

Tourism Development

Tourism Development

Edited by

Nazmi Kozak and Metin Kozak

Cambridge
Scholars
Publishing



Tourism Development

Edited by Nazmi Kozak and Metin Kozak

This book first published 2015

Cambridge Scholars Publishing

Lady Stephenson Library, Newcastle upon Tyne, NE6 2PA, UK

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Copyright © 2015 by Nazmi Kozak, Metin Kozak and contributors

All rights for this book reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner.

ISBN (10): 1-4438-7754-9

ISBN (13): 978-1-4438-7754-1

TABLE OF CONTENTS

Introduction	1
Nazmi Kozak and Metin Kozak	
Chapter One.....	6
Perceptions of Local Residents in Abu Dhabi towards the Development of Tourism	
Gordana Kovjanic	
Chapter Two.....	20
Economic Aspects of Preserving Traditional Cultural Landscapes for Sustainable Tourism Development	
Miha Markelj and Gordana Ivanković	
Chapter Three.....	31
Sustainable Tourism: Community–Based Tourism in Vietnam’s Central Highlands	
Thái Huỳnh Anh Chi	
Chapter Four.....	45
Salient Stakeholder Identification for Forestry–Based Eco–Tourism Management	
Hin Wai Yip, Abdullah Mohd, Wan Razali W.M., Manohar M. and Awang Noor A.G.	
Chapter Five.....	61
Stakeholder Mapping as a Tool for Tourism Policy Implementation in Mexico	
Ismael M. Rodríguez–Herrera and Juan Ignacio Pulido–Fernández	
Chapter Six.....	76
Developing Strategies and Overcoming Barriers for the ‘Dubai Tourism Vision 2020’	
Esmat Zaidan	

Chapter Seven.....	92
The Influence of Human–Environment Interaction on Adventure Tourism Julia K. Giddy	
Chapter Eight.....	107
The Appearance and Development of Ski Resorts in France Claude Sobry and Sorina Cernaianu	
Chapter Nine.....	119
Appreciative Inquiry: A Promising Research Tool for Rural Tourism Management Roslizawati Che Aziz, Mohani Abdul, Yuhanis Abdul Aziz and Azmawani Abd Rahman	
Chapter Ten	132
The Sustainability of Health Organizations for Medical Tourism Development Kıvanc Inelmen, Begum Aydın and Mehmet Ulus	
Chapter Eleven	148
The Coastal Area as a Tourist Scenario: The Case of Villa Gesell Graciela Benseny	
Chapter Twelve	161
Collaboration and Rural Development in a Tourism Context Parhad Keyim	
Subject Index	177

INTRODUCTION

The development of tourism practices or operations is a dynamic activity: therefore, the process never stops. While one practice may become old-fashioned, an alternative may arise with a slightly or totally different understanding. As a continuous activity, the procedures of development require close cooperation as well as strong support from various government and non-government establishments, including local communities and tourism businesses. In all its forms and in every location, tourism develops on a sequential basis. The next step in tourism development rests upon the consequences, either positive or negative, of previous “lived experiences” as benefits or challenges for future generations. This means that what happened in the past could be a reason to take new action, either to maintain the sustainability of the earlier practice or to revisit the consequences of bad implementation.

In recent years, the issue of tourism development has been considered from a range of varying perspectives. For instance, Komppula (2014) has looked at the role of entrepreneurs in the development of competitiveness for rural destinations. Other research has focused on political stability and its possible influence on tourism development (e.g. Causevic & Lynch, 2013; Farmaki, Altinay, Botterill, & Hilke, 2015). The literature has also examined residents’ attitudes and perceptions towards tourism development in their locations (e.g. Andereck & Vogt, 2000; Kim, Uysal, & Sirgy, 2012; Styliadis, Biran, Sit, & Szivas, 2014). In addition, empirical evidence also exists concerning the significance of community-based tourism in the development of viable strategies for tourism development in different respects (e.g. Halstead, 2003; López-Guzmán, Borges, & Hernandez-Merino, 2013; Tolkach & King, 2015).

Further, dating back to the 1980s, the literature has accommodated a wider range of reference books on tourism development, establishing a direct or indirect link with its supportive elements, such as sustainability (e.g. Kozak & Kozak, 2011; Sofield, 2003) and ecotourism (e.g. Fennell, 2007; Honey, 2008). There have been additional sources with a clear focus on the potential impacts of tourism development from social, economic, and environmental perspectives (e.g. Gartner, 1996; Mathieson & Wall, 1982). Also, Gartner (1996) has further advanced the debate on tourism development by including the planning of product development processes

and implementation within tourism marketing. All of these issues have been considered across a large number of empirical studies conducted in both developed and developing countries over the past few decades.

In line with the coverage of the above remarks, this volume includes 12 studies from invited contributors. It has already become a traditional way of contributing to the existing body of tourism knowledge to select a group of papers presented at the *Interdisciplinary Tourism Research Conference* and *World Conference for Graduate Research in Tourism, Hospitality and Leisure* series, which take place bi-annually, each time in a different city in Turkey. The fourth series of these two conferences was successfully held in Istanbul on 4–9 June 2014, and attracted the participation of over 260 scholars worldwide. The cluster of papers included in this book address the issue of tourism development. The earlier collections released by Cambridge Scholars Publishing (CSP) have focused on different themes, such as sustainability (Kozak & Kozak, 2011), tourist behaviour (Kozak & Kozak, 2013a) and tourism research (Kozak & Kozak, 2013b).

The book is divided into two main parts.

The first five chapters in Part I focus, in large part, on the managerial side of sustainable tourism development. Chapter 1 presents local residents' perceptions of tourism development in Abu Dhabi, United Arab Emirates. Chapter 2 determines the economic aspects of how to preserve cultural landscapes for the sake of sustainable tourism development in Slovenia. Chapter 3 specifically examines the impact of community-based tourism applications, and identifies the most efficient ways to utilise community-based tourism in Vietnam. Chapter 4 identifies the salient stakeholders' features in the context of forestry-based ecotourism management in Malaysia. Along the same line, Chapter 5 is related to stakeholders, but develops an approach to stakeholder mapping as a tool for designing and implementing a tourism policy that generates a perfect environment and the incentives needed to improve the relationship between actors, contributing to the improvement of a destination management in Mexico. Chapter 6 focuses on the development of various strategies that will serve to achieve the vision of Dubai in 2020, and provides a partial SWOT analysis undertaken in this context.

The development of tourism practices also leads to the appearance of various new applications from one time period to another. For instance, until the early 1980s, worldwide debates on the development of tourism used to be dependent on individual tourists as backpackers, groups, or family visitors, travelling for the purpose of culture, nature, or adventure. However, there has been an enormous amount of debate concerning the

side effects of mass tourism development, and many suggestions have been taken into account with regard to action needed to eliminate the influence of mass tourism, and to diversify the supply side, by developing different tourism products. Therefore, the six chapters in Part II deal with offering different forms of tourism products, on the basis of their current position in tourism development. Chapter 7 examines both sides of the human–environment relationship within the context of adventure tourism. Chapter 8 analyses the milestones in how ski resorts in France have progressed since the end of the 19th century. Chapter 9 has a specific focus on the development of rural tourism, and shows how Appreciative Inquiry is a helpful approach and an alternative research tool. Chapter 10 explores how medical tourism businesses that operate in Istanbul, Turkey, treat sustainability. Chapter 11 discusses the importance of coastal areas in the evolution of Villa Gesell, Argentina by applying the geo-historical method. Chapter 12 outlines a conceptual tourism collaboration approach modulated by the differing socio–economic and institutional rural settings of developed and developing countries.

Recognising tourism as a subject of academic investigation and taking tourism to have a worldwide focus, this book examines the subject of tourism development in detail, providing a list of specific case studies dealing with the tourism industries of various countries. The authors of the papers selected for inclusion in the book as potential chapters represent diverse locations, e.g. United Arab Emirates, Slovenia, Vietnam, Malaysia, Mexico, South Africa, France, Turkey, and Argentina. With their very strong sources and appeals in international tourism, these countries have all already become pioneers of the tourism and hospitality industry, or will do so in the future. The countries represented are also of value as unique destinations, with a varying quality or quantity of tourist attractions, e.g. human–made attractions in United Arab Emirates, and the mixed elements of both culture and nature in Vietnam, Argentina and South Africa, newly emerging exotic destinations that show promise for the future of tourism development at the international level. The remaining countries in the list are good examples of well–established and powerful international tourist destinations.

In short, there has been a greater focus on tourism development over the past few decades, not only within tourism but also from those studying in other fields, due to its extensive coverage of subjects ranging from psychology, sociology, planning, and marketing. Thus, this book encompasses a collection of chapters addressing various aspects of tourism development, varying from sustainability and ecotourism to cases of developing a range of alternative products. The contents of the chapters

are enriched by selected practical case studies from a range of countries. The book is systematic in structure and thorough in content, and is useful for those in academia, as well as for those who wish to update their knowledge of tourism development and contribute to the ongoing research within the field.

Finally, we believe that as a reference book, this contribution will be a helpful resource, full of rich materials that refer to the applications of tourism development practices in worldwide case studies. The audience of this book may include advanced students of tourism, hospitality, leisure, recreation and economics, school libraries that have tourism, hospitality, leisure, recreation and economics programs, and practitioners (e.g. destination managers, ministry of tourism staff, individual tourism establishments). This book would serve as an excellent supplementary textbook for those examining the sustainability and the development of tourism, particularly in the context of such topics as tourism management, tourism economics, tourism geography, and tourism marketing.

Last but not least, we acknowledge and thank all the authors for their remarkable contributions and for showing the commitment and continuous cooperation that has been of such help in bringing this proposal to fruition. We would also like to thank Gözde Türktarhan Yılmazdoğan for her support to produce the subject index and *Cambridge Scholars Publishing* for giving us a unique opportunity to publish this volume in such a smooth and professional manner. Without your endless support, positivity and understanding, we would never have been able to make this happen.

*Nazmi Kozak
Metin Kozak
The Editors*

References

- Andereck, K.L., & Vogt, C.A. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research*, 39(1), 27–36.
- Causevic, S., & Lynch, P. (2013). Political (in)stability and its influence on tourism development. *Tourism Management*, 34, 145-157.
- Farmaki, A., Altinay, L., Botterill, D., & Hilke, S. (2015). Politics and sustainable tourism: the case of Cyprus. *Tourism Management*, 47, 178-190.
- Fennell, D. (2007). *Ecotourism*, 3rd edition, Oxon: Routledge.

- Honey, M. (2008) *Ecotourism and sustainable development*, 2nd edition, Washington: Island Press.
- Gartner, W.C. (1996). *Tourism development: principles, processes and policies*. New York: John Wiley.
- Halstead, L. (2003). *Making community-based tourism work: an assessment of factors contributing to successful community-owned tourism development in Caprivi, Namibia*. Windhoek: DEA Publications.
- Kim, K., Uysal, M., & Sirgy, M.J. (2012). How does tourism in a community impact the quality of life of community residents?. *Tourism Management*, 36, 527–540.
- Komppula, R. (2014). The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination – a case study. *Tourism Management*, 40, 361-371.
- Kozak, M., & Kozak, N. (eds., 2013a). *Aspects of tourist behavior*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Kozak, N., & Kozak, M. (eds., 2013b). *Tourism research: an interdisciplinary perspective*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Kozak, M., & Kozak, N. (eds., 2011). *Sustainability of tourism: cultural and environmental perspectives*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- López-Guzmán, T., Borges, O., & Hernandez-Merino, M. (2013). Analysis of community-based tourism in Cape Verde – a study on the island of São Vicente. *Anatolia*, 24(2), 129-143.
- Mathieson, A., & Wall, G. (1982). *Tourism, economic, physical and social impacts*. London: Longman.
- Tolkach, D., & King, B. (2015). Strengthening community-based tourism in a new resource-based island nation: why and how?. *Tourism Management*, 48, 386-398.
- Sofield, T.H.B. (2003). *Empowerment for sustainable tourism development*. Bingley: Emerald.
- Styliadis, D., Biran, A., Sit, J., & Szivas, E.M. (2014). Residents' support for tourism development: the role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260-274.

CHAPTER ONE

PERCEPTIONS OF LOCAL RESIDENTS IN ABU DHABI TOWARDS THE DEVELOPMENT OF TOURISM

GORDANA KOVJANIC

Abstract

This chapter presents the perceptions that local residents have towards the development of tourism in Abu Dhabi. As a new industry in a predominantly oil-based economy, tourism brings new opportunities and new challenges to all stakeholders. To prosper, tourism needs support from local residents. Consequently, their attitudes should be taken into consideration in any future tourism planning. A Principal Component Analysis was used to identify five domains around which local residents' perceptions with respect to tourism were formed. These five domains were used in regression analyses to examine the effects various independent variables have on the local residents' attitudes. **Keywords:** residents' attitudes, tourism development, Abu Dhabi.

1.1. Introduction

Commercial exploitation of oil in the UAE has brought dramatic changes to what was one of the poorest regions of the world, and has transformed this country into a rich, modern society in a mere 40 years. The oil industry has brought progress and wealth to the country, but the UAE government is also aware of the need for economic diversification. Abu Dhabi's official development strategy, *Abu Dhabi Vision 2030* (2008), aims not just to diversify the economy but also to change the image of the country. The development of new sectors within the economy has made

the UAE, and particularly Abu Dhabi, a more attractive destination for tourists. The UAE also provides a comfortable living environment for its residents, in spite of the harsh natural environment found in the country. The current socio-cultural environment allows for the co-existence of the old and the modern, the traditional and the technological. The strategic decision of the Abu Dhabi government to develop cultural tourism has two dimensions. The first dimension is aimed at preserving the local Bedouin heritage and traditions, both in their tangible and intangible form. The second dimension is aimed at accessing global markets, attracting diverse peoples to visit the country, and spreading knowledge and culture through new developments, such as the Guggenheim Museum and the Louvre Museum on Saadiyat Island.

1.2. Literature Review

The theoretical framework that is used in this chapter is based on (i) Doxy's 'Irridex' model (as cited in Mason, 2008), (ii) Butler's (1980) 'Tourism Area Life Cycle' and, (iii) Ap's (1990) 'Social Exchange Theory'. All of these models have been previously implemented in different geographical locations. Notwithstanding this, the assumptions, principles, and even the limitations that were identified in these seminal works formed the theoretical foundation of much subsequent research, most of which included measurement of local residents' perceptions of and attitudes towards tourism development and its impact. The significance of this impact lies in the connection between the development of tourism and the (perceived) quality of the local residents' lives. Results suggest that tourism activity is an important factor in determining the quality of life in many local communities, and is a factor in stimulating social prosperity (Crouch & Ritchie, 1999).

Most previous research on the impact of tourism has included the measurement of the local residents' perceptions and attitudes towards the development of tourism and the influence that tourism has on their lives. The identification of these influences has gained more importance since the discovery that they are intimately connected with the quality of the local community's life. For example, when a destination's potential to provide a high standard of living for local residents is taken into account, researchers have demonstrated that tourism activity is an important factor in determining the quality of life for many local communities since tourism stimulates social prosperity (Crouch & Ritchie, 1999).

The research aim of the present empirical study, conducted between 2011–2013, was to answer the following research questions:

- What are the Abu Dhabi local residents' perceptions of the impact of tourism development in the emirate?
- What are the relationships between the selected determinants and underlying dimensions that explain perceived tourism impact?
- What are the perceptual differences among different groups of residents (if any such perceptual differences exist)?

The present chapter discusses the findings of an investigation into the first two questions, but it does not deal with the statistical analysis and results that are related to the third research question. The research that I conducted in the emirate of Abu Dhabi includes an examination of several socio-demographic variables as well as a number of behavioural variables that are related to the respondents' experience of tourism within the emirate. This paper focuses on eight variables that have been selected from a total of 18 variables that were examined. These include:

- number of foreign destinations that were visited by the respondent,
- frequency of foreign travel,
- frequency of contacts with tourists,
- frequency of communication with tourists,
- distance to the nearest tourist attraction,
- knowledge of local history and heritage,
- perception of the rising number of tourists in a particular destination,
- number of tourism professionals known by the respondent.

Some of the variables that are mentioned above (for example, 'the distance to the nearest tourist attraction', and 'frequency of contact with tourists') have been used in previous research. However, some of the other variables, such as 'knowledge of local history and heritage', and 'perception of the rising number of tourists in a particular destination' have not been used in previous research. These variables were chosen by the researcher based on the researcher's extensive experience living in the emirate, and observing tourism practices.

Results from previous studies indicate that residents who have more contacts with tourists hold negative perceptions of tourism development (Fredline & Faulkner, 2000; Williams & Lawson, 2001). However, we also find studies that show the opposite finding; residents who have more contact with tourists hold positive perceptions of tourism (Akis *et al.* 1996; Jackson & Inbakaran, 2006).

Previous research suggests that the distance to the nearest tourist attraction can also determine local residents' attitudes towards tourism development (Jurowski & Gursoy, 2004). Some studies conclude that people who reside close to tourist zones have more positive attitudes towards tourism development (Belisle & Hoy, 1980; Mansfeld & Ginosar, 1994; Sheldon & Var, 1984). But again, we can also find studies that indicate that people who reside close to tourist zones have more negative attitudes towards the impact of tourism development (Madrigal, 1995; Williams & Lawson, 2001).

In early research on attitudes towards tourism, knowledge of tourism and the local economic situation were considered to be determinants with respect to residents' perceptions of tourism development (Davis *et al.*, 1988; Lankford, 1994). Because tourism is a new industry in Abu Dhabi that employs only about 1% of local residents, and because the local people do not know much about tourism, the present study includes another variable, namely, 'knowledge of local history and heritage'. Abu Dhabi emirate is considered to be one of the wealthiest countries in the world, and its residents enjoy one of the most advanced social welfare programs in the world. As a consequence of this, many local residents do not give much thought to economic issues. To illustrate the privileged position of the local residents, H.H. Sheikh Khalifa, the country's president, cancelled local resident (Emirati) bank debts in 2011 to celebrate 40 years of statehood, while much of the rest of the world was struggling through a financial crisis (UAE National Media Council, 2014).

Previous research has not considered residents' perceptions of the increasing number of tourists in a destination from year to year as a determinant with respect to their attitude towards the development of tourism. It was decided to include this variable in the present study, while acknowledging that the lifestyle and general practices of Emiratis (particularly the female population who constitute 48.8% of the sample included) is to avoid contact with foreigners in public places. According to local social norms, Emirati females avoid communication with strangers, especially males. Notwithstanding this, a rising or declining number of tourists may be perceived visually, without any direct contact between the local resident and the tourist, so it was deemed appropriate to include this variable in the study.

Examining determinants such as 'the frequency of the local residents' foreign travel' and 'the number of foreign destinations that the local resident has visited' gives us insight into the personal experiences of tourism among residents. However, these determinants have not been extensively used in similar studies. Inclusion of these determinants in the

present study was based on the hypothesis that residents who had more travel experience abroad and consequently possessed more knowledge about tourism in general, would hold different perceptions about tourism development in their own country when compared with residents with little or no travel experience.

1.3. Methodology

Data for this study were collected using a survey method in different locations in Abu Dhabi emirate, during 2011/2012. The instrument that was used in the study contained two sections. The first section concentrated on the socio-demographic characteristics of the respondents, and the second section contained a number of statements that were used to assess the respondents' perceptions of the impact that tourism has in their area. 55 statements, derived from my study of the relevant literature, were adapted to the local situation and included in the questionnaire. Participants were asked to rate each statement on a five point Likert-type scale, where the value of '(1)' represented a negative response (strongly disagree) and the value of '(5)' represented a favourable response (strongly agree). The instrument was originally written in English and then translated into Arabic, and the initial questionnaire was pre-tested on a sample of 87 local residents of Al Ain (a city in Abu Dhabi emirate). In order to obtain a basic set of variables, a principal component analysis was performed. The factor structure that emerged from the principle component analysis was used for the construction of the final instrument. This work resulted in a new questionnaire that contained 28 statements that included items with factor loadings of more than .5 about the possible impact of tourism. This new instrument was distributed across the Abu Dhabi emirate during the autumn and winter of 2012. The reliability of the questionnaire was calculated by using an arithmetical coefficient, Cronbach's alpha. The results showed that the value of Cronbach's alpha coefficient for all of the items that were included in the questionnaire was .791. This indicates that the questionnaire was sufficiently reliable to measure the variables that were identified in the study.

The study sample consisted of 535 residents from three administrative parts of Abu Dhabi emirate: Al Ain, Al Gharbia, and Abu Dhabi city. The target group for this study consisted exclusively of Abu Dhabi nationals. Fortunately, a convenient sample of individuals was available and willing to participate in the study. There were slightly more males (51%) than females (49%) in the sample. A majority of the participants were aged 25 to 34 years, comprising more than one third of the total number of

respondents. More than two thirds of the 535 respondents had no professional relationship with the tourism industry. They see Abu Dhabi as a new, fresh, and distinct destination (mean value of item 4.68), in which their identity and cultural pride can blossom (mean value of item 4.26).

A promax rotated principal component analysis was also used on the 28 items (on the sample of 535 residents) to identify general groups of attitudes towards tourism in Abu Dhabi. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was .868, and the Burtlett test of Sphericity showed significance on the .001 level, thus indicating that the data was suitable for a factor analysis. A cut-off point of .5 was used to include items in the interpretation of a particular factor. All of the factor loadings were inspected, and items that either loaded on several factors or had low loadings were deleted. After several iterations of the factor analysis, a clear five factor solution was achieved, which explained 54.3% of the variance. The five factors were labelled as: (i) *negative effects of tourism*, (ii) *positive effects of tourism*, (iii) *support for the development of tourism*, (iv) *features of tourist destination*, and (v) *perceptions of tourist behaviour*. The five conceptually meaningful domains that emerged from the factor analysis were tested for reliability by using Cronbach's Alpha coefficients. The coefficients ranged from a high of .89 (domain 1), to a low of .65 (domain 4), as presented in Table 1.1. I decided to use five conceptually consistent factor solutions, and factor scores were calculated for subsequent analysis. Later, in the subsequent regression analyses, these factor scores were used as dependent variable measures to examine the effects of various independent variables on the residents' attitudes.

Table 1.1 – Results of factor analysis

Extracted factors	Eigenvalues	% of variance explained	Cronbach α	Mean	Standard deviation
F1 – <i>Negative effects of tourism</i>	6.60	23.57	.89	3.38	.88
F2 – <i>Positive effects of tourism</i>	4.13	14.74	.70	3.76	.80
F3 – <i>Support for the development of tourism</i>	1.83	6.53	.74	4.15	.71
F4 – <i>Features of tourist destination</i>	1.44	5.13	.65	4.52	.45
F5 – <i>Perceptions of tourist behaviours</i>	1.20	4.30	.79	2.88	1.01

1.4. Results

To examine the relationship between the selected determinants and the underlying dimensions of perceived tourism impact, I performed a series of multiple regression analyses. The following determinants were considered as independent variables: (i) the number of foreign destinations visited, (ii) frequency of foreign travel, (iii) frequency of contact with tourists, (iv) frequency of communication with tourists, (v) distance to the nearest tourist attraction, (vi) knowledge of local history and heritage, (vii) perception of the rising number of tourists in a destination, and (viii) the number of tourism professionals known by the respondent. Five factors were identified as the result of the factor analysis and were consequently considered to be dependent variables. The findings are as follows:

- The multiple regression analysis of the relationship between the determinants and a perceived negative impact of tourism indicated that a correlation exists between these variables. There was only one determinant, namely 'the number of foreign destinations visited', that had a significant effect on the perceived negative impact, with 3.8% (R^2) of variance at a level of $p=0.006$. Respondents who had more travel experience were less inclined to have a negative view of the impact of tourism development.
- The multiple regression analysis of the relationship between the determinants and the perceived positive effects of tourism revealed a statistical correlation. Three determinant variables were perceived as having a significant influence on positive effects, namely, 'the frequency of contact with tourists', 'the distance to the nearest tourist attraction', and 'knowledge of local history and heritage'; explaining 12.1% (R^2) of variance at a level of $p=0.026$. Consequently, we claim that residents who have a wider knowledge of local history and heritage and who have encountered tourists more frequently recognize the positive impact of tourism. In addition, residents who live far away from tourist attractions were observed as holding less positive views on tourism.
- The multiple regression analysis of the relationship between the determinants and an overall support for tourism development did not show any statistically significant relationship. As a result, none of selected determinants were likely to influence the residents' support.

- The multiple regression analysis of the relationship between the determinants and tourists' perceived behaviour revealed a statistically significant correlation. There were three determinant variables that had significant effects on the perception of tourist behaviour, namely, 'the number of foreign destinations previously visited', 'frequency of foreign travel, and 'frequency of contact with tourists', with 3.4% (R^2) of variance on a level of $p=.014$, $p=.042$, and $p=.027$, respectively. Respondents who had visited several destinations abroad and who often encountered tourists were observed as possessing fewer negative views on the behaviour of tourists. Locals who frequently travel abroad have a more sensitive perception of the behaviour of tourists.
- The multiple regression analysis of the relationship between the determinants and the positive features of a destination revealed a statistical correlation. There were four determinant variables that had significant effects on the perception of a destination's features, namely, (i) the distance to the nearest tourist attraction, (ii) an awareness of the rising number of tourists in a destination from year to year, (iii) frequency of contact with tourists and, most particularly, (iv) knowledge of local history and heritage, with 12% (R^2) of variance on a level of $p=.002$, $p=.012$, $p=.021$, and $p=.000$, respectively. Residents who perceived an increasing number of tourists, who communicated with them frequently, and who had a profound knowledge of local history and heritage, were also found to be more aware of the positive features of the destination. In contrast, those who lived at a greater distance from tourist attractions were more likely to have a negative perspective of the features of the destination.

From the results that were obtained by the multiple regression analyses, it can be concluded that the selected variables explained just 31.3% of variance in the attitudes of the local residents towards the development of tourism in Abu Dhabi. Obviously, there exist variables which were not considered in this study, but seem to play a significant role in the formation of Abu Dhabi nationals' perceptions of tourism. There are a number of characteristics of the local residents and their lifestyle that should be identified and be included in subsequent research. The residents' religion, traditions, tribal past, and the dynamics of their social structure, along with other socio-economic factors, are possible variables that should be considered in future research.

1.5. Discussion

A review of the available literature indicates that tourism development in Abu Dhabi in general, (and more specifically from the point of view of the local residents), has not been subject to previous academic study. The only academic article that is thematically related to this study examined the challenges of economic diversification through tourism, using Abu Dhabi as a case-study (Sharply, 2002).

The support of the local population for and their attitudes towards the development of tourism are crucial for the long term success of the tourism industry. When residents take note of new employment opportunities, new shopping facilities and restaurants, new cultural, artistic and recreational facilities, they are more likely to have positive attitudes towards tourism. With their support, the tourism industry has a better chance to succeed (Andriotis & Vaughan, 2003).

The tourism industry, as a part of Abu Dhabi's new economy, is one of the key drivers behind economic diversification (*Abu Dhabi Vision 2030*). Abu Dhabi is targeting the upper market segments in the development of luxury and cultural tourism, and is focusing on cultivating a more exclusive niche in the tourism market which is distinct from its more famous neighbour, Dubai. Major investment in tourism infrastructure and facilities has initiated a number of radical changes in both the natural and social environment. The new Abu Dhabi Tourism and Culture Authority is actively promoting Abu Dhabi as a tourist destination overseas, and has organized different events to attract tourists to the emirate. A study of Abu Dhabi residents' opinions and perceptions in the first phase of Abu Dhabi's destination life cycle has revealed five underlying dimensions of the perceived impact of tourism. Understanding these dimensions may assist decision-makers in their strategic planning of tourism development.

The results of the study show that the frequency of contacts with tourists determined the attitude of residents towards the behaviour of visiting tourists, the features of the destination, and the perceived positive impact of tourism. Residents who encountered tourists more often were less likely to observe the tourists' negative behaviour. Residents were also more aware of the features of the tourist destination, and had a more positive attitude towards the development of local tourism, in general. The more they were exposed to the positive impact of tourism and interaction with tourists, the more favourable was the residents' attitude. That means that the development of local tourism in Abu Dhabi is in the first phase, the so called "welcoming phase", in which negative feelings among residents are not in evidence (Akiş, Peristianis, & Warner, 1996). This is

in agreement with the conclusions that other researchers have reached – that residents who meet more tourists have more positive opinions on the impact that tourism has on the life of the local community, its image, and its economy (Andereck *et al.*, 2005).

The distance to the nearest tourist attraction is a variable that affects the attitude of residents towards the positive effects of tourism and the features of Abu Dhabi as a tourist destination. The more distant residents are from tourist sites, the less likely they are to observe the positive features of a destination, and the more likely they are to have a negative view of tourism. Previous research has shown that when the residents' distance from tourist areas increases, negative reactions towards further tourism development increase as well (Belisle & Hoy, 1980; Besculides *et al.*, 2002; Fredline & Faulkner, 2000; Weaver & Lawton, 2001; Williams & Lawson, 2001).

Knowledge of local history and heritage proved to be an important determinant with respect to the local residents' viewpoints on the positive impact of tourism and the destination's features. Residents with a wider knowledge of local history and heritage held more favourable opinions on the positive features of the destination and the impact of tourism development in Abu Dhabi. This variable was selected based on personal experience in vocational tourism education in Abu Dhabi, and the conclusion that local residents tend to have a limited awareness of tourism. Previous studies have used 'knowledge of tourism' as a variable and have concluded that individuals who have knowledge about tourism were more aware of the positive impact of tourism on life in their local community (Lankford & Howard, 1994), its image and economy, but not on the environment and public services in the destination (Andereck *et al.*, 2005).

The residents' experience of being tourists themselves, measured by the number of foreign destinations that they had previously visited and frequency of foreign travel proved to be an important determinant with respect to their disposition towards the development of local tourism. Respondents who had visited several foreign destinations held less negative views on aspects of tourists' behaviour in public, and on the impact of tourism development. More than one third (35%) of the respondents had visited only one foreign region, almost a quarter (24%) of respondents had visited two regions of the world, one fifth (20%) of respondents had visited three different regions, and around one fifth of respondents had visited four or more regions of the world. The most-visited region among respondents was the GCC region (80%). It should be noted that the majority of visitors to Abu Dhabi come from the GCC region (*Abu Dhabi TCA Statistics*, 2013). On the other hand, Abu Dhabi

residents who travelled abroad more frequently had a better perception of the behaviour of incoming visitors in their home country. Approximately 75% of the respondents said they rarely travelled abroad (1-2 times per year or less), 12% of respondents travelled abroad three times a year, 5% of respondents travelled abroad four times a year, and 7% of respondents travelled abroad more than four times a year. The present study found that residents with limited experience of tourism had more concerns about the social impact of tourism development. Wider personal experience of tourism was found to open the minds of individuals and contribute to higher levels of tolerance towards visitors from different cultural backgrounds and lifestyles, as one might expect.

The perceptions of local residents of the rising number of tourists in Abu Dhabi from year to year determined their perspective on tourism development. The majority of the respondents were aware of the fact that more visitors are coming from abroad; 57% noticed much more tourists than before, 32% noticed more tourists than before, 7% noticed no difference, and 3% believed there are fewer tourists than before. Abu Dhabi nationals are a minority in their own country, and tend not to mix with expats, who comprise 80% of population. Those who correctly recognized the rising number of tourists from year to year were also more able to identify the positive features of the destination; especially newly-developed tourism infrastructure and facilities, recently built attractions, and public events that combine to make Abu Dhabi more attractive as a destination.

1.6. Conclusion

According to the findings of this study, the perceptions of Abu Dhabi's local residents towards the development of tourism are formed around five underlying dimensions; namely, the negative impact of tourism, the positive impact of tourism, support for the development of tourism, features of the tourist destination, and perceptions of the tourists' behaviour. Correlations between predictor variables and selected criteria revealed statistically significant contributions of several variables; namely, frequency of contact with tourists, distance to the nearest tourist attraction, knowledge of local history and heritage, residents' tourism experience, and residents' perception of the increasing number of visitors to Abu Dhabi.

Abu Dhabi should invest more in promotional activities inside the country to familiarize the local people with tourism and its importance. Emiratis are traditionally hospitable and welcoming to all guests, but they

are a minority in their own country, and they do not mix a great deal with strangers. The knowledge of local traditions and heritage, as well as the frequency of contact with tourists should be encouraged. It is important to make prerequisites for interactions between tourists and locals, and to cultivate their mutual contact and communication. The opening up of the local community is of great importance for the continuing improvement and development of tourism. This should be done with respect for traditional values, life-styles, and local customs and habits, so as to embrace the positive contribution that the local residents can make to tourism.

References

- Abu Dhabi Government (2008). *Abu Dhabi Economic Vision 2030*. Abu Dhabi: Author. Retrieved from: <https://www.ecouncil.ae/PublicationsEn/economic-vision-2030-full-versionEn.pdf>
- Abu Dhabi Tourism and Culture Authority Statistics (2013). *Abu Dhabi Tourism and Culture Authority* (Brochure). Abu Dhabi: Author
- Akis, S., Peristianis, N., & Warner, J. (1996). Residents' attitudes to tourism development: the case of Cyprus. *Tourism Management, 17* (17), 481-494.
- Andreck, K.L., Valentine, K.M., Knopf, R.C., & Vogt, C.A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research, 32* (4), 1056-1076.
- Andriotis, K., & Vaughan, D.R. (2003). Urban residents' attitudes towards tourism development: The case of Crete. *Journal of Travel Research, 42* (2), 172-185.
- Ap, J. (1990). Residents' perceptions research on the social impacts of tourism. *Annals of Tourism Research, 17* (4), 610-616.
- . (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research, 19*(4), 665-690.
- Ap, J., & Crompton, J.L. (1993). Residents' strategies for responding to tourism impacts. *Journal of Travel Research, 32* (1), 47-50.
- Ap, J., & Crompton, J.L. (1998). Developing and testing a tourism impact scale. *Journal of Travel Research, 37* (2), 120-130.
- Belisle, F.J., & Hoy, D.R. (1980). The perceived impact of tourism by residents: A case study of Santa Marta, Columbia, *Annals of Tourism Research, 7* (1), 83-101.

- Besculides, A., Lee, M.E., & McCormick, P.J. (2002). Residents' perceptions of the cultural benefits of tourism. *Annals of Tourism Research, 29* (2), 303-319.
- Butler, R.W. (1980). The concept of a tourism area cycle of evolution: Implications for the management of resources, *Canadian Geographer, 24* (1), 5-12.
- Crouch, G.I., & Ritchie, J.R.B. (1999). Tourism, competitiveness and societal prosperity. *Journal of Business Research, 44* (3), 137-152.
- Davidson, C. (2009). Abu Dhabi's new economy: Oil, investment and domestic development. *Middle East Policy, 16* (2), 59-79.
- Davis, D., Allen, J., Cosenza, R.M. (1988). Segmenting local residents by their attitudes, interest, and opinions toward Tourism. *Journal of Travel Research, 27* (2), 2-8.
- Fredline, E., & Faulkner, B. (2000). Host community reactions - A cluster analysis. *Annals of Tourism Research, 27* (3), 763-784.
- Gursoy, D., Jurowski, C., & Uysal, M. (2002). Resident attitudes: A structural modelling approach. *Annals of Tourism Research, 29*(1), 231-264.
- Gursoy, D., & Rutherford, D. (2004). Host attitudes towards tourism: An improved structural model. *Annals of Tourism Research, 31*(3), 495-516.
- Gursoy, D., Chi, C.G., & Dyer, P. (2009). An examination of locals' attitudes. *Annals of Tourism Research, 36*(4), 723-726.
- Haralambopoulos, N., & Pizam, A. (1996). Perceived impacts of tourism: The case of Samos. *Annals of Tourism Research, 23*(3), 503-526.
- Harrill, R., & Potts, T.D. (2003). Tourism planning in historic districts: Attitudes toward tourism development in Charleston. *Journal of the American Planning Association, 69*(3), 233-244.
- Jackson, M.S., & Inbakaran, R.J. (2006). Evaluating residents' attitudes and intentions to act towards tourism development in regional Victoria, Australia. *International Journal of Tourism Research, 8*, 355-366.
- Jurowski, C., & Gursoy, D. (2004). Distance effects on residents' attitudes toward tourism. *Annals of Tourism Research, 31*(2), 296-312.
- 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.
- Lankford, S. (1994). Attitudes and perceptions toward tourism and rural regional development. *Journal of Travel Research, 33*(4), 35-43.
- Lankford, S., & Howard, R.D. (1994). Developing a tourism impact attitude scale. *Annals of Tourism Research, 21*(1), 121-139.

- Madrigal, R. (1995). Residents' perceptions and the role of government. *Annals of Tourism Research*, 22(1), 86-102.
- Mansfeld, Y., & Ginosar, O. (1994). Determinants of locals' perceptions and attitudes towards tourism development in their locality. *Geoforum*, 25(2), 227-248.
- Mason, P. (2008). *Tourism impacts, planning and management* (2nd ed.). Oxford: Elsevier.
- Sharpley, R. (2008). The challenges of economic diversification through tourism: the case of Abu Dhabi. *International Journal of Tourism Research*, 4, 221-235.
- Sheldon, P.J., & Var, T. (1984). Residents' attitudes to tourism in North Wales. *Tourism Management*, 5, 40-47.
- UAE National Media Council. (2014). UAEinteract: Khalifa bin Zayed: Generous historical leadership in building national pride and achieving happiness and well-being of citizens. Retrieved from: http://www.uaeinteract.com/docs/Khalifa_bin_Zayed_Generous_historical_leadership_in_building_national_pride_and_achieving_happiness_and_well-being_of_citizens/59164.htm
- Weaver, D.B., & Lawton, L.J. (2001). Resident perceptions in the urban-rural fringe. *Annals of Tourism Research*, 28(2), 439-458.
- Williams, J., & Lawson, R. (2001). Community issues and resident opinions of tourism. *Annals of Tourism Research*, 28(2), 269-290.

CHAPTER TWO

ECONOMIC ASPECTS OF PRESERVING TRADITIONAL CULTURAL LANDSCAPES FOR SUSTAINABLE TOURISM DEVELOPMENT

MIHA MARKELJ AND GORDANA IVANKOVIČ

Abstract

This chapter introduces a new interdisciplinary methodological approach in tourism and landscape studies for determining the economic aspects of preserving traditional cultural landscapes for sustainable tourism development in the upper part of the Selščica valley, Slovenia. The research nests on the definition that the traditional cultural landscape is a depiction of natural and traditional cultural elements that give the landscape its distinguishing features. Results provide a significant contribution to the already existing approaches in sustainable tourism development and planning, since the concrete example under study is seen to carry a wider applicability. **Keywords:** interdisciplinary approach, sustainable tourism, tourism development, cultural landscape, Slovenia.

2.1. Introduction

Cultural landscapes are spaces of rich natural and cultural diversity that are often perceived through the imaginative lens as spaces of fairy tales and fables. Careful analysis of their natural and cultural elements, however, enables us to understand their value, for which it is essential to protect and preserve them. Despite the huge symbolic, socio-economic, cultural as well as natural importance they represent a fragile eco-system that cannot exist as such without a balanced and sustainable development.

We need to acknowledge the fact that in the eyes of the general public, cultural landscapes are still seen to be places with low income value that do not contribute to the welfare of the local community. However, the fact

remains that different eco-systems provide a large variety of services that are of significant value (Ruzzier, Žujo, Marinšek, & Sosič, 2010).

The development of modern technology, population growth and the processes of globalization have had a major impact on the environment with largely negative consequences. In the past, the effects of various environmental projects were only rarely thought over or taken into consideration. The experts did not at all examine their long-term economic consequences for the field of cultural landscape preservation.

With this particular orientation, our research focuses on the upper part of an alpine valley in Slovenia with its narrow gorges and picturesque villages sitting atop the mountain slopes that have preserved their hundred year-old traditions and whose cultural landscape has been left more or less intact. This is very important since it allows us to determine and emphasize the economic aspects that can be gained from preserving this traditional cultural landscape for future sustainable tourism development.

2.2. Literature Review

To determine the economic aspects and to measure the value of natural and cultural heritage in the field of tourism, a variety of methods and methodological approaches are available¹. These have been described or showcased, directly or indirectly, in numerous publications and studies since the first notable publications tried to determine the value of natural and cultural heritage at the end of the 20th century², when the awareness of uncontrolled exploitation of natural and cultural resources reached a critical point (Pearce & Moran, 1994; Pearce & Turner, 1990, 1992). One of the most influential publications of that time is the book entitled *Economic Valuation of the Environment* by Garrod and Willis (1999) that provided a reader-friendly examination of the major techniques used to evaluate environmental goods and services.

Later publications such as *Assessing the Economic Value of Ecosystem Conservation* (Pagiola, Ritter, & Bishop, 2004), *Valuing our Natural Environment* (Ozdemiroglu, Tinch, Johns, Provins, Powell, & Twiggers-Ross, 2006) and *Pricing Nature* by Hanley, Barbier and Barbier (2009) have all contributed significantly to improvements in techniques and methodological approaches, and have since been taken into account also by the local researchers of the environment in Slovenia (Ruzzier *et al.*, 2010; Verbič & Slabe, 2004, 2007). However, it has to be stated that the above-mentioned methodological approaches tend to represent complex research methods as well as difficult and time-consuming data acquisition, but most of all; they are intended for research on larger and well-known

tourist destinations and thus cannot be applied to small and not yet developed tourist areas.

2.3. Methodology

This chapter thus introduces a new interdisciplinary methodological approach that primarily identifies the traditional elements within a cultural landscape and combines them according to accurate historical data and modern day cartographic material in order to recognize their modifications in the past and to accurately position them with regard to the present time. After thus establishing the primary research field we go on to identify direct/short-term and indirect/long-term economic benefits of restoring the traditional cultural landscape.

This is then applied to the protected cultural landscape in the upper part of the Selščica valley in Slovenia, with a view of presenting real direct and indirect economic aspects and benefits that the local population and the regional government could benefit from. The results are also then combined with the results from a pilot research project that was carried out in Tuscany by Filippo Randelli and his colleagues from the Department of Economic Sciences at the University of Florence to highlight the possibilities for sustainable tourism development in the future.

2.4. Results

The cultural landscape of the upper part of the Selščica valley contains a large variety of Tyrolean cultural elements. These are remnants of the medieval “Freising colonization”³ dating back to the 13th century. Elements of that period include architectural heritage, the Tyrolean dialect, specific customs and traditions as well as particular knowledge and skills that were developed as a result of the harsh living conditions on steep mountain slopes and ridges.

In the case of the upper Selščica valley, it has been shown that several factors have contributed to the changing of the Tyrolean heritage (Markelj, 2009). The ones with the most impact can be categorized as reforms of Maria Theresa and Emperor Franz Joseph (namely fiscal, educational and economic reforms at the beginning of the 19th century) and later emigration to urban centres and depopulation, which gradually led to uncontrolled natural reforestation of the land surfaces.

It has been established that the reforestation is the most evident in the upper part of the Selščica valley alongside some other cultural landscape spaces in Slovenia (Kobler, 2001). For that reason we analysed the

Franciscan land cadaster map from 1825⁴, because it represents the most reliable source and gives the most accurate data, but also because it shows the landscape of the upper part of the valley before the major changes occurred.

While it has been established that the cultural landscape has changed primarily due to the reforestation, other analyses have been carried out to determine if the same can be said about the cultural heritage. Previous research has shown that regardless of the changes taking place in the natural environment (Markelj, 2011b, 2012); these did not have a significant impact on the changes that occurred in the field of cultural heritage.⁵ The research thus primarily focuses on identifying individual land units that have been overgrown with forests in the time period between 1825 and 2013.

Based on the primary data that can be obtained from the interactive map of the Register of Slovene cultural heritage (2013) that gives us an insight into the fragmented overview of Franciscan cadaster, and based on the interactive territorial map of Slovenia (Figure 2.1) that allows the possibility of calculating the surface area of each significant land unit and displays its cadaster numbers, we had the possibility to accurately detect the units that have been overgrown with forests.



Figure 2.1 – Interactive territorial map of Slovenia.

The total equivalent of forest and non-forest cadastral units in the year 2013, if we look back at 1825 for the village communities in the upper part of the Selščica valley, is 7.7568 hectares in total. Individual village communities make up 3.0035 hectares in the villages of Zgornje Danje and Spodnje Danje, 2.6748 hectares in the village of Ravne, 1.5489 hectares in the village of Zabrdo, 1.1901 in the village of Zali Log, and -0.6605 hectares⁶ in the villages of Zgornja Sorica and Spodnja Sorica.

In order to calculate the net income per hectare of forest, we drew on the data from the Forest Management Plan of the Forest Management Unit Kranj (2012). The Forest Management Plan for the Kranj region states that the total income on a hectare of forest in government owned forests is €771. In forests that are owned by the local community or cooperatives a hectare of forest is worth €584. And in the privately owned forest the income on a hectare of forest is €1,038.

On the basis of different estimated incomes per hectare of forest, we could now determine land ownership. But because the data of each individual forest plot owner in Slovenia is not publicly available, it was necessary to rely on the official information from the Slovenian Forest Institute (2013) where it can be seen that more than 93% of forests in the upper part of the valley are privately owned. According to the official statistics (Table 2.1) it is thus clear that a hectare of forest land is worth €1,038 on average.

Table 2.1 – Calculation of income (Forest Management Plan for Kranj)

Revenue – value of timber	€2841 / ha
The cost of replanting, extraction and manipulation	€1617 / ha
The cost of cultivation and protection of forests	€122 / ha
The cost of road maintenance	€75 / ha
Maintenance of forest roads	€59 / ha
Maintenance of tracks	€15 / ha
Total cost	€1803 / ha
Income (revenue- expenses)	€1038 / ha