



JOURNAL OF TOURISM INTELLIGENCE AND SMARTNESS

ISSN: 2651-3420

Year (Yıl): 2019

Volume (Cilt): 2

Issue (Sayı): 1



Full text of articles of **Journal of Tourism Intelligence and Smartness** (ISSN: 2651-3420) can be downloaded from the website, at <http://dergipark.gov.tr/jtis>

Journal of Tourism Intelligence and Smartness (ISSN: 2651-3420) makalelerinin tam metni <http://dergipark.gov.tr/jtis> adresinden indirilebilir.

Year (Yıl): 2019 Volume (Cilt): 2 Issue (Cilt): 1

The opinions and views expressed in the papers published in the journal are only those of the author(s) and do not necessarily reflect the views of the journal and its publisher

Yazılarda ifade edilen görüş ve düşünceler yazarlarının kişisel görüşleri olup derginin ve bağlı bulunduğu kurumun görüşlerini yansıtmaz.

© All rights reserved
© Tüm hakları saklıdır.



Journal of Tourism Intelligence and Smartness (ISSN: 2651-3420) is an international, periodical, doubleblind peer-reviewed and online academic journal published bi-annually.

Journal of Tourism Intelligence and Smartness (ISSN: 2651-3420) yılda iki defa elektronik olarak yayınlanan uluslararası hakemli ve süreli yayındır.

Abstract & Index



**Index
Copernicus**



CiteFactor



DRJI



ResearchBib



RootIndexing



Sindex



**Google
Scholar**



**Türkiye
Turizm
Dizini**

Year (Yıl): 2019 Volume (Cilt): 2 Issue (Cilt): 1

EDITORIAL BOARD / YAYIN KURULU

On behalf of Journal of Tourism Intelligence and Smartness (Owner)

Dr. Yunus TOPSAKAL

Editor-in-Chief

Prof. Dr. Nedim Yüzbaşıođlu

Dr. Yunus Topsakal

Co-Editors

Dr. Mehmet BAHAR

Dr. Pınar ÇELİK

INTERNATIONAL EDITORIAL BOARD / ULUSLARARASI YAYIN KURULU

Dr. Anil Gupta, University of Jammu, India

Dr. Anukrati Sharma, University of Kota, India

Dr. Arvind Kumar Saraswati, BCIMCT Hotel Management, New Delhi-India

Dr. Babu P George, Fort Hays State University, Kansas, USA

Dr. Dinesh Vallabh, Walter Sisulu University, South Africa

Dr. Fernando Zacarias, Benemérita Universidad Autónoma de Puebla, Mexico

Dr. Giacomo Del Chiappa, University of Sassari, Italy

Dr. Hossein GT Olya, Oxford Brookes University, United Kingdom

Dr. Insha Amin, Baba Ghulam Shah Badshah University, India

Dr. Iva Silver, University of Pula, Croatia

Dr. Jose Antonio C. Santos, University of Algarve, Portugal

Dr. Juan Ignacio Pulido-Fernandez, University of Jaén, Spain

Dr. Kamshat Mussina, Eurasian National University, Kazakhstan

Dr. Mark Anthony Camilleri, University of Malta, Malta

Dr. Michalis Toanođlou, Sol International School, Korea

Dr. Ođuz Benice, İhsan Dođramacı Bilkent University, Turkey

Dr. Pelin Arsezen, Muđla Sıtkı Koçman University, Turkey

Dr. Ugljesa Stankov, University of Novi Sad, Serbia

Dr. Vikas Kumar, University of Sydney, Australia

Dr. Wan-hafiz Wan-zainal Shukri, University of Malaysia Trengganu, Malaysia

CONTENTS / İÇİNDEKİLER

A Study on Sustainable Tourism Development in Bhutan: Quantifying the Awareness of Millennial People of Bhutan Towards Sustainable Development	1-13
Md. Tariqul ISLAM, Aswajit BORO, Namgay PHUNTSHO	
<hr/>	
Impact of Tourism Development (TD) on Non-Material Well-Being (NMWB) of Residents of Chittorgarh, Rajasthan	14-26
Pooja CHOUDHARY, Assist. Prof. Dr. Amit GANGOTIA	
<hr/>	
The Influences of the Interactive Systems on Museum Visitors' Experience: A Comparative Study from Turkey	27-38
Assist. Prof. Sebahattin Emre DİLEK, Assoc. Prof. Mustafa DOĞAN, Prof. Dr. Gülriz KOZBE	
<hr/>	
Tourism Marketing via Social Media in India: The Most Effective Marketing Strategy to Evolve Indian Tourism	39-46
Md. Tariqul ISLAM, Aswajit BORO	
<hr/>	
Profiling Tourists in the Bed and Breakfast Establishments in Port Alfred, Eastern Cape	47-60
Prof. Dr. Dinesh VALLABH, Kanyisa MANENGELE	
<hr/>	

A STUDY ON SUSTAINABLE TOURISM DEVELOPMENT IN BHUTAN: QUANTIFYING THE AWARENESS OF MILLENNIAL PEOPLE OF BHUTAN TOWARDS SUSTAINABLE DEVELOPMENT

Md. Tariqul Islam¹

Lovely Professional University, Airlines Tourism and Hospitality Management, India

E-mail: tariqulislamtonmoy812@gmail.com

ORCID: 0000-0002-7367-2989

Aswajit Boro

Lovely Professional University, Airlines Tourism and Hospitality Management, India

E-mail: aswajitboro@gmail.com

ORCID: 0000-0001-6091-1066

Namgay Phuntsho

Lovely Professional University, Airlines Tourism and Hospitality Management, India

E-mail: namgayphuntsho41@gmail.com

ORCID: 0000-0002-9499-2199

Abstract

Article Info:

Received: 17-04-2019

Accepted: 24-04-2019

Keywords:

Sustainable Tourism

Gross National Happiness

Government Initiatives

Millennial People

Bhutan

Sustainable development in the tourism industry is the key concern in this present world. Many countries are trying to focus on that. Tourism policy of Bhutan is focusing on sustainable development to conserve the natural and cultural heritage and improving the prosperity of the residents which is the general idea of Gross National Happiness (GNH). The government of Bhutan has already taken many steps to develop the tourism industry as it is the major source of the country's economy. But it is not possible to develop the tourism industry without the participation of local people. Millennial people are an important part of the local people and those millennial will dominate the tourism industry as they are the future of tomorrow. That's why millennial people should be aware of sustainable development for a better future. On this research, we have tried to quantify the awareness of millennial people towards sustainable tourism development.

1. INTRODUCTION

According to SDU Sustainable development in the tourism refers that using the tourism assets in such kind of way which meets with our present need without compromising the ability to meet with the needs of future generation. In the present world practicing of

¹ Corresponding Author

sustainable development is noticed in many sectors. Many country has started practicing it only because of minimizing the usage of natural assets. Bhutan is a country of South Asia which is sharing its border with India and Tibet. The tourism industry in Bhutan started in 1974, when the Government of Bhutan, with an end goal to raise income and to advance Bhutanese one of a kind culture and customs to the outside world, opened its disengaged nation to outsiders. In 1974, 287 travellers visited Bhutan. The quantity of visitors visiting Bhutan expanded to 2,850 of every 1992 and rose drastically to 7,158 of every 1999. By the late 1980s the tourism industry contributed over US\$2 million in yearly income. In spite of being available to outsiders, the Bhutanese government is intensely mindful of the ecological effect travellers can have on Bhutan's one of a kind and for all intents and purposes untainted scene and culture. Appropriately, they have limited the dimension of tourist movement to maintain higher-quality the tourism industry. Until 1991, the Bhutan Tourism Corporation (BTC), a semi self-governing and self-financing body, executed the administration's tourism industry approach. Bhutan can be considered as a role model in sustainable development for the others countries. But it is not possible for a government to develop a country sustainably by ignoring the participation of millennial people of Bhutan because millennial people are the future of the country as after a certain period they will rule the country that is why the millennial people have to be aware enough regarding sustainable development. Thus, this research is all about to measure the awareness of millennial people regarding sustainable development of Bhutan's tourism.

2. LITERATURE REVIEW

According to Jiaying Lu & Sanjay Nepal (2009) sustainability is a perplexing idea as the tourism industry requires heaps of resources, in this manner the local communities and tourists are to be responsible for environment fused sustainable development. Sustainable development in recent years has met the present essential needs of voyagers and local people groups while protecting and upgrading open doors for what's to come. As the travel industry is a resource serious industry, reasonable improvement accentuates development without disintegrating the resources (Harmeet Matharu Mousime Xalxo, 2017). Bhutan is a developing station for tourism by drawing in tourists and rehearsing sustainability. Bhutan tourism furthermore, anchors guaranteeing long term manageability of the business and chipping in to the country's economy. Eco-tourism and nature based tourism being the natural asset of the country, it is very much pivotal to promote sustainable tourism and practice sustainable development. Bhutan with controlled tourism has built up structure for the future

advancement of tourism and must make certain that tourism development is steady with the imperial government's objectives of ecological and social conservation as well (Dorji, 2001). The royal government has embraced an approach of "high value-low volume" tourism, for the sustainability of tourism in Bhutan. The royal government's general goal of escalating forex profit while limiting unfavourable social and ecological effects of the tourism industry is apparently achieved. Preserving nature and culture is a part of the Bhutanese esteem framework and is a critical segment of the traditional and conventional lifestyle in Bhutan, and the tourism industry approach cast back these worries. Long term sustainability in Bhutan is only possible if all the participants of the tourism industry i.e. government, private operators, tourists and local people work together in cooperation (Bhap, 2017). Safeguarding the regular habitat is one of the base of the Gross National Happiness, a blessing from His Majesty King Jigme Singye Wangchuk to Bhutan and to the world on the loose. The standard of High-Value, Low-volume Tourism was a fragment of a visionary modernization and financial improvement plan. In this manner, the legislature has set a compulsory least day by day tax, with a target of amplifying foreign trade income while limiting the conceivably antagonistic social and ecological effects from mass tourism. The managing approach of the tourism industry development in Bhutan has without a doubt added to the industry brand on the world gathering. The travel industry has contributed the farmers to bank from tourists, ranch lodge, portage and the advancement of indigenous crafted works.(Chhewang Rinzin, Walter, Vermeulen & Pieter Glasbergen, 2007). Stated increase in number of tourist could endanger the expected low effect on both nature and culture, which are the selling purposes of Bhutanese tourism. Because of the controlled the tourism policy in Bhutan the effect on culture and environment is low as of now. In any case, the normal development may, in the event that it isn't overseen appropriately, destroy the natural beauty of tourism in Bhutan. The tourism policy is a fundamental component of the nation's explicit sustainable improvement approach. The advancement rationality based on the reason that Gross National Happiness (GNH) is more significant than Gross Domestic Product (GDP).

3. OBJECTIVES OF THE STUDY

- To discuss about the tourism industry of Bhutan.
- To discuss about the sustainable development in tourism industry of Bhutan.
- To analyse the government initiatives for sustainable development of Bhutan.
- To quantify the awareness of millennial people for achieving sustainability in tourism industry of Bhutan.

4. METHODOLOGY

All the data and information for this research has been collected from two sources; Primary and Secondary. Primary data were collected by performing a survey on 51 Bhutanese people who are directly and indirectly involve with the tourism industry of Bhutan. And the secondary data were collected from different types of journals, research paper, articles, books and Internet.

5. ANALYSIS AND DISCUSSION

5.1. Visitor's Arrival Growth

Tourism in Bhutan was started in 1974 in view to open the door for foreign countries and to promote its unique culture and tradition. Tourism is also one of source of country's revenue. Despite the country's policy of high value, low volume, the number of tourist visiting Bhutan keep on increasing year by year. The country's rich culture, traditions, historical sites, nature beauty and GNH motivates tourist to visit Bhutan. The number of tourist visiting Bhutan kept on increasing year by year after the start of the tourism in the country. Tourism council of Bhutan has recorded the visitor's arrival and its growth from the year 1995 to 2018 (Table 1).

Table 1. Number of tourist arrival and arrival growth

Year	No. Visitors Arrival	Visitors Arrival Growth in %	Year	No. Visitors Arrival	Visitors Arrival Growth in %
1995	4,800	***	2007	21,000	21.39%
1996	5,200	8.33%	2008	28,000	33.33%
1997	5,400	3.70%	2009	23,000	-17.88%
1998	6,200	14.81%	2010	41,000	43.90%
1999	7,200	16.12%	2011	66,000	60.98%
2000	7,600	5.26%	2012	1,05,000	59.09%
2001	6,400	-15.79%	2013	1,16,000	10.48%
2002	5,600	-12.5%	2014	1,33,000	16.54%
2003	6,300	12.5%	2015	1,55,000	16.54%
2004	9,200	46.03%	2016	2,10,000	35.48%
2005	13,600	32.35%	2017	2,54,704	21.29%
2006	17,300	27.21%	2018	2,74,097	7.61%

Source: Tourism Council of Bhutan

According to the TCB of Bhutan, country received total of 4,800 tourist visitor in 1995 and in 1996 there was growth in visitor arrival by 8.33% with number of 5200 visitors. There was growth in visitor's arrival till 2000 and then in the year 2001 there was huge change in visitor's growth. Country received 6400 that was 1200 less than previous year and visitor's

arrival growth reduced by -15.79%. Visitors again started increasing from 2003 and in the year 2004 there was huge growth in visitor's arrival with growth of 46.03%. The country received the highest number of visitors in the year 2018 and lowest in the year 1995. The highest growth in visitor's arrival was in the year 2011 with growth rate of 60.98% and with lowest in the year 1997 with just 3.70%. Though the number of visitors kept on increasing there was up and down in visitors growth rate.

5.2. Government Initiatives Regarding Sustainable Development

Followings are the government initiatives regarding sustainable development in tourism.

Pillar of Gross National Happiness

When Gross National Happiness was started in 1972, Sustainable Socio –Economic development was made one of the Pillars. There are basically four pillars of Gross National Happiness-1: Good Governance, 2: Sustainable Socio –Economic Development, 3: Cultural Preservation and 4: Environmental preservation. GNH is main tool of diving economy development in the country. Bhutan is the only country in the world which measures its annual income with GNH that is in terms of happiness and wellbeing of the people. To sustain the natural resources, local culture and tradition, and to preserve the historical sites, government of Bhutan had started sustainable tourism in the country.

High Value, Low Volume.

When the tourism started in Bhutan in 1974 the concept of 'High Value, Low Volume' was started. High value, low volume is the key concept, where by country is able to generate high income with eco-friendly tourist at low volume. This initiatives enables the government to reduce tourist through imposing high value which leads to minimum negative impact on natural environment and socio-economic of the country. Tourist are made to pay USD 200 per day which reduce the number of tourist visiting and on the other hand generating high income.

Preserving of Handicrafts

The tourism council of Bhutan encourages local to show case their handmade crafts through numerous festivals like Royal High land festival which was started in 16th October

2016 in the district of Gasa which takes place for 1 days in which local people show caste their hand made products from the wool and fur of Yaks and sheep. The festival also includes various culture programme performed by local peoples. This festivals encourage local people to preserve their handicrafts and generate income through trading with tourists. Like was there are many festivals started by tourism council of Bhutan to preserve the distinct handcraft of the country.

Band of Plastic in the Country.

So as plastic is one of the main source of waste in the country, Bhutan has band plastic bag nationwide from the 1st April 2019. In this regards neither tourist nor local people are not allowed to use plastic. If they are found using plastic bags the government will find them with 500 Ngultrum and double the amount for second. If local vendors and shopkeepers are found using plastic bags again and again it will result in cancellation of business licence. Tourist are not allowed to throw litters while they are visiting a destination.

Conservation of Flora and Fauna

The constitution of Bhutan mandates that the country should be covered with forest of minimum 60%. The country is covered with 71% of forest which helped the country to be the only Carbon- Negative country in the world. The initiative taken by the Government of Bhutan is also helping the world in reducing carbon emission. And also Bhutan has many protected areas including 5 National Parks and 5 Sanctuaries which protect endangered animals like Snow Leopard, Bengal Tiger, Black Naked Crane, Red Pandas and many of animal species. Though government allows visiting this protected areas, hunting, fishing, pouching and cutting down of trees are not allowed for both tourist and locals.

5.3.Quantifying the Awareness of Millennial People of Bhutan

5.3.1. Being a millennial local resident of Bhutan

Q1: Do you support those policies that have been taken by Bhutan government for sustainable tourism development?

A field survey has been performed among 51 millennial people of the Bhutan. According to the survey, it has been found that 21 people (41.2 %) strongly agreed and 26 people (51%) agreed that they support the policies and approach that have been initiated by

Bhutan Government for sustainable development. But 4 people (7.8%) were neutral (sometimes they do and sometimes they don't). (Table 2).

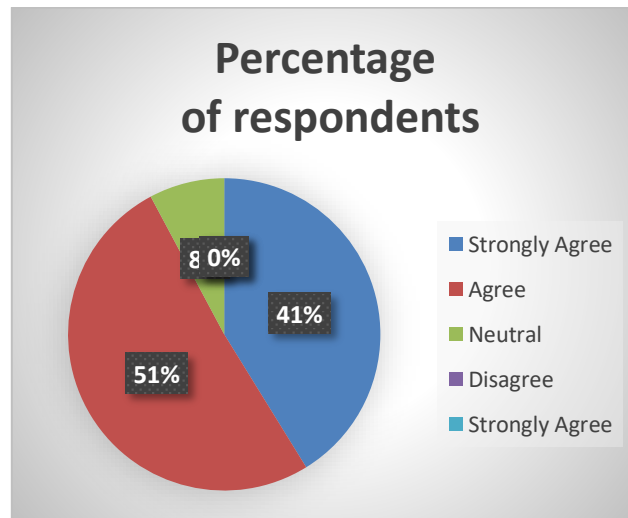


Table 2. Answers of Q1

Responses	Percentage of respondents	No. of respondents
Strongly Agree	41.2%	21
Agree	51%	26
Neutral	7.8%	4
Disagree	0%	0
Strongly Disagree	0%	0

Q2: Are you concern about minimizing waste and pollution? (Table 3)

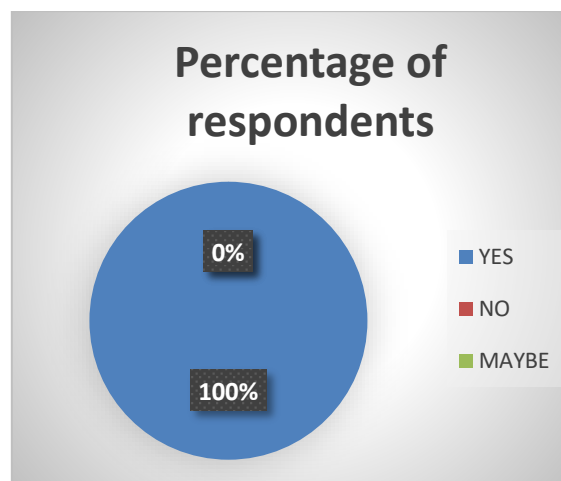


Table 3. Answers of Q2

Response	Percentage of respondents	No. of respondents
YES	100%	51
NO	0%	0
MAYBE	0%	0

Above table and graph represent that all the 51 millennial people (100%) of Bhutan are concerned about minimizing waste and pollution in their nation. It is the only nation on the planet that is carbon negative, which implies it creates more oxygen than it expends. It is only possible if locals are concerned about its environment and the above stats proves it so.

Q3: Are you concern about conserving natural resources? (Table 4)

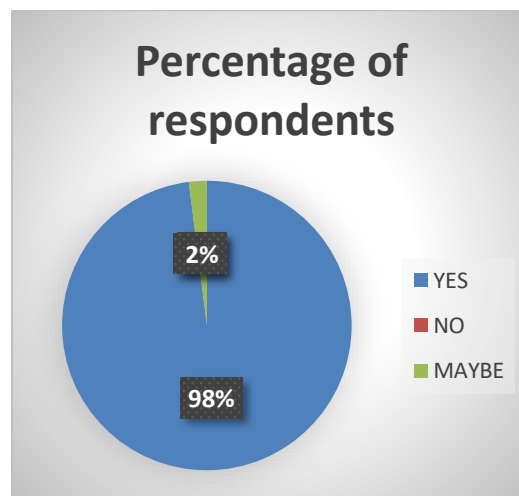


Table 4. Answers of Q3

Response	Percentage of respondents	No. of respondents
YES	98%	50
NO	0	0
MAYBE	2%	1

Above table and graph represents that 50 millennial people (98%) of Bhutan are concerned about conserving resources for future generations and 1 person (2%) has mere possibility that he/she might be concerned about it. The main asset of Bhutan is its natural resources and exploiting it too much would destroy its charm and beauty. And furthermore, would affect the tourism industry and locals of the country as well.

Q4: Which factors you will consider while booking a Hotel? (Table 5)

Table 5 and graph represents that 2 people (3.9%) consider Luxury, 36 people (70.6%) consider Eco friendly and 13 people (25.5%) consider Budget while booking a hotel during their trip. Luxury hotels would be booked by the tourist who like to maintain their status in the society under any circumstance, eco-friendly hotels are chosen by the ones who likes to spend most of their time amongst green environment and support sustainable development. Likewise budget hotels are chosen by the tourist who likes to spend less amount and explore more. It is up to the perception and attitudes of the tourist while booking a hotel.

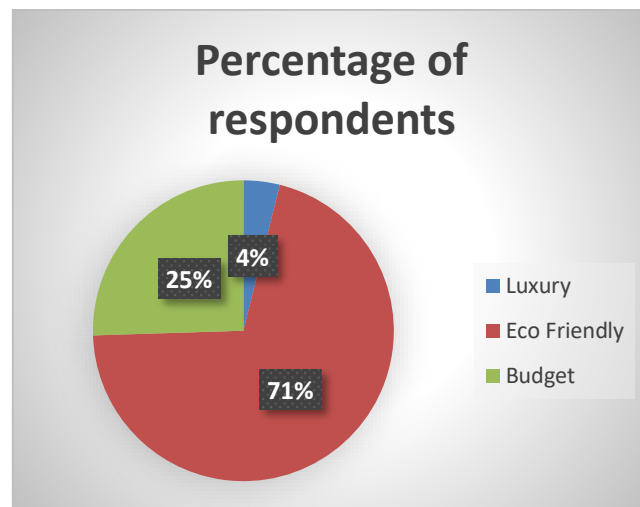


Table 5. Answers of Q4

Response	Percentage of respondents	No. of respondents
Luxury	3.9%	2
Eco Friendly	70.6%	36
Budget	25.5%	13

5.3.2. *Millennial as a tour operator in Bhutan*

Q1: As a tour operator will you provide your staff with information, tips and training on how to be more environmentally responsible? (Table 6)

Table 6 represents that 49 millennial people (96.1%) as a tour operator would provide staff with information, tips and training on how to be more environmentally responsible and 2 people (3.9%) are not sure but they might as well do the same and contribute in sustainable development.

Table 6. Answers of Q1

Response	Percentage of respondents	No. of respondents
YES	96.1%	49
NO	0	0
MAYBE	3.9%	2

Q2: As a tour operator will you make suggestions to your clients to purchase local products from the local community? (Table 7)

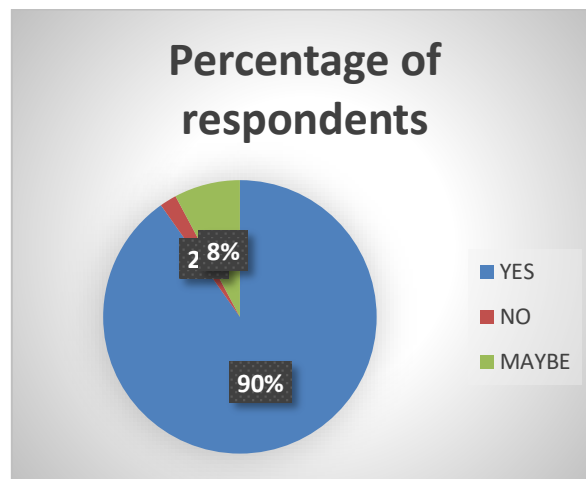


Table 7. Answers of Q2

Response	Percentage of respondents	No. of respondents
YES	90.2%	46
NO	2%	1
MAYBE	7.8%	4

Above table and graph represents that 46 millennial people (90.2%) as a tour operator would make suggestions to clients to purchase local products from the local community, 4 people (7.8%) might as well do so but 1 person (2%) most certainly does not want to do so.

Q3: As a tour operator will you source your supplies locally to support your local community? (Table 8)

Table 8. Answers of Q3

Response	Percentage of respondents	No. of respondents
YES	84.3%	43
NO	2%	1
MAYBE	13.7%	13

Above table and graph represents that 43 millennial people (84.3%) as a tour operator would source their supplies locally to support local community, 13 people (13.7%) may or may not do it and 1 person (2%) absolutely will not do so.

6. RESULTS AND FINDINGS

This study on sustainable development of Bhutan has led to the understanding of the importance of the natural resources as tourism asset in their nation. The involvement of royal government and locals in conserving the environment for sustainable development is praiseworthy. Even the millennial people of Bhutan are aware about the necessity of preserving their natural resources for future generations. As a millennial people of Bhutan, (Q.1 table) it can be said that 51% people are pleased with the initiatives that are been taken by the government for sustainable development, (Q.2 table) 100% people are concerned about minimizing the waste and pollution in their country as they care more about Gross National Happiness more than Gross Domestic Product, (Q.3 table) 98% people are bothered about conserving natural resources as too much exploitation would hamper the locals especially the future generations, (Q.4 table) 70.6% people literally believe in booking eco-friendly hotels as it has less negative impacts on the environment and contributing in the sustainable development.

As a millennial tour operator of Bhutan, (Q.1 table) it may be very well said that 90.2% people would provide their staff with information, tips and training to be more environmentally responsible, (Q.2 table) 90.2% people would make suggestions to their clients to purchase local products from the local community as it would help them in improving their economic condition and bestow to the local community's unique identity by sharing their culture and tradition globally, (Q.3 table) 84.3% people would source their supplies locally to support local community as it empowers biodiversity, supporting economy and cultivating community pride. It is likewise simpler to assemble great affinity and dependable organizations with vendors.

7. CONCLUSION

The tourism in Bhutan is established on the guideline of manageability, implying that tourism must be naturally and environmentally inviting, socially and socially adequate and economically feasible. Bhutan desires to be a nation where development is all encompassing, comprehensive and maintainable. The sustainable development idea and standards are

established in the GNH advancement theory as it is more significant than GDP. It was plainly reflected that 'the guideline of sustainability must invade all the reasoning on the future development of the nation by imposing "high value, low volume" policy. Bhutan's untarnished habitat, forests and conservation of its social convention are contemplative of its sustainable development. Bhutan is on the proper approach to save its ecological and social base. Establishment of GNH have clearly improved with the enhancement of financial activities and upkeep of local social and cultural tradition. Bhutan has confined the GNH as its commitment to sustainability. As indicated by the Constitution of Bhutan, Article 5.1, it is each resident's obligation to help secure nature. Bhutan's development principle is a sincere apprehension for sustainability and for future development globally.

REFERENCES

- Bhap, T. D. (2017, May 18).. *Bhutan a Champion of Sustainable Tourism*. Retrieved from <http://www.bhutanmindvacation.com/blog/2017/05/18/bhutan-a-champion-of-sustainable-tourism>
- Bhutan Awarded World's Sustainable Destination's Earth Award. (n.d.). Retrieved from Tourism Council of BHUTAN: <https://www.bhutan.travel/blogs/bhutan-awarded-worlds-sustainable-destinations-earth-award-1>
- Bhutan, R. G. (2002). *Bhutan: In Pursuit of Sustainable Development*. The United Nations Conference. Retrieved from <https://sustainabledevelopment.un.org/content/documents/798bhutanreport.pdf>
- Chhewang, R., Walter J.V. Vermeulen & Pieter, G. (2007). Ecotourism as a mechanism for sustainable development: the case of Bhutan. *Journal of Integrative Environmental Sciences*, 4(2), 109-125.
- Dorji, T. (2001). Sustainability of Tourism in BHUTAN. *Journal of Bhutan Studies*, 84-104.
- Harmeet Matharu Mousime Xalxo (November 2017). A study on sustainable tourism and its practices with reference to "Bhutan". *International Conference People Connect: Networking For Sustainable Development*. IJCRT .
- Jamyang, D., Sherab, D., Tshetrim, D. & Kinley, C. (2013). Public Awareness of Environmental Policies in Bhutan. *Bhutan Journal of Research & Development*, Spring, 1-14.

Jiaying, L. & Sanjay, N. (2009). Sustainable tourism research: An analysis of papers published in the Journal of Sustainable Tourism. *Journal of Sustainable Tourism*, 17(1), 5-16.

Lepeley, M. T. (2017). Bhutan's Gross National Happiness: An Approach to Human Centred Sustainable Development. *South Asian Journal of Human Resources Management*, 4(2), 174-184.

Two Distinguished Lectures on Bhutan: The Land of the Thunder Dragon and Gross National Happiness. (2019, January 9). Retrieved from Oxford Poverty and Human Development Initiative: https://ophi.org.uk/ophi_stories/two-distinguished-public-lectures-on-bhutans-democracy-and-development/

IMPACT OF TOURISM DEVELOPMENT (TD) ON NON-MATERIAL WELL-BEING (NMWB) OF RESIDENTS OF CHITTORGARH, RAJASTHAN

Pooja CHOUDHARY¹

Central University of Jammu, Department of Tourism and Travel, India

E-mail: poojajha023@gmail.com

ORCID: 0000-0002-2393-9913

Asist. Prof. Dr. Amit GANGOTIA

Central University of Jammu, Department of Tourism and Travel, India

E-mail: amitgangotia@gmail.com

ORCID: 0000-0002-2393-9913

<p>Article Info:</p> <p>Received: 30-04-2019 Accepted: 04-05-2019</p> <p>Keywords: <i>Tourism</i> <i>Non-material well-being</i> <i>Community</i> <i>Quality of Life</i></p>	<p>Abstract</p> <p>This study is undertaken to understand the impact of perceived tourism development on non-material well-beings (NMWB) naming Community Well-Being, Health and Safety Well-Being, and Emotional Well-Being of residents of Chittorgarh district of Rajasthan (India). Present study has adopted the quantitative approach. Interpretation was done on the basis of sample of 200. Exploratory factor analysis was done to identify the factor and the suitability of the scale for the study area. To find the impact of perceived tourism development on non-material well-being Regression analysis was applied. Finding of the study reflects that, tourism has a significant positive impact on the non-material well-being (community well being, emotional well being and health and safety well being) of resident of Chittorgarh (Rajasthan).</p>
--	--

1. INTRODUCTION

Tourism is considered as an outcome of human behaviour which is also an expression of his behaviour (Kim, 2002). It is a set of different thoughts, ideologies or ideas for being a tourist Przeclawski, 1986, and when these ideas and ideologies are put in practice that shows the behaviour of individual in touristic role (Przeclawski, 1986). According to the World Tourism Organization (2009), tourism is one of the world's fastest growing industries and is one of the global engines of development. Tourism as an industry is an important economic activity and it also involves different groups of the community (Fariborz Aref, 2011). Apart of economic benefits it is also "a way to bring people together and to broadening people's

¹ Corresponding Author

cultural horizons” (Angeloni, 2015). When tourism has multiple effects on residents, then it’s important to have significant and sustainable planning of tourism in the area (Jurowski, 1994) so that its negative impact can be reduced and its positive impact can be increased. Many researchers have accepted that for the sustainable tourism development participation of the local in tourism is must. And to make people feel positive about the tourism, it is important to understand how tourism is impacting their living standards.

Rajasthan is one of the popular tourist destinations in India. It is popular for its culture, heritage and history of his royal kingdoms. The tourism agencies in the state are working hard to boost the tourism in Rajasthan. From last many years, policy makers in the state are focusing on making tourism industry a “people industry” (Rajasthan Unit Policy, 2015).

Therefore, the purpose of the present research is to understand the impact of tourism development on the lives of residents of district Chittorgarh (Rajasthan). The impact on lives of locals can be understood through measuring tourism impact on well-being of locals (Erik Lundberg, 2014). The present study will find out the perceived tourism development impact on the emotional, health and safety and community well- being of locals of Chittorgarh. Well being is mostly understood as a happiness of individual (Elena Konovalov, 2016) and happiness differ from person to person. Well being is normally defined as state of being healthy and happy. Prescott-Allen (2003) defined well-being as “a condition in which all members of society are able to determine and meet their needs and have a large range of choices and opportunities to fulfill their potential”.

To understand how heritage tourism in study area is impacting the non-material well-being (NMWB) of residents. The specific objectives of the study are:

1. Does tourism development has any impact on the emotional well-being of locals?
2. Does tourism development has any impact on the community well-being of locals?
3. Does tourism development has impact on health and safety well-being of locals?

2. LITERATURE REVIEW

Zeithaml (1988) has explained perceived value as “consumer overall assessment of the utility of the product on the basis of the perception what is received and what is give. In tourism perceived value can be examined form two different prospective (Woo, Kim & UysaL, 2015). First is tourist perception for their trip experience and second one is residents perception for tourism development (Woo, Kim & UysaL, 2015). The present study is focused on the understanding the perception of resident for tourism development. Addition to

that the study will understand the impact of perceived tourism development on non-material well-being (NMWB)

The theory of utilitarian movement defined well-being as subjective indicators and highlighted that well-being of individuals is a very important part of individual behaviour and also important for public policy (Haq & Zia, 2008). Well-being is “an individual's optimistic assessment of their lives including contentment, positive emotion, engagement and purpose”. Pyke et al (2016). In the year 1948 World health organization (WHO) has found that health is not just an absence disease but it is a state of well-being and after that study well-being become a focus of attention of policy makers and researchers.

Different author has defined the concept of well being differently. Moore & Keyes (2003) has considered well-being as a “cognitive functioning, behavioral functioning, physical health and mental health”. He also stated that cognitive function mean positive thoughts. Schimmack (2008) has defined well-being as a “realization which can be measured with cognitive and affective measures. And he examined the difference and similarities and between affective and cognitive measure with four components (angry, sad, afraid and happy).

Alatartseva & Barysheva (2015) has distinguished between social well-being and individual well-being. Alatartseva & Barysheva (2015) have viewed the concept of well-being in two different prospects first as the inner situation of individual and second is quality of life. He further discussed that the two approaches of studying well-being as objective and subjective approach. Objective well-being is third and fourth concept and understood by defining the term quality of life and well-being and subjective is the first and second concept. And it is conceptualizing the internal subjective experience of each individual. Apart of subjective and objective approach of well-being, it is also divided as material and non material well being (Woo, Kim & Uysal, 2015).

John Hicks (cited by Meier, 1991) has states that the well-being is related to the situation of life. He also stated that well-being is mostly studied through economic prospective but it is just one part of well-being according to him it could be applied to other field like sociology, as psychology, political science and anthropology. The study also recognizes that every individual is different so there well-being of individual should not be understood in a traditional way but with their particular cultural atmosphere and context. Cummins, (1996) in his study has discussed seven domains (well-being) which measures the individual satisfaction with their life. The seven domains are emotional well-being, material well-being, community well-being, intimacy, health, productivity, safety. Kim (2002) has

studied the tourism impact on quality of life of residents. She has considered four domains of life (Material well-being, Emotional well-being, Community well-being, Safety and health well-being) which can be affected by tourism.

Looking at the previous literature it is clear that satisfaction with well-being leads to satisfaction of life and it also important for the policy formation. Previously study has been taken to know the impact of tourism on the quality of life through well-being (Kim, 2002; Aref, 2011; Woo, Kim & Uysal, 2015). As John R. Hicks, cited by Meier (1991) mentioned most of researcher has studies the economic aspect of wellbeing, which is not enough to understand the overall well-being. Considering the importance of tourism and well-being present study will understand the impact of perceived tourism development on the non-material well-being of residents of study area. On the basis of previous literature the hypothesis of the study are:

H₁: Perceived Tourism Development has significant impact on Emotion Well- Being of Residents.

H₂: Perceived Tourism Development has significant impact on Health and Safety Well-Being of Residents.

H₃: Perceived Tourism Development has significant impact on Community Well- Being of Residents.

3. METHODOLOGY

3.1. Study Area and Respondents

This study is conducted in the district of Chittorgarh Rajasthan (India), the state rank 10th in Domestic tourist arrival and 6th rank in International tourist arrival in the year of 2017 (India State Ranking Survey, 2017). The District Chittorgarh has received 452,508 domestic and international tourists in year 2017 (Rajasthan Progress Report, 2017-2018). The district is famous for heritage sites like Chittorgarh Fort, Rani Padmini's Palace, Vijay Stambh, Kirti Stambh, Fateh Prakash Palace, Temples of Baroli – Rawatbhata, Bhainsrorgarh Fort and many more.

Statistical package for Social Science (version 23.0) is used to analyze the data. The respondents included in the present study are above the age of 18 years from the district of Chittorgarh (Rajasthan). The sampling technique use for the study is judgment based sampling. Only 200 responses were analyses and considered for interpretation out of 230

responses, 30 questionnaires were rejected because of semi field and invalid responses. Table 1, provides the demographic profile of the respondents

Table 1: Demographic Profile of the Respondent

Age 18- 37: 37.5% (75) 28-57: 40.5% (81) 58 above: 22% (44)	Gender Male: 65% (130) Female: 35% (70)	Marital Status Single 14% (28) Married: 85.5% (171) Divorced: 0.5 % (1)	Education Below 12 th : 10% (20) Below Graduation:22% (44) Graduated: 38% (76) Post Graduate: 24% (48) Higher education: 6% (12)
Work Profile Job 68% (136) Part time job 12% (24) Business 13% (26) Profession 7% (14)	Tourism Related Job Yes: 43% (86) No: 57% (114)	Year of stay Less than 10 years 22% (44) 10-20 years 13% (26) More than 20 years 65% (130)	

3.2.Measure

All items of the scale are measured on five point Likert scale from strongly agree to strongly disagree. The instrument was divided into three sections; Part A has five questions to measures perceived tourism development in the area. Part B with 21 items is focused to measure emotional, community and health and safety well-being of the residents. The items for tourism development are adopted from (Woo, Kim & Uysal, 2015; Williams & Soutar, 2009) and for the each dimension of well-being, sub dimension are measured on five point likert scale. Items for the dimension of well-being are adopted from (Kim, 2002; Cummins, 1996; Andrews & Withey, 1976). However the construct was modified and refined as per the need of the present study and based on review of literature.

A conceptual framework was prepared for the better understanding of the study based on dependent and independent variables. Tourism development is independent variable and well-being is dependent variables.

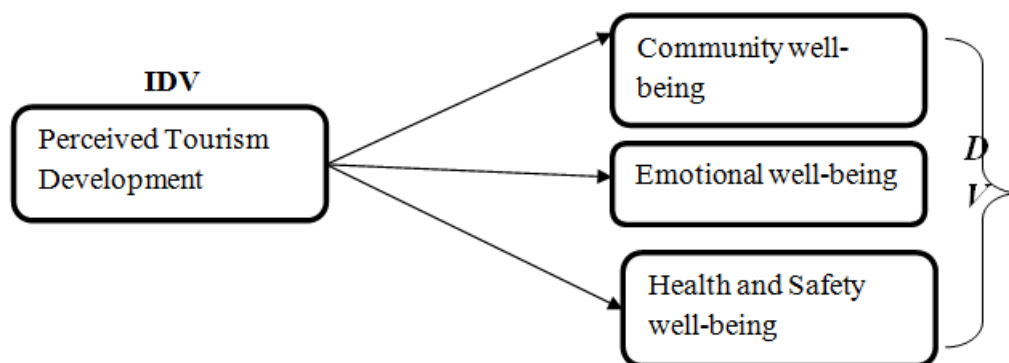


Figure 1: Conceptual Framework

4. RESULTS

4.1.Exploratory Factor Analysis (EFA)

Before identifying impact of tourism development on well-being of residents of Chittorgarh, Exploratory factor analysis was run and reliability and validity of instrument was checked. As the data for the present study was not normally distributed, exploratory factor analysis with promax rotation and principle axis factoring was found appropriate to understand the construct. EFA, Kaiser-Meyer-Olkin (KMO) test to check the sample adequacy and Bartlett’s test of sphericity was run separately for each dimension.

4.2.Emotional well-being (EWB)

For the dimension of emotional well being, Kaiser-Meyer-Olkin (KMO) test of sample adequacy resulted (.704) which signifies that the data is appropriate to run factor analysis and Bartlett’s test of sphericity ($p < 0.001$) both the test fulfill the criteria for factor analysis. EFA resulted in two factors leisure and spiritual with eigen value greater than 1. One item form leisure well being is removed due to low communality. The two factors of Emotional Well-Being (EWB) explained 58 % of variance. All the items in the dimension of emotional well-being have communality more than 0.6. Cronbach’s alpha for the dimension emotional well-being resulted in 0.711 as suggested by Santos (1999), reliability benchmark value of 0.70 and above was used in the study.

Table 2: Factor Loading and Cronbach’s alpha

Items	Factor 1	Factor 2	Cronbach’s alpha	Variance Explained
Leisure well-being				
I am satisfied with leisure activity in my community	.642		.711	58 %
I am satisfied with Spare time and leisure activity in my life	.701			
My leisure activity has increased due to tourism	.683			
I am satisfied with the influx of tourist from all over the world in our community	.633			
Spiritual well-being				
I am particularly happy with the way we preserve culture in my community		.666		
I am Satisfied with my cultural life		.718		
I am very satisfied with the availabilities of religious services in my community.		.641		
I am satisfied with tha availability of religious services in community		.732		

4.3. Community well-being (CWB)

For the dimension of Community well being, Kaiser-Meyer-Olkin (KMO) test of sample adequacy resulted (.712) which signifies that the data are appropriate to run factor analysis and Bartlett’s test of sphericity ($p < 0.001$) both the test fulfill the criteria for factor analysis . EFA resulted in one with eigen value greater than 1. The factors of community Well- Being explained 62 % of variance. All the items in the dimension of community well-being have communality more than 0.6. Cronbach’s alpha for the dimension emotional well-being resulted in .743 as suggested by Santos (1999), reliability benchmark value of 0.70 and above was used in the study.

Table 3: Factor Loading and Cronbach’s alpha

Items	Factor loading	Cronbach’s alpha	Variance Explained
I am satisfied with environmental condition of my community (air, water, land)	.735	.743	62 %
I am satisfied with the services i get in my community	.621		
I am satisfied with the facilities i get in my community	.666		
I am happy with the kind of people life in my community	.647		
I am satisfied with my life in this community	.721		
I am satisfied with the kind of tourist visit to our community	.688		

4.4. Health and Safety well-being (HSWB)

For the dimension of Health and Safety well being, Kaiser-Meyer-Olkin (KMO) test of sample adequacy resulted (.727) which signifies that the data are appropriate to run factor analysis and Bartlett’s test of sphericity ($p < 0.001$) both the test fulfill the criteria for factor analysis . EFA resulted in two with eigen value greater than 1. The two factors of Health and Safety Well- Being explained 57 % of variance. All the items in the dimension of community well-being have communality more than 0.6. Cronbach’s alpha for the dimension emotional well-being resulted in 0.730 as suggested by Santos (1999), reliability benchmark value of 0.70 and above was used in the study.

Table 4: Factor Loading and Cronbach’s alpha

Items	Factor 1	Factor 2	CA	Variance Explained
Health well-being			.730	57 %
Due to tourism air quality has degraded	.722			
Due to tourism water quality has degraded	.651			
I am not satisfied with health services in my community	.663			
Tourism has increased the sanitation issues in area	.712			
Safety well-being				
Accident rate in community has increased		.609		
Crime rate in community has increased		.611		
Crime rate against women has increased		.632		

4.5. Perceived Tourism Development

For the dimension of Tourism development, Kaiser-Meyer-Olkin (KMO) test of sample adequacy resulted (.726) which signifies that the data are appropriate to run factor analysis and Bartlett’s test of sphericity ($p < 0.001$) both the test fulfill the criteria for factor analysis. EFA resulted in one with eigen value greater than 1. The factors of Perceived Tourism Development explained 53 % of variance. All the items in the dimension of community well-being have communality more than 0.6. Cronbach’s alpha for the dimension emotional well-being resulted in .718 as suggested by Santos (1999), reliability benchmark value of 0.70 and above was used in the study.

Table 5: Factor Loading and Cronbach’s alpha

Items	Factor	Cronbach’s alpha	Variance explained
Overall, tourism development is of importance to economic well-being in your community	.764	718	53 %
Tourism development is a good cause	.687		
Tourism is worthy of strategic importance in tourism planning	.667		
Tourism helps increase cohesion in our community	.709		
Tourism development generates a sense of pride in our community	.626		

4.6. Correlation between Perceived Tourism Development and Non-Material Well-Being

Before testing the hypothesis correlation between the dimensions was checked. Table 6 reflects the correlation between different non-material well-being and also correlation between perceived tourism development and different non-material well being (NMWB). Emotional well-being has strong positive correlation with perceived tourism development ($R = .546$), on the other hand emotional well-being has moderate relation with community well-being ($R = .464$) and health and safety well being ($R = .428$). Observing community well being has a moderate relation with perceived tourism development ($R = .443$) and strong relation with health and safety well-being ($R = .593$). And for health and safety well-being there is a strong relationship with perceived tourism development ($R = .481$).

Table 6: Correlation between well-being

	EWB	CWB	H&SWB	PTD
EWB	1			
CWB	.464	1		
H&SWB	.428	.593	1	
PTD	.546	.443	-.481	1

4.7. Hypothesis Testing

H1: Perceived Tourism Development has significant impact on Emotion Well- Being of Residents.

H2: Perceived Tourism Development has significant impact on Health and Safety Well-Being of Residents.

H3: Perceived Tourism Development has significant impact on Community Well-Being of Residents.

Regression analysis was performed to understand the impact of perceived tourism development on non-material well-being of resident's. As the present study have one independent variable (Perceived tourism development), and three dependent variable of well-beings (emotional well-being, health and safety well-being and community well-being). So, separate regression analysis was performed on the dependent variables R square, R, Adjusted R square and significance values are reported in Table 7. Significance value (.023) for emotional well being is less than 0.05, it signifies that perceived tourism development has impact on emotional well being of resident's of Chittorgarh. R square value for emotional well being is .336 which signifies that 33.6% of the variance in emotional well-being is explained by the perceived tourism development. For the dimension of health and safety well-being significance value (.003) reflects that there is an impact of perceived tourism development on health and safety well-being of residents. R square value of health and safety well being (.291) signified that 29.1 % of variance in health and safety well-being is explained by the perceived tourism development. The third variable is community well-being with significant value (.031) which is less than 0.05, so by accepting alternative hypothesis, it can be said that perceived tourism development has impact on community well-being of residents. R square value reflects that, 22.6 % of variance in community well- being is explained by perceived tourism development.

Table 7: Regression Result

Perceived TD – Non Material Well- being	R	R²	Sig
Perceived TD - EWB	.546	.336	.023
Perceived TD - H&SWB	-.481	.291	.003
Perceived TD - CWB	.443	.226	.031

Hypothesis test summary is provided in table 8, which reflects that all the three hypothesis of the can be accepted. And it can be said that there is a significant impact of perceived tourism development of the health & safety well-being, Community Well-being and Emotional Well being of the residents of Chittorgarh.

Table 8: Hypothesis Test Summary

HYPOTHESIS	PATH	SIG. VALUE	RESULT
H1	PTD- EWB	.023	Supported
H2	PTD- H&SWB	.003	Supported
H3	PTD-CWB	.031	Supported

5. CONCLUSION

The purpose of the present research was to understand the how residents perceive the tourism development in their area, and it's relation with non-material well-being of residents. The finding of this study provides a significant contribution to the existing literature of well-being and tourism development by providing the better understanding of impact of tourism on the non- material well-being of residents.

The relationship among the well-beings in the present study is grounded on the horizontal spillover theory (Techatassanasoontorn and Tanvisuth, 2008), that life domains are related to each other, dissatisfaction with one life domain can lead to dissatisfaction to other domain (Techatassanasoontorn and Tanvisuth, 2008). The previous study done in the field of tourism development revolves around the economic gain and employment (McGehee and Andereck, 2004; Jurowski et al., 1997).

The result of regression analysis indicates that, there is an impact of perceived tourism development on non material well-being of residents of study area. The result of present study is similar to the study done by Woo et al (2015). It is evident from R square value that there is an impact of tourism development on the emotional well-being, community well-being and health and safety well-being. It signifies that well-being of locals gets affected by tourism development, and it should be taken in consideration while making any planning or policy regarding tourism in the area. The correlation value between the perceived tourism development and health and safety well-being is negative. It explains that with increase of tourism development in area health and safety issues will also increase. Proper actions need to be taken to reduce the tourism negative impact on air, water and safety of locals. On the other hand tourism development has positive contribution in the emotional well-being and community well-being of locals. Finding signifies that with increase of tourism in area, people's emotional well-being and community well-being will also increase.

6. LIMITATION

This study has some limitation, as the present study is limited to one district of Rajasthan. Other limitation of this study is that it is limited to the non-material well-being only which includes Emotional Well-being, Health and Safety Well-being and Community well-being, to cover the complete quality of life of community material well-being is also need to be studied.

7. FUTURE SCOPE

Future study can be done taking different areas and comparing the well-being with the level of development of tourism in that area. As the present study is limited to the non-material well-being further study can be done including material-well being to understand the impact of tourism on overall quality of life. Further study can be extended to know the support of community for tourism development.

REFERENCES

- Alatartseva, E. & Barysheva, G. (2015). Well-being: Subjective and Objective Aspects. *Procedia - Social and Behavioral Sciences*, 166, 36-42.
- Andrews, F. M. & Withey, S. B. (1976). *Social indicators of well-being: Americans' perceptions of life quality*. New York: Plenum Press.
- Angeloni, S. (2015). Cultural tourism and well-being of the local population in Italy. *Theoretical and Empirical Researches in Urban Management*, 8(3), 17-31.
- Aref, F. (2011). The effects of tourism on quality of life: A case study of Shiraz, Iran. *Life Science Journal*, 8(2), 26-30.
- Churchill, G.A. & Iacobucci, D. (2005), *Marketing Research: methodological Foundation*, 9th Ed. New York: Thomson South-Western Publisher.
- Cummins, R. A. (1996). Assessing quality of life. In R. I. Brown (Ed.), *Quality of life for handicapped people* (pp. 116–150). London, England: Chapman and Hall.
- Haq, R. & Zia, U. (2008). Dimensions of well-being and the millennium development goals. *Pakistan Development Review*, 47(4), 851–876.
- Jcu, R. (2016). *Tourism and community well-being: social impacts of tourism in Australian tropical communities*. PhD thesis, James Cook University.
- Jurowski, C., Uysal, M. & Williams, D. R. (1997). A theoretical analysis of host community resident reactions to tourism. *Journal of Travel Research*, 36(2), 3–11.

- Kim, K. (2002). *The effects of tourism impacts upon quality of life residents in the community*. Virginia Polytechnic Institute and State University, Blacksburg
- Lundberg, E. (2014). *Tourism {Impacts} and {Sustainable} {Development}*. Retrieved from <https://gupea.ub.gu.se/handle/2077/35744>
- Manav Thadani & Shunit C. Roy (2017) *India State Ranking Survey*.
- McGehee, N. G. & Andereck, K. L. (2004). Factors predicting rural residents' support of tourism. *Journal of Travel Research*, 43(2), 131–140.
- Meier, G. (1991) Pareto, Edgeworth and Hicks: The Education of an Economist. *Review of Political Economy*, 3(3), 349-353.
- Moore, C. A. & Keyes, C. L. M. (2003). A brief history of the study of well-being in children and adults. In M. H. Bornstein, L. Davidson, C. L. M. Keyes & K. A. Moore (Eds.), *Well Being: Positive Development across the Life Course* (pp. 1-11). New Jersey: Lawrence Erlbaum Associates.
- Prescott-Allen, R. (2003). *The Well-being of Nations: A Country-by-Country Index of Quality of Life and the Environment*. Washington, DC: Island Press.
- Przeclawski, K. (1986). *Humanistic foundation of tourism*. Warsaw: Poland: Institute of Tourism.
- Pyke, S., Hartwell, H., Blake, A. & Hemingway, A. (2016). Exploring well-being as a tourism product resource. *Tourism Management*, 55, 94–105.
- Rajasthan Progress Report, 2017-2018.
- Rajasthan Tourism Unit Policy 2015.
- Reynaldo, J.A. & Santos, A. (1999) Cronbach's Alpha: A Tool for Assessing the Reliability of Scales. *Journal of Extension*, 37, 1-4.
- Schimmack, U., Schupp, J. & Wagner, G. G. (2008). The Influence of Environment. *Social Indicators Research*, 89, 41–60.
- Techatassanasoontorn, A. A. & Tanvisuth, A. (2008). *The bottom-up and horizontal spillovers of life from continued ict use: The case of community technology centers*. Association for Information Systems, 8(2008). Retrieved from <http://sprouts.aisnet.org/8-18>
- Williams, P. & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of Tourism Research*, 36(3), 413–438.
- Woo, E., Kim, H. & Uysal, M. (2015). Life satisfaction and support for tourism development. *Annals of Tourism Research*, 50(January), 84-97.

World Tourism Organization. (2009). *Indicators of sustainable development for tourism destination: A guidebook*. Retrieved from http://www.unwto.org/pub/doc/UNWTO_public_cat_08_en.pdf January 1, 2018.

THE INFLUENCES OF THE INTERACTIVE SYSTEMS ON MUSEUM VISITORS' EXPERIENCE: A COMPARATIVE STUDY FROM TURKEY

Assist. Prof. Sebahattin Emre DİLEK¹

Batman University, School of Tourism and Hotel Management, Turkey

E-mail: s.emre.d@hotmail.com

ORCID: 0000-0001-7830-1928

Assoc. Prof. Mustafa DOĞAN

Batman University, School of Tourism and Hotel Management, Turkey

E-mail: mustafadoganmustafa@gmail.com

ORCID: 0000-0001-7648-8469

Prof. Dr. Gülriz KOZBE

Batman University, Faculty of Science and Letters, Department of Art History, Turkey

E-mail: gkozbe@yahoo.com

ORCID: 0000-0002-4727-3052

Abstract

Article Info:

Received: 30-04-2019

Accepted: 07-05-2019

Keywords:

*Museum,
Interactive Systems,
Augmented Reality,
Visitor Experience,
Turkey*

To the effect, technologically advanced interactive systems, settled in modern-day museums research new ways to offer a positive experience to the visitors and encourage them to return, using modern communication and learning tools. This paper examines user interaction applications of a recent digital cultural heritage exploration project concerning of the most popular three museums (Mardin, Şanlıurfa, Gaziantep Museums) that are located in different cities of the southeast region of Turkey. The project aims at enriching the visitor experiences through modern digital technologies. Main modules include 3D scanning of the artifacts, information screens and mobile interaction with Augmented Reality (AR). In this paper, it is explored and compared the visitor perceptions and experiences for three museums. For this purpose, two scales were used for data collection. In accordance with the first aim of the study, the scale adapted by Chung, Han & Joun (2015) which is to explain visitors' acceptance of based on the interactive systems. Secondly, Lee & Smith's (2015) multiple-item scale was used to measure tourists' visiting experiences at the selected museums. Moreover, the findings explain the influences of interactive applications on visitor experiences according to the museums and comparatively. The study supports that the interactive systems provide a functional role to learn about the heritage and manifest important practical implications for museums in relation to interactive systems.

¹ Corresponding Author

1. INTRODUCTION

New technologies allow the museum to imagine creating new experiences and digital technologies (virtual reality, augmented reality, mobile devices etc.) and the museum experience explores the ways in which mobile device and digital technology can be used to enhance and transform the visitors' experience of the museums (Bradburne, 2008). The trend is toward personal relevance and interpretations, interactivity, easy access and control of content to shape today's museum visitors' experience (Tallon, 2008). Museums have gradually acquired visitor-based roles instead of museum-based roles and therefore, the need for visitor studies has emerged (Weil, 2000; Sheng & Chen, 2012). The goal of the research described in this paper is to explore and compare the visitor perceptions and experiences for three museums which are located in different cities (Mardin, Şanlıurfa, and Gaziantep) of the southeast region of Turkey. Therefore, this study designed a questionnaire on museum visitor experience and perceptions using a quantitative approach according to the definition of experience by Chung, Han & Joun (2015) which is to explain visitors' acceptance of based on the interactive systems and Lee & Smith's (2015) multiple-item scale was used to measure tourists' visiting experiences at the selected museums.

2. LITERATURE REVIEW

As societies change from industrially-based to knowledge-based economies, lifelong and free-choice learning is gaining increasing attention (Falk & Dierking 2000). Hence, the informal learning sector and leisure settings will have an increasingly important role in society. Such leisure settings may include art, history and natural history museums, botanical gardens, nature centers, national parks, science centers, zoos, aquaria, historic houses, historic reconstructions, heritage and archaeological sites and commercial tourism facilities (Packer & Ballantyne, 2002). Although there are so many leisure settings, museums are probably the best known and most researched of all educational leisure settings. Museums are extraordinary places where visitors have an incredible range of experiences (Hein, 1998). Millions of people, young and old, alone and in groups, have some kind of museum experience every year. Falk and Dierking (2016) tried to understand why visitors go to museums, what they do there, and what they will remember is a significant challenge in their book entitled "the museum experience". They have conceptualized the museum visit as involving an interaction among three contexts; a) "personal context", b) "social context", and c) "physical context". While personal context includes the visitor's interests, motivations, concerns, varying degrees of experience in and knowledge of the content and design of the

museum, social context of the visit involve variations in behavior between different groups for example adults and children, young and old (Falk & Dierking, 2016). As to the physical context includes the architecture and "feel" of the building, as well as the objects and artifacts contained within. On the other hand, the objects and artifacts in the museums have been varied with the development of new technologies such a virtual reality, interactive systems or augmented reality applications (Wojciechowski, Walczak, White, & Cellary, 2004; Carrozzino, & Bergamasco, 2010).

2.1. Interactive Systems in Museums

Museums are increasingly creating interactive exhibits as a way to increase audience engagement. With the aid of new technologies museums have recently started to deal with the challenge of presenting their collections in an appealing and understandable manner. There is a growing interest in virtual museum exhibitions that make use of Web3D and augmented reality (AR) techniques (Liarokapis, Sylaiou, Basu, Mourkoussis, White & Lister, 2004). In the case of museum visitors with physical impairments in physical context Web3D and AR have the potential to 'minimise the effects of disability' (Liarokapis et al., 2004). According to Holdgaard (2011), there is no well-defined conceptualization for interactive museum: online museum, electronic museum, hyper museum, digital museum, cyber museum, web museum, virtual museum among others, are the many possible names for the new age museum. Regardless of the nomenclature, this can be distinguished in three main variants, with focus on content, communication and collaboration, that can also be fully connected with the museum's own museographic² tools (Geser & Niccolucci, 2012; Vaz, Fernandes & Veiga, 2018). Many interactive museums allow visitors to determine the order of presented information and whether they want to obtain more information concerning a specific area of interest (Haywood & Cairns, 2005). For example, interactive exhibit at the British Museum is a purely visual experience and is an interactive experience, featuring some of the most fascinating objects in human history (Britishmuseum, 2018). The general aim of these interactive exhibits like the British Museum is to allow for learning and entertainment (Falk & Dierking, 2000).

Museums are keen on presenting their collections in a more appealing and exciting manner to attract visitors (Wojciechowski et al., 2004). They have long dealt with unauthorized augmentations of their exhibitions, such as unofficial tours, but technology has opened up new possibilities for visitors eager to have a part in shaping the museum-going

² The systematic description of objects in museums.

experience (Katz, 2018). Especially with the rise of virtual and augmented reality technology with 2000s, museums have started to evolved towards the concept of simulation, of interactive visualisation of the different potential realities of historical and cultural information (Barceló, Forte & Sanders, 2000). The survey in Europe show that about 35% of museums have already started developments with some form of 3D presentation of objects (Salgado, O'Connor, Tsapatori & Soler, 2005). On the other hand, according to the results of V-must.net survey among museum directors (50 participants) in 2011, 40 % of the directors would have developed or would have been interested in developing a new virtual or augmented museums, and 57 % were interested in online 3D virtual museums (Pescarin, 2014). Jung, tom Dieck, Lee and Chung (2016) have determined that new technologies (i.e. virtual and augmented reality applications) in museums have a significant influence on visitors' experience which consequently induce the tourists' intention to revisit.

2.2. Museum Visitors' Experience

MacCannell argued that the tourist/visitor experience is authentic by nature because tourists or visitors inherently look for authentic experiences and “see that life [of the places visited] as it is really lived” (MacCannell, 1973, p. 594). Cohen also stated that tourist or visitors experience is a search for authenticity and an effort to escape from an alienated world (Cohen, 1979, p.180). On the other hand, Uriely suggested two epistemological approaches for examining tourist/visitor experiences (Uriely, 2005). First, from a modernist perspective, the tourism experience is beyond daily life and thus is an unusual experience. From a post-modernist perspective, tourist experiences, rather than being apart from everyday life, are embedded in and connected with everyday life (Lee & Smith, 2015).

The leisure experience, which includes tourist experience or museum visitors' experience from a wider perspective, variously labeled as “peak” (Maslow, 1968), “flow” (Csikszentmihalyi, 1975), “absorbing” (Tellegen & Atkinson, 1974), and “optimal” (Mannell, 1996). However, changes in the experience of leisure activities and periods of leisure history have frequently been driven by technological developments (Rojek, 2000; Bryce, 2001). When museums are considered as leisure activities, museum visitors' experience have also consistently changed depending on technological developments such an interactive systems or applications. People visit to museums for experiences that are enjoyable and personally satisfying, to relax and escape from the stresses of everyday life, and to improve their knowledge level. Through new technologies, museums can manage their collections better, offer unforgettable experiences to their visitors and exceed their physical limits by using

online distribution and communication channels (Parry, 2013). Hooper-Greenhill (2007) argues that experience and ‘performance, in the sense of action and behaviour’ are ‘of vital importance to museums’. Individuals can create and transform their museum experiences into knowledge, skills, attitudes, values, emotions, beliefs, and senses. In this regard, new technological tools like interactive systems or applications also are helping to transform experiences that museums offer far beyond the museum’s physical infrastructure (Soren, 2009).

3. METHODOLOGY

In this study, it is presented a framework to enable interactive museums to analyze and evaluate the behaviour of their visitors. In other saying, it is tried to reveal the influences of the interactive systems on museum visitors’ experience. In accordance with this purpose, the most popular three interactive museums (Mardin, Şanlıurfa, Gaziantep Museums) located in different cities of the southeast region of Turkey was chosen. Face-to-face interviews by use of questionnaire form were conducted with visitors to these interactive museums in Turkey during eight weeks in June-July 2018. Two scales were used for data collection. In accordance the aim of the study, the scale adapted by Chung, Han & Joun (2015) which is to explain visitors’ acceptance of based on the interactive systems. Secondly, Lee & Smith’s (2015) multiple-item scale was used to measure tourists’ visiting experiences at the selected museums. Two sets of questions were crafted for this survey. The first section of the questionnaire collected information about the visitor’s gender, age, education level, occupation, visiting with whom, and a basic source of information for visiting to the museums. In the second part, respondents were asked to give their opinion on perceived usefulness (5 items), perceived ease of use (4 items), attractiveness contribution of interactive systems (2 items) and their experiences of visiting (9 items) the museums. A five-point Likert scale was used in the questionnaire, ranging from “5 = strongly agree” to “1 = strongly disagree”. In total, 1200 questionnaires were conducted in the museums (Gaziantep=351, Mardin=365, Şanlıurfa=368). A total of 1084 were considered valid for analysis, representing an overall response rate of 90 %. Data were comparatively analyzed by SPSS 21 statistic package program.

4. FINDINGS

An on-site survey was conducted of Şanlıurfa Museum (Şanlıurfa/Turkey), Zeugma Mosaic Museum (Gaziantep/Turkey) and Mardin Museum (Mardin/Turkey) domestic visitors

who used the interactive AR applications. The museums are to be appropriate to evaluate the utilization of AR and visitor’s perception toward AR for museums. Therefore, in this study, we focused on the AR applications of three museums and were chosen as the survey site. Four pollsters who majored in tourism served as field researchers to collect data during July, 2018. Totally 1110 visitor questionnaires were found appropriate for the data analysis in the research. Totally 1083 valid questionnaires were analyzed to access the findings. The Cronbach’s Alpha value that stated to the reliability of the whole scale that is included 20 items under four dimensions is 0,946 (Şanlıurfa Museum), 0,855 (Zeugma Mosaic Museum) and 0,939 (Mardin Museum).

Table 1. Demographic Characteristics of the Visitors

		MUSEUMS					
		ŞANLIURFA		ZEUGMA		MARDIN	
		frequency	%	frequency	%	frequency	%
Gender	Male	188	51,1	172	49,0	184	50,4
	Female	179	48,9	179	51,0	181	49,6
Age	18-30	226	61,4	109	31,1	218	59,7
	31-40	69	18,8	125	35,6	92	25,2
	41-50	50	13,6	70	19,9	30	8,2
	51-60	18	4,9	30	8,5	16	4,4
	61 and over	5	1,4	17	4,8	9	2,5
Education	High School or below	182	49,5	97	27,6	128	35,1
	Bachelor’s degree	170	46,2	210	59,8	201	55,1
	Master’s/Doctorate	16	4,3	44	12,6	36	9,8
Employment Status	Employed	178	48,4	198	56,4	171	46,8
	Self-Employed	40	10,9	25	7,1	33	9,0
	Unemployed	70	19,0	32	9,1	52	14,2
	Retired	13	4,1	27	7,7	15	4,1
	Student	67	18,2	69	19,7	94	25,8
Travelling With	Alone	32	8,7	24	6,8	36	9,9
	With a partner	73	19,8	75	21,4	68	18,6
	Family/Relatives	149	40,5	166	47,3	170	46,5
	Friends	114	30,9	86	24,5	91	25,0
Information about Mardin Museum	Internet/Social Media	119	32,3	147	41,9	129	35,3
	Newspaper/Magazine	15	4,1	10	2,8	46	12,6
	Friends/Relatives	137	37,2	139	39,6	142	38,9
	TV/Radio	58	15,8	13	3,7	18	4,9
	Travel Agency	39	10,6	42	12,0	30	8,2
Total		367	100 %	351	100 %	365	100 %

It was not found any item that needs to out from the scale according to the analysis. Table 1 includes the demographic characteristics of the visitors who responded to the survey. The results indicated that the age ranges of visitors are generally in the middle ages and male range is much more than the others and the most of the visitors have a bachelor degree or a high school degree. The majority of the occupational status of the visitors occur employee and

they prefer to travel with families or relatives. Finally, it is understood that most of the visitors had information about the museums through friends/relatives and internet/social media before traveling.

Table 2. Reliability Analysis and Item statistics

Dimensions	MUSEUMS					
	ŞANLIURFA (N=368)		ZEUGMA (N=351)		MARDIN (N=365)	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Perceived Usefulness Cronbach Alpha	0,904		0,882		0,869	
Perceived_Usefulness1	4,0978	,90785	4,1681	,86037	4,1205	,91191
Perceived_Usefulness2	4,1304	,84127	4,1823	,83209	4,1863	,90683
Perceived_Usefulness3	4,1495	,88089	4,2137	,86019	4,2247	,90720
Perceived_Usefulness4	4,2065	,82585	4,3105	,74287	4,2685	,90129
Perceived_Usefulness5	4,1766	,86014	4,2934	,73441	4,3041	,95394
Perceived Ease of Use Cronbach Alpha	0,881		0,806		0,831	
Perceived_Ease_of_Use1	4,1603	,80452	3,8547	,94353	4,2274	,88350
Perceived_Ease_of_Use2	4,0870	,89079	3,8575	2,30334	4,0247	,95039
Perceived_Ease_of_Use3	4,0788	,87769	3,8376	,94377	4,2110	,90596
Perceived_Ease_of_Use4	4,1223	,85054	3,9145	,94330	4,1836	,92091
Attractiveness Contribution Cronbach Alpha	0,835		0,776		0,819	
Attractiveness_Contribution1	4,1766	,86330	4,5584	,72220	4,1945	,92462
Attractiveness_Contribution2	4,2120	,87263	4,6695	,64068	4,3233	,90762
Experiences of Museum Visitors Cronbach Alpha	0,934		0,869		0,907	
Experiences_Museum_Visitors_1	4,4076	,68232	4,6838	,61852	4,4712	,85316
Experiences_Museum_Visitors_2	4,3967	,78486	4,6467	,67230	4,3945	,85996
Experiences_Museum_Visitors_3	4,3940	,77048	4,5499	,65657	4,4274	,76913
Experiences_Museum_Visitors_4	4,4457	,74357	4,4387	,77170	4,2959	,88337
Experiences_Museum_Visitors_5	4,4022	,79247	4,4501	,75380	4,2685	,91039
Experiences_Museum_Visitors_6	4,3533	,83857	4,4444	,76842	4,2904	,88208
Experiences_Museum_Visitors_7	4,3859	,78335	4,7009	,61781	4,2959	,89878
Experiences_Museum_Visitors_8	4,1630	,92824	4,5499	,77621	4,2082	1,03001
Experiences_Museum_Visitors_9	4,2772	,88544	4,8006	,47220	4,4904	,81067

The main findings of the study which show in Table 2, was focused on the findings of augmented reality that includes the opinions of the visitors who responded to the survey regarding experiences, usefulness, ease of use and contribution to the destination. According to the first part of the findings, the averages of perceived usefulness are very high for three museums but the usefulness values of Şanlıurfa is less than the others. The Şanlıurfa is the last opened museum among these museums and its development process is newer than the others. The low averages of the museum can be affected by this factor. Finally, the highest value of the first dimension for three museums that are showed in "Perceived Usefulness 4" in Table 2, is regarding the usefulness of the interactive implications. The interactive implementations

have been found functional for the understanding of the collections and effectiveness of their visit.

The second dimension of the findings is related to "perceived ease of use" of the interactive systems in the museums. According to the analysis, the averages of the Zeugma Museums are less than the others. The findings underline that the Zeugma museum should develop the ease of the interactive systems with some tools. The highest value of the findings is about the ease of use. The following results of the study include that the contribution of the interactive systems on the museums and tourism. It seems in Table 2 that the most valuable contribution of the interactive museum implications is for the city of Gaziantep. The last findings of the study were titled under the experiences of the museum visitors. The whole values of this dimension are very high for all museums and besides, the highest averages of findings are located in this part of the survey. Comparatively, the Zeugma museum has the highest values in this part according to the two museums. The museum has become one of the most popular museums of Turkey, particularly thanks to Çingene Kızı mosaic and this result can be resourced its collections that are based on rare and attractive mosaics.

5. CONCLUSION AND DISCUSSION

According to the 2015 Trendwatch Report, digitally mediated personalization and personalized learning are two global prominent trends in museums in recent years (Trendwatch, 2015). So museums are using augmented reality (AR) technology to their advantage. With augmented reality, museums are superimposing their virtual world right over what's actually in front of you, bringing exhibits and artifacts to life in new ways (Billock, 2017). As QR codes, mobile phone guided audio tours, and smartphone apps have become widely used mobile features in museums all over the world, some museums are starting to explore ways to weave in more interactive and customized features that can enhance visitor experience (Ding, 2017). On the other hand, Yoon et al. (2012) stated that the enormous potential AR capabilities have on learning and assessment in enabling people to construct new understanding. In this regard, AR technology in museums are very important fun and learning tool for museums' visitors.

In this study, AR technology in three museums (Şanlıurfa, Zeugma and Mardin) is explored and the effects of this technology on visitors' experiences are comparatively examined. According to the results of the analysis, it is understood that the museum visitors were satisfied with the AR technology they used and the interactive applications based on AR affected positively on their museum experiences. Indeed, when the literature is examined,

AR technologies have also been incorporated in museums to enhance visitors' experience by improving their interest, engagement, and access to information (Baber et al., 2001; Hall & Bannon, 2006; Damala et al., 2008; Carmigniani et al., 2011; Yoon, 2012). Therefore, it can be concluded that the results of the study are in parallel with the literature.

Museums enrich their visitors' knowledge, give them an understanding of historical value, and can simply give answers to various questions. Museums look for ways to improve their visitors' experience and AR or VR is one of the best ways in which that can be done. In the future studies, augmented and virtual reality technology can be compared in terms of visitor experiences. In addition to that, the visitor profile can be analyzed between museums where both are used together and museums where only one is used. Thus, the interactive applications used in museums and the impacts of these practices will be better understood.

REFERENCES

- Baber, C., Bristow, H., Cheng, S.L., Hedley, A., Kuriyama, Y. Lien, M., Pollard, J. & Sorrell, P. (2001). Augmenting museums and art galleries. In Hirose, M. (ed.), *Human-Computer Interaction* (pp. 439-447). Tokyo: IOS Press.
- Barbara J. Soren (2009) Museum experiences that change visitors. *Museum Management and Curatorship*, 24(3), 233-251.
- Barceló, J. A., Forte, M., & Sanders, D. H. (Eds.). (2000). *Virtual reality in archaeology*. Oxford: Archaeopress.
- Billock, J. (2017). Five Augmented Reality Experiences That Bring Museum Exhibits to Life. Retrieved from: <https://www.smithsonianmag.com/travel/expanding-exhibits-augmented-reality-180963810/> (Accessed: 29 Feb 2019).
- Bradburne, J.M. (2008). Foreword. In L. Tallon (ed.), *Digital technologies and the museum experience* (pp. ix-xii). Lanham, MD: ALTAMIRA Press.
- Britishmuseum (2018). The British Museum with Google. Retrieved from: https://www.britishmuseum.org/with_google.aspx (Accessed: 26 Feb 2019).
- Bryce, J. (2001). The technological transformation of leisure. *Social Science Computer Review*, 19(1), 7-16.
- Carmigniani, J., Furht, B., Anisetti, M., Ceravolo, P., Damiani, E., & Ivkovic, M. (2011). Augmented reality technologies, systems and applications. *Multimedia tools and Applications*, 51(1), 341-377.

- Carrozzino, M., & Bergamasco, M. (2010). Beyond virtual museums: Experiencing immersive virtual reality in real museums. *Journal of Cultural Heritage*, 11(4), 452-458.
- Chung, N., Han, H., & Joun, Y. (2015). Tourists' intention to visit a destination: The role of augmented reality (AR) application for a heritage site. *Computers in Human Behavior*, 50, 588-599.
- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology*, 13, 179-201.
- Csikszentmihalyi, M. (1975). *Beyond boredom and anxiety*. San Francisco: Jossey Bass.
- Damala, A., Cubaud, P., Bationo, A., Houlier, P., & Marchal, I. (2008). Bridging the gap between the digital and the physical: design and evaluation of a mobile augmented reality guide for the museum visit. In *Proceedings of the 3rd international conference on Digital Interactive Media in Entertainment and Arts* (pp. 120-128). New York: ACM Press.
- Ding, M. (2017). *Augmented reality in museums*. Arts Management & Technology Laboratory, Carnegie Mellon University.
- Falk, J. & Dierking, L. (2000). *Learning from museums: Visitor experiences and the making of meaning*. Walnut Creek, CA: AltaMira Press.
- Falk, J. H., & Dierking, L. D. (2016). *The museum experience*. London: Routledge.
- Geser, G., & Niccolucci, F. (2012). Virtual museums, digital reference collections and e-science environments. *Uncommon Culture*, 3(5/6), 12-37.
- Hall, T. & Bannon, L., (2006). Designing ubiquitous computing to enhance children's learning in Museums. *Journal of Computer Assisted Learning*, 22(4), 231-243.
- Haywood, N. & Cairns, P. (2005). Engagement with an interactive museum exhibit. *People and Computer XIX*, Vol.1, In *Proceedings of HCI 2005* (pp. 113-129), Springer-Verleg.
- Hein, G.E. (1998). *Learning in the museum*. Abingdon, OX: Routledge.
- Holdgaard, N. (2011). The Use of Social Media in the Danish Museum Landscape. In Trant & D. Bearman (Eds.), *Museums and the Web 2011: Proceedings*. Toronto: Archives & Museum Informatics. Retrieved from: http://www.museumsandtheweb.com/mw2011/papers/the_use_of_social_media_in_the_danish_museum_1 (Accessed: 26 Feb 2019).
- Hooper-Greenhill, E. 2007. *Museums and education: Purpose, pedagogy, performance* (Museum Meanings). London: Routledge.
- Jung, T., tom Dieck, M. C., Lee, H., & Chung, N. (2016). Effects of virtual reality and augmented reality on visitor experiences in museum. In A. Inversini & R. Schegg, *Proceedings of The Information and communication technologies in tourism 2016* (pp. 621-635). Cham: Springer.

- Katz, M. (2018). Augmented reality is transforming museums. Retrieved from: <https://www.wired.com/story/augmented-reality-art-museums/> (Accessed: 26 Feb 2019).
- Lee, H. M., & Smith, S. L. (2015). A visitor experience scale: historic sites and museums. *Journal of China Tourism Research*, 11(3), 255-277.
- Liarokapis, F., Sylaiou, S., Basu, A., Mourkoussis, N., White, M., & Lister, P. F. (2004). An Interactive Visualisation Interface for Virtual Museums. In *Proceeding of VAST 2004: The 5th International Symposium on Virtual Reality, Archaeology and Intelligent Cultural Heritage* (pp. 47-56). 7-10 December, Brussels and Oudenaarde, Belgium.
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589-603.
- Mannell, R. C. (1996). Approaches in the social and behavioural sciences to the systematic study of hard-to-define human values and experiences. In B. L. Driver, D. Dustin, T. Bltic, G. Elsner, & G. Peterson (Eds.), *Nature and the human spirit: Toward an expanded land management ethic* (pp. 405–416). State College, PA: Venture.
- Maslow, A. H. (1968). *Toward a psychology of being* (2nd ed.). Princeton, NJ: D. Van Nostrand.
- Packer, J. & Ballantyne, R. (2002). Motivational factors and the visitor experience: A comparison of three sites. *Curator: The Museum Journal*, 45(3), 183-198.
- Parry, R. (Ed.) (2000). *Museums in a digital age*. London: Routledge.
- Pescarin, S. (2014). Museums and virtual museums in Europe: reaching expectations. *SCIRES-IT-SCientific RESearch and Information Technology*, 4(1), 131-140.
- Rojek, C. (2000). *Leisure and culture*. London: Macmillan.
- Salgado, L., O'Connor, N., Tsapatori, M. & Soler, J.A. (2005). The ORION Project: A European Union Thematic Network. *Marq, arqueología y museos*, 103-112. Retrieved from: http://www.marqalicante.com/contenido/particulos/pub_11.pdf (Accessed: 25 Feb 2019).
- Sheng, C. W., & Chen, M. C. (2012). A study of experience expectations of museum visitors. *Tourism Management*, 33(1), 53-60.
- Tallon, L. (2008). Introduction: Mobile, digital, and personal. . In L. Tallon (ed.), *Digital technologies and the museum experience* (pp. xiii-xxv). Lanham, MD: ALTAMIRA Press.

- Tellegen, A., & Atkinson, G. (1974). Openness to absorbing and self-altering experiences (absorption), a trait related to hypnotic susceptibility. *Journal of Abnormal Psychology*, 83, 268–277.
- Trendwatch (2015). 10 trends for 2015. Retrieved from: <https://trendwatching.com/trends/10-trends-for-2015/> (Accessed: 28 Feb 2019).
- Uriely, N. (2005). The tourist experience: Conceptual developments. *Annals of Tourism Research*, 32(1), 199-216
- Vaz, R. I. F., Fernandes, P. O., & Veiga, A. C. R. (2018). Interactive technologies in museums: How digital installations and media are enhancing the visitors' experience. In J. M. F. Rodrigues, C. M. Q. Ramos, P. J. S. Cardoso & C. Henriques (eds.), *Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications* (pp. 30-53). Hershey PA: IGI Global.
- Weil, S. E. (2000). Transformed from a cemetery of bric-a-brac. In B. Sheppard (Ed.), *Perspectives on outcome based evaluation for libraries and museums* (pp. 4-15). Washington, D.C.: Institute of Museum and Library Services.
- Wojciechowski, R., Walczak, K., White, M., & Cellary, W. (2004). Building virtual and augmented reality museum exhibitions. In *Proceedings of the 9th international conference on 3D Web technology* (pp. 135-144). 5-8 April, New York, NY: ACM.
- Yoon, S. A., Elinich, K., Wang, J., & Van Schooneveld, J. G. (2012). Augmented reality in the science museum: Lessons learned in scaffolding for conceptual and cognitive learning. *IADIS International Conference on Cognition and Exploratory Learning in Digital Age* (pp. 205-212). International Association for Development of the Information Society. Retrieved from: <https://files.eric.ed.gov/fulltext/ED542780.pdf> (Accessed: 29 Feb 2019).

TOURISM MARKETING VIA SOCIAL MEDIA IN INDIA: THE MOST EFFECTIVE MARKETING STRATEGY TO EVOLVE INDIAN TOURISM

Md. Tariqul Islam¹

Lovely Professional University, Airlines Tourism and Hospitality Management, India

E-mail: tariqulislamtonmoy812@gmail.com

ORCID: 0000-0002-7367-2989

Aswajit Boro

Lovely Professional University, Airlines Tourism and Hospitality Management, India

E-mail: aswajitboro@gmail.com

ORCID: 0000-0001-6091-1066

<p>Article Info:</p> <p>Received: 22-05-2019 Revised: 26-05-2019 Accepted: 29-05-2019</p> <p>Keywords: <i>Tourism Marketing Social Media Strategy India</i></p>	<p>Abstract</p> <p>Tourism is being undoubtedly a vital part of human life. Everyday a good number of people keep travelling from one place to another place for various reasons. India is one of the finest tourist destinations among the world for its rich tourism resources. Therefore it receives a huge amount of tourists every day from all over the world with the help of tourism marketing and it has helped the country to achieve a satisfactory position in the world tourism ranking. Lately the use of Social Media has proven to be a dominant force in marketing of tourism. The purpose of this research is to discuss about the social media as an effective platform of tourism marketing. This research has been done by performing a survey on 300 people; based on the effectiveness of social media in their personal travel experience. According to the findings of the survey, it has been seen that even though there is availability of various mode of tourism marketing but social media is found to be the most efficient mode.</p>
---	--

1. INTRODUCTION

Coltman (1989) defines tourism marketing as a management philosophy that, in the light of tourist demand, makes it possible through research, forecasting and selection to place tourism products on the market in line with the origins purpose for greatest benefits. The tourism in India has been increasing gradually only because of tourism marketing. According to the report of Indian Tourism Statistics (2018) India has received a total number of

¹ Corresponding Author

1,00,35,803 foreign tourists in the year of 2017 which was 14 % more than the previous year and the growth rate is increasing tremendously every year. Tourists are being attracted to India because of its rich cultural diversity, geographical locations, prestigious history as well as its Authentic Cuisine. As India is a developing country; it has shown its potential in various sectors but out of those two major sectors are tourism and technology. According to the reports of Statista, India is the second largest online market with over 460 million internet users and it has been also assumed that by 2021, there will be about 635.8 million users. And out of 460 million internet users 226.06 million people used Social Media till the end of 2018 and it is assumed that the number of social media will be increased to 336.18 million by 2021. Social media has been proven to be a very beneficial platform for Marketing of Tourism as it is a cost effective way of marketing. Social media plays a major role in expanding the information regarding the tourism product of India to the people all over the world. In fact, urging the tourist to visit India resulting in contribution to the country's economy. Tourism marketing through social media creates an opportunity to grab potential customers by increasing their brand recognition and improving their brand loyalty.

2. OBJECTIVE OF THE STUDY

The objectives of the study are;

- To learn about tourism marketing in India,
- To measure the involvement of an individual with social media,
- To identify the relationship between tourism marketing and social media,
- To observe the necessity of social media in terms of tourism marketing in India.

3. LITERATURE REVIEW

According to Kumar (2017) tourism in India is the largest service industry and it holds deliberate significance in the Indian economy. Social media plays a big role in the development of the tourism industry in India. But due to the geographical constraints or lack of information, many tourism products are yet to be offered to the consumers. However, with the introduction and development of technologies in tourism industry (Internet and Social Media), there has been a drastic change in a positive manner. Consumers are able to update themselves through various platforms of social media like facebook, instagram, twitter, blogs, vlogs, reviews etc. of any tourism product before having a personal experience. In a country like India media are continually featuring the customers about the spots of traveler intrigue,

the travel industry, vacationer season (pinnacle and lean), picture, assets, accommodations, people groups, culture and legacy to take into account the necessities of forthcoming and genuine visitors (Kumar, 2014). Marketing plays a vital role in the expansion of the organization and to build up a name for itself in the competitive market. Marketing enables to identify the target audience in the market and accordingly develop products and offer services to the public. It is also necessary to establish good relationship among the public and the organization. Strategic marketing should directly or indirectly be connected with the general public's need. Marketing helps in understanding the customer's purchasing decisions and assists the organization to flourish for a longer term by maintaining a healthy relation. The marketing strategy of an organization should focus on customer satisfaction and well-being of the society (Kotler, 1996). Tourism means travelling from one destination to another for leisure or business; basically outside their native place. It is the standard and organized business strategy to achieve optimum delight of the requirement of consumer; be it private or state owned, national or international. The tourism marketing needs a solid marketing strategy. With increase in number of destinations, the practice of seeking attention and to attract tourists is obvious. Tourism industry has become one of the competitive industries in the market and hence, the strategy for marketing should to up to the mark. The sole purpose of the marketing in tourism is to produce right product or services to the right audience and sustain tourism growth (Krippendorf, 2016). Internet has been used as the medium for promotional activities in tourism sector. As tourism industry mostly deliver intangible products, Internet or Social media has started being used as a new marketing approach. Social Media can be a lethal weapon to build awareness about the tourism products and services, showcase the authenticity and provide general information and support to the identifiable consumer groups (Sahin, 2015). Kumar (2015) has researched that social media has turned out to be one of the quickest developing advertising apparatuses among present Information and Communication Technologies (ICT) to achieve various clients and to deal with a colossal database of their inclinations, buy records. It has changed the method for visitor to seek, discover, channel the data and settle on a buy choice without investing much energy and cash. Client Generated Content settles on choices dependent on client experiences, their visits, sites, likes, photograph sharing and references. The use of internet and social media leads to a new epoch of tourism economy by making it more convenient and easy. Social media, as one of the indomitable online marketing tool, has been blended into a part of social and economic life in the modern world. In the world full of science and technology, social media has been an essential component which has completely shattered the barriers between the tourism

industry and the tourists. Social media has influenced almost all the tourism organizations or industry to use it as a marketing tool. Hence, there is nothing wrong in saying that Social media has outplayed all the tourism marketing strategies in the market (Zeng, 2013).

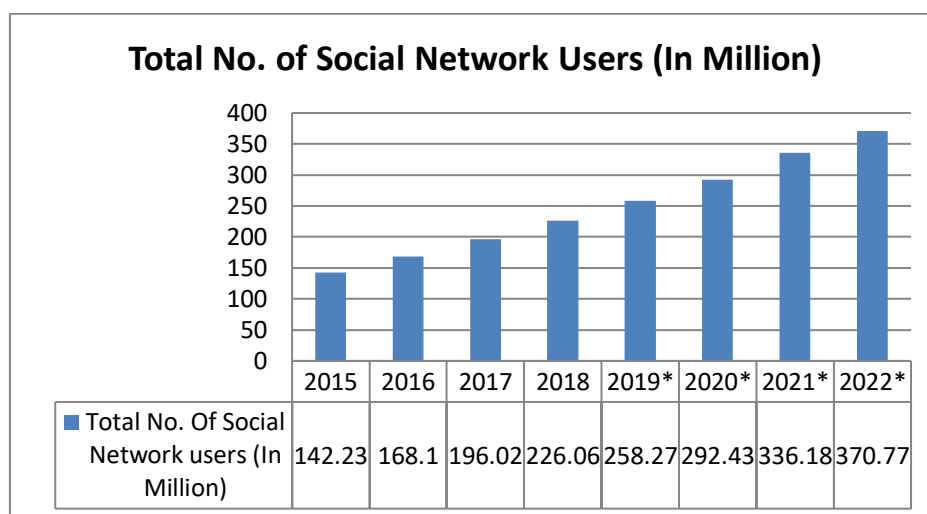
4. METHODOLOGY

The aim of this research is to discuss the efficiency of the social media in this competitive tourism marketing. For doing this research data was collected from two different sources i.e. primary and secondary. Primary data is obtained by performing a public survey of 300 people which were above the age level of 20. Secondary data is taken from various sources and those include books, journals, magazines, newspaper, articles, annual tourism report and Internet.

5. ANALYSIS AND DISCUSSION

The below graph has been taken from Internet usage in India - Statistics & Facts (n.d.) which shows the numerical status of total number of social network users from the year 2015 to 2022 in India. According to this graph, it has been seen that the number of social network users are rapidly increasing every year. In the year of 2015, the total numbers of social network users were 142.23 million and it has increased to 26.47 million, 27.92 million and 30.04 million in the year 2016, 2017 and 2018 respectively. Statista assumed that by the end of 2019, the number of user would be 258.27 million. It has also presumed that there will be a drastic change between the years 2020 to 2021 and it may reach up to 370.77 million in 2022.

Graph 1: Number of social network users in India from 2015 to 2022 (in millions)



Source: Statista

Table 1 represents the average time period that an individual spend on social media in a day. A field survey has been performed among 300 people where 172 were male and 128 were female and their age was above 20. According to the survey, it has been seen that the 26 people (8.7%) stay active on social media for less than 1 hour, 45 people (15%) for 1-2 hours, 48 people (16%) for 2-3 hours, 33 people (11%) for 3-4 hours, 29 people (9.7%) for 4-5 hours and out of 300 people 119 people stay active in social media more than 5 hours in a day that represents 39.7% of the total number of people.

Table 1: Percentage of staying active on Social Media in a day by an individual

Duration	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
Below 1 hour	18	8	26	8.7%
1-2 hours	30	15	45	15%
2-3 hours	29	19	48	16%
3-4 Hours	17	16	33	11%
4-5 Hours	15	14	29	9.7%
5+ Hours	63	56	119	39.6%
Total	172	128	300	100%

Source: Field Survey

Table 2 represent the total percentage of people who checks the rating of a particular destination before visiting that place. 10 respondents (3.3%) strongly disagreed on checking the rating before visiting, 16 respondents (5.3%) disagreed, 57 respondents (19%) were neutral (sometimes they check and sometimes they don't), 94 respondents (31.3%) agreed and 123 respondents strongly agreed that they certainly check the ratings of the destination before visiting and i.e. 41% of the total number of respondents.

Table 2: Percentage of checking the ratings in social media of a particular destination before visiting by an individual

I check the ratings of any particular destination before visiting that place in social media	Remarks	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
	Strongly Agree	75	48	123	41%
	Agree	53	41	94	31.3%
	Neutral	33	24	57	19%
	Disagree	7	9	16	5.3%
	Strongly Disagree	4	6	10	3.4%
Total		172	128	300	100%

Source: Field Survey

Table 3 shows the percentage of the people about their opinion on sharing their travel experience on social media. 6 respondents (2%) strongly disagreed on sharing their travel experience in social media, 25 respondents (8.3%) disagreed, 58 respondents (19.3%) were neutral (sometimes they do share and sometimes they don't), 93 respondents (31%) agreed

and 118 respondents strongly agreed that they certainly share their travel experience in social media and i.e. 39.3% of the total number of respondents.

Table 3: Percentage of sharing travel experiences on social media by an individual

	Remarks	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
I share my travel experiences in social media	Strongly Agree	84	34	118	39.3%
	Agree	50	43	93	31%
	Neutral	24	34	58	19.3%
	Disagree	12	13	25	8.4%
	Strongly Disagree	2	4	6	2%
Total		172	128	300	100%

Source: Field Survey

Table 4 represents all about the medium of advertisement which attracts the respondent most.

Table 4: Percentage of the most attractive medium of advertisement according to the respondents

Medium of Advertisement	Male Respondents	Female Respondents	Total No. of the Respondents	Percentage of the Respondents
Social Media	121	95	216	72%
Leaflet	2	0	2	0.7%
Magazines	1	9	10	3.3%
News paper	10	7	17	5.7%
Websites	21	6	27	9%
Word of Mouth	17	11	28	9.3%
Total	172	128	300	100%

Source: Field Survey

According to the survey report it has been seen that Word of Mouth is the most attractive advertisement method for 28 respondents (9.3%), Websites attract 27 respondents (9%), Newspaper attracts 17 respondents (5.7%), Magazines attract 10 respondents (3.3%), Leaflet attracts 2 respondents (0.7%) and 216 respondents chose the Social Media as the most attractive advertisement medium i.e. 72% of the total number of respondents.

6. RESULTS AND FINDINGS

This study has been led to look at the social networking use in the travel industry advertising. Online networking is progressively getting to be imperative today; this impact is likewise essentially influence the travel industry showcase. When we analyze the review results, unmistakably the travel industry inclinations of youthful age are influenced by remarks via social media networking. From Graph 1, it can be said that the number of social media user is increasing and it will keep on increasing gradually. It has been noticed that 39.7 % people stay active on social media for more than 5 hours in a day (Table 1), 41% people

strongly agreed that they check the ratings of a particular destination before visiting (Table 2), 39.3% people strongly agreed on sharing their personal travel experience (Table 3) and 72% people chose social media as the most attractive advertisement method (Table 4). By analyzing all the data, it can be determined that social media is the most effective strategy to develop the Indian Tourism Industry.

7. CONCLUSION

Tourism industry is one of the largest industries of India. Indian tourism industry is expanding rapidly only because of its quality tourism marketing and broad utilization of social media in India is also expanding step by step. So the utilization of social media can be a superior route for the height of tourism marketing and marketing through social media assumes an essential job in numerous parts of the travel industry, particularly in data hunt and basic leadership practices and the travel industry advancement concentrating on best practices for communicating with purchasers by means of social networking channels. Indeed, even the statistics of field survey propose that the promotion through social media can be guaranteed as the catchiest type of tourism marketing. The development of the social media in advancing the travel industry assets of India ought not to be neglected as it can assume a noteworthy job in boosting country's economy.

REFERENCES

- Kumar, R. U. C. (2017). Social Media Usage for Tourism: A Case of Rajasthan Tourism. *Procedia Computer Science*, 122, 751-758.
- Ayya, R. (2018, February 20). Number of Indian internet users will reach 500 million by June 2018, IAMAI says. Retrieved from Times of India: <https://timesofindia.indiatimes.com/business/india-business/number-indian-internet-users-will-reach-500-million-by-june-2018-iamai-says/articleshow/62998642.cms>
- Coltman, M. M. (1989). *Tourism Marketing*. Van Nostrand, Reinhold.
- Sahin, G. G. (2015). The Effects of Social Media on Tourism Marketing: A Study among University Students. *Management and Administrative Sciences Review*, 4(5), 772-786.
- Internet usage in India - Statistics & Facts. (n.d.). Retrieved from Statistics : <https://www.statista.com/topics/2157/internet-usage-in-india/>

- Krippendorf, J. (2016). *The Holiday Makers*. Taylor & Francis Group.
- Kotler, P. J. C. (1996). *Marketing for Hospitality and Tourism*. Pearson Education.
- Kumar, P. D. S. (2014). Role of Media in the Promotion of Tourism Industry in India. *Global Review of Research in Tourism, Hospitality and Leisure Management*, 1(3), 187-192.
- Kumar, P. V. K. (2015). Social Media: A Tool for Tourism Marketing. *International Research Journal of Business and Management*, 8(11), 1-6.
- Zeng, B. (2013). Social Media in Tourism. *Journal of Tourism and Hospitality*, 2(1), 1-2.

PROFILING TOURISTS IN THE BED AND BREAKFAST ESTABLISHMENTS IN PORT ALFRED, EASTERN CAPE

Prof. Dr. Dinesh VALLABH

Walter Sisulu University, Faculty of Business Sciences, Department of Tourism, Hospitality and Sport Management, South Africa

E-mail: dvallabh@wsu.ac.za

ORCID: 0000-0003-1381-9181

Kanyisa MANENGELE

Walter Sisulu University, Department of Tourism, Hospitality and Sport Management, South Africa

Abstract

Article Info:

Received: 20-05-2019

Revised: 17-06-2019

Accepted: 18-06-2019

Keywords:

*Profiling Tourists
B&B Establishments
Port Alfred*

Worldwide, the tourism industry is one of the largest industries that provides reasonable opportunities to business persons. For instance, persons can easily convert their homes into registered Bed and Breakfast establishments (B&B) and thereby offer accommodation services if they meet the B&Bs standards. The purpose of this study is to know which types of tourists are visiting B&Bs. The study also determines the profile of this typical tourist visiting Port Alfred B&Bs. Primary and secondary data sources were consulted to understand the phenomenon. The convenience sampling method was utilised to collect data. The findings of the study show that 68% of the respondents were from the Eastern Cape province. 68% of the respondents were females. Therefore, the study recommend that B&Bs should focus on segment leisure and business tourists. The business tourism market can be segmented further, depending on whether the purpose of the trip is for a meeting, an incentive, a conference or an exhibition. The leisure tourism market can be also further segmented into holiday travel.

1. INTRODUCTION AND BACKGROUND

Worldwide, the tourism industry is one of the largest industries that provides business opportunities to citizen (Brand South Africa, 2012). For instance, persons can easily convert their homes into registered Bed and Breakfast establishments (B&B) and thereby offer accommodation services if they meet the B&Bs standards (Tourism Grading Council of South Africa, 2016). The Japanese B&B sector operates alongside the wider hotel industry; no

limitations are placed on the number of rooms in hosts' homes. In the Taiwanese context, the general rule is limited to is that B&Bs providing no more than five rooms, but the number of featured rooms must be less than fifteen. British B&B operators tend to limit their number of guests amounting to less than six people. This is because a small number of tourists staying in one's home releases considerable operating pressures and, moreover, lowers the tax obligation (Tourism Grading Council of South Africa, 2016).

Research methodology

Research design

The research design is a plan, structure and strategy of investigation that the researcher uses in order to obtain answers to the research questions or problem, answering questions validly, objectively and accurately (Henn, Weinstein & Foard 2009, Kumar, 2014). The research design also allows the researcher to decide the type of study design he/she should use; how data would best be collected from respondents; how respondents should be selected; how data should be analysed, and how the findings could be presented in a legitimate and comprehensive manner (Kumar, 2014).

The research was conducted in Port Alfred, a popular beach town, with many B&Bs that met the target sample criteria of having five to ten rooms. The research instrument used in the study were questionnaires. The examination of primary and secondary data was part of the research method. The method selected met the objectives of the study, especially the present and future findings. These methods assisted in identifying the demographics, psychographics, geographic and socio economic segments and distinguish the type of tourist visiting B&Bs in Port Alfred.

Survey population

Kumar (2008) defines survey population as any representatives from the targeted population whose views are believed to represent the views of the entire population in the study area. The survey population for the current study included the managers of B&Bs and tourists visiting Port Alfred.

Sample size

Sampling involves defining which groups, cases or fields should be used in the study (Flick, 2011). The sample was drawn from B&Bs in Port Alfred.

Sampling method

Sampling is a process of selecting a suitable sample or representative part of a population for the purpose of determining parameters or characteristics of the whole population (Palinkas, Green, Wisdom & Hoagwood, 2013). The convenience sampling

technique is applicable to both qualitative and quantitative studies (Ilker, Sulaiman & Rukayy, 2016). In this study the convenience sampling method was used to collect data. A structured questionnaire was administered to tourists staying in the B&Bs and was focused on the B&Bs that are close to the attractions of Port Alfred.

Methods and tools for data collection

Primary data sources

Primary data is collected with an aim of getting solutions to the problem at hand and is a very involved process (Douglas, 2015). Primary data sources include surveys, observations, experiments, questionnaires and interviews (Mesly, 2015).

The collection of primary data

The relevant instrument for this study was a questionnaire which was hand delivered to respondents. The researcher integrated certain attributes used in past research instruments into the development of this study's instrument, such as those indicated by Deng and Li (2015), Leonidou, Coudounaris, Kvasova and Christodoulides (2015), Walters and Ruhanen (2015), and Youn and Ryu (2016).

Secondary data sources

Secondary data refers to available data such as journals and other written research and analysis (Douglas, 2015). Secondary data are data which have already been collected for purposes other than the problem at hand but that relates to the problem statement.

Collection of secondary data

The secondary data of the current study was derived from the following sources:

- Tourism related journals such as Journal on Tourism, Marketing and Accommodation establishments;
- Tourism, Hospitality Management and Marketing books;
- Government publications such as Eastern Cape Parks Tourism Agency (ECPTA) and Tourism Grading Council (TGC).

Data analysis

The Statistical Package for the Social Sciences (SPSS) analysis programme was used to analyse data. Bryman and Cramer (2009) suggest that the advantage of using the SPSS programme is that it enables the researcher to analyse quantitative data efficiently and in many different ways. It eliminates long hours spent on scores, carrying out calculations and making unavoidable mistakes that occur while such calculations are carried out.

Study limitations

The study was limited to the accommodation sector, particularly to B&Bs situated in Port Alfred in the Eastern Cape. The limitations were due to financial constraints, as well as to the time restrictions involved. As far as the purpose of the study was concerned, the study was limited to profiling of tourists utilising B&Bs in Port Alfred. The study cannot be generalised to other towns and cities of the Eastern Cape.

2. LITERATURE REVIEW

Globally, the tourism industry one of the fastest growing economic sectors and has the ability to increase local wealth and contribute significantly to a country's overall economy (National Department of Tourism, 2015). In a recent government study the South African government recognised that accommodation such as B&Bs have the potential to create job opportunities (Van Schalkwyk, 2013). This also led to growth in the services associated with accommodation such as B&Bs on which the study focuses. B&Bs are highlighted as an essential part of the tourism package since it provides necessary overnight facilities to tourists and can cater for almost any other need away from home that the tourist might request. Additionally, the B&Bs contribute to the Gross Domestic Product (GDP), job creation and the growth of the tourism sector (National Department of Tourism, 2015).

According to the United Nations World Tourism Organization (2015) tourists can be identified by the following categories:

- Domestic (residents of a given country travelling only within that country);
- Inbound (non-residents travelling in a given country); and
- Outbound (residents of one country travelling in another country).

There are many types of tourists:

- Holidays, leisure and recreation: This purpose is broad and includes activities such as sport, sightseeing, cultural holidays, and wellness treatments;
- Visiting friends and relatives: It includes attending family or friendly events in addition to simple visits;
- Education and training: This category includes students and individuals that are travelling to study. These individuals are considered tourists as long as they do not stay for more than a year;
- Health and medical care: It includes treatments in general such as plastic surgery or other;

- Religion/and pilgrimage;
- Shopping: This category includes the buying of goods for personal or souvenir use;
- Transit: Includes people that have no purpose to visit the place apart from moving through to another destination
- Other: Includes other activities such as volunteering (UNWTO, 2015) .

3. RESEARCH AND METHODOLOGY

Based on the background provided in introduction part, Port Alfred B&Bs were considered to be a possible area for the current study, because of the following;

- Port Alfred is a town with the most hours of sunshine in South Africa and also is steeped in history (Sunshine Coast Tourism, 2018) ;
- The Sunshine Coast has established itself as a tourism destination among its current market of mainly domestic and international tourists.

Figure 1 below shows the map of Port Alfred, showing the full location of the study area.



Source: Map of Port Alfred. Alfred (SA Maps, 2018)

Research design

Creswell (2009) defines research design as a process that is comprised of plans and procedures for research that influence the taking of decisions on the basis of the ensuring the research is credible and ultimately answers the research questions. Quantitative research

designs emphasise objectivity in measuring and describing phenomena (McMillan & Schumacher, 2010). As such, the research design maximises objectivity by using numbers, statistics, structure and control. An important subclassification of quantitative design is experimental and non-experimental. The difference between the two have significant implications for the nature of the design, and the types of conclusions that can be drawn. The research was conducted in Port Alfred because it has sizeable B&Bs. The research instrument used in the study were questionnaires. Primary and secondary data sources were utilised in order to gain better understanding of the research method. The method selected met the objectives of the study especially with regards to the present and future findings. These methods assisted in pointing out the demographics, psychographics, geographic and socio-economic segments and distinguish the type of tourists visiting B&Bs.

Reliability and validity

Shuttleworth (2008) contends that validity is foremost on the mind of those developing measures and that genuine scientific measurement is foremost in the minds of those who seek valid outcomes from assessment. Reliability reflects consistency and replicability over time. Furthermore, reliability is seen as the degree to which a test is free from measurement errors, since the more measurement errors occur the less reliable the test (Fraenkel & Wallen, 2003; McMillan & Schumacher, 2006).

Reliability

Barbie and Mouton (2011) assert that the extent to which results are consistent over and an accurate representation of, the total population under study is referred to as reliability. The researcher, in the current study, used a questionnaire survey consisting of series of open and closed ended questions that were asked in respondents. To ensure the reliability of the study through administration of the questionnaire survey, the researcher covered the following areas prior to the survey. The researcher formulated the questionnaire in consultation with her supervisor and colleagues, who had expertise knowledge regarding the topic of the study. The following applied:

- The study was focused on profiling tourists particularly in B&Bs in Port Alfred, with the survey targeting 70 respondents. The limited number, made the study viable due to financial constraints.
- The questionnaire was conducted on different days and times, making it possible for the results to convey the varying strategies of the owners/respondents involved

The fieldworkers were effectively trained in the administration of the questionnaire prior to being in the field.

Research instruments

Descombe (2007) states that research allows for a variety of methods to be used in data collection. In this study, only the questionnaires were used. The use of the questionnaire allows the researcher to collect a high proportion of usable answers from a large sample. The questionnaire comprised 20 questions and consisted of both closed and open-ended questions. This enabled the researcher gather factual information, and gave insight into the respondents' frame of reference and possibly their reasons for their responses

Ethical considerations

In the study, the researcher ensured that the respondents were informed that their participation in the survey was completely voluntary, and they were free to opt out of it at any stage if they felt uncomfortable. The respondents' answers were kept confidential and presented anonymously. The fieldworkers introduced themselves as researchers at the beginning of the survey.

4. RESEARCH RESULTS AND ANALYSIS OF FINDINGS

The purpose of the study was to profile tourists visiting B&Bs in Port Alfred. This coastal town was found to be the best choice for budget conscious travellers in 2015 (Discover Hospitality, 2015). Accommodation with simple physical structures and affordable prices are an attractive option for travellers (Discover Hospitality, 2015). The discussion is supported by means of tables, bar graphs and pie charts that are used to illustrate and to present the results.

Responses

As was previously stated in Chapter Three, the targeted sample were 70 respondents, although the actual response rate was 51 respondents. The response rate, which was 73% was deemed sufficient for the analyses. The fieldwork was conducted over three days from 02 October to 04 October 2018.

Results

The segmentation model was used in profiling tourists in the B&Bs according to:

- Geographic information, for example where tourists come from;
- Demographic information, for example age, gender, occupation, marital status, education and population;
- Socio-economic information, for example spending patterns and

- Psychographic information, for example reasons for using the B&Bs based on their interest and activities.

The following Table 1 shows the geographic profile of tourists.

Geographic profile

Table 1 showing the geographic profile of tourists.

Table 1. Geographic Profile of Tourists

Location	Frequenct	Percent
Eastern Cape	35	68.6
Western Cape	3	5.9
Northern Cape	1	2.0
Nort West	1	2.0
Limpopo	1	2.0
Gauteng	5	9.7
Kwazulu Natal	2	3.9
Free State	2	3.9
Mpumalanga	1	2.0
Total	51	100

Gartner (2009) refers to geographic segmentation as segmenting tourists based on their place of residence. Figure 4.1 shows that tourists who used B&Bs were mainly South Africans who reside in the Eastern Cape (69%). A large portion of the respondents who use B&Bs were permanent residents of the Eastern Cape province and hence it was easier for tourists to travel within the province. The other reason could be that generally most people preferred to have their holidays inside their own provinces and hence the tourists were from the Eastern Cape Province. The least number of domestic tourists were from Gauteng (10%), followed by the Western Cape (6%).

Demographic profile and Socioeconomic profile

Demographic segmentation consists of using variables such as age, gender, family, income, occupation, education, race and nationality to split the market (Sikarwar & Verma, 2012; Esu, 2016). According to Moutinho (2000), demographic and socioeconomic characteristics highlights the basic differences which are elements of tourists’ behaviour, but they do not provide understanding of why customer respond to product the way they do. Therefore, the psychographic is shown to be beneficial in describing and understanding the tourists and also allow to deeper knowledge of tourists’ characteristics.

Age

Table 2 illustrate the age of tourists. Although the data indicated in the figure below is based on a survey of tourists conducted in Port Alfred B&Bs, this could be indication that the most participants were aged between 18-30 (31%) which is the core travel market, whereas the age group 55 and above (6%) are likely to use the B&Bs in Port Alfred. The second

dominant demographic profile was tourists aged 31-44 (27%), 45-54 (20%) and was followed by age group of 55-64 (16%). These findings may imply that these tourists were young married couples who still want to enjoy each other before they start to have children. It can be suggested that they take these trips as part of continuation of their honeymoon.

Table 2. Age Profile of Tourists

Age	Frequency	Percent
18-30	16	31.4
31-44	14	27.5
45-54	10	19.5
55-64	8	15.7
65 and above	3	5.9
Total	51	100

Gender

Table 3 illustrate the gender of tourists.

Table 3. Gender Profile of Tourists

Gender	Frequency	Percent
Male	16	31.4
Female	35	68.6
Total	51	100

In terms of gender, Table 3 above illustrates the results that were obtained. The respondents were asked in a closed ended question to indicate their gender. The results revealed that 69% of the respondents were female and 31% were males. The higher percentage of female participation may be influenced by the improvement of women’s rights and the recognition of women as a potential market within the local context.

Marital status

Table 4 illustrate the marital status of the tourists.

Table 4. Marital Status Profile of Tourists

Marial Status	Frequency	Percent
Single	22	43.1
Married	23	45.2
Widow	2	3.9
Divorced	4	7.8
Total	51	100

In terms of the marital status, Table 4 depicts the marital status of tourists using the B&Bs. The survey indicated that 45% of the respondents were married, followed by 43% of the respondents that were single. The other category consisted of divorced respondents (8%) and widow’s respondents (4%). Despite the low representation in count, a notable differences was observed in the survey. The finding may imply that married tourists mostly visited the B&Bs and B&B management should segment B&Bs based on attracting families to use the B&Bs.

Occupation

Table 5 illustrate the occupation of tourists.

Table 5. Occupation Profile of Tourists

Occupation	Frequency	Percent
Self Employed	13	25.5
Employed	31	60.8
Not Employed	3	5.9
Retired	4	7.8
Total	51	100

Table 5 shows the employment status of the tourists that were interviewed in the study. The results shows that 61% of the respondents were employed, followed by the 26% of the respondents who were self-employed. This means that the tourists that were travelling mostly and use the B&Bs were working class tourists. The remaining of the results indicated that 9% of the respondents were retired, while 6% of the respondents were not working.

Population

Table 6 illustrate the population of respondents.

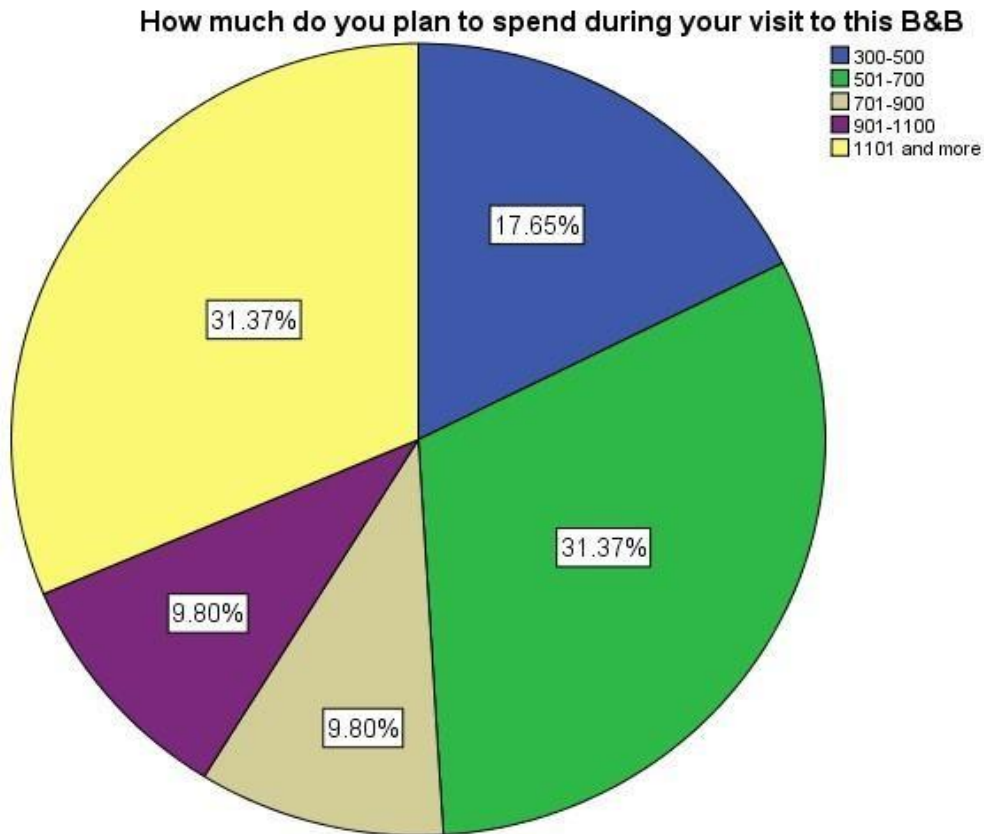
Table 6. Population Profile of Tourists

Population	Frequency	Percent
Black African	33	64.7
Coloured	4	7.8
Asian	3	5.9
White	10	19.6
Indian	1	2.0
Total	51	100

Table 6 illustrates the respondent’s population group. The results indicated the 65% of the respondents were black, followed by 20% being white. Furthermore, the 8% of the respondents were coloured, followed by 5% being Asian and the remaining 2% Indian population group. The findings showed that Port Alfred establishments are dominated by black tourists and this means that tourism planners could focus on this segment.

Spending patterns of the tourists in B&B establishments

Figure 2 illustrates spending pattern of the tourists in the B&Bs. Figure 2 depicts that the respondents spending pattern in the B&B establishments varies between R300 and R 1101 and more. The results illustrate that tourists were likely to spend R501-R700 (31.37%) and 1101 and more (31.37%). This was followed by those spending between R300 and R500 (17.65%). The least recorded spending were those tourists who spend between 701-900 and 901-1100 with recordings of (9.80%). These findings further show that tourists were well educated and well employed.



5. CONCLUSIONS AND RECOMMENDATIONS

The aims of this study was to identifying a profile of the typical tourist using B&Bs in Port Alfred. The finding implies the most prominent tourists are those visiting for leisure and recreation, as well as business and educational tourists visiting Port Alfred among the domestic tourists, as a new finding. Goeldner and Ritchie (2008) state leisure tourists visit a holiday destination with the expectation to be entertained. These tourists tend to participate in outdoor activities such as horse riding and sport events (Adeboye, 2012; Hosany & Witham, 2009). For leisure tourists, travelling is an important component of their lifestyle and wellbeing. In order to fulfil their expectations, they generally stay longer and spend more at a tourism destination. Leisure tourists usually like to interact with the local people, and learn about new cultures (Tourism Australia, 2015).

The second objective was to identify the type of segment in the B&Bs. Based on the results, the finding shows that the demographic segment should be focused on. As is evident, the youngest age group is the biggest group in this research. Furthermore, the older people's B&B experience is less common when considered in relation to the young people which can be influenced by the fact that students may have more leisure time in which to travel.

Furthermore, most B&Bs are not expensive, thereby adding the cost is likely to influence the choice of accommodation for young people.

REFERENCES

- Barbie, E. & Mouton, J. (2011). *The practice of social research*. Cape Town: Oxford University Press.
- Brand South Africa. (2012). *South Africa's tourism industry*. Available on: <https://www.brandsouthafrica.com/investmentsimmigration/business/economy/sectors/tourism-overview>
Date of Access: May 2018.
- Bryman, A. (2009). *Social research methods*. London: Oxford University Press.
- Creswell, J. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd ed.). Thousand Oaks, CA: Sage.
- Deng, J. & Li, J. (2015). Self-identification of ecotourists. *Journal of Sustainable Tourism*, 23(2): 255-279.
- Descombe, M. (2007). *The Good Research Guide: for small-scale social research projects* (3rd ed). Maidenhead: Open University Press.
- Discover Hospitality. (2015). *What is hospitality?*. Available on: <http://web.achirve.org/web/2015081407102/discoverhospitality.com.au/what-ishospitality> Date of Access: January 2019.
- Douglas, M. (2015). *Sources of data*. Available on: <https://portal.cou.fi/ebrary/lib/cop/docDetail.action?docID=10416095&p00=accommodation> Date of Access: May 2018.
- Eastern Cape Parks and Tourism Agency. (2018). *Reviews of the Eastern from real travellers*. Available on: www.visiteasterncape.co.za Date of Access: June 2018.
- Esu, B. B. (2016). Marketing of public water utility services: a segmentation analysis. *Australian Academy of Business and Economics Review*, 2(2): 118-134.
- Flick, U. (2008). *Doing focus groups*. Singapore: Sage Publications, Ltd.
- Fraenkel, J. R. & Wallen, N. E. (2003). *How to design and evaluate research in education* (6th ed.). New York, NY: McGraw-Hill.
- Gartner, C. M. (2009). *Tourism, Development, and Poverty Reduction: A Case Study from Nkhata Bay, Malawi*. Unpublished Masters Dissertation, University of Waterloo, Canada.
- Goeldner, C. R. & Ritchie, J. R. (2008). *Tourism principles: practices and philosophies* (8th

- ed.). New York: Wiley.
- Hosany, S. & Witham, M. (2009). Dimensions of cruises experiences, satisfaction and intention to recommend. *Journal of Travel Research*, 49(3): 351-364.
- Henn, M., Weinstein, M. & Foard, N. (2009). *A critical Introduction to Social Research* (second edition). New Delhi: Sage.
- Ilker, E., Sulaiman, A. M. & Rukayya, S.A. (2015). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1): 1-4.
- Tourism Grading Council of South Africa. (2016). *Minimum Requirements: Guest Accommodation Country Houses, Guest Houses and Bed And Breakfast Establishments*. Available on: <http://www.tourismgrading.co.za/assets/assets/GuestAccommodationMinimumRequirements-of-Entry.pdf> Date of Access: May 2018.
- Kumar, S. A. (2008). *Small business and Entrepreneurship*. I.K. International Publishing House, New Delhi.
- Kumar, R. (2014). *Research methodology: a step by step guide for beginners* (4th ed.). London: SAGE.
- McMillan, J. & Schumacher, S. (2010). *Research in education: Evidence-based inquiry* (7th ed.) Boston, MA: Allyn & Bacon.
- Mesly, O. (2015). *Data-Wikipedia, the free encyclopaedia*. Available on: <http://en.wikipedia.org/wiki/data> Date of Access: July 2018.
- Moutinho, L. (2000). Consumer behaviour in tourism. *European Journal of Marketing*, 21(10): 5-7.
- National Department of Tourism. (2015). *Annual Tourism Report 2013/14*. Available on: http://www.tourism.gov.za/AboutNDT/Publications/NDT%20Annual%Report%202013_14pdf Date of Access: January 2019.
- Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N. ve Hoagwood, K. (2013). Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research. *Administration and Policy in Mental Health*, 42(5): 533-544.
- Shuttleworth, M. (2008). *How to choose between different research methods*. *Experiment Resources*. Available on: <http://www.experiment-resources.com/different-research-methods.html>. Date of Access: October 2018.
- Sikarwar, N. S. & Verma, D. (2012). Micro segmentation: today's success formulae. *International Journal of Operations Management and Services*, 2(1): 1-6.
- Sunshine Coast Tourism. (2018). Available on: <https://www.sunshinecoast.tourism.co.za>

Date of Access: October 2018.

Tourism Australia. (2015). *China market profile*. Available on: <http://www.tourism.australia.com/documents/markets/market.profile.2015.China.pdf>.

UNWTO. (2015). *Glossary of tourism terms*. Available on: <http://cf.cdn.unwto.org/sites/all/files/glossary+of+terms> Date of Access: May 2018

Van Schalkwyk, M. (2013). *Department of Tourism. Minister Van Schalkwyk speaks on the New Tourism Bill 2012. 12 February 2013*. Available on: <http://www.tourism.gov.za/AboutNDT/Ministry/News/Pages/New-TourismBill2012.aspx> Date of Access: May 2018.

Youn, S. & Ryu, S. (2016). The impacts of CSR program on young students' attitude toward the corporation and natural environment: Tourism study from a convergence perspective. *Journal of Science and Technology*, 9(26): 1-8.

Walters, G. & Ruhanen, L. (2015). From white to green: Identifying viable visitor segments for climate-affected Alpine destinations. *Journal of Hospitality & Tourism Research*, 39(4): 517-539.



Ethical Issues:

Author(s) are expected to consider some ethical issues before, during and after their scientific works such as voluntariness, privacy, ethnic, racial and cultural sensitivities of the survey participants and originality of the work. The author(s) should ensure that they have written entirely original works, and if the authors have used the work and/or words of others that this has been appropriately cited or quoted. Plagiarism in all its forms constitutes unethical publishing behavior and is unacceptable.

Submission:

<http://dergipark.gov.tr/jtis>

