Preface

INTRODUCTION

The subject area of the book focuses on tourism priorities, challenges and trends in Asia as well as on the role of information technologies in tourism management.

The book offers a collection of 17 chapters on key topics in the fields of tourism in the globalized economy. It aims to be an international platform to bring together academics, researchers, lecturers, decision makers, policy makers, and practitioners to share new theories, research findings, and case studies, to enhance understanding and collaboration in issues of tourism and know key tourism priorities now and in the future. The book will focus on tourism in Asia, with a special attention to South East Asian nations.

The target audience of the book is wide, from professors in academia, deans, heads of departments, director of masters and students (undergraduate and postgraduate level), to politicians, policy makers, corporate heads of firms, senior general managers, managing directors, information technology directors and managers, libraries, etc.

CONTENTS OF THE BOOK

The editors of the book chose chapters covering a wide variety of interesting manuscripts in the field of tourism with emphasis on empirical studies, examples and case studies. Among other topics, the chapters discuss advertising and public relations in tourism, environmental protection and economic development and tourism, rural tourism, ecotourism, urban ecotourism, economic growth and tourism, etc. The chapters analyse tourism, economic development and opportunities in Asia, with a special focus on India, Malaysia, Mongolia, Taiwan, and Vietnam.

Organization of the Book

The book presents a collection of 17 chapters written by leading experts on tourism in Asia. A brief description of each of the chapters follows.

Thus, Chapter 1, “Impact of Advertising and Public Relations on Tourism Development in Da Nang, Vietnam” (by Xuan Tran Tran, University of West Florida, USA; Minh Nguyen, Duy Tan University, Vietnam; Ha Kieu Tan Luu, Duy Tan University, Vietnam; Ny Ngo, Duy Tan University, Vietnam; My Tran, Duy Tan University, Vietnam; Ngoc Bich Nguyen, Duy Tan University, Vietnam; and Hai Tran, Duy Tan University, Vietnam), presents an exploratory study was conducted to determine the impact
of advertising and public relations on the visit intention of tourists in Da Nang, Vietnam. In 2015, Trip Advisor and New York Times selected Da Nang, Vietnam as one of the top Asia tourist destinations. This study sought to address the relationship between advertising or public relations and tourists’ intention to visit based on the theory of planned behavior. Structure Equation Modeling was conducted to predict the impact of advertising and public relations on the visit intention of tourists in Da Nang. Findings indicate that an increased favorable attitude and control of advertising would increase tourist arrivals. Surprisingly, an increased positive attitude and control of public relations did not significantly affect tourists’ intention to visit. Instead, the social norms of public relations were effective in driving the decision to visit but the social norms of advertising were not. The findings have contributed to destination brand through advertising and public relations. Implications are discussed.

Chapter 2, “Environmental Protection and Tourism: Tourism in the Protected Area in Mongolia” (by Navchaa Tugjamba, University of the Humanities, Mongolia and Amarbayasgalan Gantumur, University of the Humanities, Mongolia), suggests that Mongolia is a unique and relatively unexplored tourism and leisure travel destination. In the world tourism market, the tourism sector offers a great combination of wild natural features, a wide variety of untouched landscapes, historical heritage reserves, and nomadic life style and culture. The Protected Area Network of Mongolia cover over 14.5 percent of the country’s territory and has become major destinations for rapidly growing tourism and recreational activities for its natural beauty, rare species of wildlife and historical and cultural heritage sites. Orkhon valley National Park (OVNP) is one of Mongolian main tourism destinations regarding to natural beautiful landscape and including numerous cultural and historical remains and sites. Thus, promoting sustainable tourism development to improve local livelihoods based on the nomadic lifestyle and protection of land with natural wilderness, watersheds, important biodiversity, historical and cultural heritage and rare remains is challenging in the national park.

Chapter 4, “Implication of SASEC Tourism Initiatives on North Eastern States of India: A Descriptive Analysis – SASEC Tourism” (by Supriya Dam, Govt. Degree College, Dharmanagar, North Tripura, India), discusses that India’s North Eastern Region (NER) stretches from the foothills of the Himalayas in the eastern range and is surrounded by international borders with countries like Bangladesh, Bhutan, China (Tibet Autonomous Region), Nepal, and Myanmar. The landlocked region is constrained by a brief spell of insurgency, and dismal unemployment has affected the region’s progress since 1947. The advent of the Look East Policy coupled with a number of South Asia sub-regional arrangements with neighboring countries opened a “Pandora’s Box” for this region. The SASEC initiatives of ADB helped to improve the status of tourism and infrastructure, including roads, air connectivity, and also opened cross-border land routes and roads within the North East (NE). The present study takes stock of tourism development from a sustainability perspective and examines the implementation of the SASEC tourism project in eight NE States of India with a view to suggest priority areas for action for promotion of tourism in this region.

Chapter 5, “Mastering Sustainable Tourism and Rural Tourism in the Global Economy” (by Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand), describes the overviews of tourism, sustainable development, sustainable tourism, and rural tourism; the perspectives on rural tourism destination; rural tourism and entrepreneurship; the importance of sustainable tourism in the global economy; and the importance of rural tourism in the global economy. The fulfillment of sustainable tourism and rural tourism is necessary for modern tourism organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in the global economy. Therefore, it is essential for modern tourism organizations to promote their sustainable
tourism and rural tourism and develop a strategic plan to regularly check their practical advancements toward satisfying customer requirement. The chapter argues that promoting sustainable tourism and rural tourism has the potential to enhance organizational performance and gain sustainable competitive advantage in the global economy.

Chapter 6, “Sustainable Tourism Development in Asia: Evaluation of the Potential and Challenges” (by Gamini Herath, Monash University, Malaysia), proposes Sustainable Tourism as a concept respects both local people, the traveler, cultural heritage and the environment. It should meet the needs of and opportunity for the future. But operationalizing sustainable tourism is problematic due to analytical weaknesses, conceptual criticisms and the need to redefine better perspectives. Asia faces many challenges in promoting sustainable tourism including political leadership, poor participation by all stakeholders, adverse environmental and social impacts. Another challenge is to ensure social sustainability and creating opportunities to transfer income to the poorer. The empirical study of island tourism in Malaysia shows that Marine Parks regulations are not adequately enforced and Malaysian coral reefs can suffer from increasing degradation. Water pollution, overfishing, beach erosion, coral bleaching and damage, fishing, snorkeling and poor recycling and sewage disposal all are still significant challenges to the Marine Park in Tioman Island in Malaysia.

Chapter 7, “Prioritization of Eco-Tourism Forms at Sikkim, India” (by Ajeya Jha, Sikkim Manipal Institute of Technology, India; Sherap Shenga, Government of Sikkim, India; and Somnath Mishra, Sikkim Manipal University, India), focuses on Sikkim, one of the smallest states in India. The state government is promoting eco-tourism as a primary sector of economy. Natural and cultural attributes make Sikkim an ideal destination for Cultural, wildlife, adventure and religious tourism. The objective of the paper is to prioritize these four identified forms of tourism with a view to measure their relative appropriateness in the context of Sikkim. The methodology is based on three tools based on continuous scale, Analytical Hierarchy process (AHP) and Quality Function Deployment (QFD) respectively. The data has been collected from 40 respondents (senior civil service officers) The paper concludes that that in terms of appropriateness cultural tourism emerges as best followed by religious, adventure and wildlife tourism in that order. Also the three tools appear valid as they arrive at matching conclusions. Our contribution is that prioritization of forms of tourism has been done for the first time and that too using a comprehensive methodology utilizing AHP, QFD and continuous scale.

Chapter 8, “Can Educational Tourism Spur Economic Growth in Malaysia? Evidence from Neoclassical Growth Model” (by Hylmee Matarh, Universiti Teknologi MARA Sabah, Malaysia; and Chor Foon Tang, Universiti Sains Malaysia), presents the results of a study that employs the neoclassical growth model to investigate empirically the role of educational tourism in Malaysia’s economic growth during the period of 2002:Q1 to 2014:Q4. The present study finds that all determinants including educational tourism have a significant positive impact on economic growth in Malaysia, especially in the long-run. In terms of Granger causality, our results show that educational tourism and economic growth are Granger-cause each other in both the short- and long-run. In light of this, educational tourism can be an effective stimulator of Malaysia’s economic growth. Moreover, the generalised variance decomposition analysis also affirms that educational tourism explained most of the long-run variation in economic growth compared to other determinants. Therefore, educational tourism is found to be a new and reliable source for Malaysia’s economic growth. For the sake of brevity, any macroeconomic policies that heading toward promoting inbound educational tourism will probably spur the growth of the Malaysian economy, especially in the long-run.
Chapter 9, “Changing Behavioural of Patterns of Travelers to Urban ecotourism Sites of Kuala Lumpur” (by Sudipta Kiran Sarkar, Berjaya University College of Hospitality, Malaysia), indicates that his motivation was to examine and understand the changing patterns of travel behaviour of travellers to urban nature attractions of 2010 and 2015 (5 year gap period) in the context of Kuala Lumpur. Kuala Lumpur, the capital of Malaysia offers a major potential for the growth and development of urban ecotourism given the natural hotspots in both inside and on the peripheries of the city. The results emanating from the descriptive statistics employed in this study demonstrate that changes have occurred in terms of benefits of urban ecotourism, ecotourism activity, source of ecotourism knowledge and in terms of more female ecotourists than male. These results put forth a range of implications from the perspectives of understanding the evolving tourist behaviour in urban spaces and significance of urban eco-travel in Malaysia. In light of challenges and prospects faced in terms of survival of nature-based areas in and around Kuala Lumpur, the findings of the study have been discussed.

Chapter 10, “Critical Review of Tourism in India” (by Neeta Baporikar, University of Pune, India), agrees in that tourism plays a pivotal role in socio-economic development. It fosters international understanding, trust among people and brings many social benefits. According to United Nations World Tourism Organization, travel and tourism can be part of the solution to world problems of poverty employment and sustainability. Today, tourism has grown to become a major social and economic force and it is a well-known fact. Hence, it certainly is an activity of global importance and significance. With abundant nature’s gift, one of the oldest culture and civilization India as tourist destination is in an envious position to locate itself as one of the best global destination by adopting innovative and holistic tourism policies. Through exploratory and descriptive examination and in depth literature review of policy documents and reports, the aim of this chapter is review critically the tourism policies and intends to suggest new avenues and innovations in tourism.

Chapter 11, “The Life Cycles of Destination Life Cycle Models: A Critical Comparison and Synthesis in the Context of Destinations” (by Sudipta Kiran Sarkar, Berjaya University College of Hospitality, Malaysia; and Babu P George, Fort Hays State University, USA), indicates that Product Life Cycle (PLC) has always been a hot topic in the tourism literature. Butler’s Tourism Area Lifecycle model and Plog’s destination life cycle model have both been applied and analysed extensively in tourism destination development and lifecycle studies. This study attempts to offer a critical conversation on the similarities and differences as well as the strengths and weaknesses of these two widely referred generic models of destination life cycle. It also identifies some recent socio-political, economic, and technological developments that have changed the nature of tourism destination development in many parts of the world and in particular to Asia and the implications of these developments upon life cycles. Based on more recent research, the present authors suggest that the reality of destination development lies somewhere in between, as a resultant of interaction with the processes laid out by Plog and Butler.

Chapter 12, “The Relevance of the Tourism-Led Growth Hypothesis to Malaysia: A View Through Rolling-Samples and Disaggregated Tourism Markets” (by Chor Foon Tang, Universiti Sains Malaysia, Malaysia; and Eu Chye Tan, University of Malaya, Malaysia), explores whether the tourism-led growth (TLG) hypothesis is empirically relevant to Malaysia based upon both full sample and rolling sample analyses. Data from January 1995 to December 2010 have been utilised for the purpose. Instead of relying upon aggregated data of tourist arrivals, disaggregated data of arrivals from 12 major tourism markets are relied upon for more insightful and accurate findings. The empirical results suggest that there was
cointegration between Malaysia’s economic growth and tourist arrivals from these tourism markets. However, the results of the full sample Granger causality test indicate that only 2 out of 12 tourism markets contributed to economic growth in the short-run. The TLG hypothesis is only supported in the long run by tourist arrivals from 10 out of the 12 tourism markets. The rolling-based Granger causality test shows that it is also these 10 markets situated mostly in developed countries that could provide a stable support for the TLG hypothesis.

Chapter 13, “Tourism Development and Rural Tourism in Taiwan: A Literature Review” (by I-Ting Chen, Sheffield Hallam University, Taiwan; and Konstantin Karl Weicht, Vienna University of Economics and Business, Austria), proposes that although tourism plays an increasingly important role in Taiwan’s economy, and despite increasing government and academic interest in tourism development and rural tourism in Taiwan, the literature currently lacks of a concise review that brings together the various aspects of tourism development in Taiwan. The present chapter aims to contribute to closing this gap. It does so in six concise sections: a brief overview of Taiwan; the development of tourism in Taiwan; tourism and the economy in Taiwan; tourism and politics in Taiwan; rural tourism development; and small hotels in Taiwan. It is hoped that this account would serve as an important context specific prerequisite for future and more in-depth studies on tourism development and rural tourism in Taiwan.

Chapter 14, “Tourism-Led Growth Hypothesis and Foreign Direct Investment in ASEAN” (by Praopan Pratoomchat, Bates College, USA), presents the results of a study that tests the relationships of visitor spending, foreign direct investment in the tourism sector, and the gross domestic product (GDP) per capita among members of the Association of Southeast Asian Nations (ASEAN) during the period of 1988 to 2011 to prove the tourism-led growth hypothesis. The results of panel regression show that tourism-led growth hypothesis is valid for the ASEAN countries. Factors determining the GDP per capita in these countries are visitor spending, foreign investment and government consumption in tourism sector, human capital and trade openness. The results from this study suggest that the governments of the ASEAN countries are able to have effective growth policies by encouraging foreign direct investment in the tourism sector and improving their human capital. Therefore, ASEAN Economic Community (AEC) which will strengthen and facilitate investment cooperation and human capital developments in the tourism sector among ASEAN countries will have a significant benefit to economic growth in the region.

Chapter 15, “UNESCO World Heritage Designation: An Opportunity or a Threat to Hoi An Ancient Town (Vietnam)?” (by Huong T. Bui, Ritsumeikan Asia Pacific University, Japan; Tuan Anh Le, Southern Cross University, Australia; and Chung H. Nguyen, Vietnam National University, Vietnam), analyzes the impact of World Heritage List designation on the local economy, residents, and environment in the Vietnamese site of Hoi An Ancient Town. Findings from the study raise concerns about managing heritage tourism in developing countries. While Hoi An successfully attracts a large number of tourists and enjoys economic success from tourism, social and environmental sustainability are in question. This case study demonstrates that management of tourism at World Heritage-listed sites is facing challenges of land speculation, inflation, commodification of local culture, and environmental degradation.

Chapter 16, “Actor Network Theory in Tourism” (Xuan Tran Tran, University of West Florida, USA), analyses the use actor network theory to explore the short-term and long-term relationships between two Asian countries: Malaysia and China, the two most visited countries in Asia in 2012. The Actor Network theory explains the roles of two actors China and Malaysia in tourism as mobility and performativity, respectively. The tourism in China is composed of culture differences whereas the tourism in Malaysia focuses on business concentration. Vector Auto Regressive, Vector Error Correction, and
Granger analysis were conducted to explore the time series data of tourism receipts. Findings indicate that both Malaysia and China do not have short-term influence of tourism development. Interestingly, the long-term tourism of Malaysia will depend on the disequilibrium of tourism receipts between China and Malaysia but not vice versa. The findings have contributed to supporting the Actor Network Theory in developing tourism of China and Malaysia.

And finally, Chapter 17, “Adequacy of Government Policy on Ecotourism: A Case Study of Sikkim” (by Ajeya Jha, Sikkim Manipal Institute of Technology, India; Sherap Shenga, Director, Commerce & Industries, Govt. of Sikkim, India; and Somnath Mishra, Sikkim Manipal University, India), indicates that Sikkim is known as a natural and ideal destination for the tourists looking for exotic and varied experiences. The study explores the adequacy of the policy in the context of eco-tourism principles espoused by eco-tourism society (TES) which are - minimize physical, social and psychological impact, Build environmental and cultural awareness, Provide positive experiences for both visitors and hosts, Produce direct financial benefits for conservation, and Recognize the rights and spiritual beliefs of the Indigenous People. Methodology used is case study for based on a structured questionnaire with 55 statements (on Likert scale) responded by the civil officers of the state government involved with eco-tourism policy and its implementation. To make it more meaningful one sample t-test has been conducted to test hypotheses. It concludes that the policy document has areas with distinct inadequacies and inadequacies. The purpose of the study is to identify inadequacies that need to be addressed to make the policy document holistic and help in facilitating its proper implementation.

This collection of chapters will definitely contribute to understand current challenges and trends in the tourism in Asia and define strategies and actions to be taken in this economic region. The book will be a valuable source of updated information and knowledge for students, academics, policy makers and general readers interested in getting new insights on the Asian tourism industry, to how develop effective strategies for economic and social growth, for sustainable development, for preserving cultural heritage, etc.

Patricia Ordóñez de Pablos
University of Oviedo, Spain

Zeyar Myo Aung
Ministry of Hotels and Tourism, Myanmar