbul and where these privileged employees go and go in the city centre daily. Like these high-income and high-income people, low-income urban dwellers live far from the city, but their travels are longer and complicated. It could be a tourist paradise because it saw three empires in the long history of the city: Eastern Roman, Byzantine and Ottoman Empires. Maybe this city has seen tourists from different parts of the world: Europe, Middle East, Central Asia, Eurasia, and Africa. Or it may have attracted the cause by creating strange mixtures due to its conditions. Istanbul is a mixture of east and west or a combination of old and new or traditional and modern. Is Istanbul the most in the west? Or is it the other way around? Is "Contrast" an Istanbul-born phenomenon? These theories are not hidden in the history of the city, but the cement that forms the city even today. Vikings called it Miklagard means big city, the Slavs called it Tsarigrad means the City of Caesar, and it was Constantinapolis for the Romans and Greeks (Gray, 2019).

Istanbul has natural, heritage, and culture resources that make it a home for many types of tourism. For example, it is well-known city for health and medical tourism. It also has high standard marinas for yacht tourism and suitable ports for cruise tourism. Considering many heritage sites and attractions related to different faiths, Istanbul as a city has been a vital destination for religious tourism. Being a business centre makes Istanbul one of the major destinations for business tourism and MICE (meetings, incentives, conferences, and exhibitions) tourism. Istanbul hosted 128 international meetings in 2012 and 146 in 2013, ranking 8th in convention delegate statistics according to the International Congress and Convention Association (Lowry, 2017). Istanbul is considered an important location for education tourism with many universities and international schools. Istanbul also offers many venues for shopping for everything from very low-priced goods to expensive high-fashion and popular luxury goods. With many venues including stadium, courts, and pools and sea, Istanbul is a well-known city brand in sports tourism also as hosting many international sport games.

According the image of cities, impact of globalisation in Istanbul is invisible yet. Although it is a strong built relationship, however, it is not an enough evidence for globalisation in this age. Nevertheless, in last decades, it is clearly seen that in order to attempt effort to regenerate centre of the city under the control of the globally interconnected stakeholders and partnerships for socio-cultural and socio-economic development. Nevertheless if the analyses expand towards daily life of central zone rather than physical community, It is able to be seen that Istanbul is a world city which consist of a range of diversity in communities whose has both root at closest regions and exchange between each other in the same area towards historical, social, economic, and religious assets. In this view, Istanbul is a historic and world city but not global yet, globalising city (Ashworth and Tunbridge, 1990: p. 25-59; Urry, 2002; Scott, 2002: p. 79; Shaw and Williams, 2004). Recognising of heritage has become an urban resource and this resources support 'history industry', which shaped not only form, functioning, and aim of the 'commodified city' but also its communities. In this view, "Tourism is important to cities and that cities are important to tourism (Ashworth and Tunbridge, 1990: p. 51)." The heart of Istanbul concern is in the conjunction of tourist, historic and city. And it is located in centre of city. History of concern most relate about the preservation of aspect of old built environment. However, there is another necessity to be able to sustain area, preservation of local community (Fsadni and Selwyn, 1996: p. 66-72; Ashworth and Tunbridge, 1990: p. 3-12). Thus, "the historic city originates from architectural forms and morphological patterns, as well as the historic associations they contain, but ultimately is resolved in economic and social priorities (Ashworth and Tunbridge, 1990: p. 8)." Therefore, reconstruction and conservation of built environment represented one side of the conservation ethic; other one must be conservation of communities. After being a European Capital of Culture in 2010 and self-realisation of historical peninsula, there is markedly increased in tourism and international and national attractions including musical, historical, and artistic festivals, biennale, symposium, and conference in Istanbul. Besides, as a global tourism destination, Istanbul has remarkable location, temperate climate with a long summer season, unique architectural heritage with certificated by UNESCO World Heritage List, built patrimony, and a range of other attractions including local flavours, foods, restaurants, architectures in the local environment, histori¬cal festivals and also fashion design. As a result of these objectives, Istanbul is an 8th most visited city in 2019 with almost 15 million international tourists by using almost 1% of railways and more than 99% of airways. When the statistics of 2019 are compared with 2012, a marked increase is seen.

2012 tourism statistics are as follows: Istanbul was a 9th most visited city with almost 8 million international tourists by using 68% of airways, 24% of highways vehicles, 7% of railways, and 1% of seaways as a result of cultural and natural assets and a relatively weak cur¬rency. A domestic arrival is also important to revaluate sustainability in tourism community. “International tourism traffic is the tip of the iceberg. Domestic travel, in terms of the number of trips taken, far exceeds the level of international trips.” In Istanbul, the number of national visitors is also accounted more than double the number of international arrivals (IMM. Directorate of Strategic Planning, 2009; Duman and Kozak, 2011; The Republic of Turkey. Minis¬try of Culture and Tourism, 2010; UNWTO, 2012; The Republic of Turkey. Minis¬try of Culture and Tourism, 2019; UNWTO, 2019; The Republic of Turkey. TurkStat, 2019).

Traditional decentralised urbanisation of Istanbul has different sections of the society which are inhabited their own areas through appearance of diversity but not complexity. However, the urban fabric in historic quarters being destroyed for ‘tourist bazaars’ and other touristic consumption spaces as a result of demand of visitors for a familiar environment where homes global firms and business to feel safe and flexible. However, during the period, residents who provide the lifeblood to the neighbourhoods move out. This is also resulted by the loss of a community as part of a continuing culture (Fsadni and Selwyn, 1996: p. 36-43; McDonald, 2008). Istanbul especially the Historical Peninsula is shaping to increase hotel capacity, urban cultural amenities, and associated infrastructure for creating touristic spaces to harbour the millions of tourists annually. There are 604 accommodation establishments of the different categories in Istanbul. In addition, this number of establishments had the total of 60,446 rooms and 123,271 beds. High proportion of hotels is located in the district of Beyoğlu, Fatih, and Şişli. That capacity alone was sufficient to accommodate the annual volume of 10 million tourists. Moreover, in a nearer future, the number of hotel has been increased at 817 hotels through 56,164 rooms and 113,099 beds. A historical peninsula of Istanbul has five different districts where has average people per km2 is 137 compared to 68 of Istanbul. Related to the data, the density of historical quarters seems to be extremely increased by accession of urban and domestic tourists in the next decades. As a result of these paradigms, congestion in Istanbul has more than ever become visible in the centre zones of Istanbul (Griffin and Hayllar, 2006; Güçer, Taşçı, and Üner, 2006; Bezmez, 2008; Göymen, 2008; Dincer, Enlil, and Evren, 2009; The Re¬public of Turkey. Ministry of Environment and Urbanisation, 2019; Bayındır, 2010; Cansız and Keskin, 2010; IGD, 2010; Leiper and Park, 2010; Alvarez and Korzay, 2011; Gunay and Dokmeci, 2011; Malkoç, 2011; The Republic of Turkey. Minis¬try of Culture and Tourism, 2019).

Tourism management alone is not enough. In addition, the organization and employees must comply with these plans. The experience of every tourist visiting the destination planned to increase the economic return of tourism to touristic areas plays an important role in the promotion of that centre (Kozak & Kozak, 2018). According to the researches, there are three basic factors that direct the experiences of tourists: learning, enjoyment and escape. However, it is understood that learning has the most important effect on increasing the quality of experience of the tourist (Tonguç, 2010). Considering these three factors, identified five different types of cultural tourists: purposeful, sightseeing, casual, incidental, and serendipitous. For example, the audio guides of museums around Sultanahmet square should have options that meet the different expectations and preferences of various tourists. Sound and light shows that are staged intermittently at different periods in Sultanahmet and Beyoğlu districts are an example of product differentiation. It is beneficial for tourism to repeat these and similar activities with new technological opportunities. In addition, planning the visual shows such as the theatre that tells about the rich life history of Istanbul (Rome, Byzantine and Ottoman) can increase the depth of experience of the tourists (Yenen, 2009). The touristic districts of Istanbul, such as Sultanahmet and Beyoğlu, are not far from problems that harm tourists' experience and satisfaction. Tourist congestion, for example, is a major problem in these centres. For example, Ilber Ortayli, the former president of the Topkapi Palace Museum, claims that 15,000 tourists can visit the palace at the same time and this palace is beyond the decision of the museum administration. Effective planning can reduce museum congestion. Another problem on the target is the absence of parking spaces for tour buses, increasing tourist experiences. However, experiences in the city are not always in the benefit of Istanbul. Tradesmen and citizens whose jobs are disturbed due to the density of tourists may exhibit negative behaviours towards tourists. Tourists who want to get rid of this kind of negative behaviour and use the time better have to deal with the deceit of the taxi drivers. Besides, local residents entering an unfair fee for taxi use and location competition, taxi drivers who usually offer the opportunity in favour of tourists refuse local passengers (Altunel and Erkut, 2015). Another problem with tourism is vehicle traffic jams. Traffic congestion has a great negative effect on tourist satisfaction, as well as becoming unbearable for local residents. There is an urgent need for parking and taxi driver arrangements. Along with these improvements, this historic site, offering high-quality hospitality and food and beverage options, will help guarantee a high-quality tourist experience with a high level of satisfaction (Alvarez and Yarcan, 2010).

Another data obtained as a result of interviews is whether Istanbul is sustainable in terms of tourism. According to tourism planners, tourism workers and the majority of tourists, Istanbul has a sustainable tourism infrastructure. Tourists are very pleased with their experience, because it is especially affordable. Tourism workers are pleased with the TL equivalent of their earnings as a result of the low value of the Turkish lira against the foreign exchange. However, the common topic that these three working groups complain about is transportation. Istanbulites do not find the tourism infrastructure of the city sufficient. They emphasize that their lives are getting harder especially due to tourism. They complain about the disruption in transportation, traffic, the increase in the rents of the regions near the tourist area and the increase in the prices of rest and entertainment places such as cafes and restaurants in tourism centres. "I think that the arrival of tourists contributes to us in many areas, both social and economic, but because of those who want to benefit from tourists, the price of everything is doubled and we have difficulties because of this logic to act (Avcı, G., Personal Communication, 03 March 2020)." Not only Istanbulites but also tourism workers or businesses complain about the exorbitant increase in prices. One of the answers to whether the tourists make their daily lives difficult is as follows: "In my opinion, they make it difficult. If they understand our needs by putting themselves in our shoes, there will be no problems. In some areas, guests from Arab countries keep apartments for rent at high prices. And this causes prices to increase (Durmus, L., Personal Communication, 02 March 2020)." Istanbul experienced an increase in the number of Arab tourists coming to Turkey's southern border and the resulting humanitarian crisis has also affected the tourism activity seen in Istanbul. Although tourists are generally satisfied with Istanbul residents and touristic shops and entertainment places in Istanbul, there are also some complaints. "Towards Arab not all of them have a good attitude as most of them see Arabs either as Syrian refugees or Saudi rich and not smart, which can give the rest of us some bad time but generally they can be more trained to be more hospitable (Gad, A., Personal Communication, 26 February 2020). Gad is a tourist from the United Kingdom continues as follows: "In general they are nice I didn't have any personal problem, but again due to the Syrian crisis I believe also as an Arab I get some looks from people just as I have middle eastern face (Gad, A., Personal Communication, 26 February 2020)."

In conclusion, mindful of all infrastructural, economic, cultural, social and environmental changes citywide, tourism developments is a central driving force behind the rapid social, political, and economic changes that are reshaping local societies. The consequences of these processes are outlined and the resulting issues there by emerging some questions. Who has so changed our cities, by which methods, and for what reasons? What sort of cities therefore does community want and is it their heritage or culture. To avoid a conflict between tourism communities and exclusion of local community, Istanbul is able to take advantage of green economy with local ownership through local brand imaging for increase in tourism infrastructure including hotels, commercial streets and centres, and leisure spaces. Considering the youthfulness of global tourism development in Istanbul, Istanbul makes it sustainable tourism possible through participation of its residents not only as a provider but also as a driver. In addition to social promotion in the touristic sites must be accompanied with sustainable built environment. One of the great clichés of tourism development in Istanbul is that, the sites include enormous opportunity to regenerate sustainable built environment and to sustain life of local community thanks to time which of cluster examined sustainable studies about sustainable building codes, application of green stars, and bridging local engagement for new cases as like Istanbul (UNESCO, 2008; Bilgili, 2010; Coenders and Mundet, 2010; Baloğlu and Şahin, 2011; IMM, 2011; The Republic of Turkey. TurkStat, 2019).

5. CONCLUSION AND DISCUSSION

It would be realistic to implement tourism community based planning considering the operational, structural and cultural limits of community participation. Participation at local level is essential to achieve the global goal for sustainable development. However, such participation often involves shifting power from local authorities to local actors. Moreover, true consensus and true local control are not always possible, practical or even desirable by some communities that develop CBT. Local communities should develop strategies to welcome and interact with tourists and showcase themselves and their visible culture. This involves finding the right balance between economic gain and cultural integrity. Tourists should, of course, return to their homes with the least amount of damage to the tourist sites they visit. They should protect local culture and nature as much as possible. Its effects on city life should be minimal. Hotel and restaurant chains serving tourists should limit their activities that will negatively affect local dynamics. From the transportation to the rentals, the holiday program to be made by the tourists should be planned without affecting the local economy and social life. This study aimed to emphasize the importance of how to prevent damage to the city and rural areas, especially when developing cultural tourism products. Due to the communication power of tourism, cultural heritage representations have direct and potentially significant impacts on peoples and communities presented, represented and misrepresented. Every CBT program that wants to achieve sustainable success requires the participation of tourists and local people.

The concept of a sustainable tourism community is important not only to improve guidance and hospitality skills, but also to distinguish between the concepts of tourists and the local community. The effects of local communities on tourists are also important. It is necessary to inform the local people they visit about complex visits as they imagine. Education in this way may not be sufficient to solve all problems, however, brief information to tourism workers and tourists will certainly help planners make principled decisions to implement the concept of sustainable tourism community. At this point, the problem continues to develop economically sustainable and environmentally sustainable forms of tourism that are acceptable for various interest groups within communities. Professionally trained local guides are one of the key elements to achieve a sustainable Tourism Community, provided they receive sufficient incentives for their work. In addition to providing tourists with an unforgettable experience, they can help communities have more realistic expectations about tourism development.

This article is of the opinion that although community-based tourism is often advocated, considering the literature and practise, there are very few directives on how this can be achieved in practice. Using the model presented here, it is suggested that the first step in practical tourism planning is to examine the current situation in terms of community participation and then identify the necessary initiatives to promote it. Stakeholders can use this model to improve their participation in tourism development in the community in question. However, the applicability and usability of the model in later stages of tourism development and in different cultural contexts has not yet been determined.

Increased cooperation is the basic need of development for local communities. Increased cooperation between local residents and visitor community is also essential in terms of sustainable tourism. In order to restructure sustainable tourism community created by local communities, visitors, and tourism industry, some suggestions emerge at the end of our research. These are:

• Successful companies and stake holders operating in touristic zones should be examined and suggestions for other companies should be put forward.

• Thanks to the characteristics of the regional clusters, it is possible to prevent the local challenges of individuals, organizations and regions, which are constantly updated, with sustainable plans. It is possible to transform the touristic region into an advantageous centre that creates socio-economic and socio-cultural value and vitality.

• In order to gain competitive advantage, the private sector needs to see that it is to their advantage to work in cooperation, to support the local community and to make the right demands from the government, which can stimulate economic growth. For this reason, in order to artificially change market competition, it is not effective to take subsidies from different levels of government or to companies that compete.

• Current collaborations among local people will be useful to understand what your region can actually do for tourism. It is necessary to analyse well which touristic assets and community values are present that form the basis of using and developing your competitive advantage. Expanding the partnerships and collaborations offered by tourist networks already in a regional cluster will definitely strengthen the region's economy and contribute to a vibrant, healthy regional development.

•To conduct research on the formation and development of regional clusters to help local stakeholders, especially the local tourism industry, to realize the objectives.

•We need to develop knowledge and awareness of how individuals behave in small groups. According to the results, companies and employees operating in the tourism sector should be trained.

•Different routes should be created in tourism centres that will attract the attention of tourists. The entire physical infrastructure from the facade of the buildings on these routes to the sidewalks on the ground should be changed to attract attention. Training should be provided to the employees of companies and institutions on these routes to behave tolerant and understanding to the visitors. This education does not only make the experiences of tourists more joyful. It also increases the level of human development locally and the local community has higher living standards.

•The local community living in regions other than the created routes should also be informed about tourist activities. Especially the residents of the region, which are lined up in the network of touristic routes, should help the experience of tourists to be more unique.

•Improve the reflection skills of institutions and individuals working for tourism, especially used in project management. Thus, thinking and behaviour can become widespread with examples, and tourist centres can have access to medium-term goals for the formation of a sustainable tourism community.

•Informational posters, brochures and forms about the local community should be given to the tourists at the points where the tourists enter the city or the touristic area. Apart from the historical, natural or modern structures they visit, it will be beneficial for the tourism community to be more sustainable in order to obtain information about the local spirit. In addition, tourists should be informed about what they can do to make their visits to help the host community.

•It should be optimistic for the future of tourism and touristic region.

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Between formality and effectiveness: The dynamics of social participation in the political cycle of a tourism management council in Juiz de Fora/MG [+]

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ABSTRACT

This paper aims to analyze the process of perceiving a problem and the generation of proposals to be implemented by members of the Municipal Tourism Council (COMTUR) of Juiz de For a in Minas Gerais/Brazil from 2011 to 2015. The theoretical lenses are based on public management and tourism, focusing on the mechanisms and processes of social participation. It was allowed (1) to identify the frequency of Board members, (2) to qualificate their participation, (3) as well as to analyze the main results of the proposals converted into concrete actions. Methodologically, this study used documentary analysis of minutes of meetings, institutional and other public official documents, as well as unofficial ones, such as press releases, reports and interviews. The data were ordered, classified and analyzed through content analysis in order to quantify the frequencies and thematic categories. The results show that, mostly, there is a low level of attendance (what was called "nominal participation") or even abstention at the meetings. This was even most restricted when it was analysed the effectiveness of participation, which means that the attendants were active in the discussions, giving more elaborated ideas and trying to implement them. In this sense, only three actors had a qualified participation, through which proposals are generated. Yet, only a fraction of proposals were converted into results. Therefore, it was concluded that there is an institutional fragility and a crisis of legitimacy of this mechanism (Council), given the minority expression of those who participate, whether nominally or in a qualified way.

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1. Introduction

In recent years, councils have become synonymous with democratic and participatory management (Paes de Paula, 2008)[1], especially in accordance with common sense. This logic underlies the thesis that in appropriate spaces, free from coercion (imposed or self-imposed), social actors could express themselves in a more authentic and trustworthy way, and make their local interests and ideas to be asserted (Tenório, 2008). So that, the various actors that take part in the management councils, have the possibility to express themselves, formulate, monitor and control public policies, supposedly exercising greater control over the State (Gohn, 2011; IPEA, 2012).

In Brazil, since the redemocration period, this kind of mechanism, inspired by the direct participation, has been incorporated in the Constitution (Brazil, 1988). Its use has increasingly spread throughout the country and became institutionalized in various instances, at the three levels of the State,

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[1] *Oliveira (2008) shows, in a very precise way, the adherence of this discourse to common sense.*

and even in private organizations. According to Gohn (2011, p. 354)[2]:

> *Management councils are new instruments of expression, representation and participation. In theory, they have the potential for political transformation. If effectively representative, they can give a new format to social policies, since they deal with the process of policy formation and decision making. With the councils, a new public institution is generated, since they create a new social-public or non-state public sphere. This is a new pattern of relations between the State and society because they make it possible for social segments to participate in the formulation of social policies and give the population access to the spaces in which political decisions are made.*

However, despite their possible contributions, in several situations, these mechanisms have shown questionable results (Abramovay, 2001). The symbolic use of councils, as a formal mechanism to qualify the public management (on municipal, state or federal level) according to legislation requirements, has continuously been verified. Alternatively, when the Councils become institutionalized, they convert in state apparatuses, "with the same vicissitudes of the other institutions of political power" (Gurgel & Justen, 2013, p. 375). In addition, there are rare occasions when the (fragile) assumption is made that, on the basis of this mechanism, the actors would participate more and more effectively (Kliksberg, 1999). On the contrary, criticisms accusing of ignorance, lack of interest and issues about the relevance and applicability of these structures combine with the perception of these structures as slow, unspecific, inconclusive and not very pragmatic (Nobrega, & Figueiredo, 2014). All this has led to the questioning of management boards *per se* [themselves] as instruments of empowerment and social control (Mata, 2016).

> *In municipalities without an organizational-associative tradition, councils have been only a legal-formal reality and often an extra instruction in the hands of the mayor and the elites, who speak on behalf of the community, as its official representatives, not at all meeting the objectives of being mechanisms of control and inspection of public affairs (Gonh, 2011, p. 355).*

In this sense, a fundamental question is to be asked: how collective are the results and the process of participation in institutionalized spaces for "social participation", such as councils? Or to put it another way – and starting from the principle of methodical doubt –, is there a possibility that the spaces of social participation will avoid or be reduced to the control of a minority?

We start from the assumption that, although from the formal point of view, there is supposed to be the possibility of a democratic and pluralist representation , concretely the representation[3] and participation of the actors are guided by material, ideological and conjectural elements, which manifest themselves in specific situations, according to the degree of restrictions or openness faced to their placements and possibilities to speak out. Additionally, we assume that the social position of the agent tends to affect its capacity of participation and, consequently, its influence in the process.

In addition, the discussion arises on the fact that the diversification of interests represented in these spaces leads to the (un)balance of ideas, and that the participation normally existing does not materialize in a democratic dynamic, in the sense of the existence of diversity of representation of themes and interests as characterized by the social demands of each place.

Many researches[4] , in the field of public policies, have been dedicated attention to the structures of councils, their formal aspects, their functioning, as well as the assumptions and conditions that underpin them, including the behavior of members. However, studies on the type of participation still need to be discussed, particularly what we call "qualified" (or active) participation in its aspects and results within the interactive dynamics of social participation within the Council, since this type of participation enables them to act effectively, playing roles and functions within the political cycle, considering the context of local public agendas, and this, therefore, is the theoretical contribution of this work. On the other hand, from an empirical or pragmatic point of view, this work shows that only the formal institutionalization of such participation mechanisms seems unable to ensure the effective fulfillment of its teleology. This may suggest the absence of a real civil sphere (Alexander, 2007).

Based on the classical theory of public policy, we seek to analyse the public policy cycle, and its

[2] *In fact, management (or administrative) councils, in private companies, emerge as one of the mechanisms for resolving the "agency conflict" - in the context of the governance literature that will move from the private to the public sector in the early 1970's and beyond - a concept that has gradually been absorbed into the public area, based on the thesis of the inclusion of several controllers in the process of management. In this way, that process would be more, anonymously and diffusely, controlled, like a kind of social panoptism.*

[3] *Assuming here, only by way of hypothetical reasoning, that the thesis of political pluralism is adequate. Political pluralism is the vision that society is composed of several groups, competing among themselves, which seek to limit any hegemonic, particularly that of the State (Bobbio et al., 2004).*

[4] *See, for example, regarding the national literature on public councils management: Tatagiba (2005), Almeida (2009), Oliveira, Pereira & Oliveira (2010), Martins, Ckagnazaroff, & Lage (2012), Gurgel & Justen (2013); this topic on tourism, see: Massukado-Nakatani & Teixeira (2009); Araujo & Cesar (2012), Araujo (2014), Frade Da Mata & Emmendoerfer, M. L. (2017); and the international literature on tourism, see: Augustyn & Knowles (2000), Dredge, Dianne. (2004), Beaumont & Dredge (2009), Zapata & Hall (2012), Velasco (2016), Paddison & Walmsley (2018).*

correlated main concepts: policy arena and policy issue; regarding the empirical case of the Tourism Municipal Council of Juiz de Fora (COMTURJF), in Brazil. Specifically, this paper shows how individual actors interact in order to push (or avoid) touristic issues in the public arena and what themes introduced in their agenda are converted into actions to be carried out among the group.

The relevance of the research lies precisely in the fact that the knowledge of the public sphere of tourism, its members, issues and operating forms is necessary to get more efficiency in decision processes, the allocating of resources and, consequently how the interests of the population are effectively represented in a participative and democratic political system.

In order to contribute to the debate on this issue, this paper aims to identify and analyze two moments in the political cycle, the process of perceiving a problem and the generation of proposals to be implemented by members of the Municipal Tourism Council of Juiz de Fora in Minas Gerais/Brazil over five years (2011-2015), from the analysis of the participation of actors in this social space. As key elements of such discussion, the participation of members is taken into account (frequency of meetings), as well as the degree of effectiveness of the proposals taken in the agendas (perception of a problem) and which have become results (implementation).

In addition to this introduction, the article presents four parts. In the second section, the theoretical framework on public management of tourism in Brazil and the public policies is placed as the basis of the research. In the third part, the methodology used for the analysis is outlined, the contributions of which are presented in the fourth section. Finally, in the last section, we consider the main conclusions and contributions reached in the study.

2. Literature Review: Policy Analysis

Public Management of Tourism in Brazil

In the recent trajectory of national tourism management, the experience of decentralized tourism management in the State of Minas Gerais, since 1999, stands out. This model was considered an innovation (Oliveira, 2014; Emmendoerfer, Silva, & Lima, 2014), being even used as a standard to the national level planning, given its remarkable result, since the first mandate of the president Luís Inácio Lula da Silva, in 2003. It is remembered that, at the beginning of the referred presidential period, this action was incorporated simultaneously to the creation of the Ministry of Tourism (MTUR), giving emphasis to tourism development through regionalization (Emmendoerfer, Silva, & Lima, 2014), besides the expansion of the National Tourism Council (CNT), which began to incorporate interests and civil society groups, previously not contemplated. Thus, a set of events considered a landmark in relation to the management of tourism activity is highlighted because from that moment on, the possibility of inserting the interests of civil society in spaces of democratic discussion was demonstrated, which could lead to influence the development of guidelines and actions for tourism activity in the country.

During this period, associated to the structural changes related to the traditional dynamic that occurs at the beginning of new governmental cycles, there were marked structural changes in tourism management, because there was a concern with the social development of the country, including themes such as ethics and sustainability. Thus, as a feature of the new public agenda, interests of groups that were not previously included in the tourism agenda, particularly organized civil society, were inserted (Chaves, 2011; Carvalho, 2015)[5] .

Within the context of encouraging the deconcentration of public functions and decentralized management of tourism public policies (Pimentel & Pimentel, 2019), more specifically of the State of Minas Gerais, in 2006, the Tourist Circuits[6] (CT's), considered as the public policy for the development of activity in the State (Oliveira, 2014), on their own initiative, created the Federation of Tourist Circuits of the State of Minas Gerais (FECITUR), with the objective of defending and representing the interests of the circuits, supporting representatives of private initiative and public power. It is worth noting, however, that, according to Oliveira (2014), the CT's, with its greater degree of decentralization and autonomy of local authorities, had an advance in local participation and consolidation of tourism

[5] *The theme of characterization of the public agenda of tourism was exhaustively discussed by the literature. See, for example, Cavalcanti (2006), Araújo (2007), Chaves (2011), Carvalho (2014), Pimentel and Pimentel (2019), among others.*

[6] *The Tourist Circuits aimed to connect tourism destinations in regional sphere, to attract more tourists. In this way, they shelter a group of municipalities of the same region, with cultural, social and economic affinities that unite to organize and develop the regional tourist activity in a sustainable way, consolidating a regional identity. The work of these entities takes place through the continuous integration of municipalities, public managers, private initiative and civil society, consolidating a regional identity and leading the development through alliances and partnerships (SETUR, 2016a), access on 26 May 2016.*

networks in Minas Gerais, but had not yet achieved an advance with regard to regional development.

It should also be remembered that, as a way of stimulating this management model, in 2009 tourism was included in State Law nº. 18,030[7], known as the *Robin Hood Law*, which provides for the distribution of the portion of *revenue* from the collection of the Tax on Operations Related to the Circulation of Goods and Services Rendered in Interstate and Intermunicipal Transport and Communication (ICMS), to the Municipalities of the State of Minas Gerais. Thus, tourism appears in Section I, Subsection VIII, as one of the criteria contemplated, since it is recognized as an instrument of the democratic income distribution, and allows all sectors of the economy a great benefit, promoting economic, social and cultural development (MG-SETUR, 2016b).

Thus, the core of this article is precisely the analysis during this event, since, in order to receive the resource from the ICMS tourism transfers, the municipalities of Minas Gerais should meet the following criteria: 1) participate in a *Tourist Circuit* (CT) recognized by SETUR; 2) have a municipal tourism policy prepared and in the process of implementation; 3) have a Municipal Tourism Council (COMTUR), constituted and in regular operation; and 4) have a Municipal Tourism Fund (FUMTUR) constituted and in regular operation (MG-SETUR, 2016b; Assis, 2014).

What was aimed thourght that public policy was to promote the articulation and professionalization of the sector at the local level. In this sense, it was an external contextual stimulus from the Ministry of Tourism (MTUR) and the State Secretariat of Tourism (MG-SETUR), as a consequence of the establishment of the Regionalization Policy in Brazil.

In this way, the financial incentive was used as a mechanism to stimulate the decentralized management of tourism, a strategy whose ultimate goal was to create alternatives for generating development at the municipal and regional levels through tourism activity.

The political system is made up of several actors who have different interests as well as different capacities to intervene in the decisions taken by the government in a given territory. Within this framework, interrelations are established between the participating actors - or those concerned with the various issues of public interest - with the aim of making policy, which has the function of "resolving conflicts between individuals and groups, without this conflict destroying one of the parties" (Schmitter, 1984, p. 36). This definition is directly related to the structuring of political arenas. The reasons for the existence of conflicts can be scarcity or need for resources, as well as power struggles. In this scope, politics is the process in which agents seek the resolution of problems through cooperation.

On the other hand, the State needs the means to support its decisions, manage public resources, and be accountable to the population, among other activities. Thus, policy analysis provides the support to examine the paths and trends characteristic of each period and each particular place, considering actors, resources, interests and external influences as some of the central elements, which together are capable of explaining the outcome of policy-related actions.

Among the various concepts associated with policy analysis present in the literature of political science, the following stand out: policy arena, policy network and policy cycle (Frey, 2000). These ones reflect processes of discussion, dispute over resources, positions and other existing relationships.

The policy arena is formed by the set of conflict and consensus processes within the various policy areas, which can be characterized by the objective of distributing resources to a large part of society, or the redistribution of resources destined for a specific purpose to meet another considered a priority; in addition to the normatization of the "rules of the game" through decrees, laws, ordinances, and the constitutive policies that define the conditions for defining regulatory, redistributive and distributive policies (Lowi, 1972).

In this way, from the analysis of policy networks, the interactions of the different institutions and groups involved in the political debate - both the executive, the legislative and the society - are differentiated and represented in order to explain the genesis and the dynamics of implementation of a given policy (Heclo, 1978).

On the other hand, in case a group of actors is not able to constitute itself around a sectorial policy as a whole (such as, for example, environment policy), even if they only identify common interests

[7] *Available at < http://www.turismo.mg.gov.br/images/stories/icmsturistico/lei-18030-2009.pdf >*

associated to some strictly delimited issues (such as the movement to implement a project of selective collection, waste recycling or the creation of an environmental protection area), the formation of issue networks is observed (Miller, 1994).

Finally, the concept of policy cycle represents a procedural understanding of the policy, through the definition of five phases: (1) perception of the problem, (2) agenda definition, (3) formulation of proposals (programs or projects) to solve the problem, (4) implementation and (5) evaluation. The perception of a problem involves the identification by the actors of the most appropriate issues for political treatment (Frey, 2000). Agenda setting is the process of deciding which issues will be the focus of government actions (Theodoulou, 1995). In the elaboration, programs or projects are established that are considered capable of solving the issues on the agenda. Implementation is the execution of the program by agents defined in its planning. Evaluation is the verification of compliance with the proposed objectives, usually based on previously defined indicators. Thus, the results of the evaluation can be used to adjust a policy or to close it.

Although we consider all the moments of the political cycle fundamental to the political analysis, in this work we will deal specifically with two moments: the process of perception of a problem and the concretization of the debates undertaken, through the implementation of concrete actions resulting from proposals that emerge in a space of social participation.

3. Methodology

This study is part of a broader research[8] on the dynamics of organized collective action (Friedberg, 1992) in spaces of social participation, from which we extract a specific issue on participation for this text – here this concept is translated both in terms of its frequency of attendance at meetings, herein understood as "nominal participation" , and in terms of its proposals on the agenda, herein understood as "qualified participation"[9] - of members who participate in a Municipal Tourism Council of Juiz de Fora, in the State of Minas Gerais/Brazil, over the period of five years (2011-2015).

Therefore, in order to achieve the objective of analyzing and compare the moments of the political cycle of perception of a problem and the generation of proposals to be implemented, by members of the Municipal Tourism Council (COMTUR), it was sought to understand, in a specific case, the process of perception of a problem and the implementation of actions originated in proposing its solution, within a democratic space of participation. To this end, they were specifically analyzed:

1. The frequency of members, by means of two categories:

a) nominal participation (or frequency of attendance at meetings per entity): the participation of each entity per meeting in each year (2011-2015) was visualized, making it possible to observe the entities most present;

b) qualified participation: given by proactive action at meetings, manifested through speeches, engagement in debates and proposals for actions. These elements were preliminarily identified in minutes and subsequently cross-checked and validated with field diaries and information gathered in interviews and observation, participant and non-participant, conducted by members of the research.

2. Identification of the dynamics that takes place in the phases of the political cycle, through the:

c) perception of the problem: identification of the contents of the discussion agendas, exposed in the minutes of each of the meetings (i.e. how the themes are distributed throughout the year)[10]; and the

d) implementation: when the identification of proposals that have become concrete actions was visualized, from the previous identification of which actions were executed.

3. Relationship between the frequency of the entities and the main themes of the agenda that became concrete actions:

In this last item, we sought to verify whether, in addition to nominal participation (i.e., that related only to presence or absence at meetings), there is any correlation between the participation of members, in terms of its more subjective and/or qualitative character, i.e., what is understood here as "qualified participation", which translates into the perception of a problem, and the actual implementation of actions, and, finally, the relationship between presence and discussion topics and the effectiveness of the proposals and results generated.

[8] *In the survey, characterized by mixed (quanti-qualitative) methods, we have used different methods (survey, case study and clinical method) and procedures (questionnaire, interview, participant and non-participant systematic observation, and diary notes) which were made by different researchers. We have also used, the bibliographic and documentary material, thus seeking to achieve the best possible form of triangulation. For this paper, as a matter of space, we have focused on the mention of the quantitative and qualitative procedures, related only to the participation analysis.*

[9] *We can understand, from White (1996), that nominal participation is that in which it resembles passive participation and by consultation, which according to the author could be framed as non-participation. Although the content of our findings may be framed in this category, here we use the term nominal participation to refer to the simple act of being present, without engagement in dialogues, consultations or suggestions, that is, without an explicit manifestation or further engagement; which will be opposed by the type of qualified participation, that one where the right to speak will not only be exercised but will proactively give place to the manifestation of proposals, aiming at the solution of common problems.*

[10] *Here lays an underlying hypothesis: if there is some logic (explicit or hidden agenda) in the distribution of the subjects throughout the year or if they emerge randomly, according to contextual/emergency demands, and still if there is some dynamics/cycle of tendency to repeat the subjects (even if they emerge ad hoc, that is, in an unplanned way) , so these questions would appear on the analysis.*

Methodologically, the techniques used were: documental analysis of laws and municipal ordinances related to COMTUR, as well as its Internal Regulations (see table 1).

Table 1: List of Documents and Laws Analyzed

Documents	Theme
Law no. 12,178, of December 16th, 2010	Provides on the Municipal Council of Tourism and the Municipal Tourism Fund
FUMTUR Law	Chapter II of Law 12th,178
Ordinance 07.448, of February 09 th, 2011	Appoints the representatives to the Municipal Tourism Council
Law nº 12.812 of June 12th, 2013	Amends Law No. 12,178, of December 16 th, 2010
Ordinance nº 8475, of July 22nd, 2013	Appoints the representatives to the Municipal Tourism Council
COMTUR Internal Regiment	Internal Rules established by the members of the Municipal Council of Tourism of Juiz de Fora - COMTURJF, as determined by Law No. 12,178, of December 16 th, 2010
Law nº 18.030, January 12th, 2009	Provides for the distribution of the revenue share of the proceeds of ICMS collection to the municipalities of the State of Minas Gerais.

Source: *elaboration by the authors.*

Specifically, 66 meeting minutes were identified in the period of February 2011, date of its reactivation, and December 2015, the last available minutes in COMTUR's electronic website[11] (Table 2). However, three minutes of the meetings -of 30 October 2013, 30 April 2014 and 1 December 2014- were excluded because they were ordinary meetings of the Municipal Tourism Fund (FUMTUR) at which the expenditures of the FUMTUR were reported[12] .

Then, by means of the content analysis technique (Bardin, 1977), 63 minutes of meetings of the Municipal Tourism Council were analysed.

The analysis of the minutes of meetings made it possible to verify the frequency and the subjects on the agenda of the members. Thus, by identifying and comparing the presence of members in meetings it was observed the degree of participation of these actors[13] and their involvement in the discussion and proposals for actions. That was supposed to involve competition with the members of COMTUR/JF. Finally, through participant observation, it was sought to understand the political game that determines the results of the actions of the members who are part of the board. Thus, it was verified (1) how the council agenda of discussions is distributed throughout the year; (2) whether there is any logic (explicit or hidden) in the distribution of issues through the annual agenda; or whether a random emergence of issues prevails, according to contextual/emergency demands; and also, (3) whether there is some dynamic/trend cycle that leads to the repetition of issues (even if they emerge ad hoc, that is, in an unplanned way).

Table 2: Dates of the meeting analized (feb. 2011 – dec. 2015).

Month	2011	2012	2013	2014	2015
January	-	Day 31 – O*	Day 30 – O	Day 30 – O	Day 28 – O
February	Day 01 – O Day 10 – E** Day 10 – O Day 16 – E	Day 29 – O	Day 28 – O	Day 27 – O	Day 27 – O
March	Day 16 – O	Day 29 – O	Day 26 – O	Day 18 – O Day 31 – O	Day 26 – O
April	Day 13 – O	Day 27 – O	Day 04 – O Day 26 – O	Day 25 – O Day 30 – O (FUMTUR***)	Day 15 – O
May	Day 24 – O	Day 30 – O	Day 29 – O	Day 30 – O	Day 20 – O
June	Day 01 – O	Day 28 – O	Day 12 – O	Day 30 – O	Day 11 – O
July	Day 29 – O	Day 31 – O	Day 31 – O	Day 31 – O	Day 23 – O
August	Day 03 – O	Day 28 – O	Day 21 – O	Day 28 – O	Day 14- O
September	Day 16 – O	Day 27 – O	-	Day 26 – O	Day 16 – O
October	Day 20 – O	Day 11 – E Day 18 – O	Day 30 – O (FUMTUR***)	Day 30 – O	Day 27 – O
November	Day 01 – O	Day 29 – O	Day 28 – O	Day 26 – O	Day 27 – O
December	Day 14 – O	Day 19 – O	Day 18 – O	Day 01 – O (FUMTUR***) Day 17 – O	Day 15 – O

*Note: *O - ordinary meeting; **E - Extra-ordinary meeting; ***Meetings whose issues weren't analysed.*

Source: *adapted from PJF (2016). Available in: <https://www.pjf.mg.gov.br/conselhos/turismo/atas_de_reunioes.php>. Access in: feb. 24, 2016.*

[11] This source was used due to its official and institutional character, being considered a legal document to measure the presence of members in meetings. They can be found on the official website of the city hall, dedicated to COMTUR. Available at: <https://www.pjf.mg.gov.br/conselhos/turismo/atas_de_reunioes.php>. Access in Feb. 24, 2016.

[12] The financial transfers made from other entities of the federation to the Municipality of Juiz de Fora are not necessarily used in the tourism sector, so they are directed to the single account of the municipal treasury. The transfers must pass through the municipal tourism fund (FUMTUR), as long as there is a note (or commitment) for the realization of authorized expenses by the municipal treasury. Thus, the effective behavior of the meetings (and, of course, of the records in minutes) of the FUMTUR are, in a way, only formal, since they only record and refers to expenditures authorized and carried out by the secretary of finance.

[13] Participation is a broad and widely discussed theme in the literature in its most diverse perspectives (as to the form: whether direct or indirect/representative; as to the object: whether political, economic, social (organized civil society), or organizational/productive, among others; or even in relation to the different types and degrees of participation that an actor can play.

4. Analysis

The Municipal Tourism Council Board of Juiz de Fora

The Municipal Tourism Council was reactivated and regulated through Law No. 12,178 of December 16th 2010, with the aim of contributing to the formulation of tourism policies, articulating the various actors linked to the sector in the city. Ordinance 07.448 of February 9th 2011 appointed the first councilors. Since then, COMTUR meetings are held periodically and without interruption each month, functioning as an advisory and inspection collegiate body, intended to guide, encourage and promote tourism in the Municipality. Its non-governmental majority composition had the intention of establishing a social control character (Mata, Pimentel, & Emmendoerfer, 2019). During the study period, COMTUR was linked to the Secretariat of Economic Development, Employment and Income.

It should be noted that the motivation to reactivate COMTUR was primarily and explicitly intended to meet the requirements of the National Tourism Plan 2011-2013 and the State Tourism Policy in course at that time, which linked the transfer of resources to municipalities from the ICMS tourism (on the ICMS tourism, see section "Public Management of Tourism in Brazil").

The internal regulations of COMTUR postulate that their members are responsible for participating in meetings, considering and voting on matters subject to evaluation. They must analyze technical opinions given by the members, provide information and data to assist in the decisions taken and forward matters to be discussed in the Plenary. In addition, they shall propose the creation of permanent and/or temporary technical committees to deal with matters of interest to the Board, as well as elect the

Table 3: Members of COMTUR from 2011-2015

Period	Organization
February 2011 to June 2013	*Agência de Gestão Ambiental de Juiz de Fora – Agenda* JF (Environmental Management Agency of Juiz de Fora) *Fundação Cultural Alfredo Ferreira Lage* – FUNALFA (Alfredo Ferreira Lage Cultural Foundation) *Guarda Municipal* (Municipal Guard) *Secretaria de Comunicação Social – SCS* (Secretariat of Social Communication) *Secretaria de Desenvolvimento Econômico, Trabalho e Geração de Emprego e Renda – Ditur/SDEER* (Secretariat for Economic Development, Labor and Employment and Income Generation) *Secretaria de Esporte e Lazer – SEL* (Secretariat of Sports and Leisure) *Secretaria de Transportes e Trânsito – SETTRA* (Secretariat of Transport and Transit) *Ação Brasil para o Turismo – ABRALTUR* (Brazil Action for Tourism) *Agência de Desenvolvimento de Juiz de Fora e Região – ADJFR* (Juiz de Fora and Region Development Agency) *Associação Brasileira de Agências de Viagem – ABAV* (Brazilian Association of Travel Agencies) *Associação Brasileira de Bares e Restaurantes – ABRASEL* (Brazilian Association of Bars and Restaurants) *Associação Brasileira de Produtores de Evento – ABRAPE* (Brazilian Association of Event Producers) *Associação Comercial e Empresarial de Juiz de Fora – ACEJF* (Commercial and Business Association of Juiz de Fora) *Associação Profissional das Empresas de Transportes de Passageiros – ASTRANSP** (Professional Association of Passenger Transport Companies) *Circuito Turístico Caminho Novo – CTCN* (Caminho Novo Tourist Circuit) *Juiz de Fora e Região Convention & Visitors Bureau – JFRC&VB* (Juiz de Fora and Region Convention & Visitors Bureau) *Serviço de Apoio as Micro e Pequenas Empresas – SEBRAE* (Support Service for Micro and Small Businesses) *Sindicato dos Hotéis, Restaurantes, Bares e Similares de Juiz de Fora – SHRBSJF** (Union of Hotels, Restaurants, Bars and Similars in Juiz de Fora) *Faculdade Estácio de Sá/Curso de Turismo** (Estácio de Sá Faculty / Tourism Course) *Instituto Federal de Educação, Ciência e Tecnologia/ Curso de Eventos** – IF SUDESTE/* (Federal Institute of Education, Science and Technology/ Course of Events) *Universidade Federal de Juiz de Fora – UFJF* (Federal University of Juiz de Fora)
July 2013 to March 2015	*Associação Profissional das Empresas de Transporte de Juiz de Fora e Zona da Mata – ASETRAP*** (Professional Association of Transport Companies of Juiz de Fora and Zona da Mata) *Associação Cultural e Recreativa Brasil-Alemanha – ACRBA* (Cultural and Recreational Association Brazil-Germany) *Câmara de Dirigentes Lojistas – CDL* (Chamber of Shopkeepers) *Federação das Indústrias do Estado de Minas Gerais* – FIEMG (Federation of Industries of the State of Minas Gerais) *Serviço de Aprendizagem Comercial – SENAC* (Commercial Learning Service) *Sindicato do Comércio de Juiz de Fora – SINDICOMERCIO* (Trade Union of Juiz de Fora) *Sindicato dos Taxistas e Transportadores Autônomos de Passageiros de Juiz de Fora* (Union of Taxi Drivers and Autonomous Passenger Carriers of Juiz de Fora) *Sindicato dos Trabalhadores no Ramo de Motorista Auxiliar de Táxi Vans e Escolares - SINDITAXI AUXILIARES*** (Union of Workers in the Branch of Auxiliary Taxi Driver Vans and School) *Sociedade Nacional de Apoio Rodoviário e Turístico – SINART* (National Society for Road and Tourism Support) *Centro de Ensino Superior de Juiz de Fora - CES JF* (Higher Education Center of Juiz de Fora) *Faculdade Machado Sobrinho*** (Machado Sobrinho Faculty)
April to December 2015	*Associação dos Condutores Autônomos do Serviço de Táxi de Juiz de Fora – ACAST* (Association of Autonomous Drivers of the Taxi Service of Juiz de Fora) *Sindicato dos Hotéis, Restaurantes, Bares e Similares de Juiz de Fora – SHRBSJF* (Union of Hotels, Restaurants, Bars and Similars in Juiz de Fora) *Centro Acadêmico de Turismo* – CATUR (Academic Tourism Center)

*Note: * Left out participating on July 2013. ** left out participating on April 2015.*

***Source:** proper elaboration.*

Chairman, Vice-Chairman, Secretary and Directors from among the participants.

The Board is composed of public sector, entities that perform some function related to the planning and organization of tourism, and civil society and that act both in the areas of planning and in activities related to the provision of tourism services in the locality. The organizational structure is formed by an Executive Board (President, Vice-President, Secretary), Fiscal Committee and other Members (PJF, 2010), presented in Table 3.

The period under review corresponds to two managements. From 2011-2013, the first period of management, COMTUR was composed of 21 members[14] , in accordance with Ordinance No. 7448 of February 9th, 2011, appointed in accordance with Law 12,178 of December 16th, 2010. Through Ordinance No. 8475 and Law No. 12,812 of July 12th, 2013, the second management, 2013-2015 [15], began, in which the composition of the board was expanded. Specifically, 11 other entities were accepted and appointed[16], however, during this period, 3 entities left, leaving, in total, 29 participating entities. In addition, in April 2015, 4 entities left and 3 others joined, totaling 28 participating entities from April to December 2015.

It is important to consider the total period examined in two managements, as it would be a way to identify traces of evolution and patterns in practices related to the dynamics of the Council. Considering the possibility of change both of the executive secretariat and of the councilors themselves in representing the entities, two main situations would arise: permanence contributes to the continuity of discussions and processes, such as rituals related to the dynamics of the meetings, and also supposes that there is accumulated knowledge about the tourist context of the municipality, and its role and tourist possibilities in a broader context in regional and national terms, as well as in relation to the actors involved in the local tourist sector that participate or not in the Council. On the other hand, the entry or exchange of members can favour the entry of new ideas and topics on the Council's agenda, as well as the insertion of new practices.

In this sense, a favorable situation would be the partial renewal of the Council in order to maintain the knowledge acquired over time, and to lead to the maturing of discussions and avoid a regression to what has been acquired so far. It is argued that these situations can be positive or negative, depending on other aspects that contribute to the shaping of the internal and external environment in which discussions take place.

Attendance of Members in 2011-2015

Specifically, this section aims to analyze the frequency of entities throughout the period studied, from 2011 to 2015. It consists in verifying the presence and absence of the entities in ordinary and extraordinary meetings. The results represent the correlation between the presence/absence of members according to the total of meetings, year by year.

Attendance to the Meetings

The frequency of the members in the meetings is presented in Figure 1, whose focus was the visualization of the presence and absence of each member of the entity represented throughout the year. Thus, it can be seen that the number of absences was increasing during the period under review. Only the year 2011 had more attendances than absences. In the following four years, the

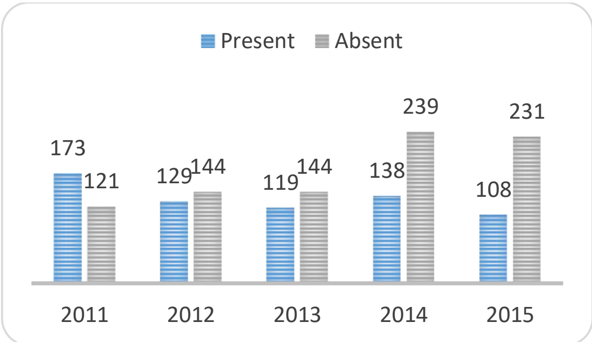

Figure 1. Attendance on the meetings on COMTUR (feb. 2011 - dec. 2015)

Source: proper elaboration upon the data from COMTUR (2011-2015).

[14] The financial transfers made from other entities of the federation to the Municipality of Juiz de Fora are not necessarily used in the tourism sector, so they are directed to the single account of the municipal treasury. The transfers must pass through the municipal tourism fund (FUMTUR), as long as there is a note (or com-mitment) of commitment for the realization of authorized expenses by the municipal treasury. Thus, the effective behavior of the meetings (and, of course, of the records in minutes) of the FUMTUR are, in a way, only formal, since they only record and refers to expenditures authorized and carried out by the secretary of finance.

[15] In the period of 2013-2015 the management board was initially composed of Ditur/SDEER, in the presidency, ABAV, in the vice-presidency, and ABRASEL assumed the position of secretary of the board. ABAV was replaced by UFJF in the course of the term of vice-presidency. During this period, the Fiscal Council was composed by ACE-JF, SINDICOMÉRCIO, SINDITAXI AUXILIARES, SEBRAE and CTCN.

[16] As for the changes in entities, it should be noted that the Union of Hotels, Restaurants, Bars and Similar of Juiz de Fora - SHRBSJF and the Faculty Estácio de Sá/Tourism Course do not appear among the board members in the 2013-2015 management. On the other hand, the Union of Workers in the Branch of Auxiliary Taxi Vans and School Drivers - SINDITAXI AUXILIARES and Machado Sobrinho Faculty were inserted as members according to Ordinance No. 8475/2013. The case of SHRBSJF is particular, because the entity is incorporated to the board in Ordinance 2011, but no longer participates, is excluded from COMTUR, and returns only at the end of management 2013-2015, according to Ordinance 2015.

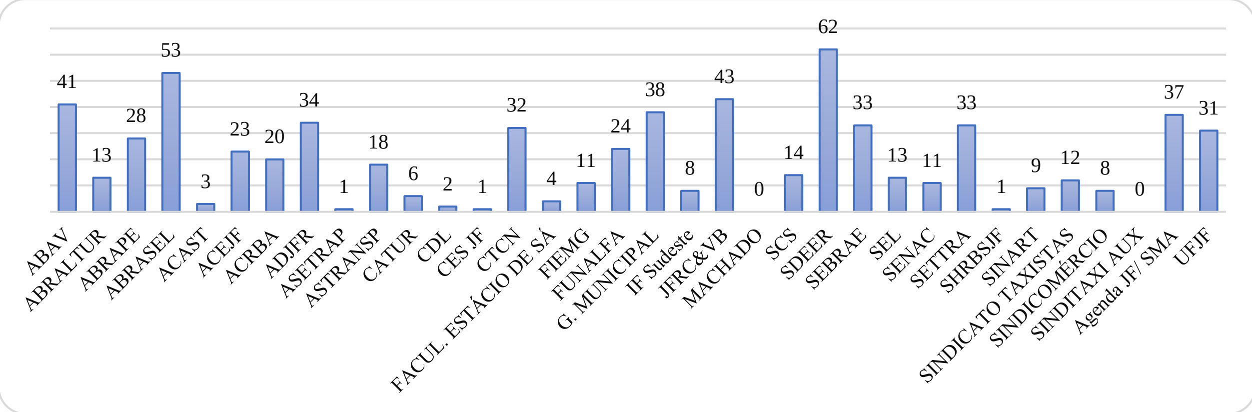

Figure 2. Total presence of entities in COMTUR in the period 2011-2015
Source: *proper elaboration upon the data from COMTUR (2011-2015).*

number of absences increased remarkably. In total, it was verified 667 attendances compared to 879 absences, which shows a lack of interest on the major part of the entities in participating in Council meetings. In general terms, half of the staff were not present at even 50% of the meetings during the whole period under review.

Attendance to the Meetings per Entity

The nominal participation is represented in Figure 2, in which was analyzed the frequency distribution of each participating entity per meeting during the entire period. It made possible to identify the entities most present on the meetings. It can be seen that the entities that participated most in COMTUR meetings in the period from 2011 to 2015 were Ditur/SDEER with 62 attendances, ABRASEL with 53 attendances and JFRC&VB with 43 attendances. In general, the frequency of attendance to the meetings was low. Most members did not attend even half of the meetings held throughout the period under review. The entities that participate most are directly related to the private sector of tourism in Juiz de Fora.

Qualified Participation and Policy Intervention in the Period 2011-2015

In this section, the topics discussed at the meetings are highlighted, as well their proponents. The aim was to identify the issues that were put on the agenda or that arose during some discussion (perception of a problem), and then to filter those that became an alternative to be elaborate to guide a concrete action (implementation).

Perception of the Problem

According to Frey (2000), the perception of a problem involves the identification by agents of the most appropriate issues for political treatment. To represent how the themes are distributed throughout the year, the main problems perceived were related, the synthesis of the contents of the minutes of the meetings, by year, and the entities involved in these discussions.

In 2011, out of the 13 main themes discussed, only 4 were recurrent in the search for their conclusion: *(1) the public call to support tourism projects, (2) diagnosis of tourist attractions from the city, (3) committees [work group to study specific issues on the Council] and (4) awareness campaign [driven to the residents].* Most of the issues that came out during the year were only cited and no longer mentioned, such as fundraising, event creation to raise funds and logo. ABAV and Ditur/SDEER were more present throughout 2011, followed by ABRAPE and ADJFR. It is important to highlight that, during this first year of council activities, the dynamics of work was organized through committees, the meetings were held on different days from ordinary and extraordinary meetings, so that only the results of these meetings were brought to the discussion agenda.

During the year of 2012, in all meetings, 17 main issues were addressed. From these, only 4 were debated more than once and had continuity: *(1) creation of tourist information posts, (2) implementation of information posts, (3) totems of tourist information and (4) the public call to support financially tourist projects.* In 2012, the institutions that participated most were ABAV, Ditur/SDEER, Guarda Municipal, Agenda JF, ADJFR and JFC&VB, and the first two were present in all meetings.

During 2013, from the 10 issues addressed during all year long, those that appeared in at least more than one meeting were: *(1) presentation of committee activities, (2) voting on the best option to solve problems with calls for proposals to support projects, and (3) amendment of the bylaws.* The most present agents this year were Ditur/SDEER, ABAV, ABRASEL and SEBRAE.

In 2014, from the 13 topics discussed during the year, only 4 were debated more than once and have had a continuity: *(1) reallocation of dates of the call for proposals for support to projects, (2) call for proposals for support to tourism projects 2015, (3) commission for evaluation of tourism projects and (4) a tourism public seminar.* It is worth to note that the first three topics were related to the call for proposals for support to tourism projects. Just the last one was different. The most present entities this year were Ditur/SDEER, ABRASEL, ACRBA, JFC&VB, CTCN, FIEMG and SETTRA.

Among the 17 topics identified in the 2015 agenda, 8 were recurrent in the composition of the agendas: *(1) online forum, (2) voting for the agreement of the project office, (3) call for proposals for support to tourism projects, (4) commission for election of new members of the executive board (next management), (5) presentation of projects of the Project Office, (6) maintenance of the call for proposals for support to projects for 2016, (7) presentation of the master plan, (8) presentation of guidelines for the master plan.* ABRASEL, Ditur/SDEER, CATUR, ACRBA and UFJF were the institutions that were most present.

Elaboration of Proposals (and some Implementation)

According to Theodoulou (1995), programs or projects that are established in the elaboration are considered capable of solving the issues on the agenda. Of all the discussions during the period 2011-2015, only a few became an alternative, formulated as a formal plan, and just some of that, were converted in concrete actions (proposals implemented), obtaining real results. Table 4 summarizes these data.

On the basis of the proposals that achieved concrete results, it was possible to trace the proposing entities of each of them and compare them with the type of participation. It should be noted that over the entire 5-year period (2011-2015), COMTUR was only able to obtain 7 concrete results. This is due to many generic discussions without concerning any real problem, with many ideas, but with no concrete proposals for action and division of tasks among the participants. Furthermore, a lack of commitment of the entities to the Council is perceived, as their frequencies are very low.

It is important to point out that, in addition to these topics mentioned there are many discussions around the regulations, rules and operation of COMTUR itself, as well as technical issues such as elections, deadlines, dates. This generates wide debates, using the time of the meetings to discuss and clear up doubts about something that should already be very well defined and known by all members.

Another very recurrent discussion is the need for greater presence of the entities in the meetings, besides improving its dynamics to transform the ideas/problems that are relevant to the organization of tourism in the municipality into concrete actions. The proposal and the need to remake the Municipal Tourism Plan is also a very recurring subject that does not generate concrete results. Since the reactivation of COMTUR until the last analyzed minutes, the Plan had not been elaborated, even running the risk of losing the transfer of funds from the ICMS tourism. Everyone has agreed that this was a mandatory and very

Table 4: COMTUR results in the period 2011-2015

Year of Proposition	Proposal / Project	Proponent
2011	Launch of the Project Support Notice	ABAV, Ditur/SDEER
2013	Develop software to feed totem-shaped tourist information posts with touch screen technology	ABRASEL
	Budget increase, seeking greater external fundraising	UFJF
2014	Discussion on the schedule created by the Commission for the Municipal Tourism Conference with the objective of formulating the new Tourism Plan of Juiz de Fora.	ABRASEL, JFRC&VB, CTCN, Ditur/SDEER
	To seek, together with the councilors of the city council, in particular in its tourism commission, parliamentary amendments to make the project office viable.	Ditur/SDEER, Abrasel, UFJF
2015	Workshop given by the Sebrae governance consultant, when it was sought to define the roles of each entity so that there is integration between the actors in the tourism production chain.	Organizadores: Ditur/SDEER e SEBRAE
	Proposed guidelines for the Juiz de Fora Master Plan[17].	Guarda Municipal, Ditur/SDEER

Source: *proper elaboration upon the data from COMTUR (2011-2015).*

[17] Suggested topics: (1) Juiz de Fora's articulation with municipalities in the region, through Tourist Circuits, and approximation of state and federal government; (2) incentive to local commerce and services of interest to tourism and creation of stamps identifying the tourist establishments qualified; (3) including the creation of new areas to attract tourism-related investments, strengthening the city's position as an events hub, expanding the infrastructure and exhibition and congress spaces, creating conditions for appropriate kind of tourism according to the characteristics of the Municipality - of events, business, culture, gastronomy, shopping and agro and ecotourism - to increase visitor permanence; (4) granting tax benefits to service tax paying establishments (ISSQN, IPTU exemption, exemption from municipal taxes for installation and operation, simplification of procedures for installation and operation and obtaining permits and licenses - regulated by specific laws); (5) creating strategic poles, identifying and exploring the potential of each region of the municipality, creating sector identities; (6) promoting sites with tourist potential and environmentally sustainable; (7) ensuring tourist information in the tourist receiving units - airport, bus station, porticos, shopping malls, among others; (8) encouraging rural tourism and products with local identity; (9) rehabilitation of public spaces through security programs, preservation and urban recovery for tourist sites.

important task. However, surprisingly, no one effort could push it forward. Despite the recurrent suggestions of some few actors – like UFJF –, probably due to the difficult of the task, no one has undertaking this individually.

Relationship Among Nominal Participation, Effective Participation and Factual Results

In this last item, we sought to verify whether, in addition to nominal participation (i.e., that relating only to attendance or absence at meetings), there is any difference in relation to the participation of members in terms of its more substantive character, i.e., what is understood here as "qualified participation", which translates into the perception of a problem and its actual implementation. And, finally, the relationship between the frequency, the kind of participation and the proposals that effectively turned into concrete results.

Table 5 : Correlates the proposals converted into results according to the frequency of members.

Entity	Number of proposals converted into results [18]	Total frequency (2011-2015)
1-Ditur/SDEER	5	62
2-ABRASEL	3	53
3- UFJF	2	31
4-ABAV	1	41
5-SEBRAE	1	33
6-Guarda Municipal	1	38
7-JFRC&VB	1	43
8-CTCN	1	32

Source: proper elaboration upon the data from COMTUR (2011-2015).

From this analysis, it was possible to observe that few proposals that emerged in COMTUR resulted in the implementation of effective actions. In this context, the proposals that COMTUR was able to elaborate and, some of then, be implement, are related to the 8 entities that were most frequent in the meetings.

Thus, it was possible to evidence that there is a correlation between the qualified participation of the members of the Council and their capacity to insert and maintain themes on the agenda of the Council. In this way, the problems perceived by such entities and placed on the agenda had greater possibility of resulting in the implementation of actions. On the other hand, it was identified that some of the entities that sporadically attend the meetings also sought to raise issues of their interest in the debates and get involved in the discussions of the agenda of the day. However, these agents did not reach the necessary capacity to mobilize and convince the other members about the relevance of their issues.

5. Concluding Remarks

This paper aimed to identify and analyze two moments in the political cycle: the process of perceiving a problem and the implementation (concrete actions/results) of proposals made by members of the Municipal Tourism Council of a city in Minas Gerais/Brazil over the five-year period (2011-2015).

COMTUR was reactivated in February 2011 with the explicit intention of meeting the requirements of the National Tourism Plan and the State Tourism Policy, which links the transfer of resources to municipalities to the existence of a Municipal Tourism Council and a Municipal Tourism Fund demonstrably active.

Regarding the idealized and realized proposals, we find that UFJF, ABRASEL and Ditur/SDEER are the entities that have the most proposals executed, since they are the actors who most conduct the debates and get their issues to be kept on the agenda. In other words, these entities have the greatest influence and guide the local tourist context according to their perceptions. These entities are even the only well-defined group, in the sense of presenting a homogeneous discourse and that, repeatedly, present the need for articulation and cohesion so that COMTUR is an organ capable of supporting the development of the tourism sector in an organized and planned manner. The other actors often seek to take up the themes of their interest and get little involved in the discussion of other themes.

Moreover, the evidence points to a direct relationship between the degree of participation in the meetings and the tendency to approve and implement the proposals made. Thus, it is clear that the direct relationship that exists between the entities with greater frequency in the meetings and the proposals actually executed.

In conclusion, despite a supposed openness in terms of the possibility of action, demonstration and participation in democratic contexts and spaces such as municipal councils, it is identified that the entities use COMTUR to put their interests into practice. Thus, COMTUR is used mostly in an instrumental way. In this way, the transformation does not exist in practice, because

[18] *More than one entity proposed what was accomplished.*

the space of the Council does not fulfill its original function.

Moreover, an institutional weakness and a crisis of legitimacy of the Council was observed as a mechanism of participation, since most representatives of the interests of the tourism sector often do not use this space to contribute and interfere in the debates and actions related to tourism. Thus, due to the absence of obstacles and/or counterweights, there is a strong risk of opportunistic co-optation of this space by the most participative entities, which have the opportunity to impose their demands in a more incisive manner. An example of this is the distortion of municipal public tourism policy, which has been reduced to a more or less harmonious distribution of public resources available to the private sector, under the pretext of supporting the development of events to increase the flow of tourism in the city.

In this respect, as well summarized by Oliveira, Pereira and Oliveira (2010, p. 334 – free translation):

> *In management councils, the risk of managerial participation taking precedence over political participation exists, especially when it is involved to: a) councilors who do not have strong links with social organizations; b) social organizations that relate tangentially to popular movements; c) popular movements that do not have historical or community ballast; d) local powers that act strategically not to share power; e) local powers do not consider councils legitimate or relevant; f) councilors who are unaware of social policy systems, the public machinery and the means to make their decisions viable; and g) processes of 'empowerment' of councilors are neglected.*

In this sense, a promising new field of study may be that in which one seeks to rescue personal elements of the counsellors themselves - such as, for example, their socio-demographic profile and personal skills and attitudes - as well as the situational elements of the decision-making process, present in the interactive dynamics of the councils, in addition to deepening the broader institutional mechanisms that frame the possibilities of action. Another possibility, no less interesting, would be to reinterpret the issue in the light of new theories such as Civil Sphere Theory (Alexander, 2007).

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Vandalism problem in tourism and solution proposals: The case of Nevşehir +

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Tourism,
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ABSTRACT

The aim of this study is to examine the phenomenon of vandalism with in the scope of tourism, to reveal the vandal event soccurring in Nevşehir Province with pictures and interview sand to develop solutions for its prevention. Within the scope of the study, literature review conducted by the researcher and then the damages caused by vandalism to the environment were tried to reveal by the help of the photographs taken in certain parts of Nevşehir. In the study, primary data were obtained from the interview with three district mayors and two non-governmental organizations (NGO) representatives. In the analysis of the collected data, descriptive analysis method, which is one of the qualitative research analysis techniques, was preferred. According to the primary and secondary data obtained, it was concluded that vandalism incidents were wide spread in Nevşehir province and that these behaviors caused serious damage to natural and historical artifacts. Another noteworthy result is that there are problems in taking the necessary measures due to the confusion of authority stemming from the presence of more than one institution in decision-making position.

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1. Introduction

Vandalism is one of the problems faced in almost every aspect of life. Some of the common vandalism behaviors are writing on walls, damaging the works in museums, engraving names in public areas, breaking windows of buildings, using signs and traffic lights as targets and taking pieces from historical works. Vandalism, which is considered as a negative behavior in all aspects, prevents the reuse of materials and causes a financial loss by repairing the damage done. It is very important to examine these behaviors and identify the damages not only in public areas, but also for the tourism phenomenon that uses the natural environment as a resource. Vandalism is basically "illegal destruction of goods belonging to someone else or deliberate deterioration of their appearance" (Yener et al., 2004:145).

Historical and natural buildings are among the most important sources of a country's tourism capital (GunnandVar, 2002: 62-63). Because the cultural richness of an area contributes greatly to the tourism potential of that country and protects the future of tourism for that region (Patin, 1999: 35).Nevşehir province, which has a natural structure, is an important destination in terms of its geographical location and historical richness, but with the damage to historical and cultural structures, they are in danger of extinction (Tutar et al., 2007: 203). Due to the increasing number of people coming to Nevşehir every year, the absence of valid sanctions and laws, the lack of statistical information and insufficient protective measures of natural structures, historical sites and cultural structures are worn day by day.

The main subject of this study is the measures to be taken to reveal and protect the damage given to the historical and natural structures that are the basis of tourism. In line with this purpose, the history and the concept of vandalism was primarily examined. Then, the areas where vandalism is frequently seen and the studies conducted in this

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+A previousversion of thispaperwaspresented at 1th. International CappadocıaSocıalScıenceStudentsCongress area are examined and examples of vandalism occurred in the world and in Turkey are menioned. In addition, vandalism events in the Nevşehir region were photographed, and deeper information was obtained by discussing with people on this issue.

2. Vandalism

Vandals, an East German race, are known for their damage and looting to the environment during the wars with the Roman empire, which established a kingdom in Africa in the early years of the AD. The vandals, who fled to the West in the first periods of the 5th century, invaded a certain part of Gaul and settled in Spain. The "Asding Vandals" led by King Gunderich gradually became the dominant group, and later gained allied status in 435 by signing an agreement with Rome. In the following period, they ended their dependency on Rome and became independent and in this process they confiscated all the agricultural areas that belonged to the Romans (Tarakçı, 2013:7). Because of all these realities, the concept of vandalism is a term used to refer to a tribe, to express the tendency of someone to behave aggressively towards the public or private property of people they do not know (DiCanio, 1993:55).

Vandalism, which is associated with fields such as sociology, psychology, criminology, architecture, has been described in different ways by researchers from different disciplines. According to Conklin (1989: 110), vandalism is "the destruction, damage, degradation of shape or appearance of a property without the permission of its owner". Vandalism is the behavior of damaging structures, official institutional goods, and others' belongings for various reasons or for pleasure (Boz and Beyaztaş, 2001: 17).In other words, vandalism is the act of deliberate and malicious harm to any private or public property (Fisherand Baron, 1982; Moser, 1992; Olgun and Yılmaz, 2015: 28; Erkan, 2005). According to Namba and Dustin (1992), vandalism is deliberate behavior that reduces the economic or aesthetic value of an object or area. Indeed, people who exhibit vandal behavior do it voluntarily and they are aware that they damage the private or public property of people they do not know (Yener et al., 2004:145).

Vandalism can appear in almost every part of our daily life. It is frequently seen especially in parks, educational areas, public transportation vehicles, official institutions and organizations, streets, and in historical and touristic areas (Van Vliet, 1984: 14). If investigated why people with vandal behavior exhibit such behavior, many different reasons are encountered. Some researchers explained the causes of vandalism with various cases of poverty, while others argued that they may be related to the shape, size and type of the workd in the environment. The reasons of the vandalism should not be approached from a single point of view. Perhaps the most important of the underlying causes of these type of behaviors are psychological and emotional factors. People can take vandalist actions as a result of situations such as dissatisfaction, a sense of failure, boredom, and bad relationships (Türkoğlu, 1991).

It is seen that studies on vandalism are mostly addressed in foreign literature (DeMore et al., 1988; Mayer et al., 1983; Gladstone, Sturman and Wilson, 1978; Allen and Greenberger, 1978; Duneier and Molotch, 1999; Bhati and Pearce, 2016). One can see that the subject of vandalism in Turkey has been studied in areas like education (Orhan, 2015; Oruç, 2008; Doğanand Demir, 2012; Tarcan, 2007; Ünişen and Demirbağ, 2016; Yıldırım, 2017), public spaces (Tarakçı, 2003; Çevik Aladağ, 2011) and public goods (Akyol, 2006; Doğan, 2007). However, vandalism studies evaluated in the phenomenon of tourism are not sufficient. A few studies addressed in the context of tourism are listed below.

The research by Avcı, Acar and Aslıtürk (2016) examined the cultural assets in Selcuk, Izmir and Kusadasi, Aydin within the framework of vandalism. According to the results obtained, it is observed that the destructions on the cultural assets in those regions are quite high.

Bhati and Pearce (2016) investigated the concept of vandalism and why vandalism emerged in tourism, the relationship between vandalism and motivation, opportunity and intent. According to the findings, various strategies have been developed to intervene in such behaviors in tourism areas.

In the research conducted by Güleken and Ünal (2018), the relationship between location and environment was examined in the historical development process of Kendirli Church and Latin School, protection interventions were developed and suggestions were presented by evaluating the damages that occurred over time in the context of their occurrence. At the end of this study, it was seen that inscriptions were written on the walls of the bell tower of the historical building, the stalactides were removed, and the floor was destroyed for treasure search.

3. Effects of Vandalist Actions on Tourism and Examples from the World and Turkey

Writing, drawing, painting, and scratching on the works that have historical and cultural values are common in other countries and in our country. This section of the study gives examples from selected occured events in the world's and Turkey's various regions and are supported by several news.

Coloseum (Italy)

Located in Italy, Coloseum is an important historical and cultural tourist area. Coloseum, which hosts thousands of visitors every year, is one of the places where vandalism is common. One of the columns of the Coloseum was written a 25cm-wide letter "K" by a Russian tourist in the past years and this person was fined 20.000 €. on April 28, 2019, a Bulgarian student engraved the letter "M", the beginning of his name, on the interior wall of the Coloseum amphitheater. In addition, two Brazilian tourists were injured while trying to enter the Coloseum in the nighttime in 2017. Although Graffiti is the biggest problem for the Colosseum, there are many visitors who try to steal the bricks and other parts of the building as souvenirs (www.thelocal.it).

National World War I Museum (Kansas/USA)

The vandals also damaged the liberty memorial in the US, the state of Kansas. Vandals wrote "Glory to the fallen martyrs" in different places to draw attention to the Peruvian Prison Massacre that occurred in 1986 (https://fox4kc.com).

Norman Firehouse Art Center (Oklahoma /USA)

The sculptures at the Oklahoma Firehouse Art Center in Oklahoma have been exposed to racist vandalism actions. Seeing same shapes and colors in "McKinley Primary School" and at the headquarters of "Cleveland County Democratic Party" suggest that the same group did these actions (www.tulsaworld.com).

St. Francis Church (Vineland/New Jersey)

The sculptures in St. Francis Church in New Jersey have been damaged in various ways. When the painting is carefully examined, it is seen that especially faces and eyes of the sculptures representing the Prophet Jesus, the Virgin Mary and the Prophet Joseph were deliberately broken (https://philadelphia.cbslocal.com).

Urartu Inscriptions (Van /Turkey)

Since Van and its surroundings are from important Urartu settlement areas, inscriptions from those periods are very common. Two of the inscriptions engraved with cuneiform writings are on the Van-Ercis highway and the other one is in the neighborhood of Salmanaga and Celebibagı (www.ercis.gov.tr). 2750 years old inscriptions are located in a place where many people can easily reach. It is thought that people who destroyed the inscriptions with spray paint probably wrote their initials on them. Lack of warning signs around the inscriptions indicates that the works are not protected well (www.turizmhaberleri.com).

Sumela Monastery (Trabzon/Turkey)

The Sümela Monastery in Trabzon is one of the most important cultural heritages of the world. In this monastery, centuries-old frescoes have become invisible due to vandalism. In the picture below, it was revealed that these frescoes were damaged even in the 1400s and there were inscriptions in many languages including Turkish, Hebrew, Latin and Arabic (www.haberts.com).

4. Method

The main objective of the research is to determine the vandal incidents in Nevsehir province with pictures and interviews and to develop recommendations for preventing damage to natural and historical sites. It is thought that more detailed information and data can be accessed through qualitative research methods. Qualitative research can be defined as a research method that involves information gathering processes such as observation, interview and document analysis that examine perceptions and events in their natural environment and reveal them in a real way in a very precise state (Yıldırım, 1999:9-10).In the research, document review and semi-structured interview techniques, which are qualitative research methods, were used. In the interview technique often used in qualitative research, the researcher has a very important role because he/she wants to systematically reveal the person's thoughts and feelings in the guidance of the questions he / she has prepared in advance about the subject he / she is investigating, or by directing questions at the moment of interview. In short, the researcher attempts to uncover and learn the way people think, perceive, feel and comment through systematic questions (Kvale, 1996: 5).

In the analysis of the collected data, descriptive analysis method, which is one of the qualitative research analysis techniques, was preferred. Descriptive analysis can be defined as a technique wherethe information obtained is summarized and interpreted according to the previously determined topics, direct quotations are used to reflect the views of the interviewees in a good way and interpretation of the collected data are done within the framework of cause-effect relations (Yıldırım and Şimşek, 2008). In order to ensure the validity and reliability of the research, the interview form was given to three field experts and the final form was established accordingly. After a meeting with a mayor other than the participants, the voices recorded during the interview were converted into written form created on a computer environment in order to determine whether the questions were clear and understandable and whether the answers reflected the answers to the questions asked. Another expert was asked to check whether the questions asked are clear and cover the subject being addressed and whether they provide the necessary information. In addition, the data obtained were examined by two different researchers at different times and the results were compared. In this context, it can be stated that this research provides criteria for validity and reliability. The universe of the research consists of people in Nevsehir province who are thought to have the authority to make decisions about vandalism. The research sample was chosen using the criterion sampling method, which is one of the purposeful sampling methods. Purposeful sampling allows for in-depth analysis of situations that are considered to have rich knowledge (Patton, 2002).

5. Findings and Discussion

Nevşehir region has always been one of the most important regions of Turkish tourism with its natural beauties. Unfortunately, these beauties have become the target of vandal attacks from past to present, as can be seen in the pictures given below. These vandal attacks sometimes continued with the behaviors brought by uneducatedness and sometimes due to commercial concerns.

Especially the face and eyes of the wall paintings of churches dating back centuries were engraved with pointed tools and destroyed by throwing stones. Some churches have been used for warehouses, pigeon houses, and other different needs. Due to the arbitrary fire in the church and similar places, dense soot layers have formed on the surfaces. This has caused great damage to the spatial integrity and originality of churches. Although they are within the protected area and, especially for commercial purposes, the hotel constructions, shops selling tourist souvenirs, restaurants and café-style establishments have increased that damage the fairy chimneys and similar natural formations. Unfortunately, this process becomes a legal process with the development plan law decisions that are issued at certain periods.

As it can be seen in the picture1,2,3 facilities have been built for commercial purposes next to, among, and adjacent to natural and cultural values. In the pictures 4,5,6, the damage caused by human beings to the hundreds of years old churches is seen.

Figure 1

Source: *Authors*

Figure 2

Source: *Authors*

Figure 3

Source: *https://www.turkiyeturizm.com/peribacalarina-skandal-otel-insaatina-kim-izin-verdi-57733h.htm*

Figure 4
Source: *http://www.soniahalliday.com/category-view3.php?pri=TR72-10-11.jpg (Goreme Open Air Museum, Snake Church)*

Figure 5
Source: *http://www.cappadociaonline.com/soganlitr.html (Soğanlı Valleys)*

Figure 6
Source: *https://th.tripadvisor.com/LocationPhotoDirectLink-g2187725-d3547826-i237435407-Church_Of_St_John_The_Baptist_Vaftizci_Yahya_Kilisesi-Cavusin_Cappadoci.html (Church Of St. John The Baptist)*

As mentioned earlier, face-to-face meetings were held with three district mayors and two NGO representatives. In this section, the findings obtained from these interviews are analyzed.

Findings Regarding Vandalism Incidents in the Region

The answers given by the five participants to the first question "What are the vandalism incidents in the region" are summarized below.

> *"Before tourism was developed in our region, damage was done to the historical areas because these regions were defined as protected areas and generally remained among the lands of the villagers. Those damages have been tried to be minimized recently with legal regulations and protection decisions. Nevertheless, such damages continue to be done in out of sight and not yet declared protected areas. In general, figures in churches are damaged. The natural formations called Fairy Chimneys are harmed either by demolition (to expand the land of cultivation, to open the road) or to use it for commercial purposes (cafeteria, souvenir enterprises and restaurant)." (K1)*

> *"There are destructions from the past in churches and fairy chimneys, which are among the valleys that tourists use extensively within our borders. Some of these damages are those to the pictures. The majority of these are formed by either engraving the pictures completely or writing a certain part of them. In addition, unfortunately, the works carried out secretly by businesses operating as boutique hotels and for other commercial activities have become lawful by develpment plan laws."(K2)*

> *"The damage given to the works depicting the Christian religion in churches in our region is particularly striking. The fairy chimneys, which are called natural formations, were damaged by being demolished. In addition, damages have been given to the natural formations within the settlements to be used for commercial purposes."(K3)*

> *"Boutique hotel management activities are carried out intensely within the boundaries of our municipality. Unfortunately there are some problems coming from the past.While these hotels were being built, some natural structures were damaged. In addition, the areas where the graves were found were damaged to search for valuable items." (K4)*

> *"The biggest vandalism seen and experienced in Cappadocia region are jeep and ATV tours. These tours lead to the destruction of fairy chimneys and rocks, which are protected by UNESCO." (K5)*

In line with the findings, it was observed that the churches and frescoes were damaged, as well as the natural structures for commercial purposes. It is also among the results that the pictures in churches are engraved or written on. It is understood that the losses have been tried to be minimized by the recent legal regulations and measures, but the effects of those losses from the past still continue. It is believed that jeep and ATV tours also negatively affect the environment.

Findings Regarding Activities to Prevent Vandalism Incidents in the Region

The answers given by the five participants to the second question "What are the municipalities, non-governmental organizations or relevant units doing to prevent vandalism in your region? Is there an authorized institution?" addressed to them in the interview are summarized below.

> *"The responsibility of the protected areas belongs to the Ministry of Environment and Urbanization. Official correspondence is made with this institution, but museums are under the control of the Ministry of Culture and Tourism. Since the official bureaucracy works hard, the Area Management Law has been enacted for tourism regions. Although this law is not fully operational, it is certain that it will reduce bureaucracy."(K1)*

"We carry out educational activities to increase public awareness about vandalism. But the relevant units of the state are still the main responsible institutions. With the newly established Area management law in our region, field authorities in different units have been collected in one hand." (K2)

"These studies generally remain in theory for commercial concerns. Unfortunately, these damages caused by the development plan law are covered up in order to keep political relations in the foreground." (K3)

"While preparing the zoning plans as municipality, all kinds of legal warnings are made to prevent people from engaging in activities contrary to naturalness. However, this job does not only depend on municipalities." (K4)

"It is the Governor ofNevşehir, which is the hardest opponent of vandalism events. Since other NGOs and official institutions do not have sanction power, they cannot intervene on this issue. As a result of the decision taken by the governorship, a single route for jeeps and similar vehicles was drawn. But no company comply with or respects these routes."(K5)

In this section, the participants were asked questions about what was done to reduce vandalism events and which authorized institutions were there. According to the findings obtained in this direction, it was observed that there was not a single authorized institution. It has been observed that the institution dealing with the sites and museums are different ones. The view that the bureaucracy takes a lot of time is dominant, but with the "Area Management Law", it is believed to decrease to some extent. In addition, educational activities are organized to prevent such behaviors and to raise public awareness. Also, it is thought that some of the laws enacted damage the natural structure and the consequences of those damages are ignored.

Findings Regarding Cost Studies to Reduce Vandalism Incidents or Repair Damaged Places

The answers given by the five participants to the third question directed to them in the interview "Is there a cost study to reduce the incidents of vandalism or to repair damaged works?" are summarized below.

"Each municipality can make a research for the works that have touristic value within their borders. But there are bureaucratic obstacles. We cannot intervene in damaged buildings as we wish because municipalities do not have a budget for this."(K1)

"In order to reduce these events, our municipality carries out activities to increase its awareness in the society with advertising, posters and similar tools. However, it is not the municipality's responsibility to repair existing damaged works. Therefore, we do not have a budget for repairing those works." (K2)

"NGOs especially work intensively on this issue, make criminal complaints to the relevant units when such damages are detected, and increase social awareness especially by using social media and press."(K3)

"We are working to enlighten our people. However, the municipalities are not authorized to repair damaged works."(K4)

"There are so many fairy chimneys and rock structures that are damaged that it is not possible to perform cost analysis." (K5)

In this section, participants were asked whether they performed any cost analysis to repair the damage. The findings show that the municipalities are not authorized institutions to repair the damage done and that the bureaucracy is an obstacle for them. Municipalities and NGOs have activities to create more positive awareness in this regard.

Findings Regarding Annual Destruction Rate

The answers given by the five participants to the fourth question directed to them in the interview, "Can you give information about the annual rate of destruction" are summarized below.

"It is very difficult to know this, but unfortunately, there are works that are damaged due to construction within our municipal boundaries."(K1)

"It is very difficult to do a study on this. It is not clear which works were damaged or when. Studies are carried out by municipalities and relevant institutions of the state in order to prevent damage to existing ones." (K2)

"It is very difficult to measure this destruction, especially in residential areas. The destruction is so intense that it is not possible to reinstate it." (K3)

"Although it has been decreasing recently, it is very difficult to detect the level of destruction because it is in a wide area." (K4)

"I think the fairy chimneys in the region are damaged by 2% every year." (K5)

In this section, there are findings regarding the rate of damage to historical and natural structures. The results obtained revealed that no studies were conducted to clarify the annual damage rate because the authorities did not know when and how the work was damaged.

Findings Regarding Studies to Restore the Damaged Places After Vandalism

The answers given by the five participants to the last question addressed to them in the interview, "What can be done to restore the damaged places after vandalism" are summarized below.

"It is not possible to give a clear answer since we do not allocate a resource for this. However, infrastructure budgets we spend on alternative roads are available especially in the valleys and protected area so that these objects are not damaged." (K1)

"Unfortunately, we do not have a plan on this. We are talking about places under the authority of many different institutions."(K2)

"The only means of living for the region is tourism. It is not possible to restore the damaged works, and if the damage continues at this rate , culture and natural assets will not be considered as tourism products because the damages are very serious. A substantial cost is required to recover and repair."(K3)

"As a municipality, we do protection activities as much as we can, even though we do not have a resource allocated for them. We

allocate budget for alternative routes and cleaning and maintenance activities in order to prevent further damage to these structures and values."(K4)

"Unfortunately, it is impossible to restore the damaged parts of these structures that God has given to the region." (K5)

The findings about what kind of measures are being taken to repair the damaged works are given in this section. When evaluated on the basis of municipalities, it was seen that their powers were limited but they had some works limited to their borders. It is a common idea that the damage done to touristic products is quite remarkable and it is not possible to regain their naturalness.

6. Conclusion and Suggestions

The effects of vandalism, which began attracting attention of people all over the world and affecting many areas negatively, have started to be investigated in all areas. The concept is generally defined as the deliberate destruction of goods belonging to public, private individuals or institutions in various and deliberate ways. Vandalism has become a concept that concerns many disciplines rather than just being a subject that is among the interest of areas such as psychology, sociology, criminology, and architecture. One of those areas is Tourism. Damages to historical sites, churches, sculptures and natural areas, which are the sources of tourism, directly affect it. The damage caused by vandalism to historical and cultural monuments has reached a critical level in the tourism-intensive destinations in our country. Nevşehir is also a location that houses fairy chimneys, historical ruins, important museums and churches. Examples of vandalism in Nevşehir, which causes an increasing number of material and spiritual losses each year, are given in this study within the framework of the tourism sector and inferences were made by taking the opinions of the authorized persons.

The results showed that Vandal behavior is frequently encountered in Nevşehir province, which is an important destination with its historical and natural beauty. These behaviors include scraping the faces of churches and frescoes, and the actions of people writing their own names in the name of leaving a mark of their own. This result is in line with the findings obtained in the study of Açıkgöz and Ahunbay (2008).

In addition, it was seen that fire was burned in churches and old living areas and cemeteries were excavated to search for treasures. In addition, some natural structures are used for different purposes. These results are similar to those found in the study of Eren and Özgüçlü (2005). Another important finding is that Jeep and ATV tours are among the serious threats to the region. Despite the measures taken, it was seen that the tours did not comply with the road routes.

The number of hotels, gift shops, cafes and restaurants in Nevşehir province has also been increasing. It is clearly seen that some of these structures are positioned in a way to damage the natural environment and the fairy chimneys formed by a natural formation. One of the factors that causes this situation is that the legal arrangements made during certain periods under the name of development plan law lay the groundwork for the formation of such events rather than preventing them. According to the participants, one of the most important obstacles to preventing vandalism in the region is the confusion of authority due to the fact that there are more than one authority in the decision-making mechanism for the protection of cultural values in tourism destinations. Having different institutions in charge for each field makes it difficult to analyze costs and situations. Municipalities and other institutions are working to raise public awareness rather than to repair works.

Prevention of vandalism is quite an important issue for the continuity of the tourism industry. Therefore, it may be useful to conduct qualitative research more frequently and to make preventive recommendations in order to uncover deliberate damage to historic and natural sites at national and international levels. The following recommendations have been developed based on the findings and results of this study.

As a result of the investigations, it was observed that there were no measures to preserve the historic structures around many of the buildings. It is known that protected historical works continue to live longer. Therefore, the places where the historical sites are unprotected should be identified and the necessary measures should be taken. Providing the necessary lighting and increasing the security measures in the tourist areas will contribute to the reduction of vandalism.

The biggest responsibility for the protection of natural structures is on the "Ministry of Culture and Tourism". Although the Ministry has enacted a law on the protection of cultural assets, inadequate enforcement prevents the desired results. Therefore, it should be determined to fulfill the requirements of the existing "Cultural Heritage Protection Law" and to apply deterrent penalties. Especially vital for such tourism regions, the Field Management Directorate should be strengthened in the fight against vandalism and should be kept away from any political and interest-based intervention. Especially in places that are declared as protected area, buildings that are constructed illegally over time should be prevented from being overlooked with development plan laws. It would be a deterrent not to allow construction to be carried out next to natural areas, to demolish the structures being built and to apply the necessary sanctions.

Affordable, creative souvenirs can be reproduced to prevent tourists from taking a piece of the historical artifact as a souvenir. In addition, restoration works of the areas exposed to vandalist behavior should be done more effectively. It is important to protect the existing works instead of scraping the area completely or painting it on a dark color.

Similar studies should be carried out in settlements in other provinces and documentation of the damages occurred should be provided. In this way, more attention will be drawn to the issue and awareness will be increased.

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The assessment of perceived service quality dimensions of hotel industry in Bangladesh

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ABSTRACT

This research aims to identify the gaps between customer expectation and customer perception on service quality of the hotel industry in Bangladesh based on five dimensions of service quality, namely "reliability, responsiveness, assurance, empathy, and tangibles". This study surveyed 300 respondents from different tourist spots of Cox's Bazar and Saint Martin based on self-administered "modified SERVQUAL questionnaire". Data were analysed using "mean, reliability test, independent sample t-test and one –way ANOVA test and single analysis of variance (ANOVA)" via SPSS version 22. The study adopts a different statistical test based on the primary data. Results indicated that tourists' perceptions failed to light their demand on the service quality of hotel sectors in Bangladesh. Results also show that tourists' expectations and perceptions in the case of tangibles and empathy dimensions are not significant in an independent sample t-test based on Gender and nationality respectively. However, in one-way ANOVA t-tests based on age, educational background and occupation; there is a significant difference between customer expectations and perception in the case of only two dimensions, which is reliability and empathy. The outcomes are anticipated to provide necessary guidelines to the service entrepreneurs for boosting the customer satisfaction level by identifying the gaps of the hotel industry in Bangladesh.

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1. Introduction

Service quality (SQ) becomes an important issue in today's business sectors. Service entrepreneurs are emphasizing heavily on this topic to attract their existing and potential customers. Without providing better service, achieving customer loyalty will be difficult (Hassan et al., 2019). Considering the issues, this study has been underscored to analyse the critical fact of service quality in the academic and corporate arena. Though there is a lot of research, it has been conducted on SQ but quality-related issues have not found more within the service settings context especially held in Bangladesh. Modern business is now entirely depending on better service, so service quality has become an integral parting of the market. It is considered for attracting and satisfying clients. Today's service entrepreneurs are focusing now on how to deliver efficient service to retain their customers. Researchers are trying for a long time how to apply theory and methods in the service industry which we tin say hospitality industry. Bojanic and Rosen (1994), for instance, tested the "SERVQUAL framework" in the restaurant industry, whilst the same model was applied by Saleh and Ryan (1991) in the lodging industry. Some other researchers like Knutson and colleagues have also tried to establish a scale for

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identifying the quality of lodging facilities (Knutson et al., 1992; Patton et al., 1994). Similarly, Getty and Thompson (1994) suggested a scale to quantify for the above sectors. Along with these research efforts, Barsky (1992) and Barsky and Labagh (1992) have attempted to present a customer satisfaction research framework, called "the expectancy-disconfirmation model", into both the hotel and restaurant industry. This research attempts to identify the gaps between customer expectation and customer perception on SQ of the hotel industry in Bangladesh based on five dimensions, namely-"reliability, responsiveness, assurance, empathy and tangibles" where we have applied SERVQUAL model. Many researchers from Bangladesh and abroad used this model for different purposes. Some of them have measured the level of customer satisfaction, some of them have worked on identifying the relationship between SQ and customer satisfaction. In such context, this research especially concentrated on gap analysis. This is also the original value of this research.

2. Literature Review

The battle for customer satisfaction (CS) through SQ in the hospitality industry has been increased remarkably. This is happening because of customer retention through satisfaction and service quality became important issue in the hospitality industry. Nowadays, most of the lodging firms applied corporate-wide quality development programs to improve customer retention and service offering (Jeong and Oh, 1998). The researcher argued that customer loyalty and satisfaction level is significantly affected by SQ (Zaibaf et al., 2013; Donnelly et al., 2006). Quality service facilitates increased profitability, improved performance, and decreased cost which ultimately satisfies the customer and leads to positive favorable word of mouth (Seth et al., 2005; Buttle, 1995). Marketers started to formulate and consider tactics to measure and control service quality. Tourism and hospitality service providers consider these issues important due to the following justifications: tourism and hotel service, as intangible in nature, not possible to assess before consumption (Lewis and Chambers, 2000); many tourism and hospitality service offerings are considered as more risk consumptions (Lewis and Chambers, 2000); tourism and hospitality offerings are both perishable and seasonal, increasing pressure levels for service providers (Rao and Singhapakdi, 1997); the tourism and hospitality sector is highly competitive, signifying that the upper-level quality services can deliver vital competitive advantages for them who adopt early (Zaibaf et al., 2013).

Quality means that consumers search for an offer that will meet their demand (Solomon, 2009). Quality is defined as the characteristics and totality of features of a service or services that bear on its ability for satisfying stated or implied needs (Kotler et al., 2002). Recently, many researchers have worked on SQ in the hotel industry (e.g. Juwaheer, 2004; Ekinci et al., 2003; Tsang and Qu, 2000; Mei et al., 1999). The effects of these papers have created several influences in these sectors. At the same time, these studies have proved that no hotel tin do better business without ensuring quality and resort hotels, motels, airport hotels, and convention hotels, should be established for attracting the local and foreign tourists that hotels must have different distinguishing features. Studies observed that some of the important dimensions were dissimilar from the five characteristics in a hotel setting, designated by the original SERVQUAL researchers. Akan (1995) prepared a "questionnaire adapted from the SERVQUAL instrument and investigated the application of the SERVQUAL instrument in an international environment". Mei, Dean and White (1999) examined the dimensions of the hotel industry for Australia. They used the "SERVQUAL instrument as a foundation and developed a new scale called Holserv scale, a new instrument to measure service quality in the hotel industry". Saleh and Ryan (1992) shepherded a study on the hotel industry and identified five dimensions of SQ. However, they were established "conviviality, tangibles, reassurance, avoid sarcasm and empathy", and they deviated from those in the SERVQUAL instrument. Oberoi and Hales (1990) established a scale to measure SQ in a conference on hotels in the UK. According to this study, the perception of service quality was two classes, and consisted of "tangibles and intangibles". Webster and Hung (1994) developed a questionnaire for measuring SQ in the hotel industry based on the SERVQUAL instrument.

Measuring Service Quality Gaps

Lewis and Booms (1983) have compared the term between perception and expectation. From the perspective of business, service quality is considered as an added value of customer service. Service is defined as "any intangible act or performance that one party offers to another that does not result in the ownership of anything" (Kotler and Keller, 2009, p.789). Quality of service is the prime element, which we can distinguish service products. Tourists' perceptions differ from person to person due to different values and beliefs for measuring service quality. (Edvardsson, 1996). By measuring the differences between expectations and perceptions of perceived quality, it will be possible to find the level of satisfaction (Mazumder and Hasan, 2014). This idea was recommended by Parasuraman, Zenithal, and Berry (1985), which applied the "expectancy– disconfirmation theory".

- The five key differences that affect customer evaluations of service quality can be:
- The first was the gap between customer expectations and management's perceptions of those expectations.
- The second was the gap between management's perception of what the customer wants and specifications of service quality.
- The third was the gap between service quality specifications and the delivery of the service.
- The fourth was the gap between service delivery and what the company promises to the customer through external communication.
- The fifth was the gap between customers' service expectations and their perceptions of service performance.

Later to the gap model, Parasuraman, Zeithaml and Berry (1985) designed the "SERVQUAL instrument to identify and measure the gaps between customers' expectations and perceptions of service quality". Parasuraman, Zeithaml and Berry (1985) defined "service quality in 10 major dimensions that consumers use in forming expectations about, and perceptions of, services and in later research". Parasuraman, Zeithaml and Berry (1988) revised and defined the service quality into five dimensions — "reliability, responsiveness, assurance, empathy, and tangibles".

Parasuraman, Berry and Zeithaml (1990) established five service quality dimensions which are: first, "TANGTBLES-physical facilities, equipment, and appearance of personnel". Second, "RESPONSIVENESS- willingness to help customers and provide prompt service". Third, "ASSURANCE- knowledge and courtesy of employees and their ability to convey trust and confidence". Fourth, "EMPATHY-the degree of caring, individualized attention the hotel provides its guests". Finally, "RELIABILITY-the degree to which the promised service is performed dependably and accurately".

The above dimensions proposed "service quality as the gap between customer's expectations (E) and their perception of the service provider's performance (P), hence, the service quality scores (Q) can be measured by subtracting the customer's perception score from the customer's expectations score which can be denoted by the following equation: Q = (P – E)". Many studies of service quality popularly use the SERVQUAL. This model has been designed to be relevant across a broad range of services. SERVQUAL has obliged as the basis for assessing service quality in some contexts, comprising (i.e. "retail apparel specialty stores" (Bishop and Hathcote, 1994), "hospital service" (Jessica et al., 2003).

3. Research Methods

An investigative study was administered for this study. After careful review of the literature a closed-ended and self-administered "modified SERVQUAL questionnaire" was designed to examine the gaps between the "expectations and the perceptions" of hotels' borders of Bangladesh. A 5-point Likert scale ranging from 1 for strongly disagree and 5 for strongly agree questionnaire was presented, which comprised three sections. The first section measures the tourists' expectations consisting of 22 items regarding SQ in the hotel sectors in Bangladesh by employing the "modified SERVQUAL dimensions". The second section ascertains the tourist' perceptions of SQ whilst the next section relates to the respondents' demographic characteristics. In order to accomplish the objective of this study data were 300 sample sizes were collected from the world's lengthiest sea beach Cox's Bazar and Saint Martin Island which are very famous places in Bangladesh. For determining the sample size, the "rule of thumb is larger than 30 and less than 500' (Roscoe, 1975; Sekaran and Bougie, 2010). Three hundred (300) questionnaires were distributed to the hotels' guests by using a convenience sampling technique. The guests who checked-out from the hotel and about to leave were asked in the survey. Questionnaires were handed to the ones who were ready to fill in the surveys. Data were analysed according to "mean, reliability analysis, independent samples t-tests and single analysis of variance (ANOVA)" via SPSS version 22. A relative analysis between expectations and perceptions based on demographic variables by using "independent samples t-tests and single ANOVA".

4. Analysis and Findings

Demographic profile of the respondents

The demographic profile included Gender, age, income level, occupation, marital status, and nationality. According to table 1, the socio-

Table 1: Demographic characteristics of the respondents

Variables	Frequency	%
Gender		
Male	228	76
Female	72	24
Age		
Up to 25	120	40
26 – 40	117	39
41-55	48	16
56 and above	15	5
Occupation		
Business	78	26
Service holders	60	20
Teacher Doctor Student Government Officers	27 6 114 12	9 2 38 4
Other	3	1
Respondents Travelling With		
Family	123	41
Friends	144	48
Colleagues	33	11
Marital Status		
Single	196	65.3
Married	104	34.7
Education Level		
Higher secondary	75	25
Graduate	114	58
Postgraduate	51	17
Nationality		
Bangladeshi	270	90
International	30	10
Income (Per Month)		
Up to TK 30,000	156	52
TK 31,001 – TK 50,000	60	20
TK 50,001 – TK 80,000	24	8
TK 80,001 and above	60	20

***Source**: Primary data*

demographic profile of the respondents indicates that 76% of the respondents are male whilst 24% are female. This study includes 40% respondent's age group below 25 years, 39% respondent's age group 25 to 40 years, 16% respondent's age was 41-55 years and the smallest age group was 56 and above year's group which represents only 5%. The results also revealed that 58% of the respondents obtained a bachelor's degree whilst 25% have higher secondary education and 17% have postgraduate. The findings also show that the highest number of tourists' (52%) income level below less than TK 30000. The lowest income level of the respondents was TK 50001-80000 which represents only 8 percent. From the table, it illustrates that most of the respondents were Bangladeshi and their percentage is 90. Only 30 respondents were chosen from international, and they represent only 10%. From the data, it was shown (38%) respondent's occupation was engaged in studies. The second highest occupation level was business which is 26 percent, 20 percent of the respondents were involved in service holders, and 9 percent of the respondents were a teacher, rest of them are very negligible, and they are doctors, government officers and others which represent 6, 12 and 3 percent.

Reliability analysis

Reliability is analysed to examine the competence of internal consistency. Reliability refers to the extent to which measurements of the particular test are repeatable (Drost, 2011). Hair, Black, Babin and Anderson (2010) assured that reliability is an "assessment of the degree of uniformity between multiple measurements of variables". The most widespread method of reliability is internal consistency or Cronbach's alpha. It represents the degree of different items that are uniform in evaluating the same underlying construct (Cooper and Schindller, 2006). In this study, Cronbach's alpha was used to test the internal consistency of 22 items for all dimensions, which are: reliability, responsiveness, assurance, empathy, and tangibles. The values of Cronbach's alpha lie between 0 to 1. It is commonly known that values of 0.70 or higher indicate good reliability (Sekaran and Bougie, 2010).

Table 2: Cronbach's Alpha for individual dimensions

Constructs	Number of Items	Cronbach's Alpha(α) (Expectations)	Cronbach's Alpha(α) (Perceptions)
Reliability	5	.788	.854
Responsiveness	4	.831	.866
Assurance	3	.780	.841
Empathy	5	.771	.843
Tangibility	5	.786	.847

***Source:** Primary data*

From the above table, it shows that all values of Cronbach's alpha exceed 0.70 for all the dimensions. This indicates all the statements in the analysis are reliable.

Table 3: Mean difference between Customer Expectation and Customer Perception

Items	Mean (Expectations)	Mean (Perceptions)	Gap (P-E)
Reliability			
"When A Smart hotel promises to do something by a certain time, it should do so.	4.49	3.7	-0.79
When I have a problem, A Smart hotel should show a sincere interest in solving it.	4.41	3.56	-0.85
A Smart Hotel should perform the service right the first time	4.59	3.4567	-1.133
A Smart Hotel should provide its services at the time it promises to do so	4.29	3.4567	-0.833
A Smart Hotel should keep its record accurately	4.35	3.4867	-0.863
Average Reliability	4.426	3.532	-0.894
Responsiveness			
Employees in a hotel should give me quick service	4.7	3.5933	-1.107
Employees in a hotel should be willing to help me	4.54	3.6967	-0.843
Employees in a hotel should be never too busy to respond to my request.	4.41	3.73	-0.68
Employees in a hotel should inform customers exactly when services will be performed	4.5	3.57	-0.93
Average Responsiveness	4.537	3.647	-0.89
Assurance			
The behavior of employees in A Smart Hotel should instill confidence in me	4.29	3.4667	-0.823
I should feel safe in my transactions with a Hotel	4.67	4.04	-0.63
Employees in a hotel should be consistently courteous with me	4.66	3.9033	-0.757
Employees in a Smart hotel should have the knowledge to answer my question.	4.69	3.82	-0.87
Average Assurance	4.577	3.807	-0.769
Empathy			
A Smart Hotel should give me individual attention	4.43	3.77	-0.663
A Smart Hotel should have employees who should give me individual attention.	4.34	3.6767	-0.667
A Smart Hotel has my best interests at heart.	4.1333	3.5533	-0.58
Employees of A Smart Hotel should understand my specific needs.	4.54	3.5767	-0.963
Hotels should have convenient operating business hours.	4.88	3.57	-1.31
Average Empathy	4.465	3.629	-0.835
Tangibility			
A Smart Hotel should have modern-looking equipment	4.69	3.8633	-0.827
A Smart hotel's physical facilities should be visually appealing.	4.59	3.6067	-0.983
Smart hotel's employees should be neat and clean.	4.88	3.7133	-1.167
Materials associated with the service (such as forms, bills, seating arrangement) should be visually appealing at the hotel".	4.67	3.7	-0.97
Average Tangibility	4.707	3.72	-0.987
Overall	4.534	3.659	-0.874

Source*: Authors Computation*

Table 3 exposed that the difference between perception and expectation for all items of service quality was negative. This negative score indicates that tourists' expectation was higher than their perception. It is also revealed that the difference between the average score of expectation and perception is (–0.894). Hence the average score of expectation is 4.426 and an average score of perception is 3.532. Moreover, it shows that a clear gap between the perception and expectation of hotel service quality under the responsiveness dimension where the mean score of expectation and perception are 4.53 and 3.647 respectively and the average gap is -0.89. Under the assurance dimension, it is seen that there is a gap between customer expectation and customer perception. It reveals that the difference between the mean score of expectation and perception is (–0.769). Hence the mean score of expectation is 4.577 and the mean score of perception is 3.807. Furthermore, it shows that the mean gap between the expectation and perception of hotel services concerning empathy dimension is (-0.835) whilst the mean score of expectation and perception are 4.465 and 3.629. Finally, from the above data, it shows that there is a gap (-0.97) between the expectation and perception of hotel services for the tangibles dimension. Regarding expectation, the highest mean was found 4.88 in the tangibles dimension, and the item is "a smart hotel's employees should be neat and clean," and the lowest mean was found in perception level is 3.46 in the assurance dimension. Considering all five dimensions from the above table, it indicates that the highest gap between expectation and perception was found on tangibles (-0.97) dimension and the lowest gap were found on assurance dimension. The overall mean score of expectation and perception is 4.534 and 3.659 respectively, and the mean gap is -0.874.

Table 4: Independent sample t tests

Independent sample t test based on Gender for Customer Perception

Items	Gender	N	Mean	Equality of Variances (Levene's Test)		Perception	
				F value	Significant	t value	Significance
Reliability	Male	228	3.5605	1.785	.183	1.637	.103
	Female	72	3.4417			1.712	.089
Responsiveness	Male	228	3.6930	2.717	.100	2.824	.005
	Female	72	3.5035			2.564	.012
Assurance	Male	228	3.8476	4.906	.028	2.409	.017
	Female	72	3.6806			2.182	.031
Empathy	Male	228	3.7281	11.834	.001	5.487	.000
	Female	72	3.3167			4.779	.000
Tangibles	Male	228	3.7193	7.139	.008	-.074	.941
	Female	72	3.7257			-.066	.947

Independent sample t test based on Gender for Customer Expectation

Items	Gender	N	Mean	Equality of Variances (Levene's Test)		Expectation	
				F value	Significant	T value	Significance
Reliability	Male	228	4.4763	10.672	.001	3.820	.000
	Female	72	4.2667			3.359	.001
Responsiveness	Male	228	4.5680	3.758	.053	2.979	.003
	Female	72	4.4410			2.673	.009
Assurance	Male	228	4.6075	7.997	.005	2.547	.011
	Female	72	4.4826			2.411	.018
Empathy	Male	228	4.5526	5.491	.020	7.105	.000
	Female	72	4.1917			6.269	.000
Tangibles	Male	228	4.7083	3.373	.067	.068	.946
	Female	72	4.7049			.064	.949
Average	Male =4.58, Female =4.42						

Independent sample t-test based on Nationality for Customer Expectation

Items	Nationality	N	Mean	Equality of Variances (Levene's Test)		Expectation	
				F- value	Significant	T- value	Significance
Reliability	Bangladeshi	270	4.3822	36.074	.000	-5.768	.000
	International	30	4.8200			-9.118	.000
Responsiveness	Bangladeshi	270	4.5287	6.969	.009	-1.433	.153
	International	30	4.6167			-2.074	.044
Assurance	Bangladeshi	270	4.5583	16.615	.000	-2.752	.006
	International	30	4.7500			-3.927	.000
Empathy	Bangladeshi	270	4.4622	5.106	.025	-.483	.629
	International	30	4.5000			-.650	.519
Tangibles	Bangladeshi	270	4.6843	22.781	.000	-3.273	.001
	International	30	4.9167			-6.784	.000

***Source**: Authors Computation*

Table 5: Independent sample t-test based on Nationality for Customer Perception

Items	Nationality	n	Mean	Equality of Variances (Levene's Test)		Perception	
				F value	Significant	t value	Significance
Reliability	Bangladeshi	270	3.5452	28.885	.000	.204	.103
	International	30	3.4133			.002	.089
Responsiveness	Bangladeshi	270	3.6861	14.461	.000	.000	.005
	International	30	3.3000			.000	.012
Assurance	Bangladeshi	270	3.8611	15.955	.000	.000	.017
	International	30	3.3250			.000	.031
Empathy	Bangladeshi	270	3.6089	12.450	.000	.067	.000
	International	30	3.8133			.001	.000
Tangibles	Bangladeshi	270	3.7583	5.340	.022	.002	.941
	International	30	3.3833				.947
Average	Bangladeshi=3.69, International =3.44						

***Source**: Authors Computation*

Table 6: One –way ANOVA tests based on Age groups

Items	Age Group	N	Mean	Expectation		Mean	Perception	
				F- value	P- Value		F - value	P - Value
Reliability	Below 25	120	4.2650	14.501	.000	3.3383	13.541	.000
	26-40	117	4.4718			3.6205		
	41-55	48	4.6750			3.8458		
	56>	15	4.5600			3.3867		
Responsiveness	Below 25	120	4.4938	1.518	.210	3.6604	.349	.790
	26-40	117	4.5513			3.6154		
	41-55	48	4.5938			3.6979		
	56>	15	4.6000			3.6333		
Assurance	Below 25	120	4.5063	2.898	.035	3.7896	.654	.581
	26-40	117	4.6090			3.8419		
	41-55	48	4.6406			3.7396		
	56>	15	4.7000			3.9000		
Empathy	Below 25	120	4.3833	3.154	.025	3.4817	4.965	.002
	26-40	117	4.5060			3.6991		
	41-55	48	4.5292			3.8125		
	56>	15	4.6133			3.6800		
Tangibles	Below 25	120	4.6813	2.471	.062	3.6479	1.393	.245
	26-40	117	4.6923			3.7585		
	41-55	48	4.7344			3.8438		
	56>	15	4.9500			3.6167		

***Source**: Authors Computation*

Table 7: One –way ANOVA tests based on educational background

Items	Education Levels	N	Mean	Expectation		Mean	Perception	
				F value	Sig.		F value	Significance
Reliability	Higher secondary	120	4.2080	19.514	.000	3.5013	3.107	.046
	Graduate	117	4.4586			3.4954		
	Postgraduate	48	4.6353			3.7020		
Responsiveness	Higher secondary	75	4.4500	4.292	.015	3.5833	.951	.388
	Graduate	174	4.5776			3.6595		
	Postgraduate	51	4.5294			3.7010		
Assurance	Higher secondary	75	4.3600	22.570	.000	3.6467	5.472	.005
	Graduate	174	4.6767			3.8793		
	Postgraduate	51	4.5588			3.7990		
Empathy	Higher secondary	75	4.3013	9.256	.000	3.4240	7.420	.001
	Graduate	174	4.5057			3.6701		
	Postgraduate	51	4.5725			3.7922		
Tangibles	Higher secondary	75	4.5000	17.041	.000	3.5033	6.216	.002
	Graduate	174	4.7716			3.8075		
	Postgraduate	51	4.7941			3.7451		

Source*: Authors Computation*

Independent sample t-test on hotel service quality

This test was used to pinpoint the comparison between customer expectation and perceptions on service quality of hotel sectors in Bangladesh based on gender and nationality (see Table 4 and Table 5). According to the result of this test, there is very little meaningful difference between males and females. The low mean difference is also observed between Bangladeshi and international tourists. However, in both cases, only the service qualities dimension 'tangibles' is not a significant difference according to gender. However, table 5 clarifies that three-dimension are significant differences between Bangladeshi and international respondents, namely, reliability, assurance, and tangibles in expectation levels. Which measures that international tourists have more expectation on reliability (μ = 4.8200), assurance (μ = 4.7500), and tangibles (μ = 4.9167), compared to Bangladeshi tourists. Similarly, both Bangladeshi and international respondents have significant differences in service quality perceptions, namely, responsiveness, assurance, and empathy. P values of Leven's test for equality of variances in case of independent sample t-test (see Table 4 and Table 5) are lower than 0.05 except in reliability. Thus, it tin be concluded that there is a significant difference in the service quality gap between expectation and perceptions regarding the responsiveness, assurance, empathy and tangibility dimension. ANOVA test on age, education, and occupation single ANOVA test have also been applied to three different age groups

Table 8: One –way ANOVA tests based on occupation

Items	Occupations	N	Mean	Expectation		Mean	Perception	
				F value	Significance		F value	Significance
Reliability	Business	78	4.4846	10.224	.000	3.8026	9.016	.000
	Service holders	60	4.6700			3.5800		
	Teacher	27	4.4667			3.4889		
	Doctor	6	3.9000			2.6667		
	Student	114	4.2737			3.3684		
	Government officer	12	4.5500			3.6000		
	Others	3	4.0000			3.6000		
Responsiveness	Business	78	4.6250	4.739	.000	3.6955	2.441	.026
	Service holders	60	4.6125			3.5875		
	Teacher	27	4.5278			3.7500		
	Doctor	6	4.1250			3.0417		
	Student	114	4.4803			3.6338		
	Government officer	12	4.4375			3.8750		
	Others	3	4.2500			3.5000		
Assurance	Business	78	4.5865	2.597	.018	3.8333	4.819	.000
	Service holders	60	4.6125			3.7500		
	Teacher	27	4.6944			4.0000		
	Doctor	6	4.3750			3.3333		
	Student	114	4.5066			3.7346		
	Government officer	12	4.8125			4.3750		
	Others	3	4.7500			4.0000		
Empathy	Business	78	4.4769	4.768	.000	3.8128	3.750	.001
	Service holders	60	4.5533			3.6800		
	Teacher	27	4.6444			3.5407		
	Doctor	6	3.9333			2.9333		
	Student	114	4.3860			3.5298		
	Government officer	12	4.6500			3.7167		
	Others	3	4.2000			3.4667		
Tangibles	Business	78	4.6827	2.823	.011	3.9551	5.884	.000
	Service holders	60	4.7750			3.6042		
	Teacher	27	4.8889			3.8611		
	Doctor	6	4.6250			2.9167		
	Student	114	4.6316			3.6009		
	Government officer	12	4.8125			3.8125		
	Others	3	5.0000			4.5000		

Source*: Authors Computation*

namely, age, education, and occupation. The results from single ANOVA test on age groups observed that there is a significant difference in reliability and empathy except for responsiveness, assurance, and tangibility. In the case of education, it shows that there is a significant difference in reliability, assurance, empathy, and tangibility except for responsiveness. It was also observed from one –way ANOVA tests of occupation that there is a significant difference between customer expectation and perception of all service quality dimensions. However, the internal mean difference (see Table 6, Table 7 and Table 8) is also observed among age category, education level, and occupation level.

ANOVA test on age, education, and occupation

One-way ANOVA test has also been applied to three different age groups namely, age, education and occupation. The results from one--way ANOVA test on age groups observed that there is a significant difference in reliability and empathy except for responsiveness, assurance, and tangibility. In the case of education, it shows that there is a significant difference in reliability, assurance, empathy, and tangibility except for responsiveness. It was also observed from one-–way ANOVA tests of occupation that there is a significant difference between customer expectation and perception of all service quality dimensions. However, the internal mean difference (see Table 6, Table 7 and Table 8) is also observed among age category, education level, and occupation level.

5. Conclusion and Recommendations

Identifying customer need is the prerequisite to serving the customers in a proper way that can help industry professionals. Today, firms are facing different challenges from different sides which should be overcome by developing the quality of service. This is the best way for service entrepreneurs to enhance quality. Therefore, it is very important for every company to assess the service quality dimensions. After assessing they will be able to realize the importance of these dimensions. It should be kept in mind that organizations cannot achieve their target without an appropriate quality of service. From the gap analysis, it is observed that there is a gap between customer perception and customer expectation of hotel service quality in all dimensions. That means customers are not getting their expected service from the hotels. Considering all five dimensions from the above table-1, it indicates that the highest gap between expectation and perception was found on tangibles (-0.97) dimension and the lowest gap was found on assurance dimension. The hotel managers should adopt a new strategy to reduce this gap for tangibles dimensions. It tin be done by designing the hotels properly. The physical facilities of hotels should be visually appealing to the tourists. Employees of the hotel should be neat and clean. From the independent sample t-test based on gender and nationality, it is observed that there does not exist any significant difference intangibles dimension and most of the dimensions have found a significant difference. The findings show that consumer's expectations are higher than the level of perception of hotel services in Bangladesh. To reduce this gap, service organizations should have integrated planning for providing efficient services to their clients. They need to identify the weakness of different dimensions of hotel service quality. To be succeeded in any organization, they need to emphasis on the service quality as one of their strategies (i.e. giving customers what they want) (Mey et al., 2006). Moreover, training is provided among employees (Kessler, 1996). As a whole, once customers' requirements are identified and understood, hotel managers are more likely to be able to anticipate and fulfill their customers' needs and wants, rather than merely reacting to their dissatisfaction (Juwaheer and Ross, 2003). Hoffman and Bateson (2001) recommended that employees must be careful and willing to serve their clients politely. In designing this study, there are some limitations, but some still need to be addressed. Firstly, the study has been accompanied only by hotels in cox's Bazar and Saint Martin, Bangladesh. Future researches should go to examine the service industry by taking a sample from other cities in Bangladesh. Besides, this study centred only on the service quality perspective of hotels (Akan, 1995).

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The nature of tourism and tourists/pilgrims' inflow in Uttarakhand Himalaya

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ABSTRACT

The Uttarakhand Himalaya is bestowed with numerous places of tourists/pilgrims' interest. Mainly four types of tourism are practiced – natural, cultural (pilgrimage), wildlife/park, and adventurer tourism. This paper examines the nature of tourism and tourists/pilgrims' inflow in the natural locales, pilgrimages, and administrative towns/cities in the Uttarakhand Himalaya. Data on tourists/pilgrims' inflow in these tourist places and pilgrimages (2000-2018) were gathered from the Uttarakhand Tourism Development Board, Uttarakhand. The data were analyzed based on three types of places of tourists/pilgrims' interest. The paper is divided into three sub-sections – trends of tourists/pilgrims' inflow (domestic and foreign) in all the places, domestic/foreign tourists' inflow in the natural locales/administrative towns/cities, and pilgrims' inflow (domestic and foreign) in the highland and the valleys pilgrimages. It has been observed that pilgrims' inflow is higher in the pilgrimages than the tourists' inflow in the natural locales and administrative towns/cities. Further, the two pilgrimages of the river valley – Rishikesh and Haridwar received more than 50% pilgrims during the period 2000-2018. The author observed that the trend of tourists/pilgrims' inflow is not uniformed in all the tourists/pilgrims destinations. It has been observed that natural disasters, inaccessibility, and lacking infrastructural facilities have influenced the tourists/pilgrims'in flow in the Uttarakhand Himalaya.

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1. Introduction

Tourism is an activity in which people travel for leisure, business, education, and performing rituals. It is practiced for leisure, recreation, entertainment, education, and culture (Tribe 1997; Smith 1997; Kelman and Doods 2009; Ellis 2003; Kulendran and Witt 2003). Tourism has different types such as nature tourism, pilgrimage tourism, and adventure tourism. It is speedy growing and a smokeless industry and a major source of income and economy of the people, worldwide (Sharpley 2004). India is bestowed with tremendous potential of tourists/pilgrims destinations in the forms of natural locales, pilgrimages, historical monuments, rich culture, and national parks and wildlife sanctuaries. Every year, exodus tourists visit these places of tourists/pilgrims' interests. India is the home to 36 world heritage sites where over 8.80 million foreign tourists visited in 2016 (Government of India 2017). World Trade and Tourism Council (WTTC 2017) reported that India generated USD 220 billion from the tourism industry, which is 9.6% of the national GDP. Globally, tourism is a USD 625 billion industry, the single largest non-Government economic sector in the world (WTO 2005).

Uttarakhand, nestled in the lap of the Himalaya has spectacular landscapes – river valleys, middle altitudes, highlands, alpine pastures, and the snow-clad mountain peaks. It has the world-famous highland and valley pilgrimages – Badrinath, Kedarnath, Yamunotri, Gangotri, Rishikesh, and Haridwar; natural locales – Dehradun, Mussoorie, Nainital, Ranikhet, Almora, and Kosani; national parks and wildlife sanctuaries, and many other places of tourists and pilgrims' interest (Sati 2013). Because of the diverse nature of tourist places, pilgrimage tourism, natural tourism, and eco-tourism are practiced in the Uttarakhand Himalaya (Sati 2015). Besides, adventure tourism in the form of mountaineering, trekking, skiing, and river rafting are practiced here. The Father of Nation' Mahatma Gandhi' called it the Switzerland of India after his first visit to Uttarakhand. The pilgrims, within and outside India believe Uttarakhand as the 'land of the Gods and Goddesses'. The Ganga, which originates and flows from Uttarakhand is called the mother Ganga, which is one of the most attractions for the pilgrims (Sati 2019).

Pilgrimage to the highland and river valley sacral places in Uttarakhand is the centuries-old practice

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and it is still very popular. Out of the total tourists/pilgrims arrived in Uttarakhand, 80% of them visited these pilgrimages (Sati 2018). Haridwar and Rishikesh pilgrimages received more than 50% of the total tourists/pilgrims arrived in Uttarakhand. The highland pilgrimages are located in the spectacular landscapes, mainly in the alpine pasturelands (locally known as Bugyals) where the terrain is very fragile and highly prone to natural disasters. Badrinath and Gangotri pilgrimages are connected by all-weather roads and for Kedarnath and Yamunotri, the pilgrims have to trek about 16 km. Meanwhile, Rishikesh and Haridwar are located in the Ganga valley in the plain areas, well connected by air, rail and roadways.

Tourism is a large industry in Uttarakhand as it generates 50% revenues of the state domestic gross products (SDGP). It has tremendous potential for tourism development as tourists/pilgrims' inflow is significantly high. During the last 18 years (2000-2018), total tourists/pilgrims visited Uttarakhand are 434.03 million of which 300 million domestic pilgrims and 0.48 million foreign pilgrims visited the major pilgrimages. In Haridwar itself, about 240 million domestic and 0.32 million foreign pilgrims visited. About 56.1 million domestic tourists and 0.5 million foreigners visited in the natural locals, and 76 million domestic and 0.95 foreign tourists visited administrative tourist places.

Although, the Uttarakhand Himalaya has plenty of the world-famous tourists' places and pilgrimages yet it did not get an impressive position in tourism development. The entire region is lagging in infrastructural facilities such as transportation, accommodation, and institutional. The Uttarakhand Tourism Development Board (UTDB) is the state government agency, which role is to provide basic amenities to tourists/pilgrims however it could not do the remarkable work in this regard. On the other hand, the state of Uttarakhand could not harness the huge potential of tourism. There have been lots of studies conducted by scholars on tourism aspects, however, a detailed study of tourists/pilgrims' inflow for the two decades and specific tourism types and their precise study was not carried out so far. This paper examines the nature and trends of tourism and tourists/pilgrims inflow in the Uttarakhand Himalaya from 2000 to 2018. It studies the types of tourism and inflow of tourists/pilgrims in the tourists' places – natural locales, pilgrimages, and administrative towns/cities. The paper also analyses the tourists/pilgrims' inflow both domestic and international and illustrates the changing trends of tourists/pilgrims' inflow from year to year during the period 2000-2018. The Uttarakhand Himalaya has numerous tourists' places and pilgrimages however for this study, only 26 tourists' places and pilgrimages are studied.

2. Study Area

The Uttarakhand Himalaya, an integral part of the Himalayan Mountain System, is bestowed with the spectacular landscapes – fertile Doon valley, the river valleys, the middle-altitudes, the highlands, the pasturelands, and the perpetual snow-clad mountain peaks. These places are the major attractions for tourists and pilgrims. The total area of the Uttarakhand Himalaya is 53,483 sq km. It is divided into two distinct socio-cultural and geo-environmental realms as the Garhwal Himalaya and the Kumaon Himalaya. The world-famous four highland pilgrimages – Badrinath, Kedarnath, Gangotri, and Yamunotri are located in the Garhwal Himalaya. Further, the two river valleys pilgrimages – Rishikesh and Haridwar are located in the Garhwal Himalaya. Natural tourists' places are located in the entire Uttarakhand Himalaya. The Uttarakhand Himalaya has two international boundaries – Tibet (China) in the north and Nepal in the east, and from two other sides, it is bordered with Himachal Pradesh from the west and Uttar Pradesh from the south. The pilgrimages, natural locales, and administrative towns/cities, which are studied in this paper, are shown in Figure 1.

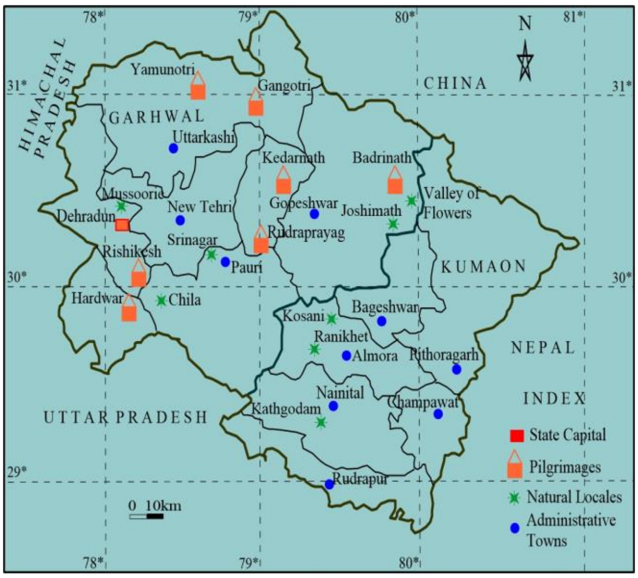

Figure 1: Location map of the Uttarakhand Himalaya showing the major tourist places/pilgrimages, which have been described in this paper.

Source: *Author*

3. Methodology

This study was conducted through data gathering from the UTDB, Dehradun on the major places of tourists/pilgrims' interest. Data on tourists/pilgrims' inflow, both domestic and foreign of 26 natural locales and pilgrimages were collected from 2000 to 2018. The tourists' places were divided into three types – natural locales, pilgrimages, and administrative towns/cities. Descriptive statistics were used to analyze the minimum, maximum, mean value, and standard deviation of tourists/pilgrims inflow in the major places of tourists' interest. The trend of tourists/pilgrims' inflow was presented using graphs. First, the total tourists/pilgrims' inflow (domestic and foreign separately) in the three different tourist places were presented in graphs. Thereafter, the data were grouped into two types – tourists/pilgrims' inflow (domestic and foreign separately) in the highland and river valleys pilgrimages (total six) and combined natural locales and administrative towns/cities into one group (total five). The data were largely illustrated.

4. Trends of Tourism and Tourists/Pilgrims Inflow

In this section, tourist places are classified as natural locales, cultural places (pilgrimages), and administrative towns/cities. Further, tourists/pilgrims' inflow both domestic and foreign is shown from 2000 to 2018. A detailed description of tourists/pilgrims' inflow in these tourists/pilgrims centers are as follows.

Domestic Tourists/Pilgrims' Inflow

Domestic tourists/pilgrims' inflow in the natural locales, cultural places, and administrative towns/cities are shown in Figure 2. Pilgrims' inflow in the cultural places is the highest and it has increasing trends. Tourist/pilgrims' inflow data of eight major pilgrimage centers, 10 major administrative towns/cities, and nine major natural locales were gathered from UTDB, Dehradun from 2000 to 2018. In 2000, domestic pilgrims' inflow in the major pilgrimages was 7.41 million, which increased to 25.26 million (2018). In 2013, the entire Uttarakhand was affected by cloudburst triggered natural calamity therefore, the pilgrims' inflow in the pilgrimages decreases as it was 14.88 million whereas, in 2012, it was 19.32 million. Meanwhile, the growth in the number of pilgrims after 2013 increased continuously. The total domestic pilgrims' visited the pilgrimages were 300 million. Domestic tourists' inflow in administrative towns/cities increased from 1.97 million in 2000 to 6.7 million in 2018, which was less than the pilgrims' inflow. Similarly, after 2012, when tourists' inflow in administrative towns/cities was 5.07 million, it decreased to 3.77 million in 2013 and then it continuously increased. The total domestic tourists' inflow in administrative towns/cities was 76 million. Domestic tourists' inflow in the natural places was the lowest among all three places. In 2000, tourist's inflow was 1.64 million, which increased to 4.48 million in 2018. However, in 2013, it decreased to 2.21 million while it was 3.62 million in 2012. After 2013, the growth in tourists' inflow in natural places was just double. The total domestic tourists visit in the natural locales was 56.09 million during the 18 years.

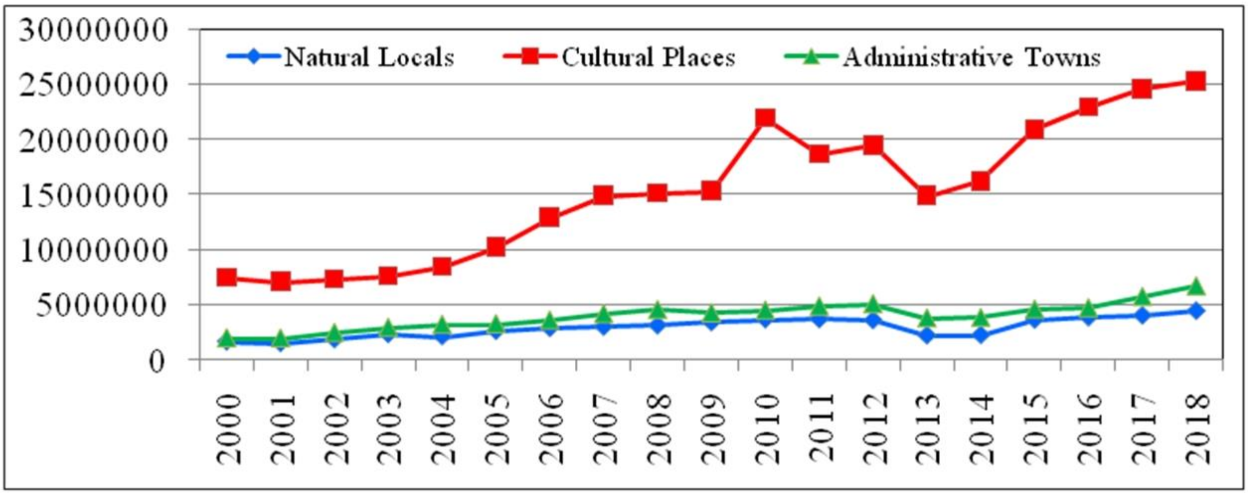

Figure 2. Domestic tourists' inflow

Source: *Author*

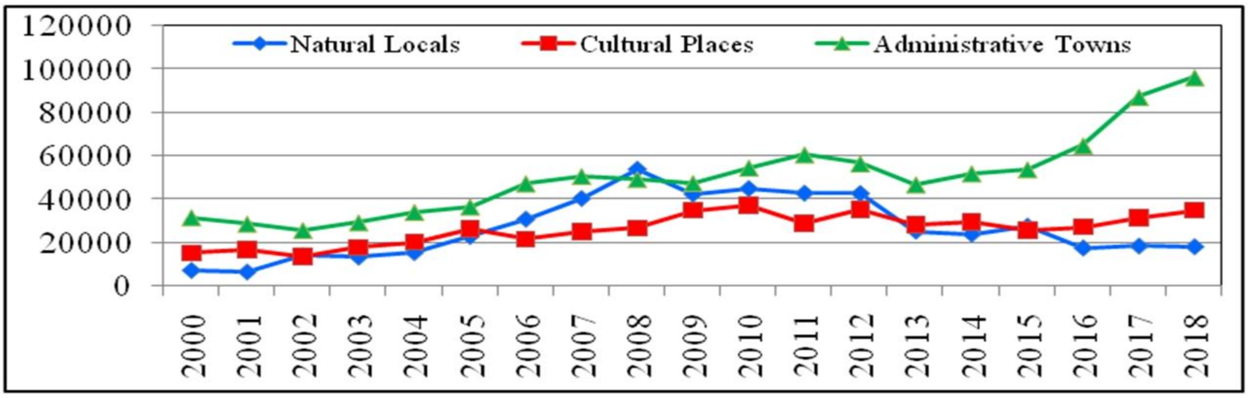

Figure 3: Foreign tourists' inflow

Source: *Author*

Foreign Tourists/Pilgrims' Inflow

Foreign tourists/pilgrims' inflow was the highest in the administrative towns/cities, which was 0.95 million (Figure 3). It was followed by natural locals (0.5 million) and slightly less (0.48 million) in the pilgrimages. In 2000, tourists visited the administrative towns/cities were 0.32 million, which increased to 0.96 million. In between, there was not a clear cut trend. Foreign tourists' inflow decreases in 2001, 2002, 2008, 2009, and 2013. Pilgrims' inflow for pilgrimage tourism was 0.15 million, which reached 0.35 million in 2018 (just double) with a substantial decrease in 2002, 2006, 2011, 2013, and 2015. In the natural locales, the foreign tourists' inflow was 0.071 million in 2000. It increased to 0.18 million in 2018. The number decreased in 2009, 3013, and 2014. Therefore there was not a straight trend of foreign tourists' inflow.

Domestic Pilgrims' Inflow in the Highland Pilgrimages

The pilgrimages of Uttarakhand are divided into two categories – the highland pilgrimages, and the river valley pilgrimages. Data on individual pilgrimage centers were gathered and described. Yamunotri, Gangotri, Kedarnath, and Badrinath (located west to east) are the highland pilgrimages where a large number of pilgrims visit every year. During 2000-2018, the highest number of pilgrims visited Badrinath (13.1 million), followed by Kedarnath (7.03 million), Gangotri (5.07 million), and Yamunotri (4.23 million). In Badrinath, the highest pilgrims visited in the years 2008 (1.1 million), 2012 (1.04 million), and 2018 (1.04 million). The pilgrims' inflow decreased in 2001, 2009, 2013, and 2014. In Kedarnath, the highest pilgrims visited in years – 2018 (0.73 million), 2012 (0.57 million), 2011 (0.56 million), and 2007 (0.55 million). In 2001, 2002, 2013, and 2014, pilgrims' inflow decreased. In Gangotri, the lowest pilgrims' inflow was 0.051 million in 2014 and the highest inflow was 0.48 million in 2011. Similarly, in Yamunotri, the lowest pilgrims' inflow was 0.038 million in 2014 and the highest inflow was 0.44 million in 2011 (Figure 4).

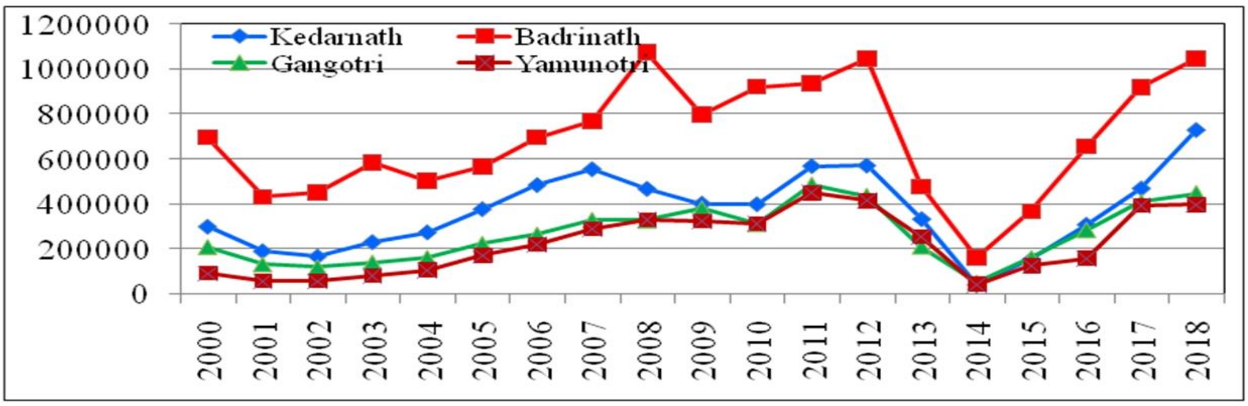

Figure 4: Domestic pilgrims' inflow in the highland pilgrimages

Source: *Author*

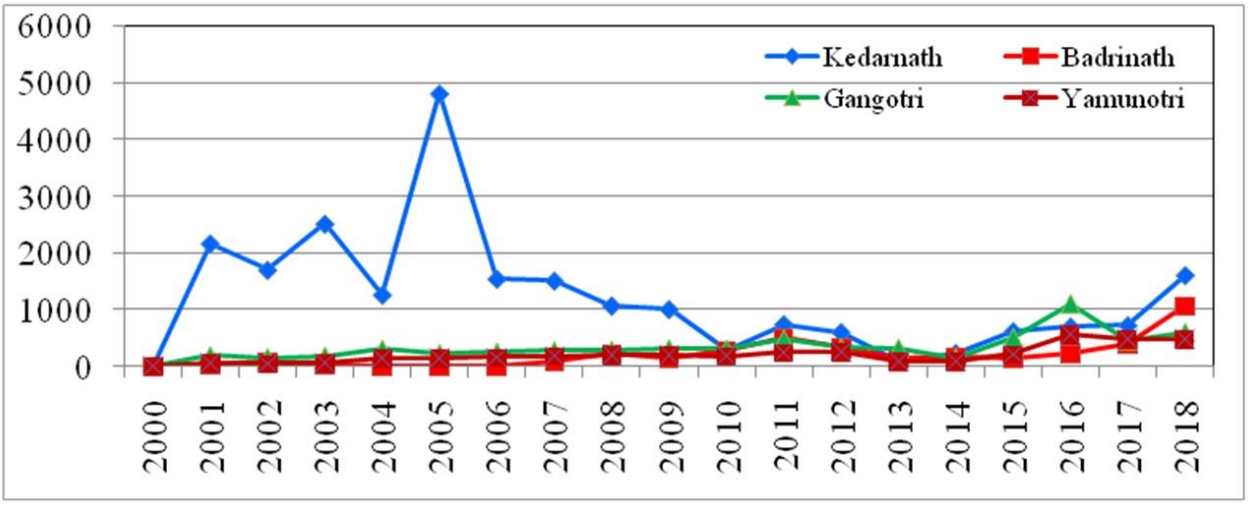

Figure 5: Foreign pilgrims' inflow in highland pilgrimages

Source: *Author*

Foreign Pilgrims' Inflow in the Highland Pilgrimages

Foreign pilgrims' flow in the highland pilgrimages is comparatively low. The Kedarnath pilgrimage received the highest inflow, which is a total of 23,094 from 2000 to 2018, followed by Gangotri (6429), Badrinath (3805), and Yamunotri (3752). In 2000, foreign pilgrims' flow was zero in all the highland pilgrimages (Figure). In Kedarnath, the highest pilgrims' inflow was 4811 in the year 2005 and the lowest inflow was 81 in the year 2013. The Badrinath pilgrimage received the highest pilgrims inflow in the year 2018 (1064) and the lowest was 12 in 2006 (Figure 5). The highest pilgrims' inflow in the Gangotri pilgrimage was 1109 in 2016 and the lowest was in the year 2014, which was 139. The Yamunotri pilgrimage received the lowest foreign pilgrims' flow in 2002 (47) and the highest inflow in 2018 (482).

Domestic Tourists' Inflow in the Major Natural Locales/Administrative Towns

A total of five tourist places of natural locales and administrative towns were selected for the detailed description out of a total of 19 places because these are the major centers where tourists' inflow was high. Figure 6 shows five major centers of tourists' interests – Mussoorie, Dehradun, Nainital, Joshimath, and Almora. The total tourists' inflow in Mussoorie was 27.22 million, followed by Dehradun (25.64 million), Nainital (10.54 million), Joshimath (14.25 million), and Almora (3.53 million). The trend of growth in the number of tourists in these centers was stagnant up to 2007 with the highest in flow in Mussoorie, followed by Dehradun, Joshimath, Nainital, and Almora. Both Mussoorie and Dehradun received an increase in tourists' inflow after 2014 and it has continuously increased.

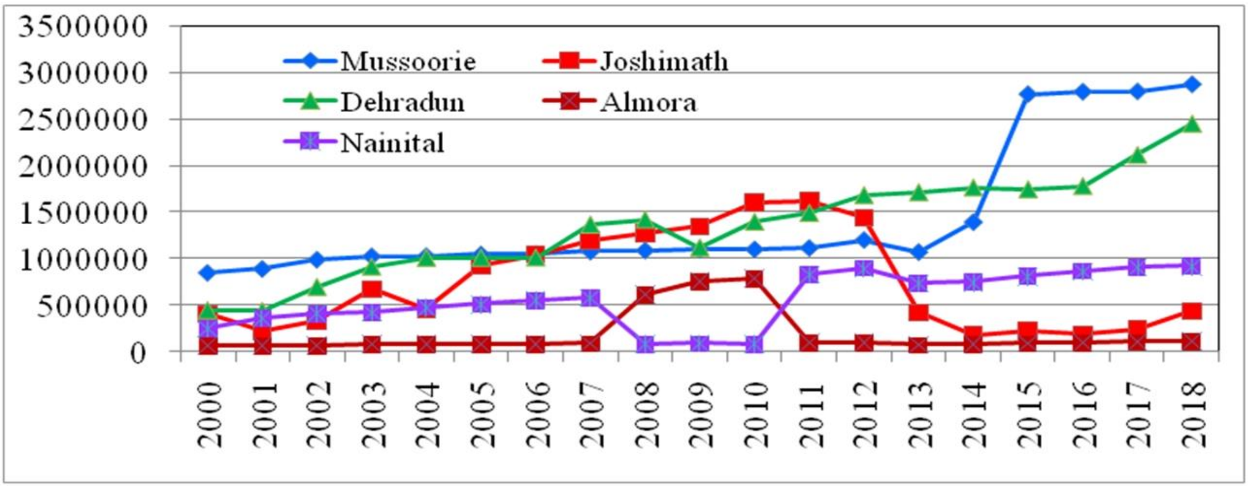

Figure 6: Domestic tourists' inflow in the major natural/administrative centers

Source: *Author*

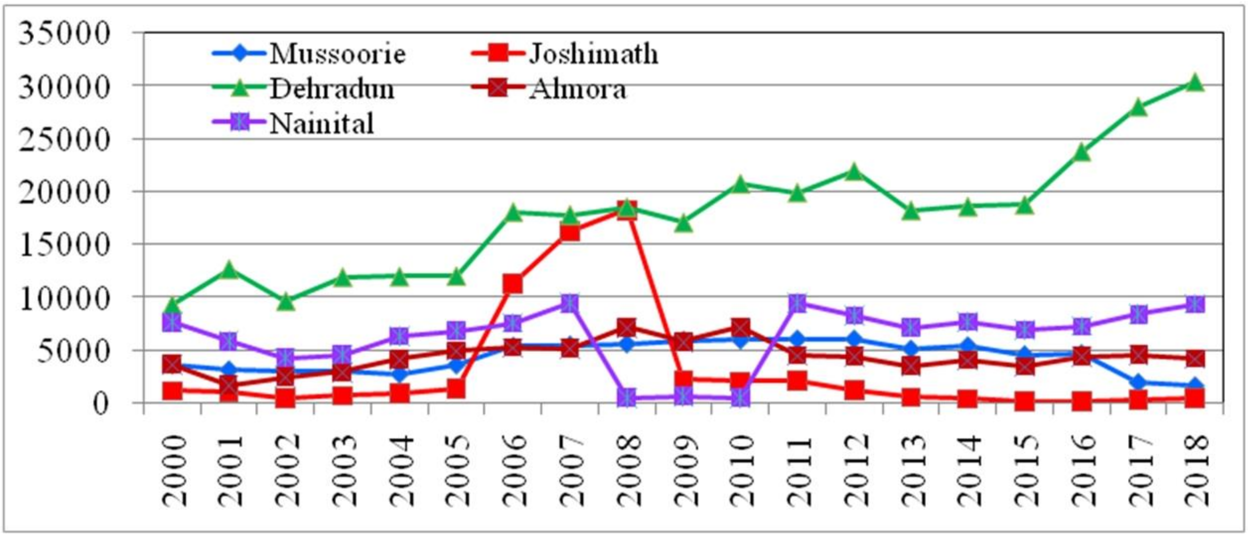

Figure 7: Foreign tourists' inflow in the major natural/administration tourist destination

Source: *Author*

Foreign Tourists' Inflow in the Major Natural Locales/Administrative Towns

Foreign tourists' inflow in the major natural locales/administrative towns in the Uttarakhand Himalaya was about 10 times less than the domestic tourists. Further, the trend of tourists' inflow is almost unchanged during the period 2000-2018 except the tourists' inflow in Dehradun city, which has been increasing and the tourists' inflow in Dehradun is the highest. There was an increase in tourists' inflow in Joshimath town between 2005 and 2009 and after 2013, the tourists' inflow decreased continuously. In Nainital, tourists' inflow decreased in 2008, 2009, and 2010. During the period, Dehradun received the highest tourists' inflow (0.34 million), followed by Nainital (0.12 million), and Almora (0.083 million). Mussoorie has received 0.082 million tourists and Joshimath 0.061 million (Figure 7).

Domestic Pilgrims' Inflow in the River Valleys Pilgrimages

The two river valley pilgrimages – Rishikesh and Haridwar are described. These two pilgrimages are the world-famous where thousands of pilgrims visit every year. Figure 8 shows trends of domestic pilgrims' inflow in these pilgrimages. In Haridwar, the trend is increasing except in the year 2013, when pilgrims' inflow decreased. The Rishikesh pilgrimage has unchanged tourists' inflow during the period. The total domestic pilgrims' inflow in Rishikesh was 91.2 million and in Haridwar, it was 240 million more than half of the Uttarakhand Himalaya.

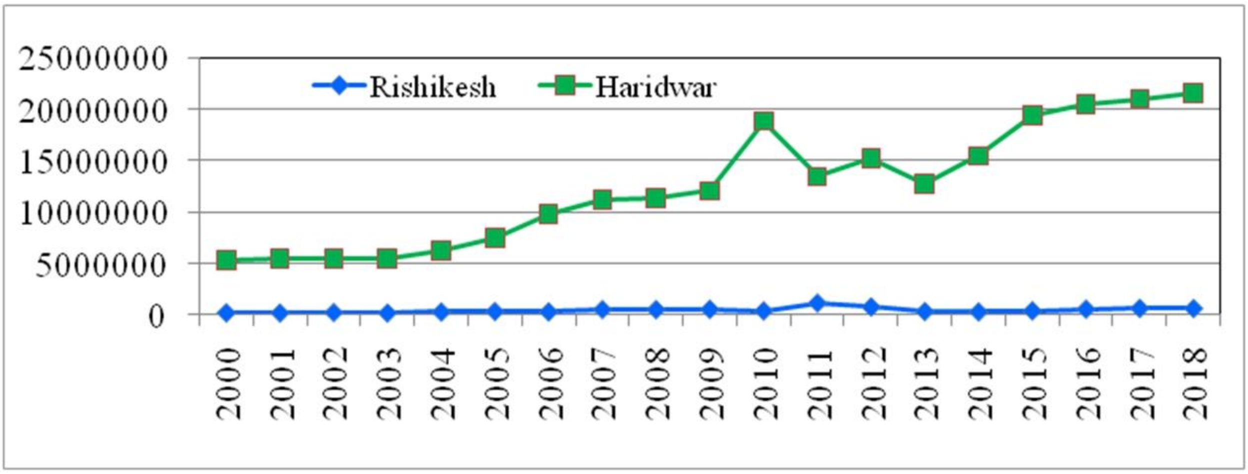

Figure 8: Domestic tourists' inflow in the river valleys pilgrimages

Source:*Author*

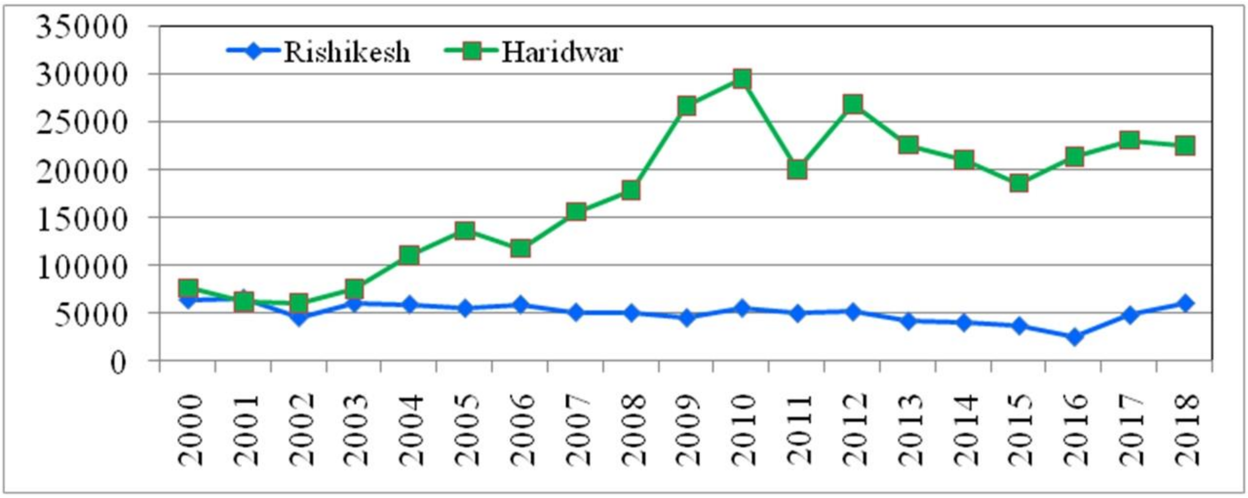

Figure 9: Foreign tourists' inflow in the river valleys pilgrimages

Source:*Author*

Foreign Pilgrims' Inflow in the River Valleys Pilgrimages

Haridwar has received a total of 0.32 million foreign pilgrims more than three and a half times than Rishikesh (0.097 million). The trend of foreign pilgrims' inflow in Haridwar was increasing till 2010. It has decreased after 2010 and then the trend was irregular. In terms of Rishikesh, the trend was unchanged and straight (Figure 9).

Analysis of Tourists/Pilgrims Inflow Using Descriptive Statistics

Table 1 shows the descriptive statistics of tourists/pilgrims' inflow in different tourists/pilgrims places of the Uttarakhand Himalaya. The lowest tourists'/pilgrims' inflow was in natural locales (1.5 million), while the maximum inflow of tourists/pilgrims was in the cultural places (25.3 million). It shows that the mean of tourists/pilgrims inflow was the highest in the cultural places, followed by inflow in administrative towns, and the lowest inflow was in the natural locales. The minimum, maximum, and mean value of foreign tourists/pilgrims' inflow is given. The maximum inflow was noticed the highest in the administrative towns (96026), followed by inflow in the natural places, which is 53419 and in the pilgrimages, the inflow is the lowest (36777). The lowest minimum inflow was in the natural locales and the highest minimum inflow was in the administrative towns (25448). Therefore, it is observed from the table that foreign tourists/pilgrims' inflow is comparatively low and it is highest in the administrative towns, which are located in the plains and easily accessible areas. The minimum value of domestic pilgrims' inflow was noticed from Yamunotri (38208) followed by Kedarnath (40718). The Maximum inflow of pilgrims was in Haridwar, which was more than 21.56 million. Likewise, the lowest mean value of tourists' inflow was (266885) in Gangotri and the highest in Haridwar (12.54 million). The mean value of foreign pilgrims inflow in pilgrimages was the highest in Haridwar with 17360 pilgrims while the lowest mean value of pilgrims' inflow was in Yamunotri (197 pilgrims). Likewise, the highest maximum inflow was in Haridwar (29555 pilgrims) and the lowest maximum inflows were in Yamunotri (566 pilgrims). Minimum foreign pilgrims' inflow was zero in all the four high land pilgrimages. The analysis shows that foreign pilgrims mainly visited the river valleys pilgrimages. The mean value of domestic tourists' inflow was the highest in Mussoorie (1.43 million), followed by Joshimath ((0.75 million). The lowest mean value of domestic tourists' inflow was in the valley of flowers (5642 tourists), followed by Auli (33067 tourists). Similarly, the minimum and maximum tourists' inflow was changed. Chila is located in the Raja Ji National Park, where several tourists visit every year. Chila is the tourist place where the highest number of foreign tourists' visited (26914), followed by Joshimath (26914). The lowest foreign tourists' inflow was in Auli (561), followed by in the valley of flowers (763). In terms of the minimum foreign tourists' inflow, the lowest number of tourists visited the Valley of Flowers (5), followed by Auli (93). The highest minimum foreign tourists visited in Mussoorie (1550), followed by Ranikhet (398) and Kausani (303). The mean value of tourists' inflow was changed accordingly.

Table 1: Domestic/foreign tourists/pilgrims' inflow in different tourists/pilgrims places (n=19)

Tourism type	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Natural locales	1500187	4478338	2952310	881995
Cultural places	7048942	25262167	15297309	6144652
Administrative towns	1942542	6701955	4004556	1226359
Foreign tourists/pilgrims' inflow in different tourists/pilgrims places (n=19)				
Tourism type	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Natural locales	6324	53419	26488	13934
Cultural places	12955	36777	25609	7136
Administrative towns	25448	96026	49905	18577
Domestic pilgrims' inflow in pilgrimages N=19				
Pilgrimages	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Kedarnath	40718	730387	370423	174270
Badrinath	159405	1075372	688669	259243
Gangotri	51555	484826	266885	125845
Yamunotri	38208	448751	222387	137599
Rishikesh	220097	1181535	480038	240164
Haridwar	5316980	21555000	12536162	5742652
Foreign pilgrims' inflow in pilgrimages N=19				
Pilgrimages	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Kedarnath	0	4811	1215	1112
Badrinath	0	1064	200	252
Gangotri	0	1109	338	235
Yamunotri	0	566	197	155
Rishikesh	2574	6536	5092	1005
Haridwar	6029	29555	17360	7392
Domestic tourists' inflow in natural locales/administrative towns N=19				
Natural locales	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Mussoorie	847191	2870475	1432772	736516
Srinagar	38391	324218	175562	74882
Chila	99102	439034	282302	85449
Joshimath	173013	1626275	749901	528555
Auli	6459	151560	33067	34398
Valley of Flower	176	14128	5642	4542
Ranikhet	62487	150423	90830	31601
Kausani	62485	191866	90298	43304
Kathgodam	40642	162087	91934	47614
Foreign tourists' inflow in natural locales/Administrative towns				
Natural locales	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Mussoorie	1550	5985	4298	1471
Srinagar	69	5192	1220	1664
Chila	13	26914	14146	7886
Joshimath	155	18252	3233	5516
Auli	93	561	295	131
Valley of Flower	5	763	336	221
Ranikhet	398	1683	749	375
Kausani	303	9001	1834	2955
Kathgodam	19	1360	378	284

Source: *Author*

5. Discussion

It has been noticed from the result of this study that the pilgrims visited in the major pilgrimages are outnumbered mainly the domestic pilgrims. The reason is that the Uttarakhand Himalaya is known as the 'land of gods and goddesses'. It has many highland and the river valley pilgrimages where exodus number of pilgrims visit every year mainly the Hindu pilgrims. The pilgrims believe that visiting these highland pilgrimages once in a lifetime will get rid of them from the cycle of birth and death. Although there are several natural locales and administrative towns/cities of touristic interests and the tourists visit these tourist places throughout the year yet the inflow of tourists is less than the inflow of pilgrims who visit the pilgrimages both river valleys and the highlands.

On the other hand, the number of foreign pilgrims visiting pilgrimages is quite less. Therefore, it has been observed that foreign tourists' inflow is higher in the administrative cities/towns and natural locales of tourists' interest than in the major pilgrimages. The foreign pilgrims visiting the pilgrimages are mainly from the south and southeastern Asia and few are from the other parts of the world. However, the foreign tourists visiting the tourists' places are foreign nations almost from all corners of the world.

The largest number of domestic pilgrims visited the Badrinath Pilgrimage. Badrinath pilgrimage is connected by road (all-weather) therefore the number of pilgrims is high. Kedarnath pilgrimage ranks second in pilgrims' inflow because it is well connected by airways where chopper facility is provided to pilgrims from Jolly Grant, Dehradun, and Phata, Guptakashi although there is a 16 km trek to reach Kedarnath. Badrinath is famous for the Vishnu temple while Kedarnath is famous for the Shiva temple and pilgrims of both sects – Shaiva and Vaishnav visit these temples. Gangotri and Yamunotri are the other two highland pilgrimages where Goddess Shakti is worshiped. Gangotri is well connected by road whereas Yamunotri can be reached by trekking about 16 km. It has been noticed that the pilgrimages, which are well connected, pilgrims' inflow was high. In terms of foreign pilgrims' inflow in the highland pilgrimages, it is the highest in Kedarnath because of its connectivity by air. Foreign pilgrims' inflow in other pilgrimages is low.

It has been noticed that pilgrims' inflow in these highland pilgrimages decreased mainly during the catastrophic natural disasters. In 2013, the highland pilgrimages were devastated due to cloudbursts triggered debris flows and flash floods. The entire Uttarakhand Himalaya is highly vulnerable to catastrophic natural disasters and as a result, the pilgrims' inflow decreases when natural disasters occur.

The Uttarakhand Himalaya is endowed with numerous natural locales of touristic interest. Among the major natural locales and administrative towns studied by the author, the highest tourists' inflow was noticed in Mussoorie and Dehradun and the trend was noticed increased. Dehradun is the capital city of Uttarakhand, which lies in the serene valley of Doon. The Ganga River lies in its east part and the Yamuna River lies in the west, enhances its beauty. Further, the city is well connected by air, rail, and roads. These drivers promote tourism in Dehradun. Mussoorie is another important destination where many tourists visit every year. Tourists' inflow in Almora is comparatively less because of its location and inaccessibility although it is a famous tourist destination. Nainital and Joshimath are the other famous tourists' destinations. Joshimath is located on the way to Badrinath and it is the winter home of Lord Vishnu therefore, tourists' inflow is high. Dehradun is also a hotspot for foreign tourists. The trend of tourists' inflow is increasing. The foreign tourist inflow in other tourists' destination is the same during the period with the highest inflow in Nainital, followed by Mussoorie and Almora. Joshimath has the lowest inflow of tourists whereas from 2005 to 2009, foreign tourists' inflow in Joshimath was the highest.

Haridwar and Rishikesh are the two world-famous river valley pilgrimages where hundreds of thousands of pilgrims visit from entire India and the world. Both pilgrimages are accessible by road, rail, and air transports. Haridwar is known as the gateway to Badrinath and Kedarnath. Hari Ki Pauri is the place where the Ganga Aarti is performed. The Ganga River inters in the plain region from Haridwar. The pilgrims believe that taking a holy bath in the Hari Ki Pauri once in a lifetime gets rid of the cycle of birth and death and their forefathers get heaven after death. Rishikesh is the worlds' 'Yoga Capital' and a place for spiritual tourism. Both Haridwar and Rishikesh have almost become the twin city expect a small strip of Raja Ji National Park in Raiwala. In Rishikesh and Haridwar, two-third of the total pilgrims visit every year.

The trend in tourism is not uniformed. The tourists/pilgrims' inflow was quite less mainly in the years when the Uttarakhand Himalaya was affected by natural disasters. This part of the Himalaya receives heavy downpour called cloudbursts. Cloudburst triggered debris flows and flash floods are common and devastating. The pilgrimages/tourist places are located in the fragile/vulnerable landscapes and the river valleys and thus during the devastating atmospheric events, the tourists/pilgrims inflow decreases.

6. Conclusions

The nature of tourism and tourists/pilgrims' inflow was described in this paper. The study revealed that the pilgrims' inflow in the pilgrimages was higher than tourists' inflow in the natural locales. Further, the pilgrims visited the river valleys pilgrimages were higher than the highland pilgrimages. The trend of tourists/pilgrims' inflow was not uniformed in all the pilgrimages and natural locales. The inflow decreased during the occurrence of natural disasters mainly in the highlands pilgrimages and natural locales. However, tourists/pilgrims' inflow has increased from year to year. Infrastructural facilities – transportation, accommodation, and institutional can be developed in all the pilgrimages and natural locales thus, tourists/pilgrims' inflow may be increased and that can enhance the income, economy, and livelihood of the people and the state.

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How a group service failure at a restaurant turns into an individual dissatisfaction? A scenario-based experiment#

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ABSTRACT

When it comes to service failures, restaurants are one of the most experienced one in the tourism and hospitality businesses. High level of service interaction and presence of other consumers in a groups of different size make the failures more complicate. Customers whose service expectation is not meet inform other group members through their negative emotions and may lead to a similar change in the emotions of others. Therefore, dealing with service failure requires more inclusive perspective. In this context, the main purpose of this research is to understand the relationship between service failure and dissatisfaction from the point of group service interaction. To that end, this study aims to investigate the effect of the negative emotions and emotional contagion on the perceived service failure and dissatisfaction. To collect data scenario-based experiment was applied through both online and face to face survey. Based on 1437 scenario based questionnaire structural equation modeling analysis was performed. Results show that the dominant factor effecting their service failure perception is the feeling of disappointment rather than anger in group failures. Emotional contagion is also effective on service failure perception. Neither negative emotions nor contagion has direct effect on dissatisfaction. That is, consumers' dissatisfaction feelings occur if they support their emotional reactions with their cognitive assessments of service failure.

Keywords:
Group Service Failure,
Negative Emotions,
Emotional Contagion,
Dissatisfaction,
Restaurants

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1. Introduction

From the perspective of consumption, the main underlying motivation behind purchasing and consuming is to reach an inner psychological and physiological balance by meeting the needs (Koç, Aydın, Akdeniz-Ar & Boz, 2017, p. 42). Similarly, for businesses, the main reason for selling and providing services is to reach a balance while gaining profit and maintaining their own economic assets. However, service failures in the consumption process cause negative economic and social interactions between consumers and businesses (Smith, Bolton & Wagner, 1999: 357; Koç, 2013, p. 3684), increasing consumer tension and dissatisfaction (Koç et al., 2017, p. 42). This further leads to negative behavioral tendencies among consumers such as talking negatively about businesses, complaining as well as low revisit intention (Richins, 1982, p. 502; Oliver, 1993, p. 418; McAlister & Erffmeyer, 2003, p. 342). As the Prospect Theory proposed by Kahneman and Tversky suggest, individuals value losses more than gains. Therefore, the negative emotions of consumers that result from poor services are greater than their happiness that results from satisfactory services (Koç, et al., 2017, p. 44).

Service failure is defined as service mishap and/or problems that occur during a consumer's service experience with a business. (Richins, 1982, p. 502; Maxham, 2001, p. 11). Although service-oriented businesses take precautions against potential problems, it is almost impossible to avoid service failures completely due to the characteristics of the service such as intangibility, inseparability, heterogeneity and perishability (Zeithaml, Berry & Parasuraman, 1988, p. 46; Maxham, 2001, p. 11; Koç, 2017, p. 1). When such interaction between people and services is very strong and tourism and hospitality businesses, which are mostly experienced with groups of different sizes, are in question (Wei, Miao, Cai & Adler, 2012, p. 764; Koç and Boz, 2014, p. 144), a more inclusive perspective

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than an individual perspective is required for service failure (Schanzel, 2010, pp. 555-556). Group service failure is described as a service that does not meet the expectations of all or most of the customers who experience “common consumption” and that causes complaints (Wei et al., 2012, p. 764; Du, Fan & Feng, 2014, p. 2; Du, Jang & Liu, 2019, pp. 217-218). If the service performance perceived by individuals is below expectations, this causes a feeling of dissatisfaction and leads to negative emotions (Chang, 2008, p. 113; Han and Back, 2008, p. 467; Mattila and Ro, 2008, p. 90; Koç et al., 2017, p. 43). As the severity of negative emotions increases, customers' satisfaction with service interaction gradually decreases (Smith and Bolton, 2002, p. 8; Chang, 2008, p. 113; Han and Back, 2008, p. 467).

The main reason why group service failure causes serious problems for businesses is the high level of interaction and emotional sharing among groups (Spoor and Kelly, 2004, p. 398). The presence of other consumers during the service consumption may have an influence on one’s service evaluation due to interpersonal relationships (Huang et al., 2014, p. 182) and cause one to behave differently than when s/he are alone (Du et al., 2014, p. 2; Huang, et al., 2014, p. 182; Koç, 2016, p. 447). Customers who deem the service as inaccurate inform other group members about their negative emotions and may lead to a similar change in the emotions of other group members (Pugh, 2001, p. 1020; Du et al., 2014, p. 3). For this reason, while discussing the issue of group service failure, it is essential to consider inter-group emotional contagion in addition to the emotional reactions of consumers. Just as the perceived service quality gives insights into individuals' satisfaction and future consumption trends based on objective factors, aspects such as emotional reactions and transfer of emotions can provide information on the same variables based on sensory factors (Gracia, Bakker & Grau, 2011, p. 459).

The concept of emotional contagion, is -the act of transferring one’s mood and emotions to the individuals next to him/her (Spoor and Kelly, 2004, p. 402). It explains how behavioral tendencies of individuals alter the within the groups (Barsade, 2002, p. 647; Hennig-Thurau, Groth, Paul & Gremler, 2006, p. 59; Du et al., 2014, p. 3). When people enter a group, they are explicitly exposed to other groups members’ emotions which can be by the valence (positive or negative) of the emotion being displayed and the energy level with which the emotion is expressed (Barsade, 2002, p. 647). Studies in the relevant literature point out that group interaction increases the severity of individuals' emotional responses (Wild, Erb & Bartels, 2001, p. 110; Becker, Tausch & Wagner, 2011, p. 1587). Du et al. (2019) examined the process of group emotional contagion based on service errors at restaurants and revealed that individuals with high levels of negative emotions in the group strongly affect those with low levels of negative emotions.

Restaurant businesses, which are an indispensable part of the tourism and hospitality industry, mostly serve groups (Du et al., 2014, p. 1). They are among the top businesses with the highest number of cases regarding service failures, negative emotional reactions and the contagiousness of these reactions (Mattila, 1999, p. 285). For restaurant businesses, service errors in group service indicate multiple emotional changes that are far more serious and are not easy to deal with than service errors involving individual customers (Du et al., 2014, p. 1). Understanding the emotional state of consumers in the service process, so to say, means understanding their overall evaluations and satisfaction for the service (Kuo and Wu, 2012, p. 128). From this standpoint, this present study seeks to explore the relationship between emotional responses, perceived service failure and dissatisfaction from with reference to restaurant group service errors. To that end, it examines the effect of negative emotions and the emotional contagion on the perceived service failure and service dissatisfaction.

The literature review shows that there has been limited research on emotional reactions and emotional contagion in regard to service failure in groups and examine their effect on consumer dissatisfaction (Bonifield and Cole, 2007; Mattila and Ro, 2008; Du et al., 2011; Yang and Mattila, 2012; Du et al., 2014; Huang, et al., 2014; Maher and Sobh, 2014; Du, et al., 2019). A significant number of the studies in the literature have overlooked the variable of emotional contagion and only focused on the effects of emotional reactions on variables such as service failure and satisfaction/dissatisfaction, mostly based on the perception of individual failure (Du et al., 2019, p. 218). Nevertheless, restaurants are often among the businesses where group service and service interaction the most (Huang, et al, 2014, p. 181; Du et al., 2014, p. 1). On the other hand, numerous studies on restaurants in the literature discussed a single service problem based on service failure scenarios (Ok, Back & Shanklin, 2007; Ha and

Jang, 2009; Söderlund and Rosengren, 2010; Du et al., 2011; Kwon and Jang, 2012; Yang and Mattila, 2012; Huang et. al., 2014; Zhou, Tsang, Huang & Zhou, 2014; Kim, Miao & Magnini, 2016). This study collected its data with a scenario based survey where a multi-service error affects all members of a group of six in an à la carte restaurant. Thus, this study will potentially add new insights to the literature on tourism and service marketing.

2. Conceptual Framework and Hypotheses

Effect of Negative Emotional Reactions on Perceived Service Failure and Service Dissatisfaction

Emotional reactions are an integral part of everyday life (Vijayalakshmi and Bhattacharyya, 2012, p. 363) and affect behaviors and it is sometimes possible to control them and sometimes not (Odabaşı and Barış, 2015, p. 183). In simple terms, emotions can be defined as "the reflection of one's mood as a result of a state that arises from cognitive appraisals of events or one's own thoughts" (Bagozzi, Gopinath & Nyer, 1999, pp. 184-185). Individuals' emotional responses contain feelings of positivity (happiness, joy, appreciation, satisfaction) and negativity (regret, anger, boredom, fear, etc.) rather than neutral information (Koç, 2016, p. 303). Negative emotional reactions affect individuals' thinking, judgment and other behaviors (Boshoff, 2012, p. 401), and are accompanied by physical indicators such as an increase in blood pressure, accelerated heartbeat, pale skin, shaking hands and tremor, etc. (Koç, 2016, p. 304). Emotional reactions are also a key resource to provide information about service interaction and outcomes in relation to consumer behavior (Mattila and Enz, 2002, pp. 270-271). According to previous studies, emotional reactions lead to a wide variety of consumer behaviors (Bagozzi and Dholakia, 2006, p. 50). The literature on consumer behavior shows that negative emotional reactions have been mostly discussed in the context of their effects on perceived service failure, service quality, dis/satisfaction, complaint behavior and behavioral intention. On their study on the relationship between service dissatisfaction, anger, and various complaint behaviors, Bougie, Pieters & Zeelenberg (2003) found a moderately significant correlation between anger and service dissatisfaction ($r = .510$, $p \leq 0.001$). They also reported that anger significantly affected the tendency of individuals to convey their complaints to the business ($\beta = .546$, $p \leq 0.001$). Bonifield and Cole (2007), in their research based on a service failure scenario related to a delayed delivery, indicated that anger positively affected the complaint intention of the customers ($\beta = .418$, $p \leq .01$), and had a negative significant impact ($\beta = -.302$, $p \leq .01$) on positive behavioral consumption tendencies. They further revealed that the feeling of regret did not have a significant effect on both dependent variables ($\beta = -.410$, $p = .20$). Mattila and Ro (2008) carried out a study based on a scenario on restaurant service and found that feeling of anger significantly affected the tendency of customers to forward their complaints to the business ($\beta = .135$, $p \leq 0.01$).

Han, Back & Barrett (2009) also reported that customers' feelings of anger significantly and negatively affected their perceived service satisfaction ($\beta = -.510$, $p \leq 0.01$). Similarly, Han and Jeong (2013) determined that feeling of anger among participants that results from poor restaurant services negatively and significantly affected their satisfaction ($\beta = -.451$, $p \leq 0.01$). Maher and Sobh (2014) examined the relationship between the collective anger of customers who experienced service failure in groups, employee and perceived cultural distance as well as recommendations. They concluded that the anger of the individuals who perceived high levels of service failure significantly differed from that of those who perceived low levels of service failure ($\bar{x} = 3.70$ / $\bar{x} = 3.33$, $p \leq 0.01$). Song and Qu (2017) studied with a sample of 435 ethnic restaurant customers and ascertained that the negative feelings perceived by the participants during their service experiences negatively and significantly affected their service satisfaction ($\beta = -.251$, $p \leq 0.001$). Cho, Jang & Kim (2017) investigated a scenario involving beverage spills to explore the mediating role of severity of service failure between emotions and dissatisfaction and found out that both regret ($\beta = .312$ $p \leq 0.01$) and frustration ($\beta = .323$ $p \leq 0.001$) had a significant impact on dissatisfaction. Thus, the following hypotheses are proposed:

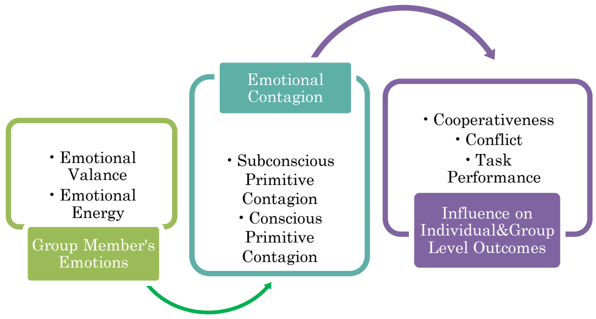
H1: Negative emotions (anger & disappointment) resulted from service errors have a significant and positive impact on perceived service failure.

H2: Negative emotions (anger & disappointment) resulted from service errors have a significant and positive impact on service dissatisfaction.

Effect of Emotional Contagion on Perceived Service Failure and Service Dissatisfaction

Individuals tend to share their thoughts, personal values, and feelings with the groups they are in (Vijayalakshmi and Bhattacharyya, 2012, p. 364). Emotional contagion is one of the concepts that explain this act, which individuals perform sometimes explicitly and consciously and sometimes unconsciously. Emotional contagion refers to “the process by which a person or group influences the emotions or behavior of another person or group through the conscious or unconscious induction of emotion states and behavioral attitudes” (Schoenewolf, 1990, p. 50). Emotional contagion has been considered to be a multilevel phenomenon because emotional expressions of one individual produce a corresponding experience in the other person (Vijayalakshmi and Bhattacharyya, 2012, p. 364). It can be defined in more detail as “the tendency to automatically mimic and synchronize facial expressions, vocalizations, postures and movements with those of another person’s and to converge emotionally.” (Hatfield, Cacioppo, Rapson, 1993, p. 96). This three step process of emotion transfer also forms the basis of the emotional contagion theory (Hatfield et al., 1993, pp. 96-99; Wild, Erb and Bartels, 2001, p. 110; Barsade, 2002, pp. 647-648). To summarize, emotional contagion theory explains a process in which people are collectively influenced by psycho-physical, cognitive, behavioral and social decision-making processes (Cakici and Guler, 2017, p. 147).

Fig 1. Group Emotional Contagion Model



Source: *Barsade, 2002.*

Groups of different sizes are where emotion transfers specified in the definition of emotional contagion are experienced most commonly and intensely. Genetic codes, gender, previous experiences and personal characteristics are the main factors that affect the tendency to experience emotional contagion (Doherty, 1997, pp. 133-134; Hatfield et al., 2014, pp. 165-166). Besides, variables such as the number of individuals in the group (Du et al., 2014), degree of commitment to the group (Wei et al., 2012, p. 764; Boshoff, 2012, p. 403) and how close individuals in the group are (Du et al., 2014; Huang et al., 2014; López-López, Ruiz-de-Maya & Warlop, 2014) are important variables that affect the severity and direction of emotional responses and thus the extent of the contagion.

Studies in the literature indicate that positive and negative emotional contagion is addressed based on the interactions between both employee-customer and customer-customer and is a significant variable in terms of consumers' emotional reactions, perceived service failure, service quality, the tendency to complain, service satisfaction/dissatisfaction and behavioral tendencies. Barger and Grandey (2006) explored the impact of emotional contagion between customers and employees on service quality evaluations made by customers and their satisfaction from service interaction. Their analyses showed that employees’ smile significantly and positively affected customers’ smile (β=.370, $p \leq 0.05$), that employee smiling significantly and positively affected the perceived service quality of customers (β=.140, $p \leq 0.05$) and that perceived service quality significantly and positively mediated the relationship between employee smiling and service satisfaction (β=.510, $p \leq 0.05$). In their research based on experimental scenarios, Söderlund and Rosengren (2010) found out that there is a significant difference between delivering service with a smiling facial expression and with a neutral facial expression in terms of customer satisfaction ($\bar{x}$=8.23/ $\bar{x}$=6.21, $p \leq 0.01$). Wieseke, Geigenmüller & Kraus (2012) performed a study on empathy, one of the most important indicators of emotional contagion. Results show that empathy between employee and customer had a positive and significant mediating effect on customer satisfaction (β=.160, $p \leq 0.01$).

Du et al., (2014) studied the relationship between emotional contagion and complaint intentions in group service failure and determined that group members were affected significantly and positively by the displays of anger by surrounding customers (β_{hotel}=.138, $p \leq .001$/$\beta_{restaurant}$=.607, $p \leq .001$), that customers in group service failure had significantly higher levels of anger than individual customers ($\bar{x}_{group}$=5.80/ $\bar{x}_{individual}$=5.14, $p \leq 0.001$) and that customers in group service failure had significantly higher complaint intention than individual customers ($\bar{x}_{group}$=5.67/ $\bar{x}_{individual}$=4.31, $p \leq 0.001$). Huang et al. (2014) explored the effect of others companion on complaint intentions when encountering service failure and indicated that customers encountering service failure had higher complaint intentions when they were with others than when alone ($\bar{x}_{others}$ =5.80 / $\bar{x}_{alone}$=4.50, $p \leq 0.001$). López-López et al. (2014) aimed to determine the relationship between negative emotional reactions and service satisfaction depending on the sharing of emotions with a stranger or a friend. They concluded that perceived service quality and satisfaction significantly differed depending on tie strength ($\bar{x}_{stranger}$=3.56 / $\bar{x}_{friend}$=2.37, p≤.05) and no/sharing condition ($\bar{x}_{no\text{-}sharing}$=4.71 / $\bar{x}_{sharing}$=5.51, p≤.01) of negative emotions. Thus, the following hypotheses are proposed:

H_3: Negative emotional contagion resulted from service failures has a positive and significant effect on perceived service failure.

H_4: Negative emotional contagion resulted from service failures has a positive and significant effect on perceived service dissatisfaction.

Effect of Perceived Service Failure on Service Dissatisfaction

The Expectancy-Disconfirmation Theory (EDT) is the underlying theory behind the widespread understanding of customer satisfaction (Blodgett and Granbois, 1992, p. 93; Boote, 1998, p. 141; Smith et al., 1999, p. 357; Chang, Khan and Tsai, 2012, p. 602). Disconfirmation is an emotion that affects customer satisfaction when standards are not met (Oliver, 1981, p. 28). The EDT posits that satisfaction occurs as a result of subjective comparison of customers between the expected and perceived attribute levels regarding a product (Oh, 1999, p. 69; McCollough, Berry & Yadav, 2000, p. 121). If the performance of the product is above the expectations of the customer, positive disconfirmation occurs; if it meets their expectations, zero disconfirmation occurs, and if it is below their expectations, negative disconfirmation occurs (Oliver, 1980, pp. 460-462; Blodgett and Granbois, 1992, p. 94; McCollough et al., 2000, p. 121). The general assumption is the higher negative disconfirmation is, the higher the dissatisfaction would be; likewise, the higher the positive disconfirmation is, the higher the satisfaction would be (Fornell and Wernerfelt, 1987, p. 338; McCollough et al., 2000, p. 122).

Research in the literature have repeatedly shown the linear correlation between perceived service quality and satisfaction through the data obtained from restaurant customers (Cronin, Brady & Hult, 2000; Yüksel and Yüksel, 2003; Pedraja-Iglesias and Jesus Yagüe Guillén, 2004; Tam, 2004; Ha and Jang, 2010; Ryu and Han, 2010; Naghizadeh, 2019). Some studies measured the variable of service quality as the perception or severity of service failure and revealed its effects on service satisfaction/dissatisfaction based on service failure scenarios and critical incident techniques (McDougall and Levesque, 1998; Mattila, 1999; Smith et al., 1999; Maxham and Netemeyer, 2002; McQuilken and Robertson, 2011; Yang and Mattila, 2012; Cho et al., 2017). This study is intended to measure the perceived service failure of the participants based on their evaluations on failure in relation to the dimensions of service quality; reliability, responsiveness, trust and empathy. Thus, the following hypotheses are proposed:

H5: Perceived service failure has a positive and significant impact on service dissatisfaction.

3. Methodology

Research Model

The model of the study has field experimental design. Field experiment implies to determine cause-effect relationships through the data produced in the natural environment under the control of the researcher (Sekeran, 1992, p. 126; Karasar 2014, p. 87). Experimenatal designs allow researcher to manipulate variables and control nuisance affects (Sekeran, 1992, p. 120). Since the study data collection process has some restriction such as following non probability sampling, the model could be called as quasi-experimental just like the studies performed by Blodgett, Hill and Tax (1997), Smith et al., (1999), Mattila and Patterson (2004), Wirtz and Mattila, (2004) and Kim and Jang (2014). In this study, scenario based experiment was used to quantitatively test the research hypotheses to understand the relationships between the perceived negative emotional reactions, emotional contagion, service failure and dissatisfaction of the restaurant customers who experience service errors in groups. The approach of collecting data through scenarios allows an easier, more inclusive, representative, ethical and systematic research on the relevant subject, compared to retrospective research approaches (Smith et al., 1999, p. 362; Smith and Bolton, 2002, p. 10; Ha and Jang, 2009, p. 323).

Scenario Development and Data Collection Instrument

First, a service failure scenario including multi-service failure and group interaction was developed. To develop scenario, previous studies collected data via a restaurant service failure are reviewed. Then, group service failures experienced by 167 people in à la carte restaurants were collected by using an unstructured interview forms. Lastly focus group interview was carried out with graduate students, consumers and restaurant owners in order to finalize scenario. The scenario consists of multi-service errors encountered by all members of a group of six during dinner in an à la carte restaurant (See Appendix 1.).

The first section of the questionnaire consists of 11 items to measure negative emotional reactions of the participants after the service failure. Items were adapted from the previous studies of Kalamas, Laroche and Makdessian (2008), Mattila and Ro (2008), Du, et al., (2011) and Du et al., (2014). All items were measured with five point Likert-type scales where 1=not at all and 5=very much. Second section of the questionnaire is composed of 6 items to measure participant's emotional contagions. The first group of three items (in-group contagion) were taken from study of Du et al. (2014) and the second group of three items (individual contagion intention) were taken from study of Du et al. (2011). All items were measured with five point Likert-type scales where 1=strongly disagree and 5=strongly agree. The third section of questionnaire consists of 5 items to understand participant's service quality perception. Items serve for the measurement of service quality dimensions of reliability, responsiveness, trust and empathy except for physical assets as there was no manipulation for this dimension in the scenario. The items were compiled from the studies of Cronin et al. (2000), Han et al. (2008) and Kwortnik and Han (2011). All items were measured with five point Likert-type scales where 1=very bad and 5=very good. During the statistical analysis, items were reverse coded and turned into perceived service failure. The fourth section involves 3 items to measure overall service satisfaction. The items gathered from the studies of Oliver, Rust and Varki (1997); Mattila (1999), McCollough et al. (2000), Sparks and Fredline (2007) and Kwortnik and Han (2011). All three items were measured with five point Likert-type scales where 1=strongly disagree and 5=strongly agree. During the statistical analysis, items converted into the scale of service dissatisfaction by means of reverse coding. The fifth section of the questionnaire includes 7 items to determine whether failures in the scenario were found realistic. Manipulation check items were adapted from previous scenario-based studies (Mattila, 1999; McColl-Kennedy, Daus and Sparks, 2003; Hess, Ganesan, Klein, 2003; Patterson, Cowley, Prasongsukarn, 2006; Ok et al., 2007; Zhou et al., 2014; Weber et al., 2014). The sixth and the last section of the questionnaire is composed of 8 items to solicit information on the respondent's demographic characteristics and dining experiences.

Research Sample and Data Collection Process

The research population are all á la carte restaurant customers in Turkey. As it is not possible to reach out all individuals in a population in terms of time, material resources and human resources, it is essential to perform sampling and to identify sampling method (Karasar, 2014, p. 111). The research sampling was determined based on two steps. The first step included a total of 21.417 people who are faculty members and graduate students at various faculties in state and private universities. The second step included the participants who reside in Mersin, Turkey, to the sampling. To identify the individuals in this sampling to participate in this study, convenience sampling method was used. The questionnaires were administered in two steps. An electronic questionnaire system was designed for faculty members and students and sent to the sample of 21.417 people electronically. A total of 689 usable surveys were collected by June 28th, 2016. All of the surveys collected electronically were completely filled in by the participants and no questions were left blank. Further, a total of 778 usable questionnaires were collected through face-to-face contact in Mersin between May 25th and June 29th, 2016. Consequently, 1.467 surveys were collected in total from these two survey applications.

Reliability and Validity

The data were first examined through multivariate outlier analysis and multi normal distribution analysis (Çokluk, Şekercioğlu and Büyüköztürk, 2010, pp. 42-44). According to the results of the outlier analysis, 30 surveys were removed from the data set and the number of the usable surveys decreased to 1.437. Prior to the descriptive and hypothesis-testing analyses, the reliability and validity of the data was tested. The only problem about the reliability scores was pertained to the item numbered 6 in emotional contagion scale ("the provocative expressions of my friends irritate me"). The reliability score of the scale increased after the relevant item was removed from the scale. As a result, the Cronbach's Alpha coefficients were found respectively 0,913 for negative emotional reactions; 0,790 for negative emotional contagion; 0,830 for perceived service failure and 0,823 for service dissatisfaction. Following the basic reliability analyses, various analyses on validity were performed on variables. These analyses were convergent, discriminant and structural validity analyses (Şencan, 2005, p. 742; Sekeran and Bougie, 2013, p. 226).

Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were carried out to test structural validity. Four different factor analyses were performed for each variable. For the EFA, it was required that factor loadings and communalities were higher than 0,50 (Hair, Black, Babin and Anderson, 2010, p. 119) and threshold value for overlapping were no less than 0,100, and the significance of the Bartlett's Test of Sphericity and Kaiser Meyer Olkin test was considered (Hair et al., 2010, p. 104). Based on the results of the EFA, the item numbered 1 "stressful" in the scale of negative emotional reactions and the item numbered 5 "I am very keen to capture the emotional changes of other people." in the scale of emotional contagion were removed from the scales as they had quite low communalities scores. There was no problematic item regarding other variables. Table 1 presents the detailed statistics of the exploratory factor analyses.

Confirmatory factor analysis (CFA) was performed to assess the overall model fit and validity of the measurement model (see Table 2.). For CFA, it was required that the standardized factor loadings for each item was 0.50 or above and that the error variance was below 0.90 and each dimension consisted of at least 3 items (Şimşek, 2007, p. 86; Çokluk et al., 2010, pp. 277-284; Hair et al., 2010, pp. 695-709). Furthermore, for all five constructs, average variance extracted (AVE) and composite reliability (CR) estimates were calculated to find

Table 1. The results of the EFA

Factors	Factor Loadings	Communalities	Eigenvalues	$\bar{x}$	Explained Variance %	Alpha
Disappointment Emotional Responses (DER)			**3.591**	**3.73**	**35.914**	**0.873**
11.Ignored	0.829	0.706		3.91		
4.Contemptful	0.765	0.625		3.44		
10.Upset	0.724	0.655		3.57		
3.Disapointed	0.717	0.570		3.78		
7.Regretful	0.671	0.555		4.05		
9.Distressed	0.636	0.627		3.68		
Anger Emotional Responses (AER)			**3.113**	**3.16**	**31.131**	**.877**
6.Enraged	0.843	0.804		3.24		
5.Hostile	0.842	0.735		2.59		
8.Irritated	0.840	0.782		3.13		
2.Angry	0.644	0.646		3.68		
Explained Variance= %67.045 , KMO= ,909, Bartlett's Test of Sphericity= p≤0.01 Response categories: 1=not at all and 5=very much						
Emotional Contagion (EC)			**2.437**	**4.03**	**60.934**	**0.790**
1.People around me are having a heated discussion with sharp words.	0.787	0.619		4.14		
2.People around me look quite serious and angry.	0.793	0.628		3.62		
3.People around me frequently shake their heads to complain about the restaurant.	0.843	0.710		4.08		
4.I feel displeased when I see that someone is not in the mood.	0.693	0.480		4.28		
Explained Variance= %60.934 , KMO= ,755, Bartlett's Test of Sphericity= p≤0.01 Response categories: 1=strongly disagree and 5=strongly agree						
Service Failure Perception (SFP)*			**2.983**	**4.15**	**59.658**	**0.830**
1.Service speed failure	0.710	0.505		4.42		
2.Service individuation failure	0.826	0.683		4.20		
3.Staff appearance and manner failure	0.772	0.596		3.89		
4.Service professionalism failure	0.777	0.604		4.30		
5.Service reliability failure	0.771	0.595		3.92		
Explained Variance= %59.655 , KMO= ,844, Bartlett's Test of Sphericity= p≤0.01 Response categories: 1=very good and 5=very bad						
Dissatisfaction (DIS)**			**2.217**	**4.16**	**%73.91**	**0.823**
1.Dissatisfaction of service quality	0.844	0.712		4.05		
2 Dissatisfaction of dining experience	0.869	0.756		4.34		
3.Dissatisfaction of meeting expectations	0.866	0.750		4.11		
Explained Variance= %63.363 , KMO= 0,718, Bartlett's Test of Sphericity= p≤0.01 * Items are reverse coded and turned into failure statements. **Items are reverse coded and turned into dissatisfaction statements. Response categories 1=strongly disagree and 5=strongly agree						

***Source**: Authors*

Table 2. The results of the measurement model

Factor items	Std. Loadings	Error Variances	R^2	t- values	AVE	CR
Anger Emotional Responses (AER)					**0,65**	**0,88**
2.Angry	0.75	0.44	0.56	32.29		
5.Hostile	0.75	0.43	0.57	32.40		
6.Enraged	0.88	0.23	0.77	40.45		
8.Irritated	0.83	0.31	0.69	37.32		
Disappointment Emotional Responses (DER)					**0.58**	**0.84**
7.Regretful	0.70	0.52	0.48	28.65		
9.Distressed	0.81	0.35	0.65	35.30		
10.Upset	0.82	0.33	0.67	35.93		
11.Ignored	0.69	0.52	0.48	28.38		
Emotional Contagion (EC)					**0.54**	**0.80**
1.People around me are having a heated discussion with sharp words.	0.69	0.53	0.47	26.28		
2.People around me look quite serious and angry.	0.80	0.37	0.53	31.10		
3.People around me frequently shake their heads to complain about the restaurant.	0.72	0.48	0.52	27.92		
Service Failure Perception (SFP)					**0.50**	**0.83**
1.Service speed	0.63	0.60	0.40	25.24		
2.Service individuation	0.77	0.40	0.60	33.00		
3.Staff appearance and manner	0.69	0.52	0.48	28.39		
4.Service professionalism	0.71	0.50	0.50	29.27		
5.Service reliability	0.72	0.49	0.51	29.61		
Dissatisfaction (DIS)					**0.61**	**0.83**
1.Dissatisfaction of service quality	0.78	0.40	0.60	32.81		
2 Dissatisfaction of dining experience	0.80	0.35	0.65	34.35		
3.Dissatisfaction of meeting expectations	0.76	0.43	0.57	31.60		
Measurement Model Fit: X^2/df = 737,99/142=5,19, RMSEA = 0.056, SRMR = 0.044, RMR = 0.036, GFI = 0.95, AGFI=0.93, CFI=0.98, NFI = 0.98, Model CAIC vs Saturated CAIC = 1180.02 / 1571.36 Note: All factor loadings are significant at $p < 0.01$.						

***Source**: Authors*

out whether they exceeded the minimum threshold values or not (Hair et al., 2010: 709). The scales used in this study are reliable for measuring each construct. All standardized factor loadings of items were significant (p≤0,05), greater than the minimum threshold value of 0.50 and error variances were lower than the threshold value of 0.90 (Şimşek, 2007, p. 86; Çokluk et al., 2010, pp. 277-284; Hair et al., 2010, pp. 695-709).

In addition to composite reliability (CR) and average variance extracted (AVE) estimates exceeded the minimum value of 0.50 and 0.70 subsequently (Hair et al., 2010, pp. 709-710). These estimates indicated a satisfactory convergent validity for the study. The AVE value of each construct was greater than the squared correlation between any pair of constructs, which supports discriminant validity as well (Sekeran and Bougie, 2013, pp. 227-228; Hair et al., 2010, p. 710).

Table 3. AVE and squared correlations of paired constructs - Discriminant Validity

	$\bar{x}$	**Std. Dev.**	**SFP**	**DIS**	**AER**	**DER**	**EC**	**AVE**
SFP	4.15	.7206	1					**0.50**
DIS	4.16	.6450	0.4596	1				**0.61**
AER	3.16	.9481	0.2016	0.1310	1			**0.65**
DER	3.80	.8604	0.2704	0.1927	0.4225	1		**0.58**
EC	3.94	.7328	0.1062	0.0691	0.1169	0.1528	1	**0.54**
SFP: Service Failure Perception, DIS: Dissatisfaction, AER: Anger Emotional Response, DER: Disappointment Emotional Response, EC: Emotional Contagion.								
All squared correlations are significant at $p < 0.01$.								

***Source**: Authors*

To evaluate goodness of fit of the model firstly the normalized Chi-Square statistics and RMSEA goodness of fit statistics were analyzed (Hair et al., 2010, p. 666; Şimşek, 2007, pp. 47-48). In addition to these estimation statistics, the congruence validity of the measurement model was examined in terms of other goodness of fit indices that consider or do not consider sample size, degrees of freedom in the model and complexity of the model, such as AGFI, GFI, RMR, SRMR, CFI, NFI, NNFI, IFI, RFI, CAIC (Şimşek, 2007, pp. 47-49). The results of the first confirmatory factor analysis revealed some problems regarding the problem due to high normalized Chi-Square statistics (above 7). The item numbered 3 (disappointed) and 4 (contemptful) in the scale of negative emotional reactions and the item numbered 4 (I feel displeased when I see that someone is not in the mood.) in the scale of emotional contagion were found similar to other items and thus modifications were suggested. Then, the relevant items were removed from the model and the analysis was conducted again. Consequently, the Chi-Square statistics decreased to 5.19 and the RMSEA statistics decreased to 0,056; yet, there was no significant modification suggestion in the model output. As a result, all estimates of model fit indices fell within an acceptable range except for slight exceeding for the normalized Chi-Square statistics (See Table 2). However, it is known that the Chi-Square goodness of fit is highly sensitive to sample size (Şimşek, 2007, p. 14; Yılmaz and Çelik, 2009, p. 39), and the Chi-square increases particularly when sample size is more than 750 (Hair et al., 2010, pp. 666-668). Hence, the overall model fit for the measurement model was acceptable.

4. Findings

The respondents' demographic profiles

Table 4 represent the distribution of the demographic characteristics of the participants. As seen, the distribution of gender and marital status of the participants was almost proportionally same. In terms of age, two groups were proportionally predominant; the group aged between 22-35, (55%) and the group aged between 36-50 (30.9%). Regarding the educational level and occupation of the participants, the number of the participants who have high educational level and work as public employees are high due to the selected sample. Most of the participants visit restaurants as a small group (90%) six and more times in a month (39,4). The last but not the least, consumers' overall service quality perception towards restaurant is average (59,0%).

4.2. Manipulation checks

Manipulation and realism issues of the scenarios are the key points for the reliability and validity of the research. The realism of the scenarios is also critical for face validity, content validity, and nomological validity (Ok et al., 2007, p. 679). Based on the answers given by the participants, it is clear that they find the service failure scenario realistic ($\bar{x}$=4.16±,713), they are very likely to experience similar thing in their daily life ($\bar{x}$=4.17±,769), they identify themselves with the people and event in the scenario ($\bar{x}$=4.08±,796) and they believe that a series of errors occur in the scenario affect all

Table 4. Demographic Profiles (n=1437)

Variables			Variables		
Gender	**Frequency**	**Percentage (%)**	**Occupation**	**Frequency**	**Percentage (%)**
Male	713	49.8	Public official	987	69.0
Female	720	50.2	Employee	200	14.0
Marital Status	**Frequency**	**Percentage (%)**	Craftsman	55	3.8
Married	714	49.8	Retired	22	1.5
Single	719	50.2	Housewife	16	1.1
Ages	**Frequency**	**Percentage (%)**	**Frequency of visit**	**Frequency**	**Percentage (%)**
18-21	90	6.3	At least 1-2 in a month	409	28.6
22-35	787	55.0	3-5 times in a month	458	32.0
36-50	442	30.9	6 and more times in a month	563	39.4
51+	113	7.9	**Group size**	**Frequency**	**Percentage (%)**
Education	**Frequency**	**Percentage (%)**	2-6 people	1288	90.0
Primary education	18	1.3	7-11 people	132	9.2
High school	110	7.7	12 and above	11	0,8
College	84	5.9	**Rest. Quality Perception**	**Frequency**	**Percentage (%)**
University	378	26.4	Low	236	19.9
Postgraduate	842	58.8	Average	699	59.0
			High	248	21.1

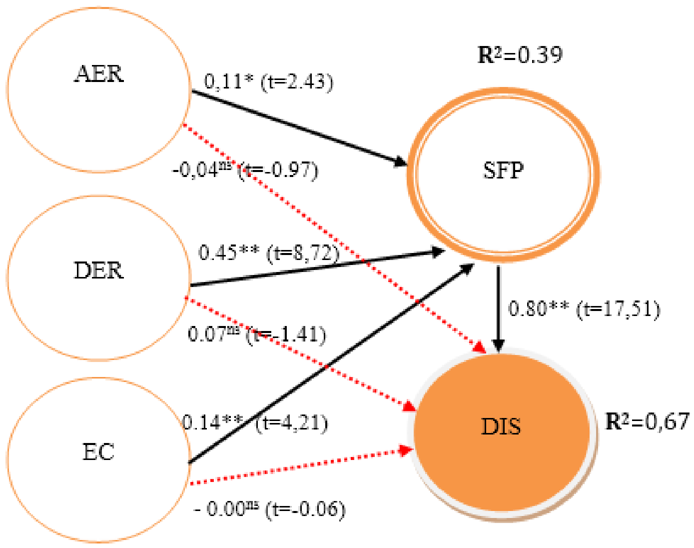
***Source**: Authors*

individuals in the group ($\bar{x}$=3.99±,796). Moreover, the participants found the importance ($\bar{x}$ =3.64±,868), severity ($\bar{x}$=3.43±,1,01) and size ($\bar{x}$ =3.13±,970) of the service failure moderate.

Hypotheses Testing

This study drew on structural equation modeling to test the hypotheses. The structural equation model is a statistical methodology that combines confirmatory factor analyses with path models, and allows one to make inferences about latent variables based on the information obtained from covariance between observed variables (Yılmaz and Çelik, 2009, p. 11). As the variable of negative emotional reactions was explained by the sub-dimensions of anger and frustration based on the results of the EFA and CFA, the hypotheses H1 and H2 were tested as sub-hypotheses. In order to test the hypotheses, a structural equation model path analysis was carried out through LISREL. The hypotheses tested with path analysis were discussed in terms of statistical significance, direction and degree of impact of the correlations between variables (Şimşek, 2007, p. 12; Yılmaz and Çelik, 2009, p. 20). Figure 2 presents the symbolic representation of the findings obtained from the path analysis. First, it was examined whether all the correlations between the variables were statistically significant in terms of t-statistics values. It was found out that the impact of the variables of AER, DER and EC on SFP and the impact of SFP on DIS were statistically significant whereas the impact of the variables of AER, DER and EC on DIS were not statistically significant (p>0,05). Also, negative emotional reactions that include the dimensions of anger (0,11, p≤0,05) and disappointment (0,45, p≤0,01) as well as emotional contagion (0,14, p≤0,01) have positive and statistically significant impact on SFP.

Feeling of disappointment had the greatest impact on perceived service failure (0,45, p≤0,01). The perception of service failure of the participants would increase by 0,45 for each unit increase in their feeling of disappointment. Besides, the effect of perceived emotional contagion within the group on perceived service failure was higher than the feeling of anger. These three variables can explain 39% of service failure perceived by the participants. These findings also support the hypotheses H1a, H1b and H3. The path analysis yielded that AER, DER and EC did not have a statistically significant impact on the service dissatisfaction (DIS) of the participants (p>0,05). Therefore, the hypotheses H2a, H2b and H4 were not supported. The last relation tested in the model was between SFP and DIS. The analysis showed that perceived service failure had a positive and statistically significant impact on service dissatisfaction (0,80, p≤0.01). The service dissatisfaction of the participants would decrease by 0,80 for each unit increase in their perception of service failure. The perception of service failure of the participants explained 67% of their service dissatisfaction. These results support the hypothesis H5. According to the first four hypotheses tested, AER, DER and EC did not have a direct impact on service dissatisfaction and this impact occurred through SFP. Figure 2 presents the symbolic representation of the findings on the structural equation path analysis.



*p≤0,05, **p≤0,01

AER: Anger Emotional Response, DER: Disappointment Emotional Response, NEC: Emotional Contagion, SFP: Service Failure Perception, DIS: Dissatisfaction
(DIS= -0.80*SFP(t=17,51) + 0.044*AER(t=-0.97) + 0.067*DER(t=1.41) + 0.0017*NEC (t= -0.06), Error var.= 0.33, R^2 = 0.67)
Structural Model Fit: X2/df = 732,37/142=5,15, RMSEA = 0.056, SRMR = 0.044, RMR = 0.036, GFI = 0.95, AGFI=0.93, CFI=0.98, NFI = 0.98, Model CAIC vs Saturated CAIC = 1179.32 / 1571.36 Note: All factor loadings are significant at p < 0.01.

Fig. 2. The results of structural model and hypothesis testing

Source: *Authors*

5. Discussion and Implications

Theoretical Implications

The findings of this study, which examines the impact of the negative emotional reactions and emotional contagion on perceived service failure and service satisfaction based on the group service experience in a restaurant, are congruent with the findings of some studies in the literature to a certain extent; on the other hand, this study also reveals several unique findings, which offer distinctive insights. First of all, a scenario, which was proven to provide reliable and valid results through the assessment of literature review, participant interviews, focus group interviews and expert opinion, was produced. This scenario differs significantly from previous research in the literature in that all group members experienced the service failure (Du et al., 2011; Yang and Mattila, 2012; Huang et al., 2014) and also in terms of the variety of service errors experienced (Yang and Mattila, 2012; Huang et al., 2014)

This study ascertained that the feelings of disappointment and anger had a positive and significant impact on perceived service failure ($p \leq 0,05$). These findings are mostly congruent with the literature regarding the effect of negative emotional reactions on perceived service failure (Bougie et al., 2003; Jones, Reynolds, Mothersbaugh & Beatty, 2007; Mattila and Ro, 2008; Han et al., 2009; Kuo and Wu, 2012; Han and Jeong, 2013; Maher and Sobh, 2014; Nikbin et al., 2015; Cho et al., 2017; Song and Qu, 2017) and only differ from the study conducted by Bonifield and Cole (2007) who drew on a service failure scenario related to a delayed delivery. The authors claimed that the dimension of “anger” had a significant impact on complaint intention, which is an indicator of perceived service failure, but the feeling of regret (disappointment) did not have any significant impact. It is notable that just like negative emotional reactions, the variable of emotional contagion had a positive and significant effect on perceived service failure. These findings are congruent with the findings of Du et al. (2014), Chuang and Lin (2014) and López-López et al. (2014). It is new for the literature that the effect of the variable of negative emotional contagion on perceived service failure was higher than the feeling of anger. This is a consistent finding with the nature of being a group. When the group members in crowded groups encounter any service failure, they may avoid showing sudden and harsh reactions not to disturb the group; however, they may communicate the intense negative emotions they experienced such as neglect and regret to other group members. The findings of this study showed that perceived service failure, which consists of the dimensions of service quality, had a positive and significant impact on service satisfaction (0,80, $p \leq 0.01$). This finding supports the findings of Smith et al. (1999), Mattila (1999), McQuilken and Robertson (2011) and Yang and Mattila (2012), who explored the correlation between individual service failure perception and individual dissatisfaction feeling in a restaurant sampling. We herein report a distinctive finding; that neither negative emotional reactions nor emotional contagion had a direct significant impact on the service dissatisfaction in spite of the previous research findings (Bougie, Pieters & Zeelenberg, 2003; Han, Back & Barrett, 2009; Han and Jeong, 2013; Song and Qu, 2017). The findings reveal that consumers’ dissatisfaction is not affected by their emotional situations but cognitive assessments of service failure. This is most probably due to nature of being group. That is, consumers’ dissatisfaction feelings occur in case of supporting their emotional reactions with service failure.

Practical Implications

Restaurant businesses, where consumption in groups is common, are among the top businesses with the highest number of cases regarding service failures (Mattila, 1999, p. 285) and service failures are inevitable even in the best restaurants, no matter how hard business managers and employees try. Restaurant employees should know that service errors may lead to feelings of regret, neglect and uneasiness among group members when they visit the restaurant, and such feelings may spread within the group. Employees are required to understand the negative mood and emotions of customers by looking at their gestures, tone of voice, mimics and hand-arm movements and to prevent these emotions from spreading within the group (Çakici and Guler, 2017, p. 154). Therefore, businesses should empower, educate and encourage their employees, who are in direct contact with customers, by authorizing them and conferring them responsibilities and initiatives to meet and value customers' expectations (Hart et al., 1990, p. 154; Shamdasani and Balakrishnan, 2000, p. 401; Maxham and Netemeyer, 2003, p. 46). Training opportunities should be developed for employees such as emotional intelligence techniques, complaint management and communication techniques and empathy, etc. (Cakici and Guler, 2017, p. 154). Business owners and managers also need to design the service atmosphere and products in a way that they support more positive emotions and moods among customers. Although service failure is inevitable in restaurants, negative emotions may be experienced less intensely or their onset may be postponed. For example, the physical atmosphere of a restaurant, a pleasant music, and a menu that consists of delicious food and drinks full of serotonin can create more positive emotions in individuals and prevent negative emotions from spreading within the group (Koç and Boz, 2014, pp. 142-145).

6. Limitations and suggestions for future research

This study is not without its limitations. The findings of this study are limited by the variables, the method, the sample and the statistical analysis methods used in the study. The first limitation of this study is the use of non-probability sampling methods as the sampling method for the data collection process. The impossibility of compiling a list of people aged 18 and over who eat at à la carte restaurants at least once a month has entailed the use of non-probability sampling methods. The second limitation is that the service failure and service compensation scenarios experienced by the participants are limited to the atmosphere of an à la carte restaurant. Another limitation is that the group service experiences of the participants were explored merely based on hypothetical scenarios. The service failures used in these scenarios were not divided into major or minor failures. All participants were asked to read the same scenario. The service failure scenario mentioned about a) errors in the service delivery process, b) failures to respond to the needs and requests of consumers, and c) unexpected employee behaviors, but no errors on the taste of the food or cooking were included.

Considering these limitations, this study offers the following suggestions for researchers interested in exploring service failures. Future research may address different service errors (undercooking, hygiene, slow service, reservation error, service being rude, etc.) in different scenarios and ask the participants to read two different scenarios involving major and minor service errors to explore the emotional reactions and service evaluations of the group members. Secondly, the service failure scenario used in this study involves a service experience that six close friends participated in. Further studies may focus on different relationships between the participants (relatives, close friends, coworkers, family, etc.), group size (small, medium, large) and occasion reasons (business lunch, casual meeting, special events, etc.) to investigate the emotional reactions and service assessments of the group members. Thirdly, the measurement of the perception of the service failure of the participants was based on the hypothetically developed scenarios in the survey form that the participants were asked to read. Future research may draw on video recording as an alternative to the survey form, as in the studies performed by Barsade (2002), Du et al. (2014) and Du et al. (2019). Fourthly, scholars may investigate the interaction between employees and customers in relation to emotional contagion. The personal interaction of customers with employees is a critical factor for their service experiences. The mental, physical or emotional involvement of customers in the service they receive is closely related to both their evaluation of the service and the way they perceive and react to service failures (Koc et al., 2017, p. 393).

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Appendix A. Scenario Describing a Group Service Failure at a Restaurant

Tonight, you and five of your close friends are coming together for a dinner at a high-end à la carte restaurant with a table service to relax after a busy week. You make the reservation by calling Rumeli Restaurant and inform your friends. That said, please consider the following scenario… When you enter the restaurant, the receptionist greets you, confirms your reservation and escorts you to your table. The receptionist brings the menu to your table and leaves by saying that a waiter will come to take your orders. After 15 minutes, your friend Beril, who realizes that no waiter has come over, calls out a waiter. The waiter welcomes you and asks "May I take your order?" and three of you order mixed grill and the other three order pizza. One of you asks for his/her mixed grill rare cooked. And you specifically ask the waiter, "to serve the main dishes at the same time." Meanwhile, the waiter does not look at you as he is busy noting the orders on the bill and just nodes his head and walks out. Your friend Sercan serves your water. Around 20 minutes pass, but no one checks on you and you again call out a waiter. The waiter replies "Let me check with the kitchen now" but you see that he checks on another table to give their bill. Ten minutes later, the waiter brings the pizzas that 3 people ordered and leaves by saying he will bring the mixed grills in a minute. You tell your friends to start their dinner and "Our orders will arrive soon, do not let yours go cold." After ten minutes, the waiter comes with the mixed grills and forgets which of you ordered the underdone grill. Gürkan, telling that he ordered it and complains to the waiter saying that "Wish we all ordered pizza, at least we would not wait for each other."

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Environmental responsibility actions and technologies in hotels management at Fortaleza: The Case of Fortaleza-Ceará-Brazil

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ABSTRACT

This study aims to investigate the environmental responsibility actions and technologies adopted by managers at medium and large-sized hotels, of Beira Mar Avenue, in Fortaleza city. Our methodology is descriptive, using an inductive method with a qualitative approach. We applied questionnaires (structured interview) to thirteen managers of different hotels, having more than 50 housing units, classified as medium and large size, together with a systemic and non-participatory observation. Our results reveal that hotels develop clean sustainable actions and technologies as tools to mitigate the generated negative impacts. Finally, the conclusions point to the need of articulation between the public authorities, the hotel sector and the third sector, for the development of innovative technologies and the adoption of new behaviours in the management of hospitality facilities in Fortaleza-CE, Brazil.

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1. Introduction

Years ago, the accommodation sector was seen as places where comfort was almost synonymous with waste of natural resources. Those were spaces where guests could let the air conditioning on, even when they were not in the room, take long baths or enjoy daily changing of washed towels. By keeping those practices, such behaviours favoured the waste of energy, water, as well as the waste generation by keeping those practices (Dias, 2017).

In that context, in the Brazilian hotel industry, we observed a new attitude of managers regarding the implementation of actions aimed at environmental management and guests' awareness for conscious consumption of natural resources (EMBRATUR, 2018).

In view of this new national panorama, we highlight the need to investigate which sustainable technologies have been implemented in the hotels of Fortaleza. Being the capital of Ceará, Fortaleza occupies the fourth place in national ranking tourism, according to the Brazilian Tourism Institute (EMBRATUR, 2018). The city has the largest hotel park of Ceará, concentrating its lodging facilities in the geographic region of the coast, especially in *Praia de Iracema* and *Praia do Meireles*, which stand out for their high standard hotels, as well as bars, restaurants and busy nightlife (Sousa, 2013).

New policies encouraging the adoption of responsible practices and technologies have stimulated the use of an Environmental Management System (EMS) that presents competitive advantages for the hotel market, in accordance with environmental laws and the ISO 14001, to establish management means that aim to minimize the polluting potential of companies (Coltro, 2005).

Therefore, we pose the question – why are environmental responsibility actions and technologies necessary for the management of a hotel? Our purpose is to investigate the environmental responsibility actions and technologies adopted by managers at the medium and large-sized hotels, of *Beira Mar* Avenue, in Fortaleza city. That way, we justify that by adopting a set of environmental practices in the hotel industry of Fortaleza, it is possible to improve the conditions of services offered to tourists, guests and employees, as well as the quality of life of residents. Those practices need to be planned and understood as an activity that preserves the

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Research Paper

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environment by taking advantage of present opportunities and thinking about the future of new generations.

2. Environmental aspects and impacts in the hotel management in Ceará

The hotel activity is a market segment that needs natural resources in order to develop and thrive, by the means of offering products and services that directly interact with environmental aspects, which generates impacts, whether positive or negative.

The dynamics observed in *Table 1* reinforce the need for a critical look related to establish environmental precepts for products and services, since, even the simplest activity, such as the reception work, can generate environmental impacts.

It is also opportune that hotel managers establish strategies to attract consumers who, nowadays, value environmentally friendly attitudes, services and products, and consider human essentiality, quality and the adoption of environmental seals as a differential.

In Brazil, among the ecological seals programs, the High Environmental Quality (AQUA), the Leadership in Energy and Environmental Design (LEED), the National Electricity Conservation Program (PROCEL), the Clean Energy, the ISO 14001 and the Nature Guest Program (PHN) are the most chosen. This last one aims to increase the awareness of the hotel entrepreneur about his role in collaborating to natural resources preservation. It also offers specialized consultancy in socio-environmental management, training in human resources, provides support material and maintains a database for products, equipment and services suppliers that cause the least possible impact on the environment. There is also the ABIH of Socio-environmental Responsibility Seal, which can certify the environmentally sustainable enterprise.

In our study, we will focus on ISO 14001 seal, which has the necessary requirements to achieve our goal. Thus, ISO defines the EMS as a set of procedures, controls and human, financial, material resources that guarantees the sustainability of products and activities of a certain enterprise. Their guidelines are related to organizing, planning, assigning responsibility, foreseeing material and human resources, as well as to determine procedures to meet the environmental policy requirements, according to ISO 14001 (ABNT, 2001).

An EMS should allow a hotel establishment to develop and implement a policy with objectives and goals that comply with the premises of the Environment National Policy (PNMA). It should also consider the other legal requirements, together with information regarding the significant environmental aspects of the place, in order to reduce cost and to improve the quality of life of residents, employees and guests.

Table 1. The main environmental aspects and impacts in the hotel management

Product / Service	Environmental aspects	Environmental impacts
Reception	Electric power consumption	Sewer of natural resources
	Household solid waste	Landfill occupation and soil pollution
Restrooms and Locker rooms	Water and gas consumption	Sewer of natural resources
	Organic effluents	Change in water quality
	Alkaline wastes	Sanitary landfill occupation and soil pollution
	Household solid waste	Sanitary landfill occupation
Kitchen	Water and gas consumption	Sewer of natural resources
	Oily effluents	Change in water quality
	Household solid waste	Sanitary landfill occupation and soil pollution
Restaurant/bar	Electric power consumption	Sewer of natural resources and soil pollution
	Household solid waste	Sanitary landfill occupation and soil pollution
Elevators	Electric power consumption	Sewer of natural resources
Air conditioned	Electric power consumption	Sewer of natural resources
	CFC emissions	Attack on the ozone layer
Water heater	Gas consumption	Sewer of natural resources
	CO, NO2 emissions	Change in air quality
Electric power generator	Fuel consumption	Sewer of natural resources
	CO, NO2 emissions	Change in air quality
Machines maintenance	Oil and grease residues	Soil or water contamination
Laundry	Water and gas consumption	Sewer of natural resources
	Organic effluents	Change in water quality
	Grease alkaline waste	Change in water quality

Source: *Adapted from Lima, (2008).*

Barbieri (2011) states that ISO 14001 establishes the following requirements for hotels:

- identify the environmental aspects arising from their activities to determine the significant environmental impacts;
- identify the applicable legal norms of the legislation;
- identify priorities and establish appropriate environmental objectives and targets;
- establish structure and programs to implement the policy aiming to achieve objectives and goals;
- facilitate the activities of planning, control, monitoring, preventive and corrective action, audit and analysis, to ensure that the policy is followed and that the EMS remains appropriate;
- adapt to circumstantial changes.

According to the environmental policy guidelines, one must define the general objectives, goals and principles that match the company's mission, vision, values and beliefs; execute actions following the local or regional conditions, such as the prevention of pollution, water and soil contamination, looking for a continuous improvement, in addition to compliance with the municipal, state and federal legislations.

By choosing to have a seal to certify the hotel as ecologically correct, the entrepreneurs start to assume the commitment to respect the natural spaces and the resident community, to invest in ecological technologies, and in addition to look to achieve cost reduction in their operations, such as electricity and water saving, and other practices described in *Table 2*:

Focusing on Ceará state, and its capital Fortaleza, the hotel market needs to adapt to those requirements, due to the local competitiveness and the phenomenon of seasonality of the touristic demand, which is considered regular in the medium and large tourist destinations in Ceará, having the highest flow in the months of January, July and December, as shown in *Table 2*.

The hotel offer has grown every year in the tourist centres of Ceará. The *Figure 1* illustrates that evolution from 2010 to 2017, with emphasis on the capital Fortaleza, that had 203 accommodations, 10,563 housing units and 26,853 thousand beds, in 2010. In the year 2017 the numbers increased to 237 lodging facilities, 11,767 housing units and 29,337 thousand beds.

Figure 1. State of Ceará – Hotel offers: 2010/2017.
Source: *SETUR, 2017.*

Table 2. Environmentally friendly practices through sustainable actions and technologies.

Use of energy-saving lamps
Usage of natural lighting
Buying durable products
Reduce the frequency of changing sheets and towels
Promote environmental education campaigns for employees and guests
Evaluation of possible environmental impacts
Selective garbage collection
Control of functions, activities and processes that may affect the environment
Electrical systems that automatically turn off lights in unoccupied areas
Definition of appropriate procedures for environmental management
Record of the achievement from environmental objectives and targets
Environmental practices training for employees
Purchase of recycled products
Composting of organic material
Recycling of materials and waste
Use of external consultancy to increase the environmental efficiency
Use of hydraulic system for the reuse of waste water
Use of taps that automatically stop the water flow
Preparation of manuals for the environmental programs implementation
Use of solar and wind energy

Source: *Adapted from Lima, 2008.*

Table 3. State of Ceará – Hotel offers: 2010/2017.

Locality	2010			2017			Variation		
	MH	Uhs	Beds	MH	Uhs	Beds	MH	Uhs	Beds
Fortaleza	203	10563	26853	237	11767	29337	16.75	11.40	9.25
Região Metropolitana	51	1047	3284	79	2002	4508	54.90	91.21	37.27
Polo Litoral Oeste	308	4611	11583	446	6015	15192	44.81	30.45	31.16
Pólo Litoral Leste	231	4516	12709	258	5264	15081	11.69	16.56	18.66
Pólo Ibiapaba	47	887	2137	107	2443	5765	127.66	175.42	169.77
Pólo Sertão Central	52	1095	2946	91	2037	4986	75.00	86.03	69.25
Pólo Araripe/Cariri	94	2225	6063	166	4036	9040	76.60	81.39	49.10
Pólos Baturité	58	843	2465	71	1068	2872	22.41	26.69	16.51
Total	1044	25787	68040	1455	34632	86781	39.37	34.30	27.54

Source: *SETUR, 2017.*

In Fortaleza, besides the hotels impacting the local economy positively, as shown in the data from 2010 to 2017, in *Figure 1* and *Table 3*, it is also worth to mention the inns, restaurants, beach huts and the formal and informal shops.

3. Methodology

In this study, we use an inductive method and a qualitative approach to investigate the sustainable actions and technologies applied in the medium and large size hotels of *Beira Mar* Avenue in Fortaleza.

In order to establish the selection research criteria, we choose the vision of Orfila-Sintes and Mattsson (2007), which emphasizes that sustainable practices are more common in hotels of higher categories, that are, upscale and midscale, when compared to hotels in lower categories, called low-scale.

Yet, it is necessary to consider the classification in function of the hotel size (small, medium or large). Being small hotel, up to 50 rooms; medium-sized hotel, from 51 to 100 rooms; large hotel, over 100 rooms, according to the concept used by the Support Service for Micro and Small Enterprises in Ceará (EMBRATUR, 2018).

Based on the above considerations, we applied questionnaires (structured interview) to thirteen managers of different hotels, having more than 50 housing units, classified as medium and large size. Among those hotels, three of them correspond to the economic category (two stars), three compete in the tourist category (three stars), four are in the superior category (four stars), and three belong to the luxury category (five stars).

The number of hotels surveyed is considered satisfactory, since it amounts the total of 50 hosting facilities associated to ABIH in Fortaleza, and are among the large, medium and small categories (Cardoso and Figueiredo, 2016).

The data collection was carried out between May 10 and June 16, 2018, the necessary period to all managers being able to answer the questionnaires (structured interview). The reason is because, by starting the questionnaire application, it was found that not everyone could answer it at that moment. Therefore, it was necessary to let the questionnaire with the managers, in order to be answered at their convenience. This situation happened in nine of the thirteen hotels.

The applied questionnaire started with questions about the ISO 14001 certification seal. In the sequence, it was asked about the sustainable actions and technologies practiced in the hotels of *Beira Mar* in Fortaleza. For each question, the hotel manager should mark Y for yes and N for no.

For the data collection, we also applied systemic and non-participant observations, which were carried out in a planned manner, with caution, objectivity and clarity in its execution. For this process we used annotations and photographic records that subsequently served as a subsidy to identify information necessary for the foundation of this study.

In addition to data collection, our research presents a descriptive way applied to interpret our results, analysis and discussion of the found results, providing qualitative information. In the statistical data analysis that characterizes the qualitative approach, the reliability is guaranteed by the application of the questionnaire to a group of specialized people and by analysing the results with the aid of the computer program – Excel. We also consulted the websites and social media of each visited establishment. Added to the statements of renowned authors, all those resources together provide a basis for the discussions presented on sustainable actions and technologies.

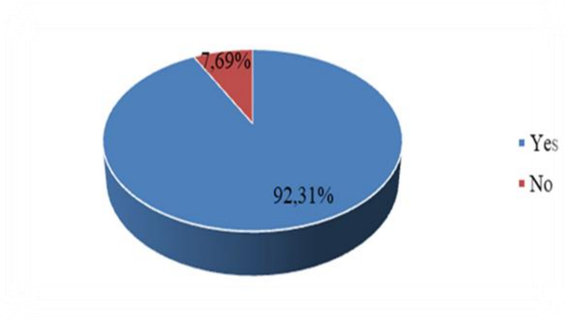
4. Results

Initially, we asked if the hotel has the ISO 14001 environmental certification. As results, two hotels claimed to have contracted the seal, due to their management philosophy in contributing to mitigate the negative effects projected on nature by human action. By the other hand, a total of eleven hotels declared they did not have this certification.

Based on this fact, we verified which of those hotels planned to acquire the referred seal or other similar certification. In total, four hotels showed interest in acquiring some type of environmental management seal, when other seven hotels said they were unable to implement a seal.

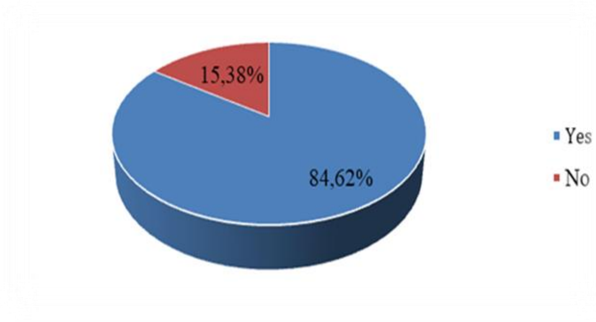
Sustainable actions

Second the Environment Policy and Management Council (Conpam, 2014), Fortaleza is one of the cities in Ceará that most generates urban solid waste, about 2.3 kg per day, for each inhabitant of the capital (Setur, 2017). This fact results in a challenging problem for the public sector and environmental policies, since the lack of proper waste treatment and destination, combined with the lack of awareness and participation of the population, can generate new diseases, pollution and cost. Therefore, 92.3% of the hotels are properly aligned with the selective collection, as shown in *Graphic 1.*



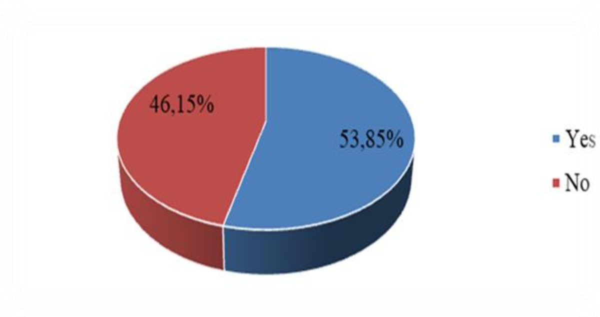
Graphic 1. Selective solid waste collection.
(Prepared by the authors, 2018).

Regarding the recycling of reusable materials and waste, 84.6% of hotels declared to work with recycling and reuse – see *Graphic 2.* Gripp (2004) stresses the importance of reusing materials through recycling, by bringing to it a new utility, returning to the production line, reducing the need for more virgin raw materials and, mainly, avoiding materials to go to landfills, and that way reducing the impact on the ecosystem.



Graphic 2. Recycling of reusable materials and waste.
(Prepared by the authors, 2018).

There are also plenty of alternatives to replace disposable glasses, cups, plates, cutlery, and plastic straws. Those can be made of metal, stainless steel, glass, paper or even edible materials. Such changes must align with the guidelines that have been managed worldwide regarding the use and disposal of plastic materials. The results are shown in *Graphic 3.*



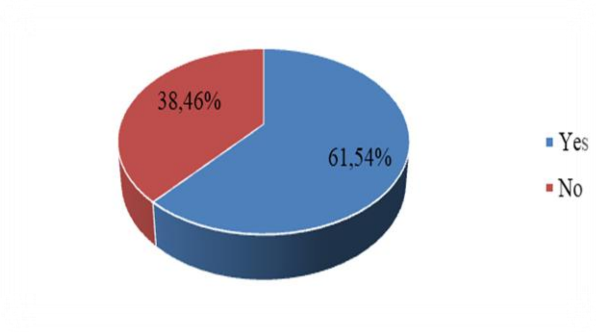
Graphic 3. Replacement of disposable items with reusable ones.
(Prepared by the authors, 2018).

Currently, plastic materials are symbols of global campaigns and considered to be the major polluters, which end up in the sea, affecting the habitat and health of the marine biodiversity, causing the death of animals by the ingestion of plastics.

In line with the world cities that are a reference in this topic, including Brazilian cities, such as Fernando de Noronha, São Paulo, Rio de Janeiro, Florianopolis and Salvador, the Municipality of Fortaleza approved the Project of Law 0366/2018 (Câmara Municipal de Fortaleza, 2018), which prohibits the supply of plastic made straws in "hotels, restaurants, bars, snack bars, kiosks, bakeries, beach tents and other commercial establishments that make use of the utensil" in the municipality of Fortaleza, from June 2020. This project justifies its urgent implementation, in order to make Fortaleza a benchmark in sustainability, by claiming that:

> *Internationally, it is estimated that Americans use 500 million straws a day. According to a study by the Danish government, in 1964, we produced 15 million plastics; in 2014, there were 311 million. The expectation is to double the amount in the next 20 years. At this rate, the planet oceans will have more plastic than fish by weight, in 2050. France recently announced that it will ban the provision of plastic cups, bowls, plates and cutlery unless they substantially change their chemical composition. Scotland, meanwhile, will ban plastic swabs by the end of 2019. Other cities in the United States have announced similar measures.*

In regard to the waste sent to local collectors' cooperatives, as shown in *Graphic 4*, we highlight that there are several waste collectors associations in Fortaleza to link up. In resume, it is essential that hotels make the correct waste selection, whether through selective collection or the composting system for organic waste, developing ways to facilitate and strengthen the partnership among local recyclers.

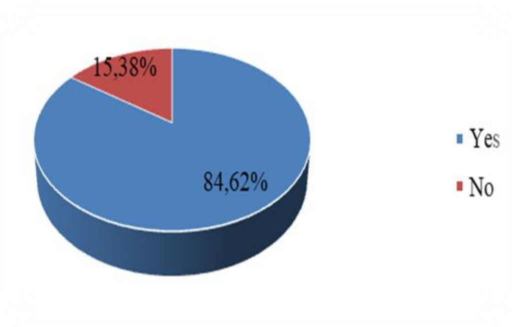


Graphic 4. Waste sent to local collectors cooperatives.
(Prepared by the authors, 2018).

Next, we discuss the storage and correct disposal of cooking oil, with results shown in *Graphic 5*. We suggest that those hotels establishments request support from the Nature Guests Program that focus on environmental responsibility, inspired by the Global Agenda 21, which constitutes a reference tool for building sustainable societies, seeking to promote environmental protection, social justice and economic development. All this, in accordance to its Art. 30.14, which aims to:

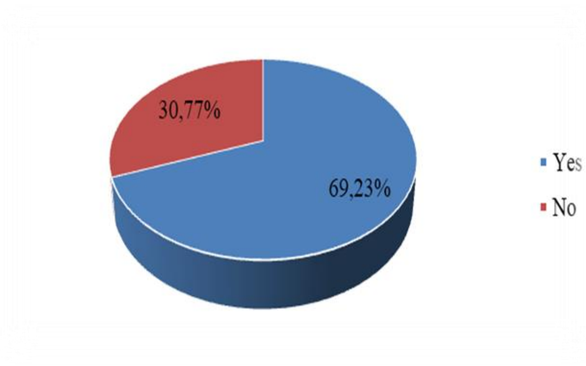
> *Developing the environmental policy to establish and treat the solid waste; reduce the quantities of waste, selecting products that generate less waste, reuse products whenever possible, recycle when waste reduction and reuse is not possible, and dispose of unavoidable waste responsibly. (...) Encourage employees and guests to apply the principles of waste reduction at home (Pacheco and Martins, 2004, p. 489 e 490).*

The actions of Agenda 21 were thought globally, but they advise each country, state or municipality to adapt them according to local needs, prioritizing social inclusion, the preservation of natural, cultural, historical resources, as well as the political ethics.



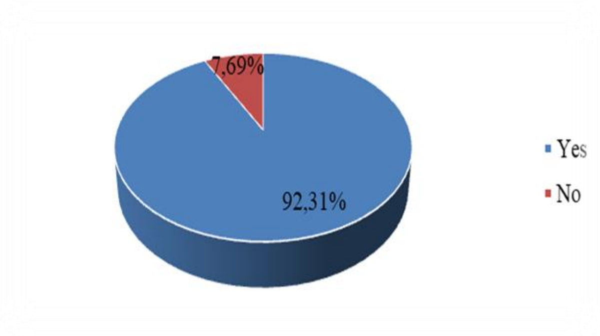
Graphic 5. Cooking oil storage and disposal.
(Prepared by the authors, 2018).

About the food waste control, for the percentage of 30.8% represented in *Graphic 6*, we suggest that training should be carried out together with the implementation of a daily control program, including: paying attention to the purchased, the product validity period, and consumers. The goal is to create solutions and legal requirements to manage and avoid waste and to contribute to the financial revenue of those establishments. It is also worth to mention the ordinance of the National Health Surveillance Agency (Anvisa), 2619/11 and RDC 216, which deals with food preparation at food units and argue that leftovers should be discarded.



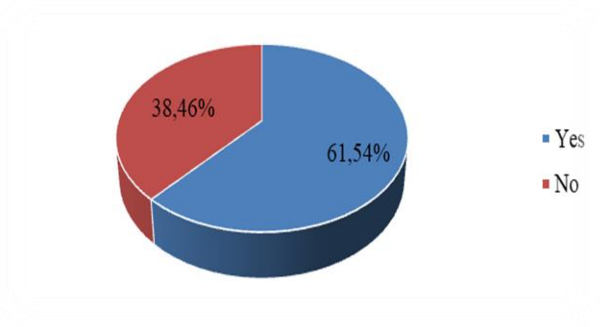
Graphic 6. Daily check to avoid food waste.
(Prepared by the authors, 2018).

Regarding the reduction in the frequency of linen changes to guests, at the investigated hotels, about 92.3% of the hotels carry out campaigns directed to guests for this purpose. Therefore, it is registered, positively, those twelve hotels have a program to minimize the change of bed linen and towels in the rooms, and only one hotel does not encourage this action. The results are shown in *Graphic 7*.



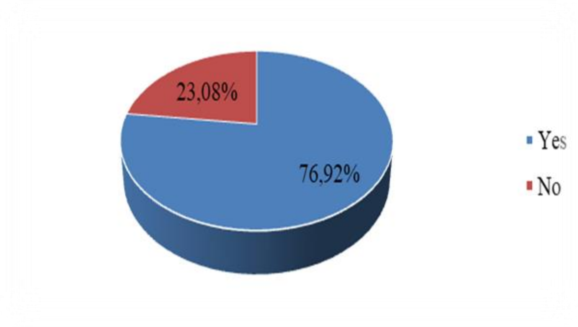
Graphic 7. Reduced linen change to guests.
(Prepared by the authors, 2018).

We call attention to the fact that, at no point of our investigation, we could find information to the public about reducing the frequency of changing linen via the hotels' social media, despite the fact that all establishments use some type of media on the internet, such as website, Facebook, Instagram and blog. As for on-site visits, we noticed some small advertisements within the rooms, about this issue and the rational consumption of energy and water. The results about this topic – information to guests about environmental issues and their impacts, are shown in *Graphic 8*.



Graphic 8. Information to guests about environmental issues.
(Prepared by the authors, 2018).

Given the analysis in *Graphic 9* about training on sustainable practices for employees, we emphasize that it is the responsibility of hotels to offer adequate professional training, according to the local reality, and to prepare their teams to be the transforming agents in their localities. That way, employees will be able to inform, assist and motivate tourists to participate in the process of good educational practices for the preservation and recovery of the natural and cultural heritage at every destination they visit.

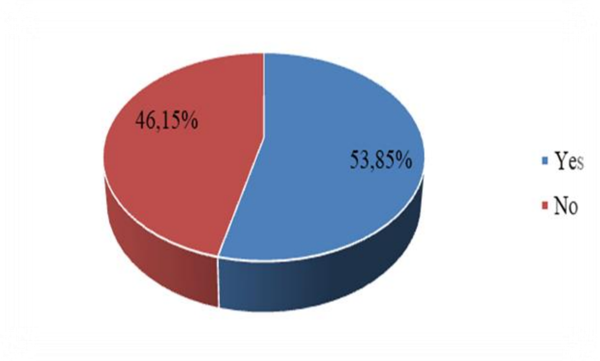


Graphic 9. Training on sustainability for employees.
(Prepared by the authors, 2018).

In the obtained results related to support given to Non-Governmental Organizations (NGOs) or local environmental projects, the 2015 edition of the National Tourism Competitiveness Index points out the challenges in the social aspects dimension (Barbosa, 2015), faced in Fortaleza, such as the absence of a formal policy to raise the tourist awareness on how to respect the local community at the traveling destination.

The data reinforce the research from Competitiveness Index of National Tourism, edition 2015 (Barbosa, 2015), which highlights, in Fortaleza, the challenges of social aspects, such as the employability of informal labour; lack of technical and administrative tourism professionals with adequate technical training; operational-level tourism professionals, focused on customer service, but without language skills and technical training; residents who are unaware of the positive and negative impacts of tourism to the destination.

Regarding the support for NGOs and / or local environmental projects, represented in *Graphic 10*, the entrepreneurs and the public sector should articulate actions and make the content available, in areas of public circulation at the hotel, as well as in digital media, highlighting the natural and protected areas, presenting tips on good practices for sustainable tourism, the use of rational energy, water savings, solid waste management, selective collection, recycling, food waste and reduction in the frequency of linen changes.

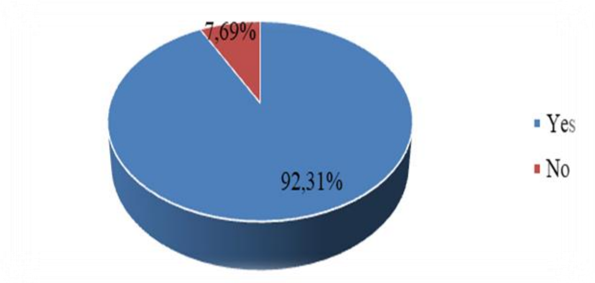


Graphic 10. Support to NGOs or local environmental projects.
(Prepared by the authors, 2018).

We also suggest the development of applications that offer content in an interactive and dynamic way, but based on research, strategies and goals of tourism, environmental and business plans at the local level. In addition to that, the promotion of campaigns on their own social networks, and in sectors such as reception, rooms, bars, restaurants, events department and in the leisure and recreation areas.

Sustainable Technologies

The energy efficiency in Brazil is always under discussion and a current topic, due to the importance of water and electricity issues. That is a reason to emphasize the importance of a rational use of energy, and highlight to hotel managers in Fortaleza how essential is the use of energy-saving lamps at the hotel. Our results were satisfactory with 92.3% of the investigated establishments using energy-saving lamps.

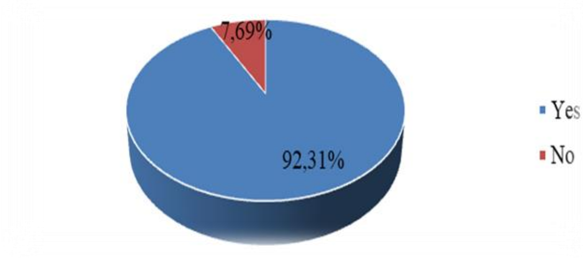


Graphic 11. Use of energy-saving lamps in all sectors.
(Prepared by the authors, 2018).

In the view of Santos et al (2015, p. 602), it is possible to evaluate the benefits of energy-saving lamps to the consumer and the environment, due to the following aspects:

> *Mitigating pollution is an alternative, since the composition of the LED lamp is not harmful to the environment, it has greater durability, minimizes the amount of lamps to be discarded. The incandescent lamp has less durability, increasing the number of changes and discards, and the glass is composed of small metal particles, which must be treated separately from recyclable glass. The fluorescent lamp is composed of Mercury and its decontamination is an expensive and time-consuming process. This decontamination is necessary, as the mercury disposed incorrectly compromises the quality of the soil and water bodies.*

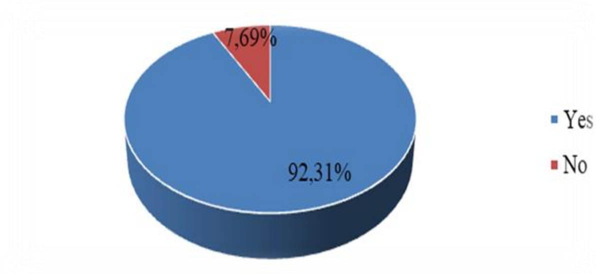
Regarding the installation of air conditioning to promote energy saving, we found that automation has been implemented to the daily life of hotels, which brings agility, economy, comfort and safety during the guests' stay. In accordance with *Graphic 12*, in 92.3% of hotels the operation of those devices is conditioned to the automatic shutdown by magnetic card.



Graphic 12. Low consumption air conditioning.
(Prepared by the authors, 2018).

From *Graphic 13*, we can observe that the investigated hotels combine planning with technological investments to minimize electricity cost and adopt ecologically correct measures. Some examples are: presence sensors in social areas and departments restricted to employees; automatic shutdown by magnetic card used in 92.31% of the rooms, and the apartment status flags, which facilitate the work of the maids and avoid embarrassing situations with the guests.

The status flags work with bright LEDs; when in yellow signifies the guests' presence in the room, in red signals do not disturb and in green indicates that the room is available for cleaning. It is also worth to emphasize that 100% of the participating hotels have an electrical system with a presence sensor.

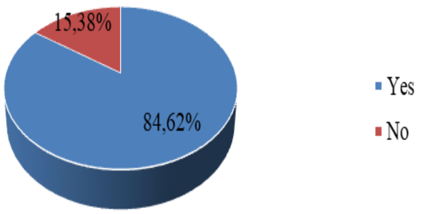


Graphic 13. Automatic shutdown by card at rooms.
(Prepared by the authors, 2018).

Amazonas (2018, p. 20) and Alexander and Kennedy (2002) present a case of mitigating technologies for energy consumption, which indirectly, generates financial savings for hotel managers, as follows:

> *The use of automatic shutdown equipment at the Hyatt Regency International hotel, in New Zealand, for the cost of $ 16,000.00, had a return on investment in 14 months, through an annual savings of $ 14,000.00. In this sense, the adoption of those technologies can be considered as a great competitive advantage for companies seeking environmental certifications and an important contribution to reduce cost.*

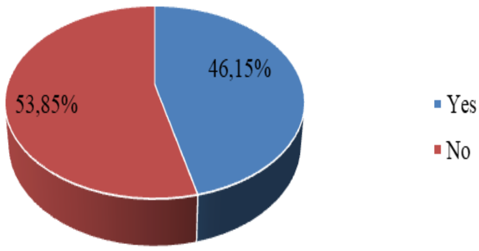
Pousada, Pinzan and Sugiyama (2005, p. 257) stated: "*it is estimated that, in an operation for a period of ten hours a day, a hotel with one hundred apartments and with a total occupancy of two guests per apartment, has an average consumption of water per day of 15 thousand litres of water*". Besides, according to the readings carried out, some equipment accounts for a significant portion of water consumption in hotels; among them is the sink, responsible for a large part of this consumption. As shown in *Graphic 14*, the 84.6% of the hotels surveyed have already implemented the water flow reducers in the taps, which corroborate the statement of Pousada, Pinzan and Sugiyama (2005, p. 257).



Graphic 14. Use of water flow reducers on taps.
(Prepared by the authors, 2018).

Based on results, shown in *Graphic 15*, the 53.85% of the hotels do not use the automatic taps on sinks in the bathrooms of their rooms. Due to that fact, we refer to John et al (2005, p. 33), who makes the following warning:

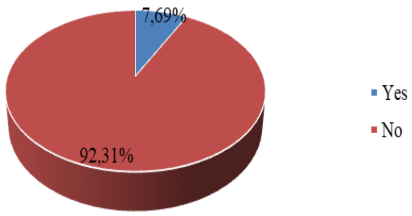
> *The rational use of water inside a building can be achieved, among other actions, with the use of hydraulic equipment and saving components, such as flow restrictors, reduced volume sanitary basins, aerators, among others. The equipment can be classified according to their use, in order to obtain optimization of water consumption. Examples are: control of the use flow and control of the time, or a combination of both variables.*



Graphic 15. Automatic taps in bathrooms.
(Prepared by the authors, 2018).

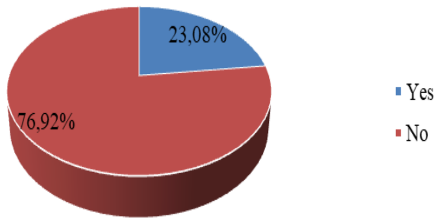
According to Sawin (2011), the countries that stood out the most in the installation of solar water heaters (SWH) were Germany, China, Greece, Japan and Turkey, in 2009. However, currently, Brazil has been showing rapid growth in this scenario, in addition to India and Japan. China is considered the country having the highest volume of production and sales of SWH, globally.

Although the use of water heating solar panels is a competitive advantage for the hotel industry, it has been a tool not frequently used by hotels in Fortaleza, according to the data illustrated in *Graphic 16*.



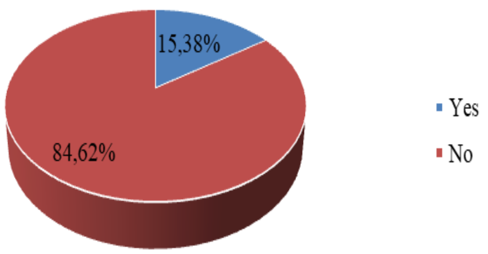
Graphic 16. Solar water heating.
(Prepared by the authors, 2018).

Concerning the use of natural lighting system, by analysing the information present in *Graphic 17*, the 76.9% of hotels do not use this natural resource, because the implementation of that system requires hiring consulting services for analysis, plus the installation cost. Therefore, these factors together are not compensatory at the moment, due to the cost they demand.



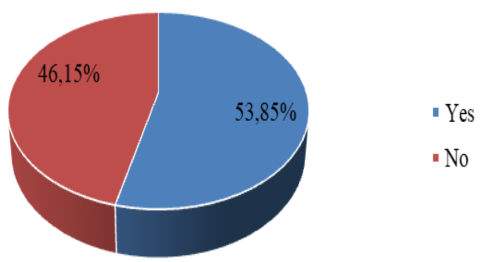
Graphic 17. System for utilization of natural lighting.
(Prepared by the authors, 2018).

When questioned about a water reuse system at the hotel, the managers defended the fact that the purchase of the equipment is still expensive, as well as the installation and maintenance. That justifies the total of 84.62% of hotels not using this type of system, seen in *Graphic 18*. In regard to hotels that have this system, the treated water is destined for gardening, washing sidewalks and floors.



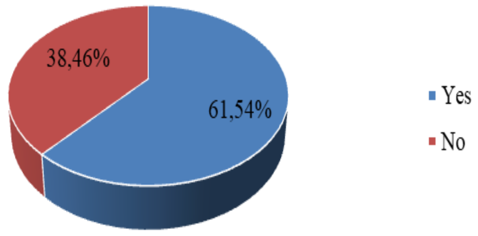
Graphic 18. Hydraulic system for reuse of waste water.
(Prepared by the authors, 2018).

Regarding to biodegradable cleaning materials, by analysing the *Graphic 19*, we agree with Falcão (2013) on the importance of thinking about that substitution, considering that biodegradable cleaning materials are products with a faster decomposition process in nature. They are manufactured with organic compounds that facilitate the action of natural biological agents in the degradation phases, avoiding soil and water contamination.



Graphic 19. Biodegradable cleaning materials.
(Prepared by the authors, 2018).

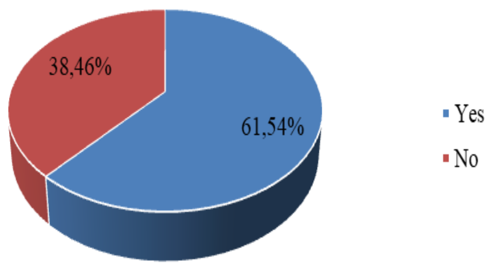
Regarding the topic about refillable packaging and the replacement of sachets in the bathrooms, from the thirteen hotels that are object of this study, eight managers revealed that they choose refillable packaging in the bathrooms (61.54%). The other five managers stated that they do not use this replacement, although they showed interest in the implementation of the process because they recognize the direct benefits, either for the environment and the hotel (38.46%).



Graphic 20. Refillable packaging to replace sachets in bathrooms.
(Prepared by the authors, 2018).

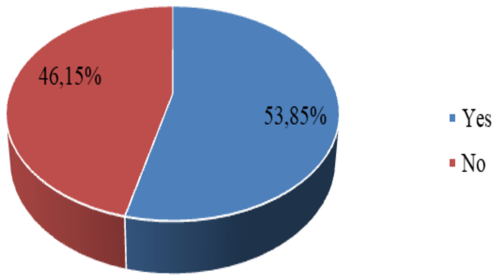
Approaching the topic – Equipment with the PROCEL seal, we emphasize that PROCEL is an Eletrobrás seal that aims to guide the consumer regarding the levels of electricity consumption, according to each equipment category. It aims to prevent the energy waste, to improve the quality of life of Brazilians and to reduce the environmental impacts (Eletrobrás, 2018).

By observing the *Graphic 21*, we agree with Amazonas (2014), that this program should be followed by the hotel industry, as a means to encourage the population to adopt a new behaviour in verifying the energy efficiency of the products that are purchased in the market, and, even unconsciously, contribute to the reduction of energy consumption.



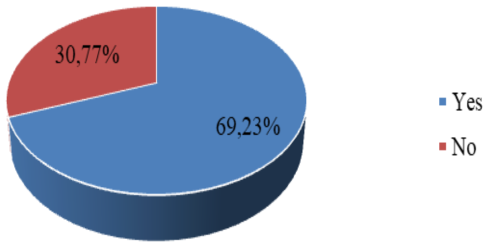
Graphic 21. Equipment with PROCEL seal.
(Prepared by the authors, 2018).

The results showed that the non-adherence to Environmental Impact Assessment Program by the hotels, as presented in *Graphic 22*, is due to the fact that the cost of implementing and operating environmental projects is high. It is not due to a possible lack of interest by the administrators. Based on that, we consider necessary an articulation between the private sector and public authorities, in order to provide support and incentives for financing and cost reduction of investments to the purchase, installation and maintenance of those systems.



Graphic 22. Environmental impact assessment program.
(Prepared by the authors, 2018).

In the end, we call attention to the Solid Waste Management Program – PGRS, which aims to implement techniques and procedures for the collection, handling, storage and recycling of waste, avoiding risks to man and to the environment. As seen in *Graphic 23*, the 69.2% of managers stated that they have already implemented this service in the hotels' administrative routine. However, 30.8% said they do not have that plan.



Graphic 23. Solid waste management plan.
(Prepared by the authors, 2018).

To this end, the Law No. 16,032, of June 20, 2016, which institutes the State Policy for Solid Waste within the state of Ceará (Ceará, 2016), states that:

> *§ 1° Are subject to the observance of this Law, individuals or legal entities, of public or private law, directly or indirectly responsible for the generation of solid waste and those who develop actions related to the integrated management or to the solid waste management, within the scope of the Ceará State.*

Therefore, for an integrated management of solid waste, the hotel sector must assume its role in the search for actions and procedures in the economic, environmental, cultural and social domain, which will allow it to serve current generations and guarantee better living conditions for future generations, without compromising the quality of the environment.

5. Conclusions

We consider that the objective of this study was achieved. We had access to the collaborators' means of accommodation, and the application of a questionnaire together with the non-participant observation was successful. From the results, we make the following considerations:

- It was found that the hotels develop ecologically correct actions and adopt clean technologies. However, not all sustainability practices that were mentioned in the questionnaire are present in the hotel management of Fortaleza. This fact can be exemplified by the lack of adoption to the ISO 14001 certification by hotels; only two hotels out of a total of 13 hotels surveyed had that seal;
- The sustainable actions involving selective collection, partnership with garbage collectors, replacement of disposable items by reusable ones, daily control to avoid food waste, information to guests and employees about environmental issues and their impacts, and support to NGOs or local environmental projects appeared to be insufficient, showing the lack of taking advantage of what the sustainable practices could provide, whether in the competitive or economic field;
- Therefore, we recommend a partnership with the Sustainable Hotel Program – ProCopa Tourism, from the National Bank for Economic and Social Development (BNDES), which financially supports hotels that have a sustainability certification.
- In relation to the sustainable technologies, which includes smart elevators, automatic taps in bathrooms, water heating by solar panels, rainwater catchment system, natural lighting system, hydraulic system for reuse of wastewater, biodegradable cleaning materials, refillable packaging to replace sachets in bathrooms, the use of equipment with PROCEL seal, and the evaluation program for possible environmental impacts, we consider that the administrative, organizational, corrective and preventive strategies are scarce to the insertion of environmental policy in an innovative and current perspective.

Based on that, we suggest the definition of an internal environmental policy, involving quality management with the acquisition of equipment, the implementation of technological processes and systems to minimize the negative effects generated by hotels, because in the economic domain, these are inducers to local development and source of revenue, taking into account the local productive arrangements. In this regard, it is necessary to foster partnerships between the government, the hotel sector and the third sector to create technologies and methods that optimize the operating cost, by reducing the use of water and energy, avoiding the food waste and the impact of solid waste in the environment.

From Donaire (2013), we suggest that the hotel organizations represented by the percentage of 15.38% in *Graphic 2*, reuse the waste in the following ways: internally – implant portable treatment stations, which can be used either by the conventional hospitality, as well as by hotels linked to hotel chains; create waste bags in partnership with other companies; carry out bilateral negotiations; creation and sale of new patents; develop new productive arrangements that result in cleaner technologies and actions for the environment.

According to Carvalho (1997), by having a certification, the enterprise achieves reliability, either in the external and internal markets, enhances its production and increases its revenue. These requirements do not come only from the certification and regulation organizations, but mainly from the eye and approval of customers, who currently give preference to ecologically correct products and services, or to the ones that cause minimal impacts on the environment.

We also propose the following actions: to open a dialogue with the local community, guests and employees, by developing educational and environmental awareness programs; the use of wind energy; the purchase of recycled products; composting of organic material; the use of biotechnology as an ally of control to the lack of water; specific places for collecting batteries; the creation of vegetable gardens for decorative purposes and internal consumption; partnerships with external consultants to increase environmental efficiency; the provision of bicycles for guests to replace means of transport that emit greenhouse gases; definition of responsibilities for employees in relation to the environmental impacts of their activities; preparation of manuals for guidance and awareness of local environmental impacts, for employees and guests.

About the proposed problem, and based on the theoretical review and field research, we consider that, the implementation of those sustainable practices is of great importance in the current reality, to minimize the negative damage caused to the environment and to contribute to the financial revenue of the hotels, by integrating the three dimensions of sustainability: environmental, economic and social.

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