

SUSTAINABLE TOURISM DEVELOPMENT

ISSUES, CHALLENGES & DEBATES

25th—28th April 2017, Kathmandu, Nepal



A JOINT CONFERENCE ORGANISED BY:



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WELCOME NOTE

Dear Colleagues,

We would like to extend a warm welcome to you as you join us in the Yak & Yeti, Kathmandu, Nepal for the conference on Sustainable Tourism Development: Issues, Challenges and Debates, 25-28 April 2017.

We have a full programme of speakers of international standing to discuss and debate the latest issues and suggest solutions and strategies in the planning, development and management of sustainable tourism in an era of climate change. Throughout the conference there will be two parallel sessions, with each presenter having twenty minutes to deliver a paper, followed by ten minutes for questions.

In addition, we hope to provide a relaxed and informal environment for discussion and networking.

Professor Eugenia Wickens
Conference Chair

On behalf of the Conference Organising Committee

Dr Ali Bakir
Dr Vasiliki Avgeli
Professor Ujjwal Satyal

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able to achieve a more beneficial outcome. Hence, drawing on power relations and supply management literature, the purpose is to explore bargaining power interactions and discover the sources and constraints that influence the parties bargaining power. In turn, offer critical information to hospitality business to improve their bargaining ability. A grounded theory methodology is utilised to explore these issues by interviewing hoteliers' (owner/managers) due to their experience and constant contact with the tour operators. The findings indicate inadequate tangible product and low goodwill is a constraint to the hotel's bargaining power since it reduces the desirability of the hotel as perceived by the tour operators. Furthermore, insufficient cooperation between hoteliers hinders the hotel's bargaining power in relation to the tour operator. The study sheds a new light on the power asymmetries that exist within the tourism/hospitality context and in turn assists hoteliers to improve their bargaining power with the tour operators.

Understanding South African Consumers' Cuisine and Dining Preferences
KRUGER Martinette & SAAYMAN Melville

Abstract: In Maslow's hierarchy of need, food is one of the most fundamental physiological needs. All consumers have to eat, and thus engage in some form of retail and dining. However, understanding consumers' cuisine and dining preferences is complicated as various factors play a role. These factors include among others dietary requirements, religious beliefs and culture. Additional influential factors are consumers' dining preferences i.e. preferred type of restaurant, frequency of dining and attendance and participation in cuisine related events and activities. Limited research has, unfortunately, to date analyzed South African consumers based on the mentioned factors. Without this knowledge, retail and dining establishments fail to meet the needs of the consumers. Amidst strife competition among retailers and restaurants as well as consumers having less disposable income to spend on dining, analyzing the needs of consumers becomes vital as it influences the sustainability of the food service industry. The purpose of this research is therefore to fill the gap in the current literature by taking the previously mentioned factors into account and segment South African consumers based on their cuisine and dining preferences. A visitor survey was conducted in 2016 at Decorex Johannesburg, one of Africa's largest and premier décor, design and lifestyle expos. Three hundred and eighty-five (385) questionnaires were administered and included in the analysis. The results of the research will be beneficial to the foodservice industry in South Africa as this industry influences a variety of other industries including tourism. The information can also assist entrepreneurs, restaurant owners and producers in the industry to base their products and services on the needs of the consumers.

In-Depth Review of Micro-Economic Areas for Business Tourist's Spending Patterns
KUMAR Jeetesh, FUKEY, Leena Nitin & GARG Anshul

Abstract: Most of the prior researchers used tourists' arrivals to look into international tourism demand, as tourism is not a single product, it includes a bunch of goods and services purchased by tourists. Buying behaviour and power vary tourist to tourist due to differing in their demographics, length of stay, accommodation used, mode of travel, the purpose of visit, accompanying a person or alone and many more features (Kumar & Hussain, 2014). All these differences lead toward expenditure variations. Hence, tourist's arrival is not an actual factor to look into international tourism demand and it does not show the actual spending pattern of tourists. Literature has proved that business tourists always spend more than leisure tourists. Almost 14% of international tourists were business tourists, which is 535 million worldwide for the year 2015 (UNWTO, 2015). Tourist expenditure is an essential measure of international tourism demand. The researcher has summarized number of studies to review several variables that could affect tourism demand and expenditure. In total 31 studies were reviewed, to look after sample size, modelling and also for dependent and independent variables. Therefore, business tourist's expenditure is an important measure of international tourism demand. The aim of the paper is to review several tourism/ business tourism expenditure studies focusing especially micro areas of the expenditure, to extract the model specification, sample size, dependent and independent variables. The study concludes that micro-

economic modelling should be in focus and given priority for tourism demand and the factors affecting business tourist expenditure including psychological and destination-related factors.

**Consumer Preferences for Hotel Brand and Brand Sustainability: Luxury Hotels in
Kuala Lumpur, Malaysia**
KUMAR Jeetesh, GARG Anshul, SANGARAN Gopinath

Abstract: The economic prominence of the Tourism industry is very huge which cannot be underestimated. Travel & Tourism is set for a milestone year as the industry's contribution to the worldwide economy during the year 2016 exceeded \$7.2 trillion to world GDP, representing 9.8% of global GDP and created 284 million jobs. Tourism in Malaysia has grown from RM 32 billion in 2005 to RM 69 billion in 2015 with 16.4 million arrivals in 2005 to 25.7 million arrivals in 2015, placing Malaysia currently at 12th position in international tourist arrivals. Current research has focused on branding process of luxury international brand hotels and to find out actual influencing factors which create issues regarding brand loyalty for local hotels. A dual research approach was used and data was collected from six (6) luxury Five-star hotels in Kuala Lumpur, Malaysia by using purposive sampling technique. In total 117 response were found to be useful for quantitative and for qualitative approach, 13 one to one interviews were conducted with sales/ marketing/ public relation manager and brand managers of the hotels to capture the industrial perspective. The findings show that brand preferences, brand equity and brand value of the luxury hotels in Kuala Lumpur will effectively contribute to enhancing the brand sustainability of these hotels. Gaining an understanding of these preferences and analysing the drawbacks would lead to the higher growth of these properties and pave way for advanced sustainable operations.

Re-understanding and Re-constructing Ecotourism: China's Experience
LI, Hongbo

Abstract: The concept of ecotourism has been introduced into China since the early 1990s, once it became a quite important focus of tourism concerned aspects of life such as academic section, tourism industry and governments of different levels. In China, ecotourism has been through a not easy way during the past more than 20 years, which can be divided into three stages: introduction and cognition stage; debating and practice stage and reconstruction and innovation stage. Today, ecotourism development has been to a turning point, which is moving from the end of the second stage to the third one. In the future, the most important issue we are facing and handling is ecotourism's localization. Therefore, this paper proposes the following perspectives: 1 re-understanding ecotourism in China; 2 the functions of traditional and natural Chinese culture in ecotourism development; 3 redesigning the ecotourism pattern in China; 4 "defunctionalisation "purizaion" of ecotourism in China.

**Empowerment Through the Outdoors – How Can Outdoor Businesses
Empower Women in Nepal?**
LINDVERT Marta

Abstract: Even though there are positive signs regarding gender equality worldwide, the process is still very slow in many areas. This is a major problem, especially for poor countries, as it is well known that increased gender equality has large multiplier effects on other areas of development. The empowering of women is possibly the most important linkage across all other development goals, as it has strong bearings on poverty reduction, growth and human development. It is also widely accepted that entrepreneurship is central for economic development. On a macro-level, it functions as a driver for structural changes and on micro-level, it can help to lift individuals out of poverty, giving them preconditions for a better life. In Nepal, numerous outdoor businesses operate within trekking, climbing, mountain biking, rafting and other adventure sports. The sector is important for the overall development of the country, and primarily targeting foreign tourists. A fairly new phenomenon is that a few of these actors also target Nepali women. The aim with this research is to investigate how outdoor oriented tourist businesses can empower women in Nepal, both by employing female guides