DESTINATION TOURIST INSPIRATION : AN EXPLORATION STUDY

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INTRODUCTION

The concept of inspiration was first proposed in the domain of psychology, and previous studies mostly used qualitative method to explore its concept. Thrash and Elliot (2003) defined inspiration as a specific intrinsic motivation because it is evoked by an external source and is connected to the realization of new ideas. With the development of inspiration theory, Böttger, Rudolph, Evanschitzky, and Pfrang (2017) extended the concept of inspiration to marketing and proposed customer inspiration, which is defined as a customer's temporary motivational state that facilitates the transition from the reception of a marketing-induced idea to the intrinsic pursuit of a consumption-related goal.

In the field of tourism, the first reference to the concept of inspiration was made by Fredrickson and Anderson (1999), who studied the sources of spiritual inspiration in wilderness tourism. The results showed that specific landscape qualities influenced the spiritual inspiration of wilderness destinations. Because of the sheer vastness and expansiveness of the wilderness environment conditioned a more emotional and psychological-spiritual understanding of the experience overall. Latham, Narayan, and Gorichanaz (2019) explored museum visitors' experiences of inspiration in the context of museums. The findings showed that inspiration drived action (e.g., desire to seek more information). Khoi, Phong, and Le (2020) proposed tourist inspiration and described it as the moment of sudden realization, insight, recognition, or comprehension (Oleynick, Thrash, LeFew, Moldovan, & Kieffaber, 2014; Thrash, Maruskin, Moldovan, Oleynick, & Belzak, 2017) that promoted the transformation from an acceptance of tourism-induced ideas into the quest of a goal (Thrash & Elliot, 2003).

Experience lies at the heart of the tourism business (Lin & Kuo, 2016). Khoi et al. (2020) proposed that it is important for tourism services to provide customers with an experience of inspiration. Once inspirational feelings are evoked, the core inspirational characteristics might bring about emotional outcomes (e.g. delight), which in turn foster attitudinal consequences such as enduring cognitive evaluations (e.g. satisfaction), and subsequently generate behavioural consequences (e.g. place loyalty). Thus, it is one of the important tourism marketing strategies for the tourism field to evoke tourists' inspiration experience. Therefore, the study of tourists' state of inspiration in tourist destinations contributes to the development of tourism theory. However, previous research has not focused on the content of inspiration (Fredrickson & Anderson, 1999; Latham et al., 2019), but on the source of inspiration and the relationship between inspiration and information. In addition, the study by Khoi et al. (2020) on tourist inspiration is directly following the concept of the marketing field. In this study, it is considered that the concept of tourist inspiration cannot be fully covered if it is directly applied to the marketing field. In particular, we believe that in the field of tourism, more diverse, inspired-by state arises, not only in the intrinsic pursuit of a consumption-related goal. Thus, this study aims to conceptualize destination tourist inspiration by using in-depth interviews and content analysis.

METHOD

The conceptualization of destination tourist inspiration.

The present study refers to previous literature (Böttger et al., 2017; Thrash & Elliot, 2003, 2004)

and defines destination tourist inspiration as a temporary motivational state is evoked by external stimuli or objects of destination and motivates the action intention of a travel-related goal. We measured it by using two dimensions, which are described as follows.

Inspired-by.

Thrash and Elliot (2004) defined the inspired-by state as an activation state that is captured in the notion of being inspired by something. Latham et al. (2019) found that when museum visitors were inspired, it made them interested and curious about the exhibits. In conclusion, this study suggests that during travel, when tourists feel inspired, a temporary motivational state is evoked by external stimuli or objects of destination.

Inspired-to.

According to Thrash and Elliot (2004), the inspired-to state is an intention state that can be understood as being inspired to act or to do something. Böttger et al. (2017) mentioned that the inspired-to state relates to the intrinsic pursuit of a consumption-related goal. Therefore, this study suggests that during travel, when tourists feel inspired, it leads to action intention of a travel-related goal.

Data collection.

The present study used purposive sampling for selecting participants from travel websites and communities. We conducted in-depth interviews to collect data from November to December 2019, each interview lasted an average of 1 hour. Before the interview, all interviewees were explained the definition of destination tourist inspiration. The interviewees were encouraged to remember their inspiration experiences as vividly as possible. To facilitate recollection, respondents were asked to answer various priming questions, such as the destinations they visited, what attractions they visited, and whether they had any companions while traveling. Interviewees were also asked to briefly describe their inspiration experiences to ensure that the they were indeed the subjects sought for this study. Twenty tourists, 6 males and 14 females. Their ages ranged between 23 and 56, with an average age of 30. Destination types include: cultural tourism, dark tourism, eco-tourism, urban tourism, and rural tourism.

Content analysis.

This study used content analysis to analyze the data, the same method that has been used in previous psychological studies (e.g., Anshel & Wells, 2000). We invited two researchers from the university to read every text and try to discover any neglected units of analysis as well as offer opinions on the data analysis. At the first stage, 208 units were coded from the transcriptions. At the second stage, inductive content analysis procedures were used to analyze these 208 units and group them into 19 meaningful and interpretable categories. Next, the two researchers examined those 19 categories carefully and both agreed with 58 categories to be further sorted into 6 higher-order categories. The interrater reliability scores of the preceding classification processes were 0.89 (186/208) and 0.84 (16/19), respectively, which exceeded the 0.8 standard (Kassarjian, 1977), indicating that the classification results demonstrated strong reliability.

FINDINGS

Stimulate potential.

Böttger et al. (2017) mentioned that in the inspired-by state, customers may then experience transcendence toward a new state of mind. Customers sometimes described this transcendence as the stimulation of imagination. An and Youn (2018) found that inspiration can improve individual creativity. In travel destinations, tourists may be exposed to new and unfamiliar things, which may stimulate their imagination, inspiration or curiosity and stimulating their inner potential.

Discover new things.

Latham et al. (2019) found that when museum visitors were inspired, they got new ideas or discovered something new from the exhibits. Similarly, interviewees mentioned that they were inspired by scenery or interactions with others, resulting in new perspectives or discoveries that they had never noticed before.

Connect with myself.

Latham et al. (2019) showed that visitors had a similar inspiration experience, which is making connections. Whether the connections were with the past, with people, or with the objects themselves. The interviewees reported that when the destination was familiar to them, or they had experienced the same experience in the past, it resonated easily or evoked past memories.

Want to do something.

Thrash and Elliot (2004) defined the inspired-to state as an intention state that can be understood as being inspired to act or to do something. During travel, tourists may be motivated by the excitement of the destination to experience more local activities, search for relevant information, or share with others. Some interviewees also mentioned that the interaction with others would inspire them to improve their skills.

Want to change something.

We found that interactions with others tend to create intentional state that tourists want to change. In the process of communication, value or lifestyle differences may be perceived, which in turn affected the tourists' own attitudes or values.

Reflection to myself.

Latham et al. (2019) mentioned that visitors had an inspiration experience, which is making connections. This study found that when tourists connected with a destination, it causes them to feel empathy or emotion and triggered action intentions such as reflecting or wanting to cherish.

IMPLICATIONS

Since the concept of inspiration has rarely been explored in the field of tourism, the contribution of this study expands the scope of the literature on tourist inspiration from a theoretical perspective and fills the gap in the literature on tourism. Examining destination tourist inspiration helps to identify the states of inspiration that tourists experience at destinations and to gain insight into the meaning of tourist inspiration. The study supports previous researches (Böttger et al., 2017; Latham et al., 2019), when tourists feel inspired,

it leads to action, intention of a travel-related goal, includes want to do something, want to change something, and reflection to myself. In the present study, we expanded the category of the inspired-to state through interviews and found that besides wanting to experience more, tourists also had the intention to change or reflect. Previous study has found that individuals were more likely to be inspired by activities that required experience in person (Latham et al., 2019). Therefore, in order to increase the tourist inspiration experience, this study suggests that destination managers can increase interactive experiences planning, tourism activities in order to enhance the generation of tourist inspiration.

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UNDERSTANDING BEACH TOURISTS' ENVIRONMENTALLY RESPONSIBLE BEHAVIORS:
AN EXTENDED VALUE–ATTITUDE–BEHAVIOR MODEL

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INTRODUCTION

Tourism activities are perceived as important factors in local and national economies. Despite the positive effects of tourism, it has also been argued that tourists' irresponsible behaviors could cause environmental damage on a global scale (Merino and Prats, 2020). For example, beach tourism activities have been shown to cause various environmental harms, such as ocean pollution, which are not conducive to the sustainable development of beach tourism (Chen and Teng, 2016; Chiang et al., 2017). Thus, it has become a priority to reduce the degree of tourism's adverse impact on the environment to achieve sustainable tourism development. If individuals behave in environmentally responsible ways, tourism destinations will be able to more effectively achieve sustainable development. Indeed, fostering beach tourists' environmentally responsible behaviors could be the best management practice for sustainable tourism (Marzetti et al., 2016; Zhang et al, 2019). Therefore, it is important to understand the main factors promoting *environmentally responsible behaviors* **(ERB)**.

Extensive researches have been conducted on tourists' ERB. Most studies have attempted to further elucidate the environmental behaviors of tourists by concentrating on the factors that affect ERB, including values, attitudes, social norms, knowledge, and habits (Zhang and Huang, 2019; Singh et al., 2020). Among the variables that explain ERB, values and attitudes are considered to be the core explanatory variables (Hurst et al., 2013). Thus, adding these two core variables, this study intended

to develop beach tourists' ERB by expanding the **value-attitude-behaviors model (VAB)**. In addition, this study introduced two new variables, *environmental concerns* **(EC)** and *perceived consumer effectiveness* **(PCE)**, in an attempt to bridge the gap between the high value that people place on the environment and the low level of action they take.

In summary, this paper was designed to incorporate EC and PCE into the VAB model to offer a more comprehensive and transparent understanding of tourists' ERB in the beach tourism context. Specifically, the main purpose of this study is to 1) test the power of research model to predict beach tourists' ERB; 2) verify the effectiveness of the new variables, EC and PCE; 3) explore the moderating effect of *environmental interpretation* **(EI)**, and eventually propose several specific suggestions and solutions based on the results obtained.

This study is the first attempt to integrate VAB model with EI, EC and PCE to explore potential drivers of beach tourists' environmentally responsible behaviors in China, and provided some unique findings compared to previous studies (Teng et al., 2014; Cheung and To, 2019). Most importantly, this study also provides several practical implications concerning how to promote beach tourists' environmentally responsible behaviors in coastal destinations of China.

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EXPLORING THE DIMENSIONS OF TOURIST EXPERIENCE VALUE IN A DESTINATION CONTEXT

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INTRODUCTION

Value and value co-creation have received increasing interest among service, marketing and tourism scholars and practitioners in recent years (e.g., Grönroos, 2017; Prebensen & Xie, 2017; Vargo & Lusch, 2018). The American Marketing Association has designated value as the central concept in its definitions of marketing, replacing the "product" as the object of exchange (American Marketing Association, 2020). Additionally, the Marketing Science Institute (MSI) has identified "delivering customer value" as a key topic in its latest 2020-2022 research priorities (Marketing Science Institute, 2020). The importance of value has been further underlined by recent advances in service marketing theory which emphasize the significance of value as core concepts of marketing research (Gummesson, Mele, Polese, Galvagno, & Dalli, 2014; Ostrom, Parasuraman, Bowen, Patrício, & Voss, 2015; Ranjan & Read, 2016).

Value is considered central to competitive advantage and the long-term success of a business (Gallarza & Saura, 2020; Kotler, 2020; Woodruff, 1997). Although value has far- reaching implications for enhancing the competitiveness of tourist destinations, value-related research in tourism remains fragmented and underdeveloped (Prebensen, Chen, & Uysal, 2018). On the one hand, compared to the constructs of service quality and satisfaction, value perception has received scant attention in tourism research (Oh & Kim, 2017).

Despite research on tourist experience value, few studies have focused on experience value as a central concept to be investigated. Instead, most literature use value as one of the constructs, linking it with other constructs to form a structural model to be tested (e.g., Chen & Chen, 2010; Pandža Bajs, 2015; Raza, Siddiquei, Awan, & Bukhari, 2012).

On the other hand, current studies explore the concept of value from an economic perspective; as a trade-off between costs and benefits (e.g., Kim, Holland, & Han, 2013; Ryu, Han, & Kim, 2008; Zeithaml, 1988; Zhu, Scott, Coghlan, & Jin, 2019). This trade-off approach to value has its roots in goods-dominant logic (G-D logic) and represents a view of the consumer as a rational decision maker. However, this approach is criticized as too simplistic to capture the rich meaning of experience value (Holbrook, 1999a). In recent years, following the development of service-dominant logic (S-D logic) by Vargo and Lusch (2004) and Lusch and Vargo (2014), scholars have found it important to examine value from an experiential perspective (e.g., Gallarza, Arteaga, Del Chiappa, & Gil-Saura, 2015; Helkkula, Kelleher, & Pihlström, 2012; Prebensen, Woo, & Uysal, 2014). The experiential approach can better capture the essence and richness of consumer value and provide guidance for destination managers.

In addition, existing research on value dimensions has examined the hotel (Oh & Kim, 2017; Sparks, Bradley, & Jennings, 2011), adventure tourism (Prebensen & Xie, 2017;

Williams & Soutar, 2009), and tourist shopping contexts, but little attention has been given to measuring and operationalizing the construct of tourist experience value in the context of a destination (Adhikari & Bhattacharya, 2016; Prebensen, Vittersø, et al., 2013). The destination is a fundamental unit of analysis in tourism (Pike & Page, 2014), and most tourism activities take place at a destination. During their holiday, tourists "consume" a destination as a comprehensive experience, often ignoring that tourism products are produced and managed by individual players (Buhalis, 2000).

Understanding the dimensions of tourist experience value has strategic importance for destination managers. Destination managers need to move from selling tourism products and services to aiding and cooperating with tourists in maximizing experience value during their visit. In fact, one of most important tasks in destination marketing and management is to communicate and create value with tourists to drive their satisfaction and wellbeing.

To address the research gaps, this research aims to explore the nature and meaning of tourist experience value and identify its dimensions in a destination level. It is fundamental and important to determine what tourist experience value is and what components of tourist experience value comprise. This research adopts an experiential perspective to explore tourist's subjective perceptions of experience value derived from the destination. An instrument is developed to capture tourist experience value in the destination context holistically.

METHODS

In order to address the above research objectives and questions, a post-positivist paradigm was chosen to guide the research methods design. This paradigm emphasizes the importance of using mixed methods to allow data triangulation across multiple sources. Therefore, this study proposes to apply a sequential explanatory research design (Creswell & Creswell, 2018). A mixed methods approach combining both qualitative and quantitative methods was adopted in this research.

In phase 1, a qualitative investigation was conducted to derive insights regarding the nature and dimensions of tourist experience value at a tourist destination. A semi-structured interview method was adopted for the qualitative investigation. Fifty face-to-face interviews were carried out with tourists in Huangshan, China. An in-depth interview allows the researcher to gain an in-depth understanding of tourists' perceptions of experience value in their own words. The results from Study 1 inform the quantitative data collection and aid the conceptual development, interpretation, and validation of quantitative findings.

Phase 2 is a quantitative investigation that involves two stages of questionnaire data collection. There were 183 valid questionnaire responses for the pilot test and 958 responses for the main survey. Participants were asked to answer a structured survey questionnaire; the participants were recruited from tourists who had just completed their trip to Huangshan. Data were analyzed by descriptive statistics, exploratory factor analysis (EFA), and confirmatory factor analysis (CFA) using SPSS 20.0 and AMOS 25.0 software.

FINDINGS

This section discusses the main findings related to the dimensionality of tourist experience value. First, value should be interpreted from an experiential perspective, which is embedded in tourists' consumption experience at the destination. Recent research in services and marketing has witnessed a shift towards an experiential and co-creation perspective of the service-dominant logic paradigm (S-D logic) (Vargo & Lusch, 2004, 2018). In the S-D logic paradigm, value is inherently experiential in nature (Helkkula, Kelleher, & Pihlstrom, 2012; Holbrook, 1999). Individual tourists derive experience values differently at the same destination, indicating that value is unique and context-dependent (Vargo & Lusch, 2018b).

Second, the results indicated that tourist experience value is a second-order construct, comprising seven reflective dimensions, namely aesthetic value, positive emotional value, restoration value, social relationship value, educational value, spiritual value, and economic value. All dimensions exhibited high factor loadings, indicating that they are significant factors of the construct supporting

the proposed conceptualization.

Among the seven dimensions, economic value, positive emotional value, social relationship value, and educational value are widely explored in previous tourism studies (Gallarza & Saura, 2006; Prebensen & Xie, 2017; Williams & Soutar, 2009), while the aesthetic value, restoration value, and spiritual value are seldom included in the measurement of tourist experience value. Interestingly, items measuring the aesthetic value, restoration value, and spiritual value have the highest average score among the seven dimensions, indicating that tourists, indeed, value the aesthetic, restorative, and spiritual aspects of their experience at a destination.

In summary, this research has developed and validated a tourist experience value scale with a multi-dimensional construct in the context of destination. This research confirms that tourist experience value is a multi-faceted and holistic construct. The multidimensional nature of tourist experience value goes beyond a purely rational, cognitive consideration of value (Holbrook & Hirschman, 1982; Zeithaml, 1988). Value not only resides in the functional or utilitarian benefits of products or services (i.e., value for money), but also lies in the experiential consumption itself (Schmitt & Zarantonello, 2013).

IMPLICATIONS

This research conceptualizes tourist consumption value from an experiential perspective (Lusch & Vargo, 2014; Zeithaml, 1988). An experiential perspective highlights the tourists' phenomenological world and how they interpret and experience different events. By adopting an experiential lens, this research shifts from a product and exchange-centric view to personalized tourist experience and how these experiences generate value-in-use, which deepens the understanding of the nature of tourist experience value.

While tourism researchers have conducted numerous studies on tourist perceived value, few researchers have explicitly examined the dimensions of tourist experience value at the destination level. This study has established a multi-dimensional scale of tourist experience value in a destination context through combing qualitative and quantitative methods, which expands the scope and boundary of research on experience value in previous literature. The scale tested in this research indicates that the experience value elements are interrelated, encompassing a broad spectrum of tourist experience, and forming a unitary tourist experience value. In addition, this research explicitly adds aesthetic, restorative, and spiritual value dimensions to the measurement scale. The experience value that tourists obtain at the destination level is more comprehensive and diversified than in a hotel, restaurant, or rural tourism context (Peña, Jamilena, & Molina, 2012; Sparks et al., 2008; Tsai & Wang, 2016). Hence, the current study offers additional insights into the dimensions of tourist experience value research.

The measurement of tourist experience value dimensions provides an important tool for destination managers to assess, predict, and enhance the quality of tourist experience. Being able to understand and capture the tourist experience value, from a tourist's perspective, can enable destination managers to connect with visitors in a more personal way and to develop effective marketing strategies to facilitate tourist experience value creation. As Kotler (2017) indicates the organization is not to create what he or she thinks is value to the consumer but what the consumer will perceive as value. It is necessary for tourism organizations to understand how to assess experience value from a tourist's perspective.

Despite the great efforts to conduct comprehensive research, this study still has several limitations that should be taken into consideration in interpreting the results of the findings. For example, this research only chose one destination to collect data which may potential reduce the external validity of the findings. To conclude, this research extends the understanding of tourist experience value from an experiential and value-in-use perspective, which has been recently called for as one of the primary research priorities in the literature streams of value co-creation and S-D logic.

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ACKNOWLEDGEMENT

FRIENDLY TOURISM DESTINATION INDEX

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INTRODUCTION

Tourism destination is considered a combination of products and experience that influences tourists to travel (Benur & Bramwell, 2015). In particular, the friendliness of tour destinations is a key factor in tour destination decision-making (Azali, Basha, Chang, Lim, & Cheah, 2021; Han, Al-Ansi, Olya, & Kim, 2019). Anuar et al. (2012) defined friendly tourism destinations as locations that connect, integrate, and optimize space, activities, and products to reduce interruptions and obstacles in tourism experiences and to fulfill the tourists' demands and expectations. Studies have proposed the use of friendliness as an index for the attractiveness (Lee & King, 2019) and competitiveness of tourism destinations (Reisinger, Michael, & Hayes, 2019). Friendliness is a key element in the brand development of tourism destinations (Apostolopoulou & Papadimitriou, 2015) and is critical in increasing tourist satisfaction and revisiting willingness (Abd Jalil, Azdel, Basri, & Mustapha, 2013). Therefore, establishing an index and theoretical framework for the marketing and management of friendly tourism destinations is pivotal for tourism destination managers.

The concept of visitor-friendly environments was first proposed by Kotler, Haider, and Rein (1993). Thereafter, it was applied by studies in various fields, including eco-friendly destinations (Ahmad, Kim, Anwer, & Zhuang, 2020), Muslim-friendly destinations (Azali et al., 2021), and seniors−friendly destinations (Lee & King, 2019). However, these studies discussed the characteristics of friendly tourism environments based on specific travel reasons and tourist characteristics, the indexes and frameworks developed by these studies may not be suitable in the evaluation of general tourists. Additionally, Anuar, Ahmad, Jusoh, and Hussain (2012) proposed the concept of tourist friendly destinations, which employs the three dimensions of space, activities, and products to construct the component-based and attribute-based theoretical frameworks of tourism destinations. However, the definition of tourist friendly destinations proposed by Anuar et al. (2012) was not rigorously conceptualized. Besides, the proposed index and theoretical framework failed to encompass all dimensions of friendly tourism destinations. This is because the dimensions of tourism destinations are closely associated with various tourism stakeholders (Goeldner & Ritchie, 2009), including local government policies and local residents. Therefore, the present study adopted the perspectives of different tourism stakeholders to construct a friendly tourism destination index and classification framework for general tourists.

CONCEPTUALIZATION OF FRIENDLY TOURISM DESTINATION

Anuar, Ahmad, Juson, Hussain, and Nasir (2015) developed a tourist friendly destinations framework from a mixture aspect of space, activities and products within the tourism system approach. Activities include mix activities, culture and history, entertainment, and special events (Ritchie & Crouch, 2003). Product refers to physical characteristics, service, hospitality, freedom of choice and involvement in creating products at

tourism destination (Smith,1994)。 Space represents a combination of infrastructure and superstructure, accessibility, location, security, cost and value (Anuar et al., 2012). Anuar et al. (2015) constructed a theoretical framework of friendly tourism destinations by directly adopting components from the literature without developing rigorous conceptualization, which was a shortcoming in terms of methodology. Reisman (1983) defined friendliness as a form of dispositional tendency comprising four key components, namely self-concept, accessibility, rewardingness, and alienation. Self-concept refers to the person's beliefs about self-related to peer relationships. Accessibility represents giving behaviors involving attention and respect. Rewardingness involves the giving of more tangible rewards, such as money and compliments. Alienation refers to personal beliefs about acceptance and the world as a friendly place. Contrarily to the classification framework of Anuar et al. (2015), the present study employed the four components of friendliness as the basis for conceptualization (Reisman, 1983) and defined friendly tourism destinations as tourism destinations that are perceived to be easily accessible, provide bountiful reward incentives, and respectful and welcoming to visitors.

METHODOLOGY

Data collection

In-depth interviews were held with 18 tourism stakeholders, namely three destination managers, three travel agency managers, four travel suppliers (managers from hotels, restaurants, transportation companies, and tourist attractions), four tourists, and four local residents. An interview handbook, which provides the definitions of friendly tourism destinations and lists the interview items, was created for ensuring a smooth interview procedure. The sample of interview questions designated for the tourists are as follows: In your traveling experience, have you visited specific tourism destinations that were particularly easy to travel or convenient to visit? Were you accepted or welcomed by the locals at destination? Did the destination make you feel respected or revered? If so, please describe. The in-depth interviews were held face to face from November 2020 to January 2021. The

mean interview time for each participant was approximately 50 min. Subsequently, the data collection and compilation process (including transcript writing and content analysis) was completed in approximately 2 months, during which the recorded interview content was converted to 78 pages of transcript.

Data analysis

The present study adopted content analysis to analyze the collected data. Among the three authors of the study, two have extensive research experience in content analysis and academic research. These two authors independently screened the items to confirm the basic analysis unit of friendly tourism destinations from the characteristics of friendly tourism destinations as described by the interviewees. Items were eliminated if not matched the scope of friendly tourism destination. After screening, the two authors discussed their screened items and reached a 100% consensus on 341 items. The authors then subsequently classified the 341 items into 37 categories (hereafter indexes); each item was classified into only one category that most represented and detailed each item. Subsequently, the 37 indexes were classified into 6 dimensions based on their characteristic and property similarity. The two authors named each category and dimension. Among the 37 indexes, 8, 6, 7, 7, 5, and 4 were classified into the transportation and infrastructure dimension, friendly tourism environment dimension, government policies and tourism promotion measures dimension, tourism products and activities dimension, tourism information services dimension, and local resident dimension, respectively. Triangulation was then performed to ensure the validity of the results; three tourism destination managers were invited to review the data and review the classification of items and dimensions (Patton, 2002). The triangulation results confirmed that the 37 friendly tourism destination indexes were suitably classified under their corresponding dimension.

FINDINGS AND DISCUSSION

According to the data analysis results, the present study classified the framework of friendly

tourism destination into 37 indexes constituting 6 dimensions. The indexes in the transportation and infrastructure dimension are as follows: comprehensive public basic infrastructure, convenient mass transportation, safety measures and services, real-time public transportation schedules, public transportation ticket packages with discounts, comprehensive transportation and transit services, convenient vehicle services (e.g., Easyrent, iRent, GoShare, and Ubike), and convenient parking services. The indexes in the friendly tourism environment are as follows: intuitive tourism signs (e.g., traffic signs and signals), high travel safety and low security risks, barrier-free tourism facilities and services, clean hygiene and tourism environment, certificates of friendly tourism environments (e.g., Muslim Friendly Certificate), and free and convenient wireless internet services. The indexes in the government policies and tourism promotion measures dimension are as follows: government-provided tourism discounts and rewarding incentives, active improvement in tourism quality by the local government, easy-to-understand local regulations and standards, visa-free travel programs provided by the local government (e.g., visa-free or landing visa), simple airport arrival and departure procedures, tourism safety and security certifications, and low exchange rates. Next, the indexes in the tourism products and activities dimension are as follows: diverse selection of tourism products, reliable tourism products, convenient tourism booking websites, comprehensive tourism packages, experience in local festivities and culture, thorough visitor-welcoming services (e.g., welcoming ceremonies or tailored welcoming services), and diverse and convenient payment methods. In the tourism information services dimension, the indexes are as follows: accessible tourism information, comprehensive tourist advisory services, information and services provided in different languages, barrier-free verbal communication, and trained service personnel. Finally, in the local resident dimension, the indexes are as follows: high inclusiveness by local residents, high cultural acceptance by local residents, welcoming and hospitable local residents, and friendly local residents.

The findings have multiple practical management implications. First, friendly tourism destination indexes serve as a reference for tourism decision-making; they allow tourists to assess the overall degree of friendliness of their desired tourism destination. Next, the friendly tourism destination index and classification framework developed in this study provides a crucial checklist for tourism destination managers to perform self-evaluations of the degree of friendliness of their tourism destinations. Tourism destination managers can compare the performance of their tourism destination with that of other competing tourism destinations and regularly evaluate the friendliness of their tourism destinations. Additionally, the managers can investigate dimensions or items in which their tourism destinations underperformed to determine the main problem, propose improvement solutions or policies, and implement said measures with comprehensive management. Finally, tour destination managers can examine the indexes and items valued by tour agencies as a reference for improving their friendly tourism destinations.

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