

# **SUSTAINABLE TOURISM FACTORS AND COMMUNITY PARTICIPATION IN THE DECISION-MAKING PROCESS OF NATURE-BASED TOURISM DEVELOPMENT IN LAKE HOLON, T'BOLI, SOUTH COTABATO**

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## **ABSTRACT**

This paper used a descriptive and quantitative method to determine the factors influencing variables through statistical methods on sustainable tourism factors and the decision-making process. Wherein, this method has evaluated the link between sustainable tourism development and community participation in the decision-making process in Lake Holon, T'boli, and South Cotabato using Google Forms. The quantitative nature of this study reveals the relation between sustainable tourism factors and the decision-making process in Lake Holon, T'boli, and South Cotabato. Method used include purposive sampling to distribute the Google forms to the respondents that allows exploration and understanding of the students' responses, through dealing with their in depth experiences in which survey was divided into 3 parts – Part I delves into the profile of the respondents. Part II deals with sustainable tourism development with ethnic group resources, ethnic group development, and sustainable dimensions that measure the level of sustainable tourism development of nature-based tourism in Lake Holon, T'boli, South Cotabato. Part III deals with community participation in the decision-making process in T'boli, South Cotabato along with its three indicators which are group resources, ethnic group development, and sustainable dimensions. Researchers used the rating scale to interpret the responses for the indicators of sustainable tourism development. Analysis of the data reveals significant relationship between sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato. The researchers' respondents included some residents from T'boli South Cotabato and netizens from social media sites. It has revealed that the respondents have a uniform selection of responses from the provided survey. The high-level result means that sustainable tourism factors of Lake Holon, T'boli, South Cotabato were very much observed.

**Keywords:** Sustainable Tourism Factors, Community Participation, Decision-Making Process, Nature-Based Tourism

## **INTRODUCTION**

Philippine tourism is experiencing a paradigm shift toward sustainability on a never before seen scale, starting with Boracay and spreading to other destinations such as Luzon and Mindanao (Ocampo, 2020). Some tourist spots in the Philippines, notably Mindanao, have undergone rehabilitation to maintain their attractiveness and beautiful look to achieve tourism sustainability. Tyrrell and Johnston argued that the tourism literature has failed to provide a generally accepted theoretical framework for sustainable tourism. Swarbrooke also noted that there is no widely accepted definition of sustainable tourism. Although there is insufficient specific underpinning theory to address sustainable indigenous tourism, a green paradigm has been the backbone for sustainable development

studies. The green paradigm stresses that humans are part of nature versus the argument of the dominant Western environmental paradigm, which contends that humans are apart from nature (Tyler and Johnston, 2017).

Climate change should be taken into account, especially for tourist islands. The greenhouse effect causes the sea level to increase, resulting in the land loss. Since tourist islands depend heavily on natural beaches, climate change hurts the beaches and tourism infrastructure (Palafox Jr., 2018). Tourism development has been identified as a solution capable of bringing about good improvements in research (Bramwell & Lane, 2012). Sustainable tourism has played an essential role in discovering strategies to achieve beneficial outcomes, as have established regulatory and development control techniques. Identifying and reassessing the variables that need to be improved is one of the main goals of this study. As a result, this research aims to determine the sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato. All of the assertions made above address the issue of the tourist industry's sustainability in Lake Holon. As a result, this research will fill a knowledge gap on the sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato.

This study determines the sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato. Specifically, this study has answered the following questions:

1. To measure the level of sustainable tourism factors of Lake Holon, T'boli, South Cotabato in terms of:
  - 1.1 Ethnic Group Resources
  - 1.2 Ethnic Group Development
  - 1.3 Sustainability Dimensions
2. To assess the level of community participation in the decision-making process of Lake Holon, T'boli, and South Cotabato.
3. Is there a significant relationship between sustainable tourism factors and community participation in the nature-based tourism development decision-making process in Lake Holon, T'boli, South Cotabato?

## **Review of Related Literature**

### **Lake Holon**

Any natural reserve with a high level of biodiversity must be preserved by the country's existing laws. The Crown Jewel of the South, Lake Holon, also known as Lake Maughan, is a crater lake situated on Mount Parker that has recently attracted a large number of tourists and is considered one of the world's top green destinations. On the other hand, these two places are interrelated habitats for endangered animal species, including the monarch butterfly, the Philippine tarsier, and several freshwater species. They are biologically significant areas occupied and protected for and by indigenous people. These are compelling reasons why both regions should be included in the Philippines' National Integrated Protected Areas System (NIPAS), a statute that safeguards wildlife and establishes rigorous nature reserves. Additional locations can be suggested for inclusion in the system

under the NIPAS statute if they have distinctive physical features or are home to threatened species.

This brief paper argues that both areas meet the criteria for inclusion and should be protected under this approach. Another factor to consider is the requirement for investigating a disaster that occurred many years ago due to man-made actions. Other insects, fish, primates, and plants found on Mt. Parker have remained unnamed until now (Mercado, 2011).

A walk to Lake Holon in Tboli, this province, in the future could be an opportunity to provide valuable services to the environment and the community, according to a local government official. In an interview with the Philippine Information Agency during the Infinity Trek Pilgrimage, Rodel Hilado, Tboli's tourism officer, stated they are turning gears on tourism in the legendary Lake Holon, considering the incorporation of social responsibility activities during climbs beginning in 2020. On March 9 and 10, almost 300 guests participated in the #Infinity Trek, signaling the popular eco-adventure tourism site's reopening for the 2019 season. The five-year marketing and promotion strategy for millennials and young people is coming to an end, which means Tboli's local government unit will have to create a new tourism plan for the site from 2020 to 2025 (Yadu Karo 2019) Lake Holon and the T'boli community have elevated tourism to new heights. They operate under rigorous eco-tourism principles, with a major emphasis on environmental protection and community empowerment among the native T'boli. They are delighted to share Lake Holon with you, but only if it benefits all parties involved and protects their distinct culture and customs "Sustainable destination Lake Holon, Philippines."

### **Nature Based Tourism**

Nature-based tourism is mostly undisturbed by humans are classified as nature-based tourism. The key attraction or location is natural surroundings (Buckley 2009; Newsome 2002 et al.). It might comprise both consumptive and non-consumptive activities. It might comprise both consumptive and non-consumptive activities. (Buckley, 2009; Fennell, 2003; Weaver, 2008). Conservation tourism (Buckley, 2010b). It's a unique situation. a large part of the global tourism business, with global estimates of The annual economic scale, ranges from hundreds of billions to one trillion dollars. (Buckley, 2009) It's also a tremendously diverse industry. As Coghlan and Buckley point out (2012) believe that we should value the diversity and variety of both items and services.

Individual nature-based visitors have various backgrounds, interests, and experiences. Motivations and behaviors (Mehmetoglu, 2007; Silverberg et al., 1996; Strasdas, 2006). According to Vespestad and Lindberg (2010), nature-based tourism experiences are beneficial. It can be split into four categories: a quest for one's own identity, a kind of entertainment, a state of being, and social affiliation. Taking a slightly different tack, Arnegger et al. (2010) employ a matrix of travel service arrangements vs. journey time to arrive at their conclusions. To characterize tourists, we need to know their motivations. They divided service arrangements into four categories: standard, customized, a la carte, and independent, as well as travel reasons such as sports and adventure, hedonism, nature experience, and environmental protection. This strategy leads to a 'pick and mix' perspective (Coghlan & Buckley, 2012), in which tourists can choose from various levels of contact with nature on different trips.

## Sustainable Tourism Development

For many countries, tourism has become the primary source of revenue and a means of survival. As a result, tourism competitiveness issues are closely linked to addressing sustainable development targets of tourist destinations and providing green tourism services that do not harm the environment, ensure resource savings, protect the natural environment. They are based on innovations in green service development. New companies that provide accommodation, catering, and transportation are established if tourist flows increase. "Strengthening public economic and cultural integration dictate regional tourism growth, which is inextricably linked to the impact on the economy, socio-cultural environment, and nature" Žilinskas (2011).

However, understanding the fundamentals of tourism management and implementing innovations in this field is required in this field as well. "Tourism management is a complicated process - it is directly and indirectly tied to numerous industries (accommodation, catering, transportation, connections, insurance, etc.) that are designed not only for tourists but also for satisfying the demands of occupants," writes Paulauskienė (2013). "It is one of the most difficult issues, solved in practice, that tourism policymakers face in countries of different economic development levels," the author writes, "so far, there has not been identified how to ensure effective management of a tourism sector at national, regional, or local municipal levels."

Tourists interact with both the producer and the product, resulting in three distinct facets of tourism and the long-term sustainability of tourist sites. Tourists interface the local environment, host communities, and employees. The interaction between host areas (both social and natural environments) impacts the local environment, host communities, and the growth of employment prospects (Lee, 2001). As a result, travelers and the tourism sector have significant implications for the long-term sustainability of tourism destinations. To contribute to the long-term development of tourism destinations, the tourism industry should promote sustainable consumption behaviors. (Sharpley, 2000; Singh & Singh, 1999; Zmyślony, Kowalczyk-Anioł, & Dembińska, 2020).

Many researchers (Aldebert, Dang, & Longhi, 2011; Bilgihan & Nejad, 2015; Peters & Pikkemaat, 2006; Szromek & Naramski, 2019; Zarębski, Kwiatkowski, Malchrowicz-Moško, & Oklevik, 2019) believe that implementing various types of innovations is the essential component in promoting competitiveness in the tourism industry. Creating a new service and improving an existing one is an inventive one that allows for introducing unique services to the market. Green tourism services are being developed as part of an innovation process to attract ecologically conscious travelers. The major goal is to meet the needs of customers. The fundamental requirement for the company's growth and functioning is the creation and development of new services, which enables the company to enhance its market share by pursuing goals of increased sales volume and profit while limiting the entry of new competitors into the market. (Aldebert et al., 2011).

Innovative activities are a criterion of success for economic growth and social welfare, with a foundation in innovation that promotes the growth of businesses. It entails societal change and the promotion of new ideas. As a result,

one of the most important sources of competitive advantage is the application of innovations and the creation of novel products and services, as innovations are increasingly viewed as the most important source of competitive advantage. Under the current market conditions, entrepreneurs must look for new ways to conduct innovative activities to extend their capabilities, constantly evolve and change, and achieve excellent outcomes by satisfying customers' wants.

When it comes to growing the tourism business, the most important factor has staff that can engage directly with customers as well as fulfills the requirements of the local community. To meet the leisure, recreational, or creative interests and needs of customers, tourism agencies and their specialists must have the necessary theoretical and methodological knowledge, the ability to determine the interests and needs of the local community in various fields of leisure activities, and the ability to engage children, teenagers, the disabled, and the elderly in active cultural activities (Bilgihan & Nejad, 2015).

### **Ethnic Group Resources**

This is critical in terms of natural resource management. In certain cases, native people were evicted from their land in the name of conservation, and parts of the land that native people lost became government reserves. While reservations were intended to move people out of the way of national expansion and development rather than protected areas, expanding federally protected areas were frequently made up of the remaining undeveloped areas of indigenous peoples' homelands. As a result, there have been direct conflicts between natural resource management and indigenous peoples.

These problems have been around for a long time. For example, African-Americans, American Indians, and Asians endure significantly more prejudice than ethnic minorities (Schelhas 2002). Changes in the environment have been influenced by external factors. Indigenous peoples' economic systems and the effects on the communities involved are diverse, and it appears that efficient integration of parts from the new system is often helped by an innovative social organization that ensures indigenous community control of the land. For example, the progressive transformation of the Igorots of Sagada into the western market economy did not result in many conflicts since the Igorots retained control over their own resources and became involved in non-commoditized social connections. Similarly, government economic and developmental measures in Mindoro's Buhid have failed. Because of their ingenuity in landownership, the community was forced to assimilate and suffer economic hardship.

The indigenous peoples in Mindanao, for the most part, Mindanao's main sources of income include swidden and wet rice farming, hunting, fishing, gathering, and trading. In certain situations, the introduction of a new cultural system has resulted in the dissolution of indigenous societies. For example, the promotion of American rule among the Tiruray of Cotabato transformed them into peasant communities as immigrants introduced new lifestyles and a market economy. The same could be said of the Higaonon of northern Bukidnon Province, where immigrants introduced new lifestyles and a market economy that have been abused and exploited by immigration (Rovillos and Morales 2002).

### **Ethnic Group Development**

Indigenous peoples, communities, and peoples are those who consider themselves separate from other portions of the society now prevailing in those territories, or parts of them, because of their historical continuity with pre-invasion and pre-colonial societies that were established on their lands. They are currently non-dominant sections of society committed to preserving, developing, and transmitting their ancestral territories and ethnic identities to future generations as the foundation of their continued existence as peoples by their cultural patterns, social institutions, and legal systems. (Kapunan et al., 2001).

Indigenous peoples (IPs) and indigenous cultural communities (ICCs) are groups of people or homogeneous societies that have lived as organized communities on communally bounded and defined territory since time immemorial under claims of ownership, according to the Indigenous Peoples Rights Act (IPRA). They share language, rituals, traditions, and other distinguishing cultural qualities that have traditionally distinguished them from the majority of Filipinos due to resistance to colonization's political and socio-cultural impacts, as well as non-indigenous religion and culture. The concept also includes descendants of indigenous groups who have been displaced from their native territories and/or resettled elsewhere but have retained some or most, if not all, of their distinguishing qualities.

## **Decision Making**

According to the management method, strategic thinking entails two separate cognitive processes: planning and thinking. Planning is concerned with the analysis, which entails building and formalizing processes and procedures, whereas thinking is concerned with synthesis, which entails promoting intuitive, original, and creative thinking at all company levels (Mintzberg, 1994). "Thinking about various scenarios and tactics in a creative manner that is relatively free of existing boundaries," according to (Drejer et al.) (2005, p.50). According to (Bonn, 2005), strategic thinking is "a means of tackling strategic challenges that combine a rational and convergent approach with creative and divergent thought processes."

The process orientation, according to Bonn, is concerned with how strategic thinkers comprehend and act strategically in a highly complex, ambiguous, and competitive environment. As a result, strategic thinking is concerned with new ways of thinking to compete in an uncertain and competitive environment. As a result, strategy appears to unfold through time rather than being planned. "While, traditionally, the strategy was about developing long-term defensible positions, or sustained competitive advantage," (Eisenhardt and Brown 1998) suggest that today's strategy should be "constantly moving and morphing in ways that surprise and confound the competitors."

Strategic thinkers must perceive the organization as a complex system influenced by internal and external forces to develop/maintain a competitive edge. This is known as systems thinking (Senge, 1990). Strategic thinking, according to (Kaufmann 1991), "is a shift from viewing the organization as a splintered conglomerate of disassociated parts (and employees) competing for resources to viewing and dealing with the corporation as a holistic system that integrates each part about the whole." Every system, technique, policy, organizational culture, personnel working within the organization, and the leader are all interconnected and should be treated as such."

As a result, the strategic thinker must be able to scan both the external and internal operational environments. (Floyd and Wooldridge 1994), for example, emphasized the need to involve middle managers in the strategic formulation process. It was claimed that strategies formulated with knowledge from middle management and other relevant individuals within an organization, rather than just the strategic thinker, are more likely to be superior because both information about what actions are required as well as whether the actions are operationally possible in terms of resources are taken into account (staff and materials, etc.). This was demonstrated by (Slater and Olson 2000), who discovered that boundary spanners (individuals who perform positions involving management, suppliers, and customers) are a valuable source of knowledge. This is because these people have access to valuable external data that can help decision-making.

The Social Exchange Theory is constructed based on the belief that communal interaction and human behavior is both intangible and tangible exchange of activities, according to Homans, as cited by Zafifiroyski (2017). Social Exchange Theory is a systematic method by which an individual benefits from a series of social interactions. It means that a person develops a desirable outcome from independent interaction within the society, yet the interaction would be worthless. Therefore, exchange theory examines the process of maintaining the social relationship or shared interests among individuals and society. Besides, people who follow and build social relationships believe that they would be mutually beneficial is also an exchange theory (Zafifirovski, 2005). The interchange of extrinsic and intrinsic rewards provides the initial motive for social interaction, which are requirements for normative independence.

## **METHODOLOGY**

The researchers utilized a descriptive and quantitative research approach. Based on Grove and Burns (2013), descriptive research describes a situation as it naturally happens. It may be used to justify the current practice, make judgments, and develop theories. Thus, descriptive research gathers quantifiable information that can be used for statistical inference on a target audience through data analysis. In this view, the descriptive survey method was an appropriate research design employed for the study to determine the destination attractiveness among millennial tourists.

It's because, before going into why a study problem arises in the very first place, a thorough grasp of the problem is required. It is often used to understand much about the context of a research subject and collect data for additional investigation (Blog, 2020). It is used by various organizations in various ways, most prominently when collecting information. Qualitative research necessitates gathering data and seeking to understand non-numerical information to comprehend thoughts, concepts, or experiences (e.g., video, audio, or text). In contrast to quantitative research, qualitative research does not require collecting and processing numerical data for statistical analysis (Bhandari, 2020).

This approach aimed to determine the factors influencing variables through statistical methods on sustainable tourism development and the decision-making process. As a result, this method has evaluated the link between sustainable tourism development and community participation in the decision-making process in Lake Holon, T'boli, and South Cotabato using Google Forms.

The researchers gathered primary data from a convenient by utilizing Google Forms. Purposive sampling was utilized to distribute the Google forms to the respondents. Black (2010) stated that purposive sampling, also known as judgment, selective or subjective sampling is a sampling technique in which the researcher relies on his or her judgment when choosing members of the population to participate in the study. Furthermore, respondents of participating netizens from social media sites were included in the data. A google form survey questionnaire with 550 responses was conducted. The total number of respondents was based on the research study of Roman, Niedziółka, and Krasnodebski (2020), entitled "Respondents' Involvement in Tourist Activities at the Time of the COVID-19 Pandemic", where they decided to have 564 respondents.

The research tool utilized by the researchers in gathering the data was Google forms. The google forms are considered to determine the sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato. The survey questionnaire is composed of three sections. Part I delves into the profile of the respondents. Part II deals with sustainable tourism development with ethnic group resources, ethnic group development, and sustainable dimensions that measure the level of sustainable tourism development of nature-based tourism in Lake Holon, T'boli, South Cotabato. Part III deals with community participation in the decision-making process in T'boli, South Cotabato.

The questions used in the sustainable tourism development section were adopted and modified by the researchers from the studies of Kunasekaran et al. (2017) entitled, Measuring Sustainable Indigenous Tourism Indicators: A Case of Mah Meri Ethnic Group in Carey Island, Malaysia, and it was divided into three indicators, which is group resources, ethnic group development, and sustainable dimensions. Researchers used the rating scale to interpret the responses for the indicators of sustainable tourism development

In statistical treatment of the data, the following tools were used to test the information gathered: Mean was assesses the average influence of variables in T'Boli, and Lake Holon nature-based tourism sites on visitors in response to a 1-5 rating scale for sub-elements of variables. Pearson Product- Moment Correlation was determines if there's a relationship between destination attributes and visit intent at T'Boli, Lake Holon, nature-based tourist destinations. Frequency were graphical or tabular tool depicts the number of people in each category on a measurement scale. Percentage was refers to a specific tool in which ratios are used to compare two or more data sets. The association between the series is determined using a percentage.

## **RESULTS AND DISCUSSIONS**

As displayed on the following page, table 1 reflects the level of sustainable tourism factors of Lake Holon, T'boli, South Cotabato. The table depicts the overall level of sustainable tourism factors as 4.34, with a standard deviation of 0.58 described as very high. The standard deviation revealed that the respondents have an approximately uniform selection of responses from the provided scale. The high-level result means that sustainable tourism factors of Lake Holon, T'boli, South Cotabato were very much observed. It showed that the mean and standard



deviation scores were slightly different. All mean scores fall into the same group of very high levels when examining the data closely. This ethnic group development obtained the lowest mean score of 4.29 with a standard deviation of 0.61; ethnic resources got an average score of 4.30 with an equivalent standard deviation of 0.61; sustainable dimensions obtained the highest mean score of 4.44 with a standard deviation of 0.52.

**Table 1.** *Level of sustainable tourism factors of Lake Holon, T'boli, South Cotabato*

<b>Sustainable Tourism Factors</b>	<b>Mean</b>	<b>SD</b>	<b>Descriptive Level</b>
Ethnic Resources	4.30	0.61	Very High
Ethnic Group Development	4.29	0.61	Very High
Sustainable Dimensions:	4.44	0.52	Very High
<b>Overall</b>	4.34	0.58	Very High

Reflected in table 2 is the data on the level of community participation in the decision-making process of Lake, Holon, T'boli, South Cotabato. As revealed in the table, the overall average mean of 4.29 and the standard deviation of 0.66 describes as very high. This proved that community participation in the decision-making process of Lake, Holon, T'boli, South Cotabato was very much observed. Analyzing the individual results of the indicator showed that suitable means received the highest mean score, 4.31, with a standard deviation of 0.66, and appropriate role got the lowest mean of 4.27 with a 0.65 standard deviation.

**Table 2.** *Level of community participation in the decision-making process of Lake Holon, T'boli, South Cotabato*

<b>Community Participation</b>	<b>Mean</b>	<b>SD</b>	<b>Descriptive Level</b>
Suitable Means	4.31	0.66	Very High
Appropriate Role	4.27	0.65	Very High
<b>Overall</b>	4.29	0.66	Very High

Data outputs between sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato correlation tests are shown in Table 3. The Pearson r correlation showed a significant relationship of 0.889 with a p-value less than 0.05 between sustainable tourism and community participation. Given that the p-value was lower than the threshold value established for the study's significance level, this correlation is considered significant.

Specifically, a significant association between ethnic resources and suitable means is 0.839 with a p-value less than 0.05; the appropriate role is .839 with a p-value less than 0.05. Similarly, a significant association between ethnic group development and suitable means is 0.844 with a p-value less than 0.05, and the appropriate role is 0.841 with a p-value less than 0.05. Finally, a significant association between the sustainable dimension and suitable means is 0.683 with a p-value less than 0.05, and the appropriate role is 0.677 with a p-value less than 0.05. The p-values, all of which were .000, showed a significantly significant relationship about sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato.

**Table 3.** *The significant relationship between sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato*

Sustainable Tourism Factors	Community Participation			Ho
	Suitable Means	Appropriate Role	Community Participation	
Ethnic Resources	.839** .000	.839** .000		Reject
Ethnic group Development	.844** .000	.841** .000		Reject
Sustainable Dimensions	.683** .000	.677** .000		Reject
<b>Sustainable Tourism Factors</b>			.889** .000	Reject

*Note: Correlation is significant at the 0.01 level (2-tailed).*

### CONCLUSIONS

The findings above led to the following conclusions:

The community participation and sustainable tourism factors in the decision-making process of Lake, Holon, T'boli, South Cotabato are indeed needed or are observed.

The level of sustainable tourism development of Lake Holon, T'boli, South Cotabato, in terms of Ethnic Resources, Ethnic Group Development, Sustainable Dimensions, and community participation, are all very high, according to the data gathered. Wherein the sustainable dimensions got the highest, next in line is the ethnic resources, then the ethnic group development and community participation.

There is a significant relationship between sustainable tourism factors and community participation in the decision-making process of nature-based tourism development in Lake Holon, T'boli, South Cotabato when analyzed according to the profile of the respondents.

### RECOMMENDATIONS

The following recommendations were drawn based on the preceding results:

The study showed considerable findings that would help Lake Holon, T'boli. South Cotabato has become a more sustainable travel destination. Local tourism enterprises and governments should prioritize the development of sustainable tourism infrastructures that make their location accessible to local visitors. They should also examine community engagement in the destination's decision-making process to ensure that community participation costs are appropriate. Tourism destinations in T'boli, South Cotabato, that emphasize nature will benefit visitors most. This will aid in enhancing and adapting to the trends and preferences of potential tourists by identifying the traits that can persuade and draw them to a particular location. The city's tourist officials should focus on sustainable tourism development locations that highlight the

city's cultural assets. Local companies should promote the city's cultural attributes through social media and other channels.

In contrast, the local authorities should strengthen security against local terrorist attacks. In addition, tourism businesses should provide adequate amenities to suit the demands of guests and maintain environmental enhancements that provide visitors with a sense of safety while visiting an attraction or destination. In conclusion, local governments and tourism firms must also consider external factors influencing travelers' decisions.

Future researchers are highly advised to obtain opinions from travelers regarding the variables that influenced their decision to travel, not only from millennials but from all socio-demographic groups. This is so that, owing to these comments, the respondent's responses can be better understood. To gain a deeper understanding of the respondent's perspective, it is also suggested that interviewers use closed-ended questions. In addition, if future researchers decide to conduct a survey, it is recommended that they collect data face-to-face rather than online. This is because the authors of this report feel that a digital divide between visitors will affect the study's overall conclusions while conducting an online survey.

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