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Manifestation & Ethnic Tourism

Macroeconomic Theory & Implication

Highlights

Motivations & Career Sustainability

Innovative Value on Halal Destination

Discovering Thoughts, Inventing Future

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Effect of Customer Experience and Innovative Value on Halal Destination Image and Satisfaction of Domestic Tourists in Lombok Island

By Heny Ristawati, Akhmad Saufi & Baiq Handayani Rinuastuti
University of Mataram

Abstrak- Lombok is one of the priority areas for tourism development in Indonesia. The development of Lombok island tourism is focused on the development of halal tourism. This is in line with the award of the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination. This study aims to determine empirical evidence of the influence of customer experience and innovative value variables on halal destination image and satisfaction of tourists on Lombok Island directly or through halal destination image as a mediator. The population in this study are tourists who are on a tourist visit on the island of Lombok. The sampling technique uses convenience with the accidental sampling method, so the number of samples in this study was 126 respondents. The study found that the influence of customer experience on tourist satisfaction through a positive and significant halal destination image variable with a path coefficient of 0.075 with a significance value of 0,000 (smaller than the error tolerance standard of 0.05). While the influence of innovative value on tourist satisfaction through the halal variable destination image is positive and significant with a path coefficient value of 0.162 with a significance value of 0,000 (smaller than the standard of error tolerance of 0.05). This shows that the variable customer experience and innovative value significantly influence tourist satisfaction through halal destination image.

Keywords: *customer experience, innovative value, halal destination image, tourist satisfaction.*

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Effect of Customer Experience and Innovative Value on Halal Destination Image and Satisfaction of Domestic Tourists in Lombok Island

Heny Ristawati [α], Akhmad Saufi [σ] & Baiq Handayani Rinuastuti [ρ]

Abstrak- Lombok is one of the priority areas for tourism development in Indonesia. The development of Lombok island tourism is focused on the development of halal tourism. This is in line with the award of the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination. This study aims to determine empirical evidence of the influence of customer experience and innovative value variables on halal destination image and satisfaction of tourists on Lombok Island directly or through halal destination image as a mediator. The population in this study are tourists who are on a tourist visit on the island of Lombok. The sampling technique uses convenience with the accidental sampling method, so the number of samples in this study was 126 respondents. The study found that the influence of customer experience on tourist satisfaction through a positive and significant halal destination image variable with a path coefficient of 0.075 with a significance value of 0,000 (smaller than the error tolerance standard of 0.05). While the influence of innovative value on tourist satisfaction through the halal variable destination image is positive and significant with a path coefficient value of 0.162 with a significance value of 0,000 (smaller than the standard of error tolerance of 0.05). This shows that the variable customer experience and innovative value significantly influence tourist satisfaction through halal destination image.

Keywords: customer experience, innovative value, halal destination image, tourist satisfaction.

I. Preliminary

Interest in halal travel (halal tourism) growth increased Battour and Ismail (2016). The increase was in line with Muslim tourists increased from year to year Bhuiyan et al. (2011); Yusof and Shutto (2014); El-Gohary (2016); El-Gohary (2016); Handerson (2016).

To explore the great potential of halal tourism, many countries (both the Muslim states and non-Muslims) began providing products, facilities and tourism infrastructure to meet the needs of Muslim tourists, including Indonesia.

Indonesia is a country that has a Muslim majority population with the percentage of 87.18% of the total population of Indonesia by SP in 2010, BPS (2016). This potential used by Indonesia to continue to develop halal tourism (halal tourism). In addition, the carrying capacity and very strategic geographical conditions. Indonesia's tropical climate makes this country has a wealth of various flora and fauna. The high biodiversity makes Indonesia has great potential as a tourist destination, Widagdyo (2015).

West Nusa Tenggara government has to clean up in the provision of tourist facilities lawful, 2017 has a five-star hotel 79 fruit and fruit 848 non-star hotels, the Central Statistics Agency NTB (2017). Restaurants are scattered in Mataram city center and around the tourist attraction totaled 1,350 fruit and 45% had the halal certificate, the facility places of worship and other supporting facilities such as Banks, Hospitals, and telecommunications. Various tourist facilities can enhance the good image of French destinations in Sunaryo (2013: 173). Those facilities which emphasize the concept of halal is expected to improve the image (image) is good and in the end can meet the expectations of tourists, In the travel service products, the satisfaction of tourists is an overall measure of rating opinion on any quality destination, Prayag (2008) in Coban, (2012). According to Coban (2012), tourist satisfaction and loyalty can be influenced by the image of the destination, which is a belief/knowledge about a destination and tourists what is felt during the tour. The image of a tourist destination has an important role in the success of a destination because it provides a multidimensional effect for both tourists and local people, same thing pointed Sirgy (2012); Woo, E., Uysal, and Sirgy, (2016) adds that the competitiveness of destinations judged by the impact of tourism activities on local residents, both increased knowledge, infrastructure, and also affects the quality of life of local residents.

A part destination image, customer experience is also important in improving the performance of the tourism business, Schmitt (2004), Zhang, Liu M, Guo and Liu (2017); Pechlaner, Pichler and Herntrei (2012); Kim and Chen (2018); Mei (2014) describes the "tourism/Customer Experience" as one part in which tourism plays an important role to build the

Author α: Student of Postgraduate, Faculty of Economic and Bussiness, University of Mataram. e-mail: haralazmi87@gmail.com
Author σ ρ: Lecturer of Postgraduate, Faculty of Economic and Bussiness, University of Mataram.

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competitiveness of tourism destinations and provide a positive or negative image during the tour and will ultimately affect the satisfaction of tourists.

A part factors above there are other factors that can affect satisfaction rating stands for innovation, Delafrooz, and Narges (2013). Innovation has a crucial role both in providing experience and form a tourist image. Both of these lead to the formation of optimal tourist satisfaction. Several previous studies have observed a significant influence on the satisfaction of the customer experince and innovative variable value (innovation services) to the satisfaction, but there is no specific and specifically examine the costumer variable experince, innovative value to satisfaction through lawful destination image as mediator. This research are focused on the influence of customer experience and satisfaction through innovative value against halal destination image as a mediator.

II. Literature Review

Kertajaya (2006) says that in order to create an outstanding customer experience, there are two things that must be considered. First, make an appointment preposition interesting experience so customers want to come and both represent reality corresponding customer experience promise. If the two matches, then customer satisfaction will arise and will lead to long-term customer loyalty. The opinion explains that the customer experience can be created with the right marketing strategy by providing an emotional element of marketing that can provide a deep impression on consumers.

Several previous studies have been conducted to determine the relationship of the customer experience and customer satisfaction, as research conducted by Christian (2013) which stated that the results showed that there is significant influence between customer experience to the tourist satisfaction customer satisfaction. Likewise, Herlina, et al (2012) states that the value of the regression coefficient variable customer experience (customer experience) of 0.326 indicates that the consumer experience has an influence on customer satisfaction at Surya Wahana Bengkulu. This means that, if the better the perceived consumer experience in using the product/service specific, the satisfaction will be higher. The results also imply that the customer experience has a positive impact on customer satisfaction. Based on these explanations can be put forward hypotheses as follows:

Products/brands that succeed in the market is that succeeded in creating an emotional through experience in the consumer resulting in consumer loyalty in using the product/brand. Experience in launching a brand is more effective and relevant in comparison with what it can offer mass media advertising. Because of the experience, we need to create the perception of consumers that includes sense, feel, think, act and relate. A brand should now be able to touch these five elements. Consumers should be able to feel, to think and act according to their expectations. Even if possible, create a sense of belonging to a brand, and eventually, it became differentiation for the brand. This can make consumers (users) become loyalists.

In Setyaningsih, (2013), the customer experience (customer experience) is one that affects the positive image Malioboro to the conclusion that the better tourist experience it will bring good impressions and then produces a positive image.

Delafrooz et.al (2013) states that the innovation associated with the implementation of innovative measures led to the creation of new products or services. Programming can be done either on the product or service. According to Milles (1993); in Morrow et al (2014; 94) the concept of innovation services includes innovation related to services and develop new services, innovation processes, namely the new ways or improvement in the process of designing and producing services.

To ease the analysis Effect of variable Innovative Value of the Halal Destination Image, researchers refer to previous research to be used as a reference that is Analyze Effect of Product Innovation through Performance Marketing to Achieve Competitive Advantage Sustainable (Case Study on Small and Medium Industries Batik Pekalongan) by Gina Suendro (2006) , This study analyzes the factors that influence product innovation as an effort to influence the performance of marketing to increase sustainable competitive advantage. Research problems stem from two (2) terms, namely; The first is a research gap of Baker and Sinkula (1999), while the second issue of Research problem is the lack of product innovation (from pre-survey).

Delafrooz et.al (2013) states that the innovation associated with the implementation of innovative measures led to the creation of new products or services. Programming can be done either in the product or the service. According to Milles, (1993); in Dhewanto et al (2014: 94) the concept of innovation services include innovative services related to service design and development of new services, innovation processes, namely the new ways or improvement in the process of designing and producing services, and innovation in enterprise management or closely related to organizational innovation, product services, innovation processes, and the management of innovation processes in the service organization.

Supriyanto's research results and Susanto (2012) states that there is a positive and significant correlation between the quality of service given by the company on customer satisfaction. Similarly, in the study conducted by Essiam (2013) that there is a positive and significant influence between the quality of service to customer satisfaction, but the highest level of

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service that owned significant companies, service innovation also affects customer satisfaction, innovative services when given the increasing consumer satisfaction.

The statement is in line with research conducted by Delafrooz et.al. (2013) says that the service innovation to significantly affect customer satisfaction. Similarly, research conducted by Owano et al, (2014) states that service innovation in the company will have a significant effect on customer satisfaction.

Destination Image(Image destinations) tourism is owned by a trust rating of the products or services that tourists bought or will buy. Destination image is not always formed from experiences or facts, but may be formed so that a motivating factor or strong driving tourists to take a trip to a tourism destination. Citra destinations by tourist ratings can vary from one person to another.

Destinations image relationship with Tourist Satisfaction, Coban (2012) proves the existence of a significant influence on the satisfaction of a tourist's destination image. Plus a destination image causes high satisfaction and a negative image caused dissatisfaction or displeasure. Sun et al. (2013) through his research on the tourism destination of Hainan, China also proved that tourists who develop a positive perception (image) from Hainan obtain better satisfaction on his experience. It is proved that the image of destinations positive effect on tourist satisfaction during a visit to the tourism destination.

Based on the results Christian (2013) which stated that the results showed that there is significant influence between customer experience on tourist satisfaction and customer satisfaction, research Setyaningsih (2013), that (customer experience) is one that affects the positive image Malioboro with conclusions that the better tourist experience it will bring good impressions and then produces a positive image.

Based on the above concepts, the research hypothesis as follows:

H1: Variable Customer Experience significant effect on Tourist Satisfaction.

H2: Customer Experience significantly influence on Halal Destination Image.

H3: Innovative Variable Value significantly influences on Halal Destination Image.

H4: Innovative Value significant effect on Tourist satisfaction

H5: Halal Destination Image significant effect on Tourist satisfaction.

H6: Customer experience and innovative value significantly influence Tourists Satisfaction through halal destination image.

III. Research Methods

Research this quantitative descriptive study, with a sample survey approach. This study aims to examine and determine the effect of variable relationships on Customer Experience and Innovative Value to the satisfaction of Tourists through the variable Destination Halal Image as mediation. The population in this study are all the tourists who are visiting and traveled on the island of Lombok, then be drawn to the sample. Samples taken 140 respondents and after the specified data processing 126 respondents as samples. Convenience sampling technique using accidental sampling method, Model analysis using Structural Equation Modeling (SEM) or the Structural Equation Modeling with AMOS 16.0 Program which statistical analysis tools used to solve simultaneous multilevel models that can not be resolved by the usual linear regression equation.

IV. Result

Analysis of Structural Equation Model used as a tool of statistical analysis in this study can be seen the results in accordance Figure 1, below,

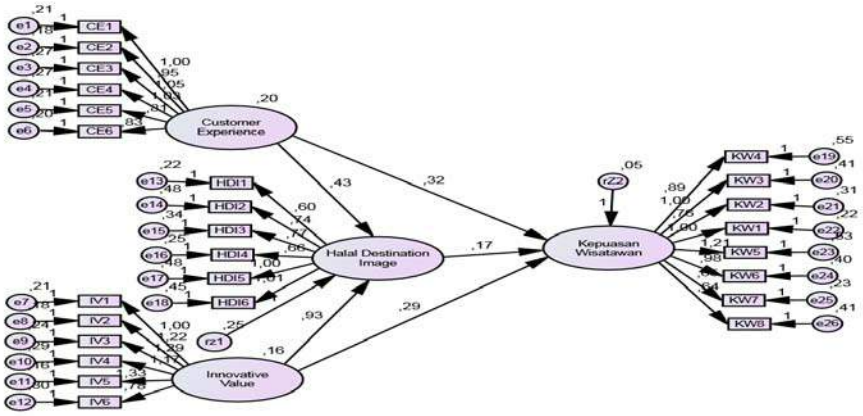


Figure 1: The test results in the Research Model

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The detailed results of tests on each hypothesis path coefficients can be seen in Table 1. below:

Table 1: The test results on the path coefficients each hypothesis

Variable relations			ß	P-Value	Inf.
Halal destination image	<---	Customer experience	0.427	0.004	Significant
Halal destination image	<---	Innovative value	0.929	0.000	Significant
Tourist satisfaction	<---	Customer experience	0.318	0.001	Significant
Tourist satisfaction	<---	Halal destination image	0.175	0.029	Significant
Tourist satisfaction	<---	Innovative value	0.427	0.018	Significant
Tourist satisfaction	<---	Customer experience*Halal destination image	0.075	0.000	Significant
Tourist satisfaction	<---	Innovative value*Halal destination image	0.162	0.000	Significant

In table 1, we can see the path coefficient estimate the results of any exogenous variables on endogenous variables given. Judging from the figures obtained from the probability that the entire testing process that occurs in the variable effect of exogenous to the endogenous variables influence significantly. The table above, shows that the effect of variable customer experience on halal destination image is worth 0,427 at a significant level of 0.004. Innovative value variable influence on the halal destination image is worth 0,929 at a significance level of 0.000. Influence customer experience to the tourist satisfaction worth 0.318 at a significance level of 0.001. Meanwhile, the innovative value affects the satisfaction which directly influences positive value innovative value 0.427 at a significance level of 0.018. The effect of the image of the destination halal tourist satisfaction positive value of 0.175 at a significance level of 0.029. Customer influence experiences the satisfaction of tourists through the halal destination image variable of 0.075 at a significance level of 0.000. Effect of innovative value to the tourist satisfaction through lawful destination variable image of 0.162 at a significance level of 0.000.

V. Discussion

a) Influence customer experience to the tourist satisfaction

Variable customer experience has a significant influence on tourist satisfaction. Tourist ratings of indicators feel, think, act and relate have had an average total of 4.28 or have very good criteria. Rate related dimensions think that being polite, friendly and governance culture reflects the values of religious and indigenous communities to provide comfort when traveling in Lombok Island got a very good response from tourists, as well as the dimensions act and relate related easily find halal food when traveling and society/tourism stakeholders understand the concept of halal tourism rated excellent by tourists application. While the dimensions related feel the natural beauty of the island of Lombok to realize the greatness of God Almighty gets good ratings from tourists. Overall customer experience variables have a significant influence on the satisfaction of tourists, this is indicated by the value of path coefficient 0,427 with probability 0,004. This means that changes in the value of the variable customer experience a significant impact on tourist satisfaction. The test results are consistent with findings Hijjah and Ardiansari (2015) who found that there is a significant positive influence on tourist satisfaction (tourist satisfaction) as well as in research Salim, et.all (2014) showed a positive and significant influence between customer experience with satisfaction, But in both the research object of research is focused on one object of certain tourism or the type of services particular tour smaller and certainly the determining factors in the process of measurement becomes smaller, so that this variable becomes can be better controlled and the current research is focused object taken more fully about travel conditions on the island of Lombok. So that the determining factors of satisfaction itself are becoming more widely

b) Influence customer experience to the halal destination image

The variables significantly influence the customer experience halal destination image. Tourist ratings of indicators feel, think, act and relate have had an average total of 4.28 or have very good criteria. Rate related dimensions think that being polite, friendly and governance culture reflects the values of religious and indigenous communities to provide comfort when traveling in Lombok Island got a very good response from tourists, as well as the dimensions act and relate related easily find halal food when traveling and society/tourism stakeholders understand the concept of halal tourism rated excellent by tourists application. While the dimensions related feel the natural beauty of the island of Lombok to realize the greatness of God Almighty gets good ratings from tourists.

The results support the research Court (2019) which states that there is a positive influence between customer experience of the destination image, but in this study only discuss about the destination image

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focus on the attraction of Mount Bromo and destination image referred to in the study is the destination image is general and specific focus on halal destination image, such as aspects of tourist facilities. In another study, Battour and Ismail (2014) examined the attributes in Islamic tourism destination in this case about Islamic norms and practices are reviewed through four main factors, namely worship facilities, halalness.

c) *Influence of Innovative Value to the tourist satisfaction*

Innovative variable value has a significant influence on tourist satisfaction directly. This is indicated by the value of the path coefficient 0.427 at a significance level of 0.018. Tourist satisfaction and pleasure is the behavior of a tourist who was born because it has fulfilled the expectations and desires for visiting halal tourism in Lombok Island. Tourist satisfaction can be influenced by the innovative value, innovative value means the better it will impact on the tourists satisfied with the visit halal tourism on the island of Lombok. Conversely, the less good value innovative value will impact on the lack of satisfaction of tourists who visit halal tourism in Lombok

This finding is consistent with research by Prabowo (2018), that innovative services significantly affect tourist satisfaction. Value innovation is not about an effort to outperform the competition or on market segmentation and accommodate customer needs and individual differences Kim and Mauborgne (1999). It is about making the competition irrelevant and creating new markets and Mauborgne Kim (1997, 1999b) to delight existing customers and attract new ones (ie. The mass market) to find common values that searched together. Consequently, it is important to identify the values (in the context of a non-competition) is very important for customers as well as finding important product attributes (or quality) to create these values Setijono (2007).

d) *Influence of Innovative Value of the Halal Destination image*

There is a significant positive effect on the innovative value of the halal destination image, this is indicated by the value of path coefficient 0.427 at a significance level of 0.018. Destination Halal interpreted as a destination image involving multiple products and attributes that have an element of travel and lawful principles in the management and service based on the principles and rules of Islam. Halal destination image can be influenced by the innovative value, innovative value means the better it will impact on the good halal destination image perceived by tourists who visit halal tourism on the island of Lombok. Conversely, the less well the innovative value will impact on the lack of good halal destination image perceived by tourists. These results are consistent with research Hjalager (2010) concerning innovate in tourism, that innovation in tourism is highly recommended. In relation to halal tourism in Lombok Island values of innovation can be related to the use of technology, customer interaction, and delivery of services can be done such as the use of technology in the process of ordering room service as ordering food, housekeeping, and others besides innovation services can be performed by sending officers of services according to their gender rating itself. Research Halkias, et al (2014), examined the halal products and services to the tourists who visit in Italy showed that the tourism industry such as hotel services require different service innovation to the Muslim tourists.

e) *Image Destination Halal influence to the tourist satisfaction*

A variable halal destination image has a significant impact on tourist satisfaction. Tourist satisfaction is understood as the behavior and feelings of pleasure tourists who have fulfilled expectations arising during halal tourism in Lombok Island, which can be affected by halal destination image. This means that the better halal destination image will have an impact on the more satisfied tourists who visit halal tourism on the island of Lombok. Instead, the image is not good halal destination it will impact the lack of tourist satisfaction. Whatever image-forming attributes only focused on travel packages and halal food and it can provide a significant positive impact on the satisfaction of tourists who visit the island of Lombok. So the increase in halal tourism image and efforts to improve the attributes of halal tourism can be done as an effort to increase tourist satisfaction, which would certainly affect the number of tourists.

The results are consistent with the research and Trinanda Abror (2018), which measures the effect of halal tourism attributes on customer satisfaction and word of mouth (WOM) in five (5) regional tourist destinations in West Sumatra. The results showed that the presence of a significant positive influence between attributes of halal travel (Islamic facilities, the value of halal, Islam and free alcohol) to the satisfaction of tourists. The results are consistent with the research and Trinanda Abror (2018), which measures the effect of halal tourism attributes on customer satisfaction and word of mouth (WOM) in five (5) regional tourist destinations in West Sumatra. The results showed that the presence of a significant positive influence between attributes of halal travel (Islamic facilities, the value of halal, Islam and free alcohol) to the satisfaction of tourists. The results are consistent with the research and Trinanda Abror (2018), which measures the effect of halal tourism attributes on customer satisfaction and word of mouth (WOM) in five (5) regional tourist destinations in West Sumatra. The results showed that the presence of a significant positive influence between attributes of halal travel (Islamic facilities, the value of

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halal, Islam and free alcohol) to the satisfaction of tourists.

In another study, Battour et.al (2014) stated that the Islamic attribute has a positive influence on destination tourist satisfaction Muslim tourists in Kuala Lumpur. Factors halal destination that is used to measure the satisfaction level of tourists is worship facilities, Halal food, Islamic entertainments, gambling- and alcohol-free zones, Islamic dress codes, and Islamic morality. It suggests that the main attribute of Islamic formers destination is Islamic morality.

f) Effect of Customer Experience and Innovative Value to the tourist satisfaction through Halal Destination Image

Overall customer experience and innovative variable value significantly influence tourist satisfaction through lawful destination image as mediator. The indirect effect variable customer experience to the satisfaction of tourists through mediating variables halal destination image is shown with the value path coefficient of 0.075 at a rate significant 0,000 temporary variables influence innovative value to tourist satisfaction through mediating variables halal destination image indicated by the value of the path coefficient 0.162 at a significance level of 0.000 ,

This is supported by research conducted by Abror and Trinanda (2018) which states that the value of halal tourists perceived a significant impact on tourist satisfaction that there are Muslims of North Sumatra. The study mentioned that managers must be able to provide travel management halal warranty on the products and services provided such as food, beverages, kitchen, no gambling, and prostitution. Innovation in order to enhance the visitors' experience to tourist destinations halal needs to be done to improve the satisfaction of tourists to visit the island of Lombok, innovations include halal certification on food and drink halal, providing services that do not violate the norms - norms of religion as not providing prostitution services or services gambling.

VI. Conclusion

Variable customers experience a positive and significant impact on tourist satisfaction, as well as customer experience has positive and significant effects on the halal destination image. Innovative Variable Value significantly influences Halal Destination Image and significant effect on Tourist Satisfaction variables. Overall Customer Experience and Innovative Value influence on Halal Destination Image and Satisfaction Tourists on Lombok Island, directly or through Destination Halal Image as mediator. Changes exogenous variable assessment of the customer experience and innovative value may affect tourist satisfaction value changes, either directly or through a variable image as mediator halal destination image.

VII. Recommendation

From the results obtained by the implication that the attractions on the island of Lombok still has limitations halal tourism supporting infrastructure of variable elements of customer experience, innovative value, halal destination image in supporting the satisfaction score rating. Therefore, it is important for tourism operators and communities for tourism management better, improve facilities and support facilities for halal tourism completely, such as facilities supermarket, put up directions to the location, facilities separate toilet and men onshore excursions and provides guidance to the local community to improve the quality of management of tourist sites related to religious values.

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Relationship between Extrinsic Motivations and Career Sustainability among Travel and Tour Company Employees

By Dr. Bitok Kipkosgei
Kenyatta University

Abstract- Extrinsic rewards remain significant for employees, although their effect on career sustainability, especially among the tours and travel company employees, is still missing in research. This study was carried out in Mombasa County, located in the South-Eastern part of the Coastal region of Kenya. It utilizes a mixed-methods design comprising of a combination of qualitative and quantitative research components. From a total population of 2800 employees in the travel and tour companies, this study used proportionate sampling to select respondents comprised of 20 finance officers, 92 marketing officers, 46 operations officers, and 192 driver or tour guides formed the sample size. The study uses Pearson correlation and multivariate regression analysis to test the significant relationships between extrinsic motivation and career sustainability. There was a positive relationship between extrinsic motivations and career sustainability [$r = .615$, $n = 346$, $p<.05$]. The findings indicated that extrinsic motivation factors with major contributions to career sustainability included good working relationships with bosses, employment security, as well as salary and medical schemes. The study recommends that tour operators and travel agent companies should communicate and leverage on good working relationships between employees and the supervisors of the organization in order to foster and reap more benefits from employee career sustainability.

Keywords: *extrinsic motivations; career sustainability; tour company; travel agent; employment security.*

GJMBR-F Classification: *JEL Code: L83*



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Keywords: extrinsic motivations; career sustainability; tour company; travel agent; employment security.

I. Introduction

Career sustainability requires a lifetime strategy of updating one's career (Kibui, 2015). A good career is versatile and illustrates continuous learning, security of employment and pleasant fit with aptitudes and competencies (Valcour, 2013). It ordinarily refers to managing one's own career in an organization setting.

Extrinsic motivation is as a result of influences that are outside of the individual's environment (Anjana, 2016). In most cases, extrinsic motivations (or hygiene factors) are always in use to achieve outcomes that an individual wouldn't get from intrinsic motivation. According to the findings of George & Jones (2012), extrinsically motivated employees derive their motivation when they get positive reinforces or appraisal given by other people, or by factors like promotion or their salary at the end of the month.

Author: Kenyatta University. e-mails: bitok.kipkosgei@ku.ac.ke, kipsabi02@gmail.com

The dynamics of work in Kenya appears that there are shifts in forms of employment as characterized by expanded casualization of work, outsourcing of employment, transitory subcontracting and contract engagement (Omolo, 2012). A study on financial and social upgrading globally shows that most women are in job-segregated sets in tour-operating workplaces and are not driver or guides who have the opportunity to have some of the best wages with tips (Christian, 2012). The tour organizations took advantage of work codes that divide workers between permanent, contract and casual. Most corporations use varied labour methods, alongside stratified benefits. Various tour operators primarily had permanent staff, with the exception of some few casuals. The fact that staff with high potential tend to be career-minded is vital for organizations to form worker values that support career sustainability.

II. Statement of the Problem

Sustainable careers, those focusing on individuals' continuing employability in jobs that facilitate their personal development over time, have been the underlying ideology of careers research for many years (Lawrence, 2015). Career opportunities and limitations have transformed dramatically, and these changes support the need for making this philosophy explicit. Extrinsic rewards remain significant for employees, although their effect on career sustainability, especially among the tours and travel company employees, is still missing in research. Pay is a necessity for most employees in accepting a job, and unfair pay is often an enormous de-motivator. It limits discretionary effort, a big indicator that could affect career sustainability levels. Nonetheless, after employees have settled in their workplaces and aspects of unfairness have been settled, extrinsic rewards become less important, as day-to-day motivation is more strongly driven by intrinsic rewards (Thomas, 2009). This study, therefore, sought to measure the relationship between employee extrinsic motivations and career sustainability within the domains of the tours and travel companies in Kenya.

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III. Literature Review

a) Career Sustainability

For the last twenty years, the subject of sustainability has been an indispensable and worthy objective for organizations after obtaining plenty of enthusiasm from the domains of scholarly and business worlds (Spreitzer, Porath and Gibson, 2012). Ahmad and Azumah (2012) noted that many employees were willing to continue staying in the organization if proper career advancement opportunities are in provision. In different dimensions, staff who relish long-term careers execute work that maximizes their skills and challenges them to develop new ones. In line with Kimani and Waithaka (2013), the present staff are acutely aware of their careers than ever and demands for individual growth and advancement, thus growing high potential individuals presents one of the strategies by firms to beat their competitive constraints. The expansion of new career has underscored the necessity for employees to be upset about vocation improvement and employability (Chitalu, 2011). Creating worker abilities in an information-based economy forms a critical portion of organization competencies.

b) Extrinsic Motivations

Extrinsic motivation refers to the accomplishment of activity with a specific end goal to accomplish the desired result and originates from impacts outside of the individual (Wikipremed, 2016). The research done by Omotayo *et al*. (2014) found out that compensation and promotion have positive critical implications on employee retention, while relationships and connections negatively affect employee work satisfaction. This study, therefore, suggests that the willingness of employees to stay in an organization arises from external motivation factors such as physical environment, job security, promotion, supervision, policies, salary and benefits, status, personal life, and co-workers.

Work environment conditions can affect worker morale either positively or negatively (Edem *et al*., 2017). The working environment condition assumes an essential part in the productivity and performance of a worker, as depicted by the facility environment such as noise levels, ventilation conditions, and state of the furniture. The promotion has turned out to be outstanding way of motivating workers besides the fact that if ineffectively handled, it will drive skilled laborers somewhere else (Ke *et al*., 2015). In any case, companies can keep workers motivated even when there are few promotions to be handed out. An exhaustive employee retention policy assumes an essential part in both pulling in and holding key workers, and also in lessening turnover and its related costs (Juneja, 2018). The significance of compensation and benefits in worker retention depends to some degree on the sort of employment and industry (Bean, 2018). High salary levels and benefits pull in and hold high-quality employees; thus these components are specific to worker retention at any organization.

Reasonable treatment by a supervisor is the most critical determinant of retention (Kurtesis, 2017; SHRM, 2012; Gallup, 1999). An exploration report done by SHRM's (2012) demonstrates that a large portion of the workers respect the connection they have with their immediate supervisor and senior managers as an essential component in their work satisfaction. Work-life balance is tied in with finding the correct harmony amongst work and life, and about feeling good with both work and family responsibilities (Agha *et al*., 2017). Work-life adjust is the harmony between three segments, in particular, paid work, individual time and unpaid work. Service jobs are seen as low in social status (Lu and Adler, 2009). There are numerous reasons why workers leave, for example, low wages, low economic wellbeing, and perceived hard work. It is necessary for government organizations at a national and county level to implement successful and sector-based measures to pull in, prepare, hold and develop talent to address the requirements and challenges of the tourism business.

On a day-to-day basis, many employees rely on coworkers to succeed in their jobs (Bernthal and Wellins, 2001). The relationship with coworkers also can affect their desire to stay with their organization. A desire to stay rises significantly when senior administration attempts to satisfy the requirements of the workers and gives some assurance of occupation advancement or security. Ahlawat (2015) conducted a study at Delhi and Mumbai metropolitan cities of India to ascertain employee satisfaction levels relating to job security and duration of work in top travel companies of India. Employees of Make My Trip, Thomas Cook, Cox & King, Yatra, and SOTC were contacted and interviewed in detail. The findings indicate that job security level at Mumbai and Delhi is satisfactory among travel companies' employees.

c) Theoretical Perspective

This study has a base on two theories within the limits of employee retention and career sustainability. They comprise Self-Concept Theory and Fredrick Herzberg's Two Factor Theory. Self-concept is a glaring feature of Super's theory (Super, 1990), and the implementation of one's interests, values, and skills in a work role is instrumental in vocational development and satisfaction. The degree of satisfaction people attain from the work role is, according to Super, proportional to the degree to which they have been successful in their endeavor to implement self-concepts.

Herzberg's Two Factor Theory of motivation identifies two sets of items specifically: hygiene or maintenance factors and motivating or satisfier factors

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influencing the attitudes of a person towards work (Herzberg, Mausner, and Snyderman, 1959). Herzberg's hygiene factors, that he named as dissatisfiers as a rule do not contribute a lot to work fulfillment as their essence simply averts disappointment, however, it's not motivating to workers. These variables are external in nature and are known with the work conditions in which they are performed. Notwithstanding, dynamic variables likewise named as satisfiers are thought of as powers of employment fulfillment. In this study, extrinsic and intrinsic motivations are perceived to have a long-lasting influence on career sustainability in the tours and travel companies. Since the time of the industrial revolution, work fulfillment or dissatisfaction is an indicator of employee retention (Msengeti and Obwogi, 2015) and particularly useful for understanding the desire for intra-organizational and inter-organizational employee retention.

IV. Methodology

The use of mixed methods design in this study depicts combination of at least one qualitative and one quantitative research component (Schoonenboom and Burke, 2017). Mixed methods research design in gathering data possesses a better description of the relative characteristics of the general *population.* The qualitative design complement the quantitative method in the design, hence enable the researcher to address research questions of all types (such as what, why and how).

This is a study in Mombasa County, located in the South Eastern part of the Coastal region of Kenya, an important regional tourism center considered as a regional cultural and economic hub (Mombasa County Government, 2015). Given its significance in the tourism industry, the county has attracted several tourism investors, including numerous tours and travel companies. The data is from the tours and travel company employees, comprising of 121 tour operator companies and 40 travel agent companies registered in Mombasa County. The study population is made up 2800 employees composed of 736 marketing officers, 160 finance officers, 1536 driver guides, 368 operations officers, and 161 human resource managers.

To determine the sample size ratio from the number of tour and travel companies in Mombasa County, the study adopted Yamane's (1967) formula. At 95% confidence level, P = 0.05, the following formula is used to calculate the sample size:

$$n = \frac{N}{1 + N(e)^2}$$

Where; n = the sample size, ε= the acceptance sampling error, N = the population size.

$$n = \frac{2800}{1+2800\,(0.05)^2} = 350 \text{ respondents}$$

From a total population of 2800 employees in the travel and tour companies in Mombasa County, this study used proportionate sampling of 12.5% (350/2800x100= 12.5%) to select respondents comprised of 20 finance officers, 92 marketing officers, 46 operations officers, and 192 driver or tour guides formed the sample size.

The study uses interview schedules and questionnaires in collecting data. Sample respondents fill questionnaires, which provide greater anonymity for the respondents and improve the reliability of responses particularly when the title under study is personal or sensitive (Phellas, Bloch, and Seale, 2011). The research questionnaires contain closed and open ended questions. Using interviews enables the human resource managers in each of the travel and tour firms identified to provide data for research. It enables the researcher to explore deeper to get more understanding of the employees' information on extrinsic motivations and career sustainability. The study screens data before analysis for missing values, accuracy, and checking univariate and multivariate outliers. Four questionnaires are not included in the analysis because of incompleteness in filling and therefore three hundred and forty-six (346) questionnaires in use give a response rate of 98.9%. The researcher personally interviews all the 20 human resource manager respondents and ensures all the research questions have answers.

The study calculates reliability of Cronbach's coefficients to increase internal consistency among the variables under consideration. The variables include career sustainability (0.771) and extrinsic motivation (0.851). According to Sauro, (2012), there is an assumption that the instruments are reliable as all the variables have a reliability coefficient over 0.67. This study uses descriptive statistics to quantitatively summarize the study sample and measures of *central tendency* like *mean.* Content analysis is useful with qualitative data, where the researcher organizes, classifies and codes in themes for quick interpretation. To test the significant relationships between career sustainability and extrinsic motivation, Pearson correlation and multivariate regression analysis are integral since the assumptions are satisfied (Field, 2009), that data is on interval scale, the distributions is normal, and multivariate relationship exists. The regression model is: $Y = \beta_0 + \beta_1 X_1 + \varepsilon$. Where: Y=Career Sustainability; β_0=Regression Constant; β_1=Coefficient of the independent variable; X_1=Extrinsic motivation; and ε=Error term.

V. Findings and Discussion

a) Career Sustainability

The analysis of the dependent variable, career sustainability, uses descriptive statistics such as percentage, frequency, mean, and standard deviation.

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The likert scale response items are treated as *interval* data and measures a latent variable. The sum of statement responses after performing the factor analysis create a performance score and subject to inferential analysis.

Majority of the respondents 152 (40.0%) acknowledge their satisfaction with the success they achieve in their career, (43) 11.3% disagree, and (93) 24.5% undecided, as shown in Table 1. A mean of 3.63 and standard deviation of 1.04 supports this finding. On satisfaction with the progress employees have made towards meeting their overall career goals 171 (45.0%) agree, (37) 9.7% disagree, and (100) 26.3% undecided. A mean of 3.62 and standard deviation of 0.97 support this outcome. Most of the respondents 159 (41.8%) agree with satisfaction with the progress made towards meeting their goals for income, (39) 10.3% disagree, and (109) 28.7% are undecided. This is reinforced by a mean of 3.65 and standard deviation of 0.93 supports. Most of the respondents have satisfaction with progress made toward meeting goals for income at tour and travel firms.

Table 1: Career Sustainability Factors

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree			
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Mean	SD
I have satisfaction with the success I have in my career.	12	3.2	43	11.3	93	24.5	152	40.0	80	21.1	3.63	1.04
I have satisfaction with my progress to meet my overall career goals.	10	2.6	37	9.7	100	26.3	171	45.0	62	16.3	3.62	0.97
I have satisfaction with the progress to meet my goals for income.	5	1.3	39	10.3	109	28.7	159	41.8	68	17.9	3.65	0.93
I have satisfaction with progress I make toward meeting my goals for advancement.	10	2.6	42	11.1	109	28.7	160	42.1	59	15.5	3.58	0.97
I have satisfaction with the progress I make toward meeting my goals for advancement of new skills	27	7.1	40	10.5	110	28.9	135	35.5	68	17.9	3.48	1.11

The findings indicate that career sustainability at tour and travel firms influences the satisfaction of employees with success they have achieve in their career, income, advancement, meeting their overall career goals, and new skills. This outcome concurs with Vos and Van der Heijden, (2015) that employees who enjoy sustainable careers do work that utilizes their competencies fully and challenges them to acquire new ones.

The data in Table 2 indicate the interview schedules human resource managers recognizing that employees in the tours and travel companies have satisfaction on the success they achieve in their careers, which inspires them to stay longer in the sector. The employees also have satisfaction on their goals for the development of new skills, ready to acquire more skills to enhance their career sustainability, and expand work performance.

Table 2: Career Sustainability Factors from Interview Schedules

Career Sustainability Factors	Count (N= 20)
Achieved success	7
Goals for development of new skills	5
Overall career goals	3
Goals for advancement	3
Goals for income	2

b) Relationship between Extrinsic Motivations on Career Sustainability

Pearson moment correlation in Table 3 describes the influence of extrinsic motivations statements on career sustainability. There is a positive significant relationship between physical surroundings of workplace, like facilities or location [r = 0.248, *n* = 346, p<0.05], transparent promotion opportunities [r = 0.216, *n* = 346, p<0.05], work that gives a good status in the society [r = 0.271, *n* = 346, p<0.05], company policies [r = 0.282, *n* = 346, p<0.05], treatment by supervisor [r = .308, *n* = 346, p<.05], work interference with personal life [r =0.337, *n* = 346, p<0.05], salary and benefits [r = 0.290, *n* = 346, p<0.05], working relationships with supervisors, peers and subordinates [r = 0.652, *n* = 346, p<0.05], sense of job security within job position or organization [r =0.766, *n* = 346, p<.05], and career sustainability.

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Table 3: Correlation of Extrinsic Motivations and Career Sustainability

		Career Sustainability
Physical surroundings of the workplace, like facilities or location	Pearson Correlation	.248*
	Sig. (2-tailed)	.000
Transparent promotion opportunities	Pearson Correlation	.216*
	Sig. (2-tailed)	.000
Company policies	Pearson Correlation	.282*
	Sig. (2-tailed)	.000
Salary and benefits	Pearson Correlation	.290*
	Sig. (2-tailed)	.000
Treatment by supervisor	Pearson Correlation	.308*
	Sig. (2-tailed)	.000
Work interference with personal life	Pearson Correlation	.337*
	Sig. (2-tailed)	.000
Work that gives a good status in society	Pearson Correlation	.271*
	Sig. (2-tailed)	.000
Sense of job security within a job position or organization	Pearson Correlation	.766*
	Sig. (2-tailed)	.000
Working relationships with supervisors, peers, and subordinates	Pearson Correlation	.652*
	Sig. (2-tailed)	.000

**. Correlation significance at the 0.05 level (2-tailed). N=346*

There is a positive relationship between extrinsic motivations and career sustainability [r = .615, *n* = 346, p<.05] as shown in Table 4. The findings from the interview schedules indicated that extrinsic motivation factors with major contributions to career sustainability included the good working relationships with bosses, employment security, as well as salary and medical schemes. It implies that employees can highly sustain their careers in an organization that promises them job security, as well as support and good working relationships with their supervisors. This study finding supports that of SHRM (2018) that the majority of employees perceive their relationship with their immediate supervisor and senior management to be very critical to their job satisfaction. Precisely, they would want to feel respected and to have a mutual trust between themselves and senior management or their bosses.

Table 4: Correlation of Extrinsic Motivations on Career Sustainability

		Career Sustainability
Career sustainability	Pearson Correlation	1
	Sig. (2-tailed)	
Extrinsic motivations	Pearson Correlation	.615*
	Sig. (2-tailed)	.000

**. Correlation significance at the 0.05 level (2-tailed). N=346*

A multivariate regression model was used to predict career sustainability in the study. The prediction was carried out based on the independent variable extrinsic motivations. Table 5 indicates the R^2 value representing the measure of variability in career sustainability among selected tours and travel companies that utilize extrinsic motivations.

Table 5: Regression of Extrinsic Motivations and Career Sustainability

R	R^2	Adjusted R^2	Std. Error of Estimate	Change Statistics				
				R^2 Change	F Change	df1	df2	Sig. F Change
.615[a]	.378	.376	.789780	.378	229.61	1	378	.000

a. *Predictors: (Constant), Z score (extrinsic)*
b. *Dependent Variable: Z score (sustainability)*

From the model, (R^2 = 0.378) shows that all the predictors account for 37.8% variation in career sustainability. The model indicates adjusted R^2 change from zero to 0.378 and this variation gave rise to an F-ratio of 229.61, which is significant at a probability of 0.05.

The F-ratio was 229.61 and significant (P<0.05), as presented in Table 6. The model

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significantly enhanced the ability to predict career sustainability. Thus, the model significantly leads to rejection of the null hypothesis, indicating no significant relationship between extrinsic factors and career sustainability in tours and travel companies.

Table 6: ANOVA on Extrinsic Motivations

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	143.221	1	143.221	229.612	.000[b]
Residual	235.779	378	.624		
Total	379.000	379			

a. *Predictors: (Constant), Z score (extrinsic)*
b. *Dependent Variable: Z score(sustainability)*

From the study, the β coefficients for the independent variable arises from the model and paramount for to checking hypotheses under the study. The *t*-test identifies whether the predictor is making a significant impact on the model. Table 7 displays the estimates of β value and gives the impact of the predictor on the model. The β value explains the relationship between career sustainability and the extrinsic motivations.

Table 7: Coefficients of Extrinsic Motivations and Career Sustainability

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.027 E-013	.041		.000	1.000
	Extrinsic	.615	.041	.615	15.153	.000

a. *Dependent Variable: Career sustainability*

The positive β values indicate the positive relationship that exists between the predictor and the outcome. The β value for extrinsic variable had a positive coefficient, thus positive relationship with career sustainability among selected tours and travel companies as summarized in the model as:

$$Y = 1.027E\text{-}013 + .615X_2 + \varepsilon 2$$

Where: Y = career sustainability, X_2 = extrinsic and ε2 = error term

From the findings, the t-test associated with β values was significant, and therefore, extrinsic motivation predictor was making a significant contribution to the model. The coefficients showed that predicted career sustainability was significant. From the findings $\beta_2 = 0.615$ ($p < 0.05$) implies that the null hypothesis (Ho_2) stating that there is no significant relationship between extrinsic factors and career sustainability in tours and travel companies is rejected and the alternative hypothesis accepted that there was indeed a relationship between extrinsic subvariables and career sustainability in travel and tour firms. The findings agree with Wikipremed, (2016) that extrinsic motivation alludes to the execution of an action keeping in mind the end goal to accomplish a coveted result. The study findings also concur with those of Vasquez (2014) that when senior management endeavors to fulfill the needs of their workers and provide some assurance of job advancement or security, the desire to stay, including sustainability of their career, increases significantly.

VI. Conclusion and Recommendations

A correlation between the extrinsic motivations and career sustainability supported the qualitative findings that: sense of job security within job position or organization; and the working relationships with supervisors, peers, and subordinates were the main factors that could contribute to increased career sustainability among employees in the tours and travel companies. It signifies that tours and travel companies employees should encourage good employee-employer working relationships and appreciate employee job security to improve career sustainability among the employees. Extrinsic motivations that are effective for career sustainability among employees should include and not be limited to establishing; a sense of job security within job position or organization, the working relationships with supervisors or peers, and subordinates.

This study recommends that the government, through its Tourism Regulatory Authority (TRA) with adequate information for the formulation of policies that would encourage career sustainability among employees in the travel and tour companies. The government can take appropriate measures in terms of examining workplace efforts to increase extrinsic motivations, career sustainability, passion, and productivity in the long-term. The tour and travel firms should also communicate and leverage on good working relationships between employees and the supervisors of the organization in order to foster and reap more benefits from employee career sustainability.

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Cultural Manifestation and Ethnic Tourism: Hospitality in the Urban Public Space

By Fabio Molinari Bitelli & Sênia Regina Bastos

Abstract- Considered an ethnic neighborhood, boosted by the occupation of Italian immigrants in the late 19th and early 20th centuries, Bela Vista (also known as Bexiga) is the scene of cultural manifestations that expresses the vitality in the use of public space, becoming a tradition of the city of São Paulo. The neighborhood as a place of hospitality, gathers a set of ten cultural events that were catalogued over the years 2015 and 2016. This article focuses on one of those cultural events, the Italian festivity of Nossa Senhora Achiropita (Our Lady Achiropita). A celebration that by 2018 had been taking place for 92 years. Its aspects and dynamics were analyzed in order to identify the practices of sociability and commensality - treated in this study as dimensions of hospitality - as well as the potential of the neighborhood for ethnic tourism. Characterized as an exploratory research, the methodology of oral history was conducted via interviews with active participants or residents of the neighborhood, and through on site observation and bibliographical and documentary surveys. Among the results, the festive vocation of the neighborhood stands out as it shelters ethnic groups as well as cultural, popular and spontaneous manifestations, which are the locus of hospitality and touristic practices.

Keywords: hospitality in the city, cultural manifestation, public space, sociability, commensality, ethnic tourism.

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CULTURALMANIFESTATIONANDETHNICTOURISMHOSPITALITYINTHEURBANPUBLICSPACE

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Cultural Manifestation and Ethnic Tourism: Hospitality in the Urban Public Space

Manifestação Cultural E Turismo Étnico: Hospitalidade No Espaço Público Da Cidade

Manifestación Cultural Y Turismo Étnico: Hospitalidad En El Espacio Público De La Ciudad

Fabio Molinari Bitelli [α] & Sênia Regina Bastos [σ]

Abstract- Considered an ethnic neighborhood, boosted by the occupation of Italian immigrants in the late 19th and early 20th centuries, Bela Vista (also known as Bexiga) is the scene of cultural manifestations that expresses the vitality in the use of public space, becoming a tradition of the city of São Paulo. The neighborhood as a place of hospitality, gathers a set of ten cultural events that were catalogued over the years 2015 and 2016. This article focuses on one of those cultural events, the Italian festivity of Nossa Senhora Achiropita (Our Lady Achiropita). A celebration that by 2018 had been taking place for 92 years. Its aspects and dynamics were analyzed in order to identify the practices of sociability and commensality - treated in this study as dimensions of hospitality - as well as the potential of the neighborhood for ethnic tourism. Characterized as an exploratory research, the methodology of oral history was conducted via interviews with active participants or residents of the neighborhood, and through on site observation and bibliographical and documentary surveys. Among the results, the festive vocation of the neighborhood stands out as it shelters ethnic groups as well as cultural, popular and spontaneous manifestations, which are the locus of hospitality and touristic practices.

Keywords: hospitality in the city, cultural manifestation, public space, sociability, commensality, ethnic tourism.

Resumo- Considerado um bairro étnico, impulsionado pela ocupação de imigrantes italianos ao final do século XIX e início do XX, o Bexiga é palco de manifestações culturais que expressam a vitalidade no uso do espaço público, se transformam em tradição e impulsionam o turismo na cidade de São Paulo. Tratado como lugar de hospitalidade, o bairro reúne um conjunto de dez manifestações culturais inventariadas ao longo dos anos de 2015 e 2016. Desse conjunto, foi selecionada para discussão, a festa italiana da Nossa Senhora Achiropita, que em 2018 completou 92 anos. Analisou-se seus aspectos e dinâmicas com o objetivo de identificar as práticas da sociabilidade e comensalidade – tratadas nesse estudo como dimensões da hospitalidade – bem como o potencial do bairro para o turismo étnico. Caracterizada como uma pesquisa exploratória, utilizou-se da metodologia da história oral por meio de entrevistas com participantes ativos de tais manifestações ou moradores do bairro, observação in loco e levantamentos bibliográfico e documental. Dentre os resultados, destaca-se a vocação festiva do bairro ao abrigar diversidade étnica, bem como nas práticas culturais, populares e espontâneas, essas como lócus da prática turística e da hospitalidade na cidade.

Palavras-Chave: hospitalidade na cidade, manifestação cultural, espaço público, sociabilidade, comensalidade, turismo étnico.

Resumen- Considerado un barrio étnico, impulsado por la ocupación de inmigrantes italianos a fines del siglo XIX y principios del siglo XX, el barrio de Bexiga es el escenario de manifestaciones culturales que expresan la vitalidad en el uso del espacio público, se convierten en una tradición e impulsan el turismo en la ciudad. de Sao Paulo Considerado como un lugar de hospitalidad, el vecindario reúne un conjunto de diez eventos culturales inventariados durante los años 2015 y 2016. De este conjunto, fue seleccionado para discusión, la fiesta italiana de Nuestra Señora Achiropita, que en 2018 completó 92 años. Se analizaron sus aspectos y dinámicas para identificar las prácticas de sociabilidad y comensalidad, tratadas en este estudio como dimensiones de la hospitalidad, así como el potencial del vecindario para el turismo étnico. Caracterizada como una investigación exploratoria, la metodología de la historia oral se utilizó a través de entrevistas con participantes activos de tales manifestaciones o residentes del barrio, observación in loco y encuestas bibliográficas y documentales. Entre los resultados, destacamos la vocación festiva del barrio al albergar la diversidad étnica, así como las prácticas culturales, populares y espontáneas, como el lugar de práctica turística y de hospitalidad urbana.

Palabras Clave: hospitalidad en la ciudad, manifestación cultural, espacio público, sociabilidad, comensalidad, turismo étnico.

I. Introduction

Diverse are the attractions by which the Bexiga neighborhood in the city of São Paulo is considered a touristic destination. It receives a significant flow of visitors by virtue of: the Italian canteens located on May 13th Street, the antiques markets or the events at Dom Orione Square, the theaters, the centenarian bakeries that offer Italian

Author α: Doctorate in Latin American Integration (Universidade de São Paulo), Master in Hospitality (Anhembi Morumbi University), Professor Centro Universitário Ritter dos Reis (UniRitter) and Centro Universitário SENAC (SP). e-mail: fabiombitelli@usp.br

Author σ: PhD in History from the Pontifical Catholic University (PUC/SP), Full Professor of the Postgraduate Program in Hospitality of Universidade Anhembi Morumbi.
e-mail: bseniab@terra.com.br

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goods or, most recently, barbershops, the cultural spaces, and the samba on the street and at nightclubs.

The territory occupied by black people and immigrants, at the end of the 19th century and the beginning of the 20th, it contextualized into the urban reality of the city of São Paulo that was already emerging like the metropolis that is today. In their floodplains (Saracura River) lived former black slaves and later, with the subdivision of the land and some essential urban development, received a large contingent of immigrants (mainly Italians). Over the years, Bexiga (or Bixiga) became known as Bela Vista, and even it underwent various transformations, it maintained much of its architectonic heritage and cultural diversity, through the presence of ethnic groups and the festive traditions supported by the cultural manifestations that take place within its limits. Although the scope of this study does not dwell on the analysis of the migrants, especially those from the northeastern region of Brazil, it is important to mention that they also participated in the constitution of the neighborhood by forming networks and nucleus within the community.

As such, there is not an official delimitation of the territory called Bexiga. It is inserted in the Bela Vista district that integrates the subprefecture of Sé and shares it with other seven districts[1]. It has the highest demographic density in the city of São Paulo (69.460 inhabitants in 2.6 km2 or 26.7 inhabitants/m2), being the third smaller neighborhood in area and the first largest in number of inhabitants (IBGE, 2010). Its architecture is notable; according to the study of the *Programa Patrimônio e Referências Culturais* (the Heritage Program and Cultural References) carried out in the Sub-prefectures by the Departamento de Patrimônio Histórico (Department of Historical Heritage; DPH, by its initials in Portuguese) of the city of São Paulo, more than 675 assets between isolated buildings and architectonical complexes were demolished by the *Conselho Municipal de Preservação do Patrimônio Histórico, Cultural e Ambiental* (Municipal Council for Preservation of Historical, Cultural, and Environmental Heritage; CONPRESP, by its initials in Portuguese) of the city of São Paulo, in accordance with Resolution number 22/2002[2] of December 10th, 2002.

Each year, its streets become a scenario of cultural and popular manifestations that provide vitality to the neighborhood by attracting residents, visitors and tourists alike. Some of those cultural manifestations are: the celebration, in one of the main streets of the neighborhood, of the anniversary of the city of São Paulo on January 25th; with more diligence, also at the beginning of the year, the Samba School Vai-Vai instead of carrying out its practices in a shed, as is usual in the other Paulista schools, it does so on one of its three-way intersections; the Block Parade of Esfarrapados, the oldest one in the city, visits the street each Monday of Carnival; and during every weekend of August, two blocks on the May 13th Street and stretches of the Luis Barreto and São Vicente Streets are closed for the festivity that honors an Italian saint from the Calabria region, Our Lady Achiropita, that is the object of this article.

This study attempts to identify the practices of sociability and commensality in the festivities of Our Lady Achiropita, as to dimensions of hospitality, and as a tourist attraction, through the ethnic characteristics of the festivity and the neighborhood. The article argues that from the optic of hospitality (LASHLEY, 2004; CAMARGO, 2004) and tourism (BOULLÓN, 1997; VERA, 1997) the relations of the stranger/unknown (in the figure of the visitor and/or tourist) with the community enable the practices of sociability in public spaces (SIMMEL, 1983; FRÚGOLI JR., 1995, 2007). Regarding the commensality, Selwyn (2004) and Boutaud (2011) were used as reference, when investigating the ethnic and cultural character of the food offering, whose trade is the main tourist attraction, not only at the festivities, but as a result of the large tradition in the offer of Italian restaurants there established, influence, that allowed to emphasize on the features of ethnic tourism (HALL & RATH, 2007; COLLINS, 2007) also as theoretical referential.

An in-depth analysis of the Our Lady Achiropita festivity is further justified because in addition to his relevance and tradition, there are other factors present such as: longevity (in 2018 took place the 92nd edition); time of occurrence (it lasts from four to five consecutive weekends); number of visitors/tourists (around 20.000 people per weekend); the participation of the residents of the neighborhood, by involving them both in the production and fruition of the festivity; and finally variety of foods influenced by Italian culinary.

In the development of the research, besides the field observation, oral story was used as a methodology, by interviewing subjects who witnessed and/or experienced events, conjunctures, institutions, lifestyle and other aspects of the contemporary history of the neighborhood, in this way "a close relation with categories such as biography, oral tradition, memory [...]" (ALBERTI, 2013: 25) takes place. The information gathered in the interviews was added to the historical source, distributed over the text, which helped fill some gaps in social-historic information. Photographic records, complemented the field visits and supported the occupation of the public space in the manifestation investigated, as the locus of the practices of commensality and sociability, as well as allowing the visualization and identification of the symbolic

[1] The Subprefectureof Sé integratesthedistricts Bela Vista, Sé, República, Bom Retiro, Cambuci, Consolação, Liberdade and Santa Cecília.

[2] The resolution that provides the area, the list of properties and assets demolished is available at: http://www.prefeitura.sp.gov.br/cidade/upload/49c99_22_T_Bairro_da_Bela_Vista.pdf. Access on 5/07/2018.

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characteristics of this touristic-cultural space (BOULLÓN, 1997; VERA, 1997).

The fieldwork focused on the 89th and 90th editions of the Our Lady Achiropita festivity, period during which people involved in the organization were contacted, benefiting the collection of data related to the origin and evolution of the manifestation. The interviews, analyzed qualitatively, were recorded in audio, lined in a semi-structured screenplay, with an exclusive focus on the festivity of Archiropita, conducted with the representative of Public Relations for this festivity in 2015 and a resident who had lived in the neighborhood for about forty years by 2016, whose own contribution was based on the memory of his experiences.

II. The Italian Immigration and The Origin of the Bexiga Neighborhood

Located in the middle of other neighborhoods of previous urbanization, its initial confinement between marshy and river floodplains fields, whose rural properties were used as lodging, contributed to its late emergence. Propriety of the Portuguese Antonio Bexiga, the large area of farms or the fields of Bexiga "had as limits the lowlands of the Piques, from the current Saint Amaro Street extending to the proximity of Consolação on one side and Brigadeiro [Luis Antonio] on the other, prolonging to the spur of the current Paulista Avenue" (LUCENA, 1984: 29).

The origin of the neighborhood converges with the period of great expansion of the city of São Paulo. The division into lots goes as far back as 1878, transforming a floodplain that served as hunting place, a refugee for fugitive slaves and residence of infected people with smallpox, into a neighborhood. Between the proprieties set there, Bexiga stood out as an important landing for troopers, by the way that it connected the capital to the city of Santos (LANNA, 2011; LUCENA, 1983; MARZOLA, 1985).

At the end of the 19th century, issues such as the internal abolitionist pressure and the high costs in the slave trade between provinces, made slave labor unviable, stimulating the use of free workers. Coffee growers from Sao Paulo, arguing the lack of skills presented by the nationals, opted to introduce foreigners. At that moment, Italy, immersed in an economic crisis, seemed prepared to support this migratory movement, also stimulated by the Brazilian government, which pressured by coffee farmers, subsidized the arrival of large-scale European immigrants (ROLNIK, 1994):

> In 1881, the government began paying half the transportation costs, from Europe to the farms; in 1884, fully reimbursed the farmers for their payment of tickets and, in 1885, three years before abolition, began directly to subsidize the cost of transportation of immigrants. "[...] the fear generated by the epidemic threat, especially yellow fever, drastically reduced the number of immigrants. Between 1890 and 1899, about 120 thousand immigrants arrived in Brazil each year. Between 1900 and 1904, annual inflows fell to 50,000 (ROLNIK, 1994: 38-39 – free translation).

The scenario of immigration in Brazil in the late 19th and early 20th centuries establishes a unique moment in national history: the end of slavery, the decline of the monarchy, the beginning of the Republic and the strong settlement of urban centers[3]. The urban expansion converted the city of São Paulo, induced directly or indirectly by the outburst of coffee plantations, into a city of immigrants. Where according to demographic data from the early 19th century, "the black and mulatto element, slave or free, constituted approximately 54% of the local population" (FERNANDES, 2008: 36-37). Even after the introduction of the liberated black in the city of São Paulo, Fernandes (2008: 33 – free translation) still stood out the European immigrant:

> [...] the freedman faced the competition of the European immigrant, who did not fear degradation by confronting the black and absorbed, therefore, the best opportunities for free and independent work (even the most modest ones, such as shine shoes, sell newspapers or vegetables, transport fish or other utilities, explore the trinket trade, etc.).

Despite the preexisting occupation of blacks, it was the Italians who most actively imposed their habits and culture in building the lifestyle in the neighborhood. The historical entry of Italian immigrants in the city of São Paulo comprehended large numbers; the most intense time of arrivals was between the years of 1886 and 1899, the period in which the group came to represent 57% of all the immigrants who contributed in the country (TRUZZI, 2016: 21). However, the vast majority went inland of Sao Paulo, to the expanding coffee plantations, mainly in the west of São Paulo, a region served by the Paulista and Mogiana railroads, responsible for the output of the production to the port of the city of Santos.

Other periods of significant waves of immigration occurred during the first and second post-war period[4]. The entry of 44.148 Italian immigrants into the temporal cut of 1947-1980 was presented and analyzed in the research carried out by Salles and Santos (2011). They were inserted into the labor force in urban activities mainly due to the industrial modernization of the city of São Paulo (with emphasis on the automobile, electronic, chemical and pharmaceutical sectors).

[3] The abolition of slavery occurred in 1888 and the Proclamation of the Republic the following year.

[4] Between 1900 and 1949, nearly 500,000 Italian immigrants were registered in the city of São Paulo (TRUZZI, 2016).

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In terms of the regions of origin and cities of preference of the immigrants, Trento (1989: 59-60) clarifies in his study on Italians in Brazil that the greater participation of those who emigrated without a family and settled down in the urban occupations came from three regions of the south of Italy (Campania, Basilicata, and Calabria). They opted to stay preferentially in that territory, conferring on the neighborhood an identity resulting from the activities performed, because this population rooted the old tradition of seasonal displacements to work. Lanna (2011: 120) highlighted three characteristics, which particularly influenced the construction and fixation in the neighborhood: (i) the fact that they did not belong to the contingent of subsidized immigrants dissociates them to rural coffee production; (ii) the majority of the immigrants were young men who traveled alone. However, "traveling alone" did not nullify family participation in the decision, proof and consequence of this were the links kept with the country of origin and the flow of future emigration: and (iii) the thousands of Italians who went to Bexiga, constituted a diversified group, from farm workers to smallholders. It is important to emphasize that despite these diversities, they tended to migrate to cities and regions where they would find members of their communities of origin (JENTSCH, 2007).

As they settled down quickly, the immigrants contributed to the rapid formation of immovable heritage indicating that they arrived in Brazil with some financial resources and because of this, "their presence can be considered as an aggregating element and referential in the creation of hosting networks for the thousands of immigrants who arrived in São Paulo at the beginning of the 20th century, and that would make Bexiga an Italian neighborhood, a Calabrian neighborhood" (LANNA, 2011: 122 – free translation).

The format of dwelling was detailed by Lucena (2013) with the use of mansions, built since 1914, later subdivided into numerous residences:

> The ground floor was reserved for the owner of the building, the lower and upper floors and enlarged on the bottom were intended for family members and descendants. Thus, the room numbers have been multiplied; the Italian-style mansions extended their functions, giving origin to the tenements. The Italian immigrant, to get an increase in the budget or to improve his survival, rented some rooms in his house. Therefore, many properties were born as tenements and others became over time in this type of housing [...] (LUCENA, 2013: 84-85 – free translation).

It is important to point out that the tenement, as a housing style, was never a choice, but perhaps one of the few possibilities, considering the difficult condition of the urban life for some social groups. The neighborhood resists still by maintaining the format of detached housing, which directly influence the way of life, through the appropriation of the public space for private use and realization of its cultural manifestations.

III. Hospitality and Public Space

The concept of hospitality has been found in certain mythologies and religions and it converges in the practices associated with the acts of receiving, hosting, feeding, and entertaining. When Montandon (2011: 31 – free translation) describes hospitality as "a way of living together, governed by rules, rites and laws", he listed some statutes for the relation between visitor and host; the time of hospitality is, detailed and indicated as a series of scenes "that included, among others, arriving, reception, taking a seat, feasting, saying the name and nationality, lying down, bathing, gift-giving, goodbye".

The practice of hospitality occupied a central role in pre-industrial societies. Therefore, the failure in the duty of welcoming neighbors and outsiders was socially disapproved (LASHLEY, 2004). With unwritten laws and implicit ethics, "hospitality is an interpersonal communication process, charged with non-verbal or verbal content that constitutes ritual formulas that vary from one social group to another, but which in the end are just read as desire/refusal of human bonding." For its part, the ethical aspect is reinforced when it is used to minimize or eliminate aggression/hostility; in other words, a kind of appeasement ritual.

The domains where hospitality occurs are classified and presented by Lashley (2004: 5-6 – free translation), using the social, private and commercial instances: the first one, the social "considers the social scenarios where the hospitality and the acts related to the condition of hospitality take place along with the impacts of social forces over the food production and consumption, drinks and accommodation", the private instances are related to the offers in the domestic field, inside the home, densifying the relationship between host and guest and the last one, the commercial, refers to the hospitality offering as an economic activity and includes the activities of the private and public sectors".

Camargo (2004: 52) already classifies the spaces of hospitality through four categories: domestic, public, commercial and virtual. Where the public category "occurs due to the right to come and go and in consequence, of being assisted in its expectations of human interaction, thus being able to be understood both in the daily routine which privileges residents, as in the tourist dimension." Therefore, when considering the occurrence in the public space, this is a matter of interest for the analysis of the cultural manifestation, the social space of the public category (CAMARGO, 2004), or the social domain (LASHLEY, 2004).

When defining hospitality "as a privileged mode of interpersonal meeting by the attitude of the host toward the other", Baptista (2002: 157 – free translation) reinforces that hospitality has strong traits of human

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subjectivity when it refers to the reality out of itself, things of the world, nature or object, can be translated into knowledge, feeding or possession. Thus points to the importance of the place where it occurs. Baptista (2008: 6-7 – free translation) explains that "places of hospitality are places of urbanity, civic courtesy, responsibility and kindness. These are our places that invite the entrance of the other in the figure of offering for host, refuge, food, help or comfort". When the value and identity of places are not in their material potentialities, but in the way they are appropriated, perceived, enjoyed and shared, these places of hospitality are places of civility open to the other, unknown, strange/foreign.

The investigations related to urban hospitality rely on the fact of the existence of a place for hospitality, which fundamentally occurs, at the moment of the reception and in the physical space. Therefore, the cultural manifestations in the public spaces are understood as a result from the need of sociability and also as a consequence of the reception, such a scenario of a "[...] shared urban culture, founded on collective values, a culture that involves living with the opposites, involves diversity, exchanges and, more than anything else, the enjoyment of a city that has urban space as an active background perspective" (GRINOVER, 2013: 20 – free translation).

In approaching the importance to be given to the public space, Severini (2014: 89 – free translation) inquiries into who is the urban host, since it requires a thorough reasoning of the hospitality; and suggests to understand its characteristics and to know the owner of the space: "Theoretically the space of urban hospitality is the public space".

This effort to transform public spaces into places of hospitality requires careful attention not only to get conventional or artificial hospitality, such as that experienced in commercial places, but authentic hospitality which is essential to the human relationship and that favors the creation of links by awakening other dimensions such as sociability.

By verifying that the growth of metropolises is no longer achieved only by concentric enlargements and pointing to increasingly peripheral urban territories, it is possible to predict that certain spatial and functional forms may contribute to the destruction of the city's image as a public space. The decreasingly public character of these urban spaces collaborates so that they are less and less visualized as spaces of belonging or conviviality. In this sense, Grinover (2009: 11-12) states that the squares or gardens are no spaces for social interaction whose dynamic mechanisms are not anymore controlled by its actors: a street is no more a place, but only a link. The public spaces cease to be not only the formally compelling element of urban fabric but also their structuring role in the city's activities and social interactions.

The advances in the use of the public space in the city of São Paulo point out to its resumption by the residents, collaborating and potentiating the practice of hospitality in the city, as a tourist attraction and leisure practice as illustrated in previous studies by Bitelli & Bastos (2018). This is a trend also in the big Latin cities, such as Mexico City, Buenos Aires and Bogotá, according to the agency Edelman Significa, which released a market research, pursued with its own methodology and applied in the cities of four countries (Argentina, Brazil, Colombia and Mexico), with the aim of drawing a Latin American profile. Realized in 2016, the research related to the city of São Paulo were compiled in a material called Cultural Connections São Paulo[5] which is available for public consultation. He cited, among the main results, the movements of the reoccupation of public spaces, attracting more and more people in search of leisure as well as cyclists or demonstrators of political and social causes.

After a one-year test period (between 2015 and 2016), one of the most frequented and well-known public spaces in the city of São Paulo, Paulista Avenue, began to be closed on Sundays, between 9 am and 5 pm, for exclusive use in favor of leisure, sociability and tourism. The action was the result of the *Projeto Ruas Abertas* (Open Streets Project) of the Municipal Prefecture of São Paulo, which also covered other areas of the city and discussed the decision through public consultation of the city's residents.

> The program aims to open to pedestrians and cyclists, streets and avenues of great relevance in the perimeter from 1 to 3 kilometers, on Sundays and holidays, from 10am to 5pm, as a way to promote a better occupation of the public space and expand the spaces of leisure in the city of São Paulo (SÃO PAULO, 2015).

Another space destined for public use is the Minhocão Park, thus renamed the elevated highway President João Goulart (formerly elevated highway Costa e Silva), an expressway completed in 1971, responsible for the east-west connection of the metropolis. It becomes a park when on Saturdays and Sundays is closed for free usage, it may be used for different purposes but with the predominance of physical and cultural activities, tourism, and leisure.

And, what does define public space? The fact that this space is not submitted to any authority, a space destined for free social use: "[...] the public spaces are regarded as places where citizens' rights to use the city should be assured, accessibility to memory, security, information, comfort, circulation, as well as visual access to architecture and urban structure" (SEVERINI, 2014: 89 – free translation), it is the space of common

[5] Full study available on: https://issuu.com/edelmanlatam/docs/cultural_connections_sp_-_port_-_fi. Revised on 6/18/2018.

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use (streets, squares, parks, avenues) and that is under the jurisdiction of the public power thus being able to undergo physical alterations at any moment in favor of the common good.

Frúgoli Jr. (1995: 37) highlights the potential of sociability in the public space by identifying a set of activities, codes and rules practiced by social groups, who make of the streets a space for their relationships, in order to compose and reveal, as a whole, dimensions which the author calls "street as a way of life" or "street culture(s)". As it differs from something that could be entitled "public culture", and identified that a plan with various types of occupation of the public space that implies some form of organization on the part of the institutions whose criterion of use of the space goes through something previously defined or minimally consensual, and that seeks first of all the "social visibility", like marches, public acts, demonstrations and street parties.

The conceptual summary presented relates the hospitality - that takes place in the social and/or public range – mainly, as a promoter of the initial reception of the subjects, capable of activating them for the relations of sociability and commensality that occur in this case, in the public space of the city. The cultural manifestations come out in the discussion as intermediaries of these dimensions of hospitality and later as facilitators of tourism.

IV. Ethnic and Cultural Tourism in the City

In the conformation of the main capitals of the modern world participated contingents of immigrant (strategically or not). It is then impossible to disconnect the cultural influences of these ethnic roots. Cities such as New York (USA), Vancouver (CAN), Melbourne (AUS), and San Francisco (USA) were presented in Hall and Rath (2007) for gradually being proud of their Chinatowns, Little Italies, Greektown's, Saigons, Little Havanas, Little Odessa, Punjabi Markets and all kind of ethnic groups that take part in the urban space.

It is worth mentioning that, in 1880 it became fashionable (and practice of tourism and leisure) for New Yorkers of the middle class to frequent Chinatown; in 1938, Vancouver officially inaugurated its Chinatown for tourism; in the 1970s, Melbourne began to sponsor large development plans to boost these declining areas: Chinatown was selected as a symbol of cultural diversity and object of civic and tourist pride (ANDERSON, 1988, 1995, HALL & RATH, 2007).

Collins (2007), when dealing with cities in Australia, mainly from the commerce, identified some neighborhoods as ethnic precincts. With a very similar formation to the Bexiga neighborhood in São Paulo, it describes the Leichhardt neighborhood as the original home of the Italian immigrant community in the city of Sydney by the late 19th century, when in 1885 the first Italians established and opened their first businesses. But it was not until the 1920s that Little Italy became a community whose expansion was caused by the migratory wave between 1950s and 1960s.

For post-war Italian immigrants, Leichhardt offered cheap housing, proximity to unskilled labor employers, Italian shops, and other businesses. Religion and commerce were at the center of this flourishing community; the church and parish of Saint Fiacre, run by Italian speakers Capuchin priests, became the center of life in this area. As early as 1962, four Italian cafes were set in Leichhardt, which were soon joined by essential businesses to everyday life, such as grocery stores, restaurants, hairdressers, butchers, pharmacies, shops, bakeries, jewelers, music shops and nightclubs that by providing special assistance to the Italian group set there, could be characterized as ethnic commerce.

Consequently, the perception of the features of a set of neighborhoods (ethnic precincts) in the city of Sidney, Collins (2007: 82) defines them as the location of the immigration interface, ethnic diversity and tourism in the city. The social, economic, political and cultural dynamics have potentiated its historical development and its contemporary perspectives on tourism. "An important finding is that entrepreneur immigrants are central to the creation of ethnic precincts in the first instance, as well as to their long-term vitality and authenticity", thus arguing issues that have not yet been deepened about ethnic entrepreneurship, government policies, and regulations about development and marketing of ethnic districts for urban tourism.

Neighborhoods are spaces of relatively large cities where tourists and visitors can enter and get around. When some of these places receive names that refer to their residents and preserve their architecture and are easily recognizable, tourist circuits can be created. Boullón (1997: 174) complemented that, eventually, symbols are used within an area as thematic units and exemplified the presence of pattern in the buildings (from the format, style and height) to icons, ornaments or decorations in the streets of the neighborhoods, such practice is easily identified in the neighborhood of Bexiga during the festivity of Our Lady Achiropita (Figure 3).

When discussing on the tourist space theory, Boullón (1997: 64-65) emphasizes the presence and the territorial distribution of tourist attractions (heritage, equipment, infrastructure, etc.) and that among its divisions, the cultural space is that one whose original physiognomy part of the terrestrial fabric was altered by the action of man with the aim of adapting it to his needs.

Many countries have supported policies to keep (or transform) their populations homogeneously white and European for most of the 19th and 20th centuries. In Brazil, in the 19th century, it was verified a connection

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between the substitution of the slave labor for the free and the establishment of immigration policy[6], which aimed at "whitening" the population, an aspect that would be perpetuated for much of the following century. The favoring of the European immigrant, especially the Portuguese[7], resulted in the exclusion of other ethnic groups, pushed to the peripheries or segregated in certain regions of the city, resulting in the formation of impoverished and "dangerous" neighborhoods, as well as in the establishment of control measures. Even today, it is evident the heritage and practice of public hygienist policies in the city of São Paulo, which are covered up by marketing campaigns.

In contrast to public policies of the past - which were intended to hide the "unwanted", places that were considered as center for crime and disease, drug trafficking, criminals, prostitutes, and vagabonds - positive practices were adopted with the objective of (re) signifying territories endowed with historically rooted ethnic wealth. In that sense, North American and Australian cities experienced this process and today gather visitors attracted by specialty, clothing, music or food shops and typical ingredients in one of the innumerable restaurants of the ethnic neighborhoods. Both Hall and Rath (2007) and Collins (2007) agree that such entrepreneurship create a welcoming environment for international travelers who like to explore the "world in a city".

The fact that these streets and neighborhoods, previously considered as dangerous, are now a place of festivities or tourist destinations recommended in travel brochures, shopping guides, and on the internet, even being incorporated into the marketing campaigns of the cities, demonstrates that this is not just a passing phase. The reality of immigrants in many countries, when opening and operating tourist-oriented businesses, is defended by Hall & Rath (2007) as value creation ("dividend in diversity" or "ethnic advantage"). For these authors, the tourism more than other sectors of the economy, allows small entrepreneurs of ethnic minorities to develop even without specialized knowledge or substantial capital resources.

Finally, new patterns of production and consumption are developed in a market that demands cultural diversity and in this sense, tourism and migration are fundamental expressions for production and consumption and contribute to the socio-economic development of cities. As an example, the interrelationship between identity, image and the promotion of the neighborhoods fuels the links between ethnic groups and their territories; a process that can take many shapes, ranging from the offering of national and international cuisines to the commercialization of entire locations, the still embryonic case of Bexiga and other immigrant neighborhoods in downtown São Paulo, can follow the example of Chinatowns and the Little Italies of the world.

V. The Festivity of our Lady Achiropita: Sociability and Commensality

It is considered that the cultural manifestations of people come from the need to make explicit their beliefs and routines through social practices carried out by groups belonging (or not) to the same society, community or ethnic group that developed together the same customs or habits, in order to guarantee its permanence, sometimes establishing a tradition.

The studies made by Lucena (2013: 215) identified the immaterial or intangible cultural manifestations of Bexiga as heritage, comprehending "artistic and religious manifestations, habits, customs, in addition to the facts and notable characters of the local history"; In the same way, the research on historical-cultural heritage carried out by Bastos (2004) resulted in the *Inventário Nosso Patrimônio Cultural* (Inventory of Our Cultural Heritage), whose methodology was divided into two parts: the first one inventors the tangible assets, by dialogue with the interviewees about the assets they considered significant in their region and the second part, questioned the same interviewees about cultural manifestations:

> Spontaneous cultural manifestations are charged with expressions that characterize the communities. Therefore, by creating mechanisms for dissemination and participation, the work of valorization, preservation, and re-use of Cultural Heritage is boosted; it constitutes a way of involving such a social group, allowing it to become aware of itself and to revitalize the cultural identity, permitting the sense of belonging to the community. On the other hand, the abandonment and devaluation of the cultural heritage manifest our cultural dependence. Bastos (2004: 260 – free translation).

Referenced in the investigation by Bastos (2004: 262-263 – free translation) as intangible cultural heritage, the cultural manifestations were identified as "popular feasts of a devotional character, spaces that are notable for the accomplishment of art fairs, others have stood out for the implementation of musical presentations, races, parades, among others." Within the celebrations of religious character highlight, the traditional celebrations of Italian origin, Our Lady of Achiropita, in Bexiga, Saint Vito Mártir and Our Lady de Casaluce, in Brás neighborhood.

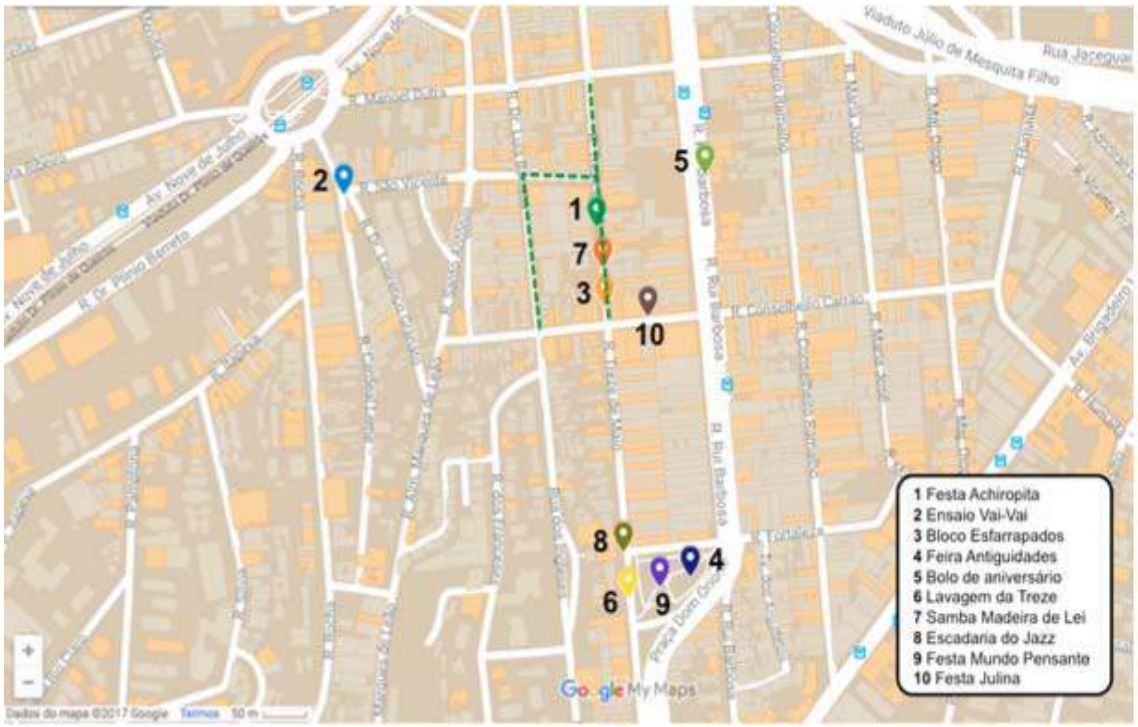
[6] Senator Nicolau Vergueiro is credited to be the first to have the initiative to establish partnership and settlement contracts with European immigrants in 1847. It was followed by the establishment of a financing policy by the State, which enabled the subsidized immigration (1871) and the replacement of slave labor as a result of the abolition of slaves in 1888. (BASSANEZI et al., 2008).

[7] Former colonizer, the Portuguese immigrant speaks the same language, professes the Catholic faith and does not constitute ghettos.

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In Figure 1 it is possible to visualize a set of ten manifestations inventoried in a previous study (BITELLI, 2017), however with emphasis on the manifestation that honors Our Lady Achiropita (indicated with the number 1 and with the routes it occupies: dotted green lines), it should be emphasized that the street also concentrates the Italian architecture, whose exterior facades of the buildings confer credibility on this Italian background, these are scenographic elements that serve as a tourist attraction.

By setting as the main object of this study the festivity of Our Lady Achiropita, it is necessary to introduce her history. The original image has been venerated since the 12th century by the Calabrian people in the southern Italian city of Rossano, where today stands the cathedral with the painting that inspired the statue honored in the church located on the May 13th Street in Bexiga, São Paulo.



Source: Authors (2017)

Figure 1: Location of the cultural manifestations, with emphasis (dashed line) on the roads where the feast of Our Lady Achiropita takes place

According to the interviewee Maria Emilia, granddaughter of Italian immigrants and active participants of the parish activities, the image exposed in the church was commissioned in Italy by the residents of the neighborhood, arriving in Brazil in 1904. By contrast to this information, Lucena (1983) reports that the image of the saint began to be venerated by the faithful around 1908, at the house of Joseph Falcone, on May 13th Street, the meeting place for novenas to worship Our Lady Achiropita.

With the need to construct a chapel to house the saint Our Lady Achiropita, a commission was constituted in 1910, who come together to buy the land for this purpose. The mass and the festivity were celebrated on August 13th, 14th, and 15th, as a tribute to the patroness. "They took place on May 13th Street, began on the corners of Manuel Dutra and Conselheiro Carrão Streets, there were many tents, bands [...]" (LUCENA, 1983: 124 – free translation).

Once the annual periodicity of the festivity was consolidated, the commission used the money collected to buy the house next to the small chapel, signing in 1916 the first expansion of the chapel that initially was opened only for the festivities. From that moment, it started to be known as the Church of Saint Joseph of Bexiga and subordinate to the Divine Holy Spirit Parish of Bela Vista (LUCENA, 1984: 125). Some reports state that the origin of the name Saint Joseph is due to a contingent of faithful of another Italian saint, Our Lady of Ribalta, from the region of Puglia, in the city of Cerignolla: "Masses in Bexiga were so busy that they forced the priest to plan more than one mass per Sunday", which already characterized a devout and religious population.

Although the inexistence of official records on the completion of the works, perhaps because the church has been acquiring properties and promoting construction works since then, it was in 1949 that the

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cardinal archbishop, based mainly on the petition of the faithful, expedited favorably the request for the chapel to be officially dedicated to the patroness of the parish, Our Lady Achiropita.

The festivity has had significant transformations over the years, from its realization in the internal space of the church with only four tents until the community gave an impulse to it, then beginning to take place during each weekend of August. The size of the event, the occupation of the streets, the dimension of the production and the public assistance to the festivity are remarkable when it is compared to other traditional Italian festivals in the city of São Paulo, such as Saint Vito, in the neighborhood of Brás and Saint Gennaro festival, which occurs in the neighborhood of Mooca, both places characterized as ethnic (Italian) whose origins date back to the same historical moment of Bexiga (19th and 20th centuries).

In the editions of the Achiropita festivities of 2015 and 2016, the event occupied three streets of the neighborhood that were closed to the traffic of cars on Saturdays and Sundays. The number of 36 tents set there and offered typical food, drinks, sweets, and gifts, as well as a space destined for children entertainment such as bouncy houses, trampoline, etc., as shown in Figure 2.



Source: Printed guide of the 89th festivity of Achiropita (2015)

Figure 2: Map of the 89th party of Achiropita with the details of the tents

The festivity of Our Lady Achiropita is lived with intensity by the community and in rupture of the daily routine. There is a fixed panel in the street, delimiting the "entrance to the party", which illuminated, informs the edition, and the sponsors of the event. Every year, in August, the main street of the neighborhood[8], May 13th Street, where the church of Our Lady Achiropita is located, is taken over by aerial ornaments (figure 3) along the blocks where the festivity occurs, marking the festive tone of the community with flags in the colors of the Italian flag.

[8] May 13th, Saint Vincent, and Doctor Luis Barreto Streets.

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Source: Authors (2015)

Figure 3: Ornaments fixed on the streets where the festivity of Our Lady Achiropita takes place

The ornaments have been used since 1930 when the arches located in the two entrances of the street limited the public space to the access of any type of vehicle during a week. In this time the offering of food was already notable. However, the parish was not responsible for this; street vendors stayed nearby selling a restricted variety of items, such as popcorn and couscous (GRÜNSPUN, 1979). This aspect is also reinforced by the interviewee Sérgio Mamberti (resident of the neighborhood since the 1960s):

Interviewee: Here, Our Lady of Achiropita had a festivity that was modest in front of the church.

Interviewer: This modest party, do you remember when which was the date?

Interviewee: It has always been on that date.

Interviewer: And, did the festivity take place inside or outside the church?

Interviewee: It was at the door, like a bazaar. But it was something we would say that was modest; do you know what I mean? I do not remember the moment when this party took place for the first time; I know that about 30 years ago, it began to grow.

Interviewer: At that time, did the festivity last more than a week?

Interviewee: I do not think so.

Interviewer: Did it have food supply?

Interviewee: I think it had food supply, but it was a more modest thing (the fogazza), but it was all tiny, you know? It was a very strong festivity because of Achiropita church (Sergio was interviewed in June 2016).

It was between the years of 1950 and 1960 that the food trade began to be organized by the volunteers of the festivity. In the tents offered ham sandwich and popcorn produced by the women of the community, this way adding another tradition to the festivity besides the increase in the fundraising. The introduction of food to the feast only happened later "[...] which until then followed the style of a bazaar. The discovery of the interest of the general public in the food of the "mammas" resulted in its inclusion to the festivity which in the end, became a tradition" (AMARAL, 1998: 136-137 – free translation).

Since 1980, the festivity has developed the structured format that possesses today, according to the interviewed Maria Emilia, it had thirteen tents in total and approximately 200 volunteers; three years later, 22 tents were set with about 350 volunteers and in the late 1980s a restructuring occurred: a festivity team was formed, made up of parish couples. This organizational structure persisted with few changes until the last edition researched (2016).

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Source: Authors (2015)

Figure 4: A team working in the industrial-scale kitchen set up inside the parish dependencies

The dimension of the culinary production can be calculated by viewing Figure 4, at least nine cauldrons with the capacity to produce twenty liters (each one) of tomato sauce per day, to be commercialized during the feast. Amaral (1998: 130-131 – free translation) reinforces, regarding the types of food of ethnic influence, offered at the 72nd Festivity of Our Lady Achiropita in 1998: "There are served, also delicious Italian foods lovingly prepared by the "mammas" (Italian mothers, or who dominate the preparation of exquisite Italian snacks) of the community. From Tuesday on, every week, the "mammas" engage full time in the preparation of dishes such as *fogazza, fricazza*, *spaghetti* in the style of Achiropita, polenta, antipasto, pepperoni and melanzana in the oven, *sfogliatelli* and *canolli*, among several other very disputed foods"

The images presented in figure 5 show some people eating the typical dishes sold during the event. With the public space as scenery, there are no conventional or refined norms of etiquette, ceremony or hygiene (which does not mean the absence of them). According to the interviewee Maria Emília, the difference lies in the exclusive food available during the party; the pleasure of consuming it is related to the rupture of the routine, the possibility of leisure, considering that the annual occurrence of the festivity and the experience of eating "the best" (Italian food) in the "right place" (Italian neighborhood), strengthening the value through the ethnic product.

> Certainly, there are people who come because of the food, because they are walking, because it is the most popular food that you can eat on the street and still is good, there are people who come because they know that only happens once a year, because they know that only can eat the fogazza there, in that place, there is no other place like that (Maria Emília, interview granted in August 2015).

The act of eating in groups includes diverse symbolic values; one of them "consists in the fact that the newcomer establishes the right to share the food that belongs to the group, a small but important act of hospitality, expressing her/his acceptance of others" (SELWYN, 2004: 27). By sharing the table or the meal with another, one of the most recognized forms of hospitality is reinforced, assuming than a ritual and symbolic meaning to the mere satisfaction of a physiological need. This form of sharing, exchange, and recognition is identified by Boutaud (2001) as commensality. Therefore, it is not just about eating, but eating in common and being seen eating under the eye of others (Figure 5).

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Source: Authors (2015)

Figure 5: Commensality - participants of the 89th Festivity of Our Lady Achiropita

For Montandon (2011: 31 – free translation) "One of the very first features that mark the host attitude is the gesture of offering food and drink", in the case of the festivity of Achiropita, by offering food (although commercial) goes beyond the visitors welcoming, indicates the permanence of identity of this social group, the promotion of coexistence, that occurs both through the production of the dishes as well as in the sharing of the meal during the celebration.

It refers to sociability, the proposition that the interaction between individuals and the definition of society as "being with the other, for another, against another that, through the vehicle of impulses or purposes, forms and develops the contents and the material or individual interests" (SIMMEL, 1983: 168). The phenomenon resulting from the liberation of individuals (of a society) from all the ties with these contents and interests can be named sociability. Another concept mentioned by the author is that of association, which was defined as the form (realized in countless ways) by which individuals assemble in units that satisfy their interests. These interests, whether sensual or ideal, temporary or lasting, conscious or unconscious, causal or teleological, shape the basis of human societies.

> [...] Specific interests and needs certainly make men come together in economic associations, blood brotherhoods, religious societies... all these associations are also characterized, precisely, by a feeling among their members, of being connected, and the satisfaction derived from it (SIMMEL, 1983: 166-168 – free translation).

Being the category of interests which differentiates association from sociability, "Sociability can only occur in the neutralization, even momentarily, of the differences of individual contrasts, in the absolute gratuitousness of its realization, in the sublimation of reality" (SIMMEL, 1983: 168 – free translation). It presents more interest in how relations within society take place, in other words, in the forms they assume in practice, rather than in their contents. Sociability is seen as the feeling of relating to other people and being pleased with that relationship. It should be a sentiment of satisfaction, of pleasure, being integrated into a group with the exclusive purpose of enjoying the relationship with other people.

The pertinence of relating sociability as one of the dimensions of hospitality with the festivity of Our Lady Achiropita as a locus is given by the accessibility of the cultural manifestation, since it includes those who belong mainly to the neighborhood (the community) and the visitor, without segregation. The inequality among participants is not perceived either, it is "lived in sort of games, in which one of the implicit rules would be to act as if everyone were the same" (FRÚGOLI JR., 2007: 9 – free translation), because when experiencing a reception, the result is the appropriation of what is offered: from the public space to the food, the last one, fundamental to the practice of commensality.

VI. Conclusion

The occupation of the neighborhood by Italian immigrants, as well as the contributions or modifications in the course of its history, as in the case of the iconography that is present in the demolished architectural set, point out that such territories should be treated as identity subjects and ethnic reference in the city of São Paulo.

It is noticed that the interaction of the social groups that built, coexisted and stayed in the neighborhood of Bexiga favored the formation of a diversity that results in a peculiar culture, which takes place in the festive formation or in the use or interaction of its residents with the public space. Such factors that contribute to the tourist attraction and value chain formation, arise in the diversity of manifestations as a result of a lasting process of (re)adaptation, (re)appropriation, permanence and reinforcement of

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identity, according to Hall &Rath (2007) and Collins' (2007) discussions on ethnic tourism.

However, the festivity expresses, establishes and contributes to the formation of links between the community as an integral part in the process of initiating alliances among them, aiming to attract visitors. It is also considered that the public space of the neighborhood plays an essential role in the promotion of urban culture, because when it is used, it facilitates the initial reception of different groups, different cultures and their customs. When selecting the festivity of Our Lady Achiropita, as the specific manifestation, to identify and discuss the dimensions of hospitality, the relations of sociability can be analyzed. This perception is potentialized by the mutual participation of residents and visitors (tourists) through the practice of commensality (between the making and the eating), considering the substantial offer of food characterized by its ethnic influence and its exclusive availability during the celebration period.

The studies based on offer, demand, and efficacy have not been considered yet by the proposed interrelation between immigration, hospitality, and tourism in the city, using ethnic neighborhoods as an object. However, while pointing to similar examples in some North American countries and Europe, it was tried to reinforce the proposition that through the promotion of the neighborhoods, with their trade of specialties and manifestations, it would be possible to value underused central areas (of historical wealth) with tourist potential. Collins (2007) emphasizes the credibility of the tourist experience, stresses that authenticity is enhanced, for example, through the realization of ethnic festivals, community events, and celebration of national dates of the different ethnic groups. These aspects are present in the cultural manifestation studied.

Finally, in spite of the accelerated process of modernization that incessantly transforms the metropolises, as well as to phenomena such as globalization and acculturation, neighborhoods such as Bexiga, consolidate themselves as promoters of tourism into the city by offering different ethnic attractions, mainly referring to food and cultural manifestations.

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2. Sérgio Mamberti, June 29th, 2016. Media: 1 file m4a – 2h00m29s

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Effect of Promotion Online Destinations East West Nusa of Perception and Tourists Return Visit from Developed Countries

By Yan Syahroni, Akhmad Saufi & Baiq Handayani Rinuastuti
University of Mataram

Abstract- The purpose of this study was: (1) Demonstrate and analyze the effect of promotion online destinations West Nusa Tenggara to the perception of tourists from developed countries. (2) Demonstrate and analyze the effect of promotion online destinations to visit West Nusa back tourists from developed countries. (3) Demonstrate and analyze the influence traveler perception developed countries of West Nusa Tenggara on a return visit of tourists from developed countries. This type of research is quantitative research is associative. Methods of data collection conducted by researchers namely through surveys. sample in this research is the criteria were 30 samples with tourists who come from developed countries and make a return visit to the West. The data collection tool used in this study was a questionnaire. using analysis Partial Least Squares (PLS). conclusions of research that can be taken are: (1) Promotion Online has a positive and significant impact on the perception of tourists from developed countries. (2) Promotion Online has a positive effect but not significant Visits Back Tourists from developed countries. (3) Perception Travelers have a positive and significant impact on Return Visits Travelers from developed countries.

Keywords: *online promotion, perception of tourists, stay back.*

GJMBR-F Classification: *JEL Code: L83*



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Effect of Promotion Online Destinations East West Nusa of Perception and Tourists Return Visit from Developed Countries

Yan Syahroni [α], Akhmad Saufi [σ] & Baiq Handayani Rinuastuti [ρ]

Abstract- The purpose of this study was: (1) Demonstrate and analyze the effect of promotion online destinations West Nusa Tenggara to the perception of tourists from developed countries. (2) Demonstrate and analyze the effect of promotion online destinations to visit West Nusa back tourists from developed countries. (3) Demonstrate and analyze the influence traveler perception developed countries of West Nusa Tenggara on a return visit of tourists from developed countries. This type of research is quantitative research is associative. Methods of data collection conducted by researchers namely through surveys. sample in this research is the criteria were 30 samples with tourists who come from developed countries and make a return visit to the West. The data collection tool used in this study was a questionnaire. using analysis Partial Least Squares (PLS). conclusions of research that can be taken are: (1) Promotion Online has a positive and significant impact on the perception of tourists from developed countries. (2) Promotion Online has a positive effect but not significant Visits Back Tourists from developed countries. (3) Perception Travelers have a positive and significant impact on Return Visits Travelers from developed countries.

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I. Preliminary

Tourism is an important part that can not be separated from human life, particularly with respect to social and economic activities. Many developing countries, including Indonesia, also enjoy the impact of increased tourism. An increase in tourism is a major impact on economic growth tourist destination countries for being able to provide employment, income, living standards and prosperity and can enable other sectors. For a developing country like Indonesia, with tourism, it will increase the country's foreign exchange resources are used for sustainable development (Waru, 2015).

Indonesia is a country rich in resources and potential maritime with all the natural resources, ethnic and culturally diverse and unique so as to make Indonesia's tourism sector is highly prospective for a visit. The development of the tourism industry is an interesting phenomenon. Although tourism is also a sector that is very sensitive to changes that occur either internally or externally influence the amount and the desire of tourists to visit again.

Since 2011 until now, the Indonesian government through relevant ministries branding Indonesia with a brand of "Wonderful Indonesia". Branding Indonesia through Wonderful Indonesia is a way to introduce and sell Indonesia to bring the five elements of Indonesian tourism that is nature, culture, people, food, and financial value. All the elements are combined with a message that Indonesia is a fascinating country. Branding strategies have to make Indonesia better known and different for tourists (Febrina, 2018). Their branding of tourism in Indonesia is expected to grow.

One area that has the potential of tourism in Indonesia is West Nusa Tenggara province. West Nusa Tenggara (NTB) is a popular tourist destination that has good tourism potential in the lower mainland, the coast and the mountains (Mariah, et al., 2019). In addition to its natural beauty, NTB or known by the diversity of her tribe consists of three parts namely Sasak, Samawa, and Mbojo (Sasambo). NTB offers many attractions that can be visited such as Mount Rinjani, Gili Trawangan, Mount Tambora, Sasambo cultural, recreational marine tourism, and much more. NTB has great potential for tourism development, as well as a center for the development and travel, as well as a gateway in eastern Indonesia.

West Nusa Tenggara progress rapidly increasing tourism, in this case, is supported by the election of Lombok Island as the champion in the event the World Halal Travel Award 2015 in the category of World's Best Halal Honeymoon Destination and World's Halal Tourism destination in the United Arab Emirates (Junaidi, 2015). Subarkah (2018) explains that this is the type of tourism travel segment by delivering basic needs required by Muslim travelers with Islamic law. But the halal tourism facilities can also be enjoyed by tourists who are not Muslim, because the whole essence of the facilities which are intended only refers to facilities with label food nor drink kosher, kosher restaurants, and hotels sharia. Nugroho and Suteja (2018) describe the award as it has changed the trend of tourism in Indonesia, where it will have an impact on the perception and the return visit of tourists to the NTB.

Author α: Student of Postgraduate, Faculty of Economic and Bussiness, University of Mataram.
Author σ ρ: Lecturer of Postgraduate, Faculty of Economic and Bussiness, University of Mataram. e-mail: haralazmi87@gmail.com

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The promotion has been done by the local government, central government, and party activists in West Nusa Tenggara tourism including Lombok Sumbawa promotional Great Sale which has been held on 28 January 2019-28 February 2019. This promotion is a promotional event for any foreign tourists and tourist archipelago who want to visit Lombok, Sumbawa will get a discount on tickets, tour packages, even discount shopping. At the time these events travelers will be pampered with all the ease and pleasure of shopping. So that any such sale is expected to affect the perception of tourists about destinations within West Nusa Tenggara. Not less well with the strategy undertaken by the Department of Tourism (Dispar) East Lombok, where Dispar East Lombok ensures not remain silent in the pass promotion of tourism. Among that has been done is to form volunteer tourism marketing. This is done in order to improve the promotion. Volunteers will be moved to conduct tourism promotion online by using social media to promote Lotim travel to adorn your Facebook page, Twitter, Instagram and another social media account (SuaraNTB.com, 2019).

The number of tourists from developed countries with the highest rating is originally from Australia and then in the second and third-placed England namely Germany. Traveler existence of developed countries that have been in 2018 hope after 2018 can make a return visit to the West. In which the citizens of the developed countries are characterized by a high per capita income levels, security is guaranteed, ensuring the health, size of the unemployment rate, the advance of science and technology, as well as the level of exports is higher than the import (Diniari, 2018). Thus the likely travelers from developed countries have an opportunity to make a return visit to the tourist destinations in West Nusa Tenggara.

Some previous studies among others Mardiyani and Murwatiningsih (2015); Nuraeni (2016) showed that the promotion of a significant effect on a return visit. However, research Pupuani and Sulistyawati (2013) showed that the promotion effect is not significant to the return visit of tourists. Another research associate with the perception variable return visit, in which the results showed that the perception of a significant effect on a return visit (Widiana, et al, 2012). In contrast to the results of research Fahriani (2014) found different results where the perception not significant effect on a return visit. David's research (2013) shows that the promotional effect on perception.

Diverse research results from previous studies prompted researchers to re-examine these variables. Moreover, there is no research that connects the online promotion variables, the perception of tourists and a return visit tourist specifically studied in developed countries, as a proxy for a return visit travel. Based on the description the purpose of this study was to verify and analyze the effect of promotions online destinations on the perception of West Nusa Tenggara and return visits of tourists from developed countries. The purpose of this research is (1) Prove and analyze the effect of promotion online destinations West Nusa Tenggara to the perception of tourists from developed countries. (2) Prove and analyze the effect of promotion online destinations to visit West Nusa back tourists from developed countries. (3) Proving the perception of tourists and analyze the effect of developed countries to visit the West Nusa Tenggara back tourists from developed countries.

II. Literature Review

a) *Tourism Destinations*

According to Witt and Mountinho (1994) appeal of a tourist destination is the main motivation for tourists to visits. According grouped into five tourist destinations appeal, namely:

1) Natural attractions (natural attraction) that includes the natural landscape land, sea landscapes, beaches, climate or weather.
2) Tourist attraction in the form of the architecture of the building (building attraction) that includes buildings and historic architecture, buildings and modern architecture, archeology.
3) Tourist attraction managed dedicated (managed visitor Attractions), which covers the regional heritage industry, such as those in Britain, America Theme Park, Darling Harbor, Australia.
4) Cultural tourist attraction (cultural attraction) which includes theaters, museums, historical places, customs, religious places, special events such as festivals and historic drama (pageants), and heritage as the heritage of cultural relics.
5) Social tourist attraction like the lifestyle residents in tourist destinations.

One area that has developed the tourism world West Nusa Tenggara province. NTB progress rapidly increasing tourism, in this case, is supported by the election of Lombok Island as the champion in the event the World Halal Travel Award 2015 in the category of World's Best Halal Honeymoon Destination and World's Halal Tourism destination in the United Arab Emirates (Junaidi, 2015). Islamic Tourism is one form of culture-based tourism that emphasizes the values and norms of Islamic Shari'ah as a fundamental point. The value of Islamic law as a shared trust and confidence that Muslims become baselines in developing tourism activities. (Widagdyo, 2015).

b) *Online Promotion*

Online promotion is the promotion of the use of a digital device marketing that can reach all people, with a relatively affordable or use fees at all and is used to create a community, build relationships, and exchange information with fellow users of social media within a

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period not limited (Pamungkas, 2016). According to Ariani and Banjarnahor (2018), online promotion is marketing using digital technology or the Internet to achieve marketing goals, including efforts to develop or adjustment of the marketing concept itself, to communicate in a global network, changing the way companies do business with customers and promote a web business for commercial purposes.

Basically promotion is an effort in the field of information, urge, persuade and communication and it can be said that the sale is a two-way exchange of information between the parties - the parties involved. For companies that produce products or services, then the interactions that occur between companies and consumers only realized through the communication process. Online promotion is the process of the activities carried out by the (company) in offering goods or services that are introduced or advertised through online media (internet), so there is no face to face between buyers and sellers.

c) Perception Travelers

Paludi (2016) explains that the perception of destinations is a number of images, beliefs, and thoughts of travelers to a destination that involves a wide range of products and attributes related to tourist destinations. The perception of tourists can be seen when there is a strong link between a tourist destination with tourists to tourism activities. Pull one's motivation and destinations strong power, will make potential tourists candidates are increasingly interested in traveling to a destination. If this happens, it means that all the elements that are in the tourism system are functioning properly. Furthermore, after the tourists come to a destination,

The perception of prospective tourists will arise after reading the information on the object to be visited. Before the visit, tourists always learn attractions that would be the goal. Prospective travelers will consider various alternatives that exist in accordance with the criteria and motivation travel journey so it can make the right decisions. In an effort to recognize the area as a tourist or a tourist attraction tour destination, tourists learn the information obtained through advertising, books and friends/relatives. Such information will be tailored to your goals and desires in traveling, if these things have not been in accordance with his wishes, he will find other alternatives (Nieamah, 2014).

d) Revisit

Been essentially an inner urge to revisit a place or region of interest such person. Relation to tourism theory been drawn from the theory of purchasing the product, resulting in some categories of purchase that can be applied in a visit (Suwarduki, et al (2016). Bachtiar (2016) explains that to come back is a behavior that emerged in response to the object shown to customers to make repeat visits.

The visit is a matter in the minds of consumers to make a visit to a place. Persistence may arise if consumers have reached a point to settle on the initial visit they have done. If acquired by consumers away than expected, then they will lose the desire to use the services provided by a company. However, if the services are enjoyed by consumers to meet or even exceed the level of their interest, then they will tend to reuse these services products (Rangkuti, 2002 in Yunantias, 2015).

Relation to the world of tourism, purchasing decisions are assumed to be a decision been so theories regarding purchasing decisions are also used in the decision to visit. Purchasing the decision process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them (Peter and Olson, 2000: 162). There is a positive relationship between customer satisfaction, post-purchase behavior, and business performance. Customers who are satisfied in their purchasing will be a positive influence on post-purchase behavior, meaning that consumers who felt unfulfilled expectation levels before purchase with the perceived performance of the results after the purchase will increase the purchase commitments such as inter alia intention to buy back, the percentage of the purchase amount.

According to Bachtiar (2016), there are several factors that affect the tourists to make a return visit that wanted to come back, give recommendations to others, as well as their good reputation in the eyes of visitors. If these factors are going well then the rating will affect developed countries to remain on a return visit to the tourist destinations in West Nusa Tenggara.

e) Conceptual Framework

Based on the background, previous research and theoretical study then formed the hypothesis development that eventually became the conceptual framework in this study, as shown below.

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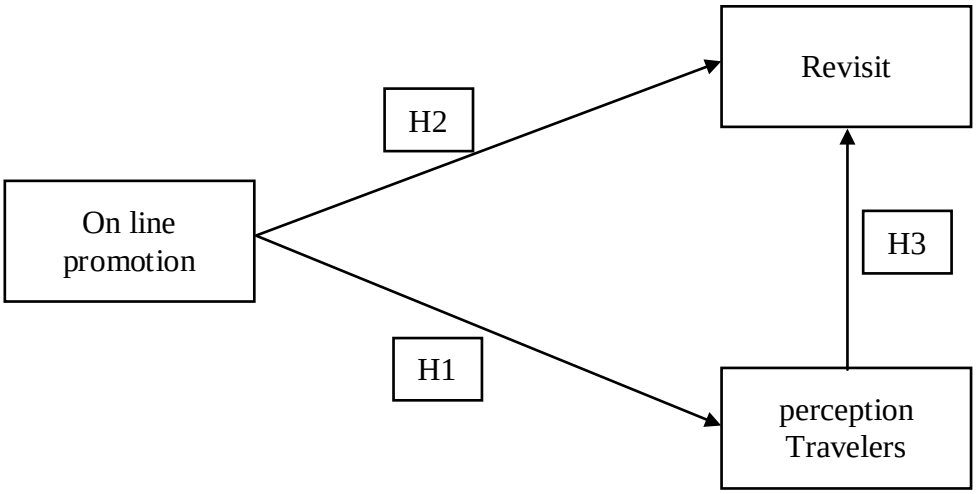


Figure 1: Conceptual Framework

III. Research Methods

This type of research is quantitative research. Quantitative research emphasizes the phenomenon-the phenomenon objectively and quantitatively assessed is associative, this is because in this study that is looking for an explanation in the form of a causal relationship between independent and dependent variables that ultimately aims to prove the hypothesis and provide empirically to assess the results of research-based theory- the existing theory that online promotion, the perception of tourists from developed countries, and a return visit of tourists from developed countries as well as their previous studies.

Methods of data collection conducted by researchers namely through surveys. The reason researchers used a survey technique is to obtain individual opinion data collected primary data or direct respondents (Hartono, 2014: 140). The number of variables in this study is as much as 3 variables so that the sample in this research is the criteria were 30 samples with tourists who come from developed countries and make a return visit to the West.

The data collection tool used in this study was a questionnaire. Data analysis tools using analysis Partial Least Squares (PLS). PLS analysis used in accordance with the issues that were examined, the condition number the sample is not large and there is no requirement of normality and other requirements strictly in accordance with a variety of statistical approaches parametric. PLS analyzes can work, both on indicators of formative or reflective indicators, where the this research is a reflective indicator. That is an indicator as if the variable that is affected by latent variables. This resulted in the event a change of one indicator will result in changes in other indicators in the same direction (Ghozali, 2011: 18).

IV. Research Result

Value determination (Q2) generated as a result of the evaluation of this research model can be seen in the following table.

Table 1: Value Determination Model

No.	Variables	R Square
1	Perception Travelers (Y1)	0.541
2	Visits Back (Y2)	0.273

The total diversity of data that can be explained by this research model is measured by:

Q2 = 1 - (1-R12). (1-R22)

Q2 = 1 - (1-0,5412) * (1-0,2732)

Q2 = 1 to 0.293 * 0.075

Q2 = 1 to 0.022

Q2 = 0.918

In this case Q2, together with the interpretation of the coefficient of determination (Q2) in the regression analysis. Based on the results of the total determination coefficient of 0.918 means that the diversity of data that can be explained by the model of this study was 91.8%. While the rest is explained by other variables outside the model that are not included in this research model.

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To determine the level of significance of the path coefficient, the value of t (t-value) generated by running a bootstrapping algorithm used to determine whether the hypothesis is accepted. At the 0.05 significance level. The significance level test results can be seen in figure 1.

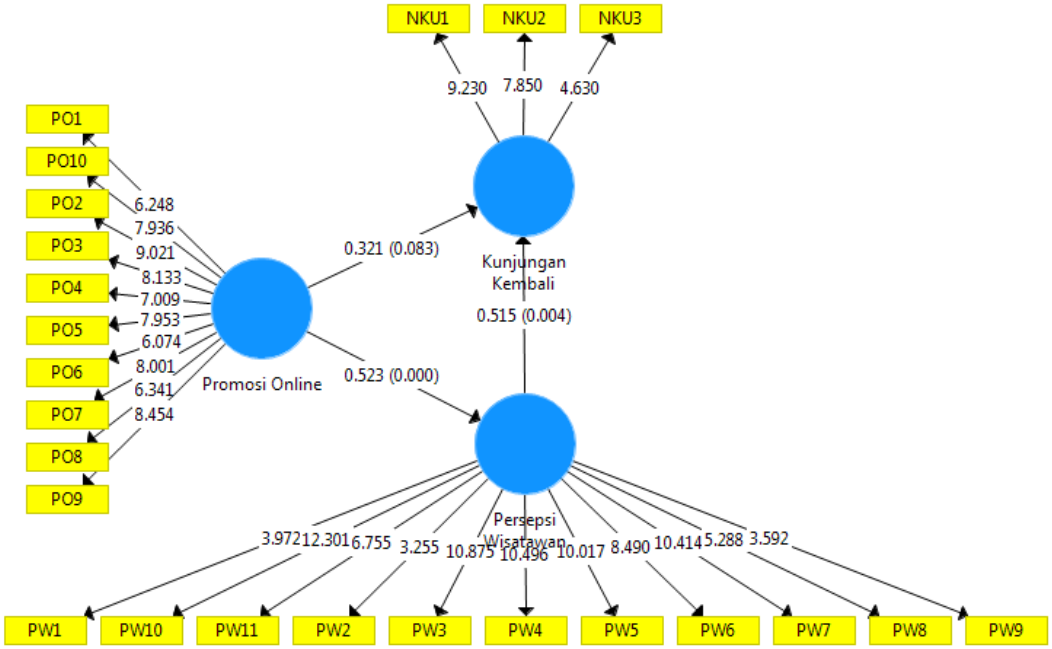


Figure 2: Test Results bootstrapping In Smart PLS

Table 1. summarizes the results of the hypothesis testing PLS approach. Values obtained from the output path coefficient Smart PLS can be found in Appendix 5. Based on the above table it can be seen that:

1) Online promotion has a positive and significant impact on the perceptions of 0,523 tourists from developed countries.
2) The online promotion have a positive but not significant influence amounted to 0.321 against the visit Back Tourists from developed countries.
3) Travelers' perception has a positive and significant influence amounted to 0.515 against the visit Back Tourists from developed countries.

V. Discussion

a) Online Campaign Against Influence Perception Travelers

The results showed that the Online Promotion significant effect on the perception of tourists from developed countries. Online perceived promotion tourists from developed countries can improve the perception associated with Traveler's tourist destinations of West Nusa Tenggara. Suryani (2013) explains that the development of Internet technology has changed many aspects of life including consumer behavior. Changes in the way of obtaining the information, the need to take decisions fast manner without being tied to space and time, and the need to actualize themselves in the virtual world affects both indirect and direct to consumer behavior in buying and consuming products. So that advances in technology could help the entrepreneurs in the world of tourism can promote their business more cheaply and quickly.

Promotion is very important in introducing a product and also attract consumers' willingness to buy the product. Due to the promotion, consumers will get to know about the products produced by the company (Rohaeni, 2016). Tourism promotion using social media very effectively at the intended target, namely tourists and potential tourists. Promotion is done directly by tourism players such as hotels, car rental services, travel tours, travel agents, tourism managers, event organizers, and others. Tourism actors convey information about products in general and connected with the website so that information can be directly accessed in detail and complete. Promotion is done jointly and in synergy with forming a community, both online and offline. Tourism promotion on social media affects more tourists to visit and more to popularize the tourism players about tourism and tourism products on offer. Traveler tourism players to interact directly even followers of each social media users can re-post the posting of stakeholders in tourism (Umami, 2015).

Research relevant to the research results of this study includes David (2013) showed that the promotion effect on the perception of customer satisfaction. This

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meant that the promotion done through social media can communicate interactively. The owners of the tourist destinations in West Nusa Tenggara travelers can also find out the response to the products offered by looking testimony or comments that are posted. In this context, tourists can have a view of a tourist destination that has promoted online. So that the tourists easily get an overview or view tourism. With the online promotion conducted by the activists in the world of tourism, it can improve the rating perspective of existing tourist destinations.

b) Effect of Online Promotion to visit Back

The results showed that the Online Promotion no significant effect on Kembalia Visits Travelers from developed countries. Online Promotion travelers perceived not affect directly the increase associated with Travelers Returning Visits West Nusa Tenggara travel destinations. People in the global era began to use the Internet as a means to search for information. The development of Internet technology has also changed the way people communicate. One can communicate with others whenever and wherever that person is and can share all kinds of information without space and time. Because through the Internet, any form of obstruction geographic erased, eliminated countries limit (Pamungkas and Zuhroh, 2016).

So in this era of tourism businesses use the Internet to promote tourist destinations online. Online promotion is a digital tool of marketing that can reach all people, with a relatively affordable or use fees at all and is used to create a community, build relationships, and exchange information with fellow users of social media within the time limitation for promoting existing tourist destinations (Pamungkas and Zuhro, 2016).

The results of this study are slightly different to the research conducted by Mardiyani and Murwatiningsih (2015); Nuraeni (2016) who found that the promotion of a significant effect on a return visit; where the good promotion will take visitors to be interested and decided to visit. Promotion of good and appropriate to the needs of the desired visitors, then the sale will bring changes to their decision to visit because of the promotion then the visitors will know the potential of attraction concerned and interested to visit. The online promotion conducted by the activists in the world of tourism can enhance the return visit of tourists.

Online promotions can significantly influence the Traveler Return visit when the first through perception Travelers. Meaning of Online Promotion is done, must be established first Travelers perception that the tourist destinations of West Nusa Tenggara very well so as to increase visits Returning travelers.

c) Influence Perception Travelers to Stay Back

The results showed that the perception of Travelers significantly influence Visits Returning from developed countries. Perception Travelers from developed countries can increase associated Travelers Returning Visits West Nusa Tenggara travel destinations. Perception rating refers to the brand image, where the brand can provide a snapshot of a product in which the brand can not be separated from the product that is a tourist destination (Suwarduki, 2016). Perception of prospective tourists will arise after reading the information on the object to be visited. Before the visit, tourists always learn attractions that would be the goal. Rating their perceptions about these attractions will encourage travelers to make a visit to a tourist attraction.

Law No. 10 of 2009 explains that the tourist attraction is anything that has the uniqueness, beauty, and value in the form of natural diversity, culture, and the result is the means of man-made or tourist visits. So the attractiveness of a tourist attraction should be maintained and cared for so that tourists come back to enjoy the attractions there. This will lead to a certain perception of each tourist visiting and when the assessment will be the tourist attraction well then the tourists will visit again.

In harmony with the results of research conducted by Widiana, et al (2012) in which the perception of tourists at the tourist attraction positive effect on return visits. It identifies that the better the perception of tourists then re-visit tourists will increase if the perception of tourists otherwise bad it will decrease the number of visitors. A person's perception arises because of sensation, in which sensations are felt or cause activity that joyous emotion. If tourists were satisfied with a travel ibyek they visit they will make a return visit to these attractions. With the perception of tourists who make them satisfied with the existing attractions will be able to increase the return visit of the tourist.

VI. Conclusion

From the research and wording above, the conclusions of the research that can be taken are:

1) Promotion Online has a positive and significant impact on the perception of tourists from developed countries.
2) Online promotions have a positive effect but not significant Visits Back Tourists from developed countries.
3) Traveler's perceptions have a positive and significant impact on Return Visits Travelers from developed countries.

VII. Recommendations

Based on traveler feedback to variable Online Promotion, the average traveler feedback smallest value of the value of items that are in the respondents's to understand and be understood ' and ' Have a good message delivery style', The message conveyed must

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be packed quick and not too long duration namus terms with the content and compelling message about destinations that are owned by Nusa Tenggara Barat. The person delivering the jam should be someone who has a professional character to communicate and be able to attract someone to listen and pay attention.

In accordance with the value of the lowest rating in response to a perception spec associated with Travelers' Security", For most the people, to travel is highly anticipated. Can momentarily "rested" from the routine of work and filled holiday by visiting new places, beautiful places, and unique places is entertainment in itself. Of course, in doing excursions, everyone wants a pleasant experience, for example, visited beautiful places, taste the local dishes, up-close look at the local culture. They certainly hope, when your tour is over, you will have new energy to resume activities of daily work. Therefore, tourists do not want to have an unpleasant experience while on vacation, for example, due to a disturbance of security around tourist sites. Each attraction, require security guarantees. For example, in each of the attractions, hotels, restaurants, and other tourist attractions, the security can be done by open or closed, to put the security forces on each object.

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Macroeconomic Theory and the Implication for Real Estate Cycles

By Oyedele J.B.
Obafemi Awolowo University

Abstract- The paper examines the implication of macroeconomic theory on real estate cycles. Certain macroeconomic factors such as increasing real interest rates, lack of credit availability and increasing product market competition as a result of higher rate of returns in the financial markets tend to dissuade real estate investments while favouring short term investors. It has been established that macroeconomic variables such as nominal interest rates explain almost 60% of the variation in real estate prices. Other macroeconomic variables such as the slope of the term structure, expected and unexpected inflation, industrial production, and the spread between high-grade and low-grade bonds act as a proxy for economic risk factors that are rewarded, ex ante, in the stock market. Hence a good understanding of macroeconomic theory and cyclical movement is a significant factor for efficient portfolio management and the resultant implication on investment decision making.

GJMBR-F Classification: *JEL Code: L85*

MACROECONOMICTHEORYANDTHEIMPLICATIONFORREALESTATECYCLES

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I. Introduction and Review of Past Studies

The extent and impact of macroeconomic factors on real estate cycles have been established in the literatures, particularly in consideration of the significant role of real estate market to economic growth and the resultant implication to monetary policy making (Alkali et al, 2018). Demir (2009) highlight that certain macroeconomic factors such as increasing real interest rates, lack of credit availability and increasing product market competition as a result of higher rate of returns in the financial markets tend to deter real investments while favouring short term investors. Fifield et al (2002) assert that the effect of macroeconomic factors on asset prices are well developed both theoretically and empirically, especially with fluctuations in macroeconomic variables. Mnyande (2008) highlights the potential positive and negative benefits of macroeconomic variables on the overall economic performance, interest rates which are low relative to inflation can be used to stimulate the economy, while the long-term consequences of high interest rates are quite destructive, and however, it is a requirement for economy to effectively offset any increasing inflation spiral.

McCue and Kling (1994) examined macroeconomic variables and real estate returns from data obtained from equity REIT between 1972 and 1991 and the outcome is that macroeconomic variables such as nominal interest rates explain almost 60% of the variation in real estate prices. Also, Brooks and Tsolacos (1999) uncovered the obtainable influence of interest rate term structure and unexpected inflation on property returns, similar to Brooks and Tsolacos, Ling and Naranjo (1997) estimated the impact of macroeconomic factors on the behaviour of real estate asset returns and investigated whether factors which have persistent influence on asset returns are priced based on forecast rather than on actual result-ex ante. The result from empirical evidence suggest that state variables such as the slope of the term structure, expected and unexpected inflation, industrial production, and the spread between high-grade and low-grade bonds act as a proxy for economic risk factors that are rewarded, ex ante, in the stock market.

According to Wilson and Okunev (1999) the proper understanding of cyclical movement is a significant factor for efficient portfolio management. The presentations of property appraisal that do not clearly take into account cyclical variations may produce unrealistic and impractical valuation estimates resulting in property assets being incorrectly/over-valued, especially at peak period or undervalued at low period. As a result, the decision to add or remove such asset from the general investment portfolio is likely to be influenced. The author used conventional spectral analysis techniques to examine property and financial assets for evidence of cycles and co-cycles. The outcome explicitly reveal that the very pronounced cyclical patterns that appear in direct real estate markets and the economy as a whole are very much less obvious once they have filtered through to securitised property markets and financial assets markets. The extent and impact of cyclical variations on investment returns and risk tend to cut across all forms of asset classes ranging from real estate to infrastructure investments, for instance Pyhrr et al (1999) highlights that investment across the various asset classes need to incorporate cycles and indeed their impact on returns and risks need substantial development to be useful to decision makers. Models should include linkages between macroeconomic factors and investment cash flow variables, and explicitly provide for sensitivities and lead/lag relationships.

A comprehensive report on property and economic cycles prepared by investment property databank and the University of Aberdeen on behalf of

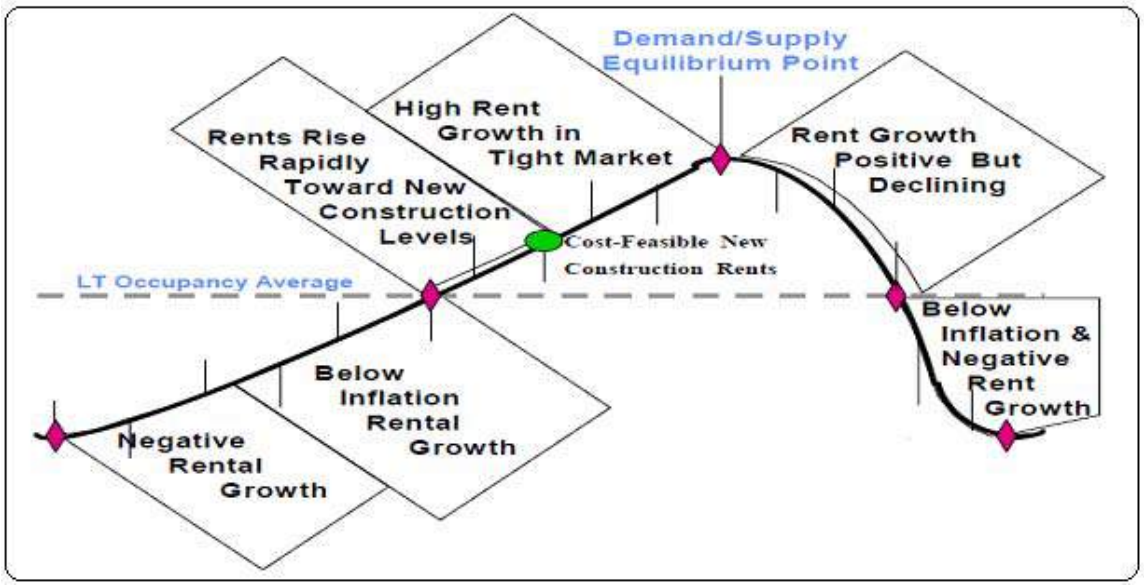
Author: Department of Estate Management, Obafemi Awolowo University, Ile-Ife, Osun State. e-mail: joe_christ2001@yahoo.co.uk

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the Royal Institution of Chartered Surveyors defines property cycles as recurrent but irregular fluctuations in the rate of all-property total return, which are also apparent in many other indicators of property activity, but with varying leads and lags against the all-property cycle. This is a result of the compounded cyclical influences from the wider economy, which are coupled with cyclical tendencies that are inherent to property markets. Economic cycles are the result of lags- things happening now that are the results of past decisions- and unfulfilled expectations- which mean that at least some of those current actions are inappropriate to current circumstances RICS (1994).

A twofold view of cycles was taken by Rottke and Wernecke (2002), one from the macroeconomic and the other from the microeconomic perspective, the macroeconomic real estate cycles are regarded as part of the business cycle and focus on overall development activity and sector unemployment rates and the linkages between cyclical behavior of real estate and other aggregate markets. Four markets were identified as part of the real estate market from the microeconomic point of view and include: the space market, the investment market, the market for new construction and the land market. A focus is put on elements like rent levels, vacancy and absorption rates and the role of different forms of expectations formation.

Similarly, Pyhrr et al (1999) explicitly differentiate macroeconomic cyclical variations from those of the microeconomic cyclical variations. Macroeconomic cyclical variations are primarily focused on the national, international or regional levels, also the general business cycle, inflation cycles, currency cycles, population and employment cycles, and technology cycles are examples of cycles that are generally classified under the macroeconomic category, including demand cycles, supply (construction) cycles, occupancy cycles, long cycles and short cycles, when viewed from the regional or national levels, are also considered macroeconomic. The microeconomic cyclical movements are basically focused on the urban area market, submarket or property location (Pyhrr et al, 1999).

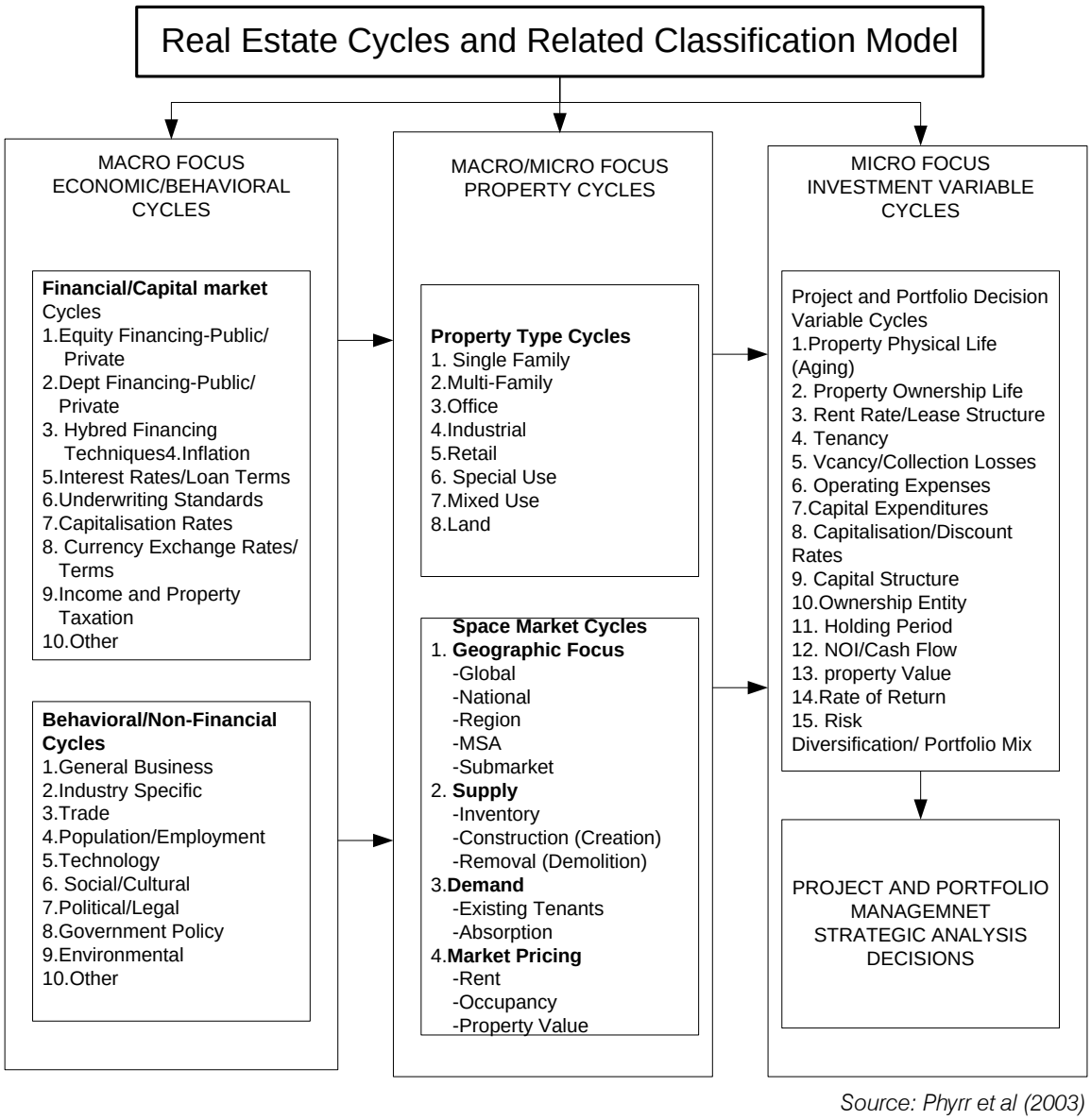


Source: Mueller (1995)

Figure 1: Physical Market Cycle Characteristics

A further classification of real estate cycle was made by Mueller (1995), a physical cycle that described only the demand, supply, and occupancy of physical space in a local market that affects rental growth and a financial cycle that scrutinizes the capital flows into real estate for both existing properties and new construction which affects property prices(Figure 1) Incorporating a more user friendly and wider range of cycle classification, Phyrr et al (2003) categorized cycle movements (Figure 2) into three; (1) The macro focus groups; the financial/capital market and the behavioural/non-financial, (2) A mix of macro and micro groups; property type cycles and the space market cycles and (3) the micro groups; the investment variable cycles group consisting of the project and portfolio decision variables.

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Source: Phyrr et al (2003)

Figure 2: Real Estate Cycles and Related Classification Model

This classification and distribution of the cycle framework into macro, macro/micro and micro cycles helps to explain the extent in which cycle variations tend to cut across the various sectors of the economy particularly the capital market into the macroeconomic cycles. It therefore suggest that policies and regulations that affect issues such as equity financing, debt financing (public and private), inflation and interest rates will tend to influence capital flows and the general investment climate. This view is also encapsulated by Mueller (2006) stating that *capital flows are the major factor affecting prices in real estate as well as all other investments.*

According to Mueller (2006) commercial real estate cycles has been viewed by various economists as a significant replica of the economy. As one of the three major factors of production (land, labor and capital) demand for commercial real estate is a necessary and important part of economic growth.

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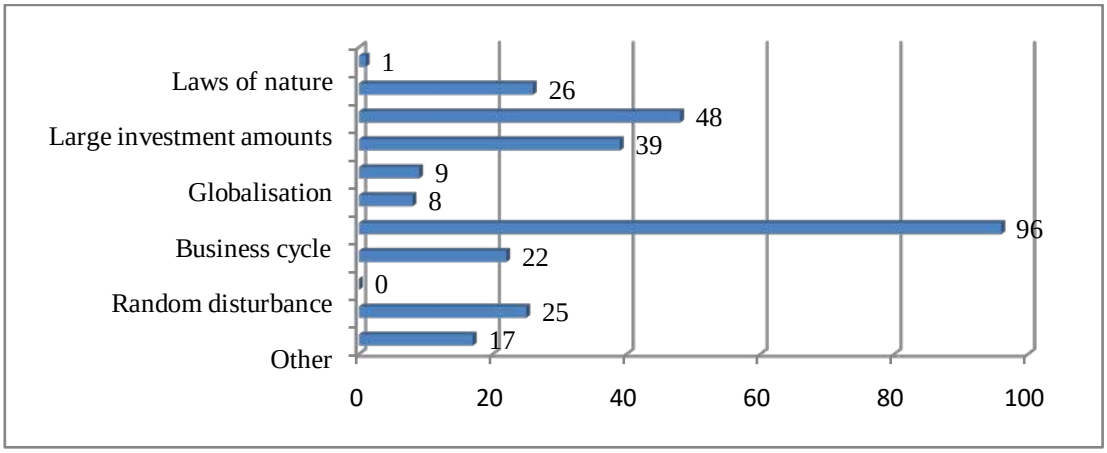
Economic Parameters	Lead Time	Property Market Parameters
Employment growth		Building rents
Inflation		Regional/central building vacancies
National and regional economic activity (GDP)		Property income and capital returns
Interest rates		Property values
Share market activity		Construction activity and development approvals
Alternative investment returns		Construction costs
Capital availability		Building space absorption
Foreign investment		Property capitalization rates

Source: Cowley (2007)

Figure 3: Dominant Economic and Property market parameters

The identification of real estate asset class as a financial vehicle has always been an important issue in the study of the wider economic, therefore understanding real estate cycles and the turning points of business cycles are, in particular, a significant reference for the public and private sectors in their economic and investment decisions (Chun-Chang et al, 2009). In establishing and evaluating the relationship between the real estate market and the economy, Cowley (2007) provide a range of dominant economic factors and their linkages with the property parameters (Figure 3) as an estimate of the lead and lag times existing between the turning points of numerous property market variables and economic indicators. These features are imperative in the development of forecasting models, which by implication affect key investment decisions and issues such as; acquisition, and disposition strategies, and the optimal holding period of each investment; different optimal strategies for leverage, lease structures, capital expenditure plans and operating policies will depend on the cycle projection made; and the nature and scope of market research, the types of data collected and analyzed and the structure of cash flow variations which need to be redesigned to accommodate cycle analysis (Pyhrr et al,1999).

Tracing the causes of cyclical movements to external and domestic causes, Renaud (1997) proposed an investigative survey of the global real estate cycle of 1985 to 1994 and identifies globalisation of financial markets as a major international factor affecting real estate market. The major financial deregulation and regulatory influence of capital flows that took place during the 1980s was accounted to have made the global real estate cycle possible. From a survey of German real estate practitioners undertaken by Wernecke et al (2004) globalisation was also identified as a factor that causes cyclical variations although the survey reveals that the general business climate/cycles is perceived as the most important influence on the real estate cycle (Figure 4).



Source; Wernecke et al (2004)

Figure 4: Causes of Real Estate Cycles

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Baum (1999) highlights that smoother and a less pronounced cycle is achievable especially when cyclicality is articulated over time and capital flows become more efficient through globalisation and the opening up of capital into the market. Articulating the effect and magnitude of cyclical variations on the economy becomes imperative for real estate investors, institutional investors and policy makers; this will not only influence investment decisions but also significantly develop a formative investment climate.

II. Sources of Finance and the Asset Classes

According to Adair et al (1994), investment involves the present commitment of a capital sum for benefits to be enjoyed in the future which could be in the form of an income flow or capital gain or a combination of both thereby utilizing capital for maximum possible return, for instance most institutional investors maintain a conservative investment style, trying to combine the highest return with the lowest risk level in the investment portfolio McGreal (1994). Investors have a number of options in terms of financial objectives, expectations and selections with respect to risk tolerance and return, these options between investments are usually referred to as asset classes. The ultimate about asset classes therefore is to provide a model structure to the numerous collections of financial instruments available for investment decision and selection to take place. Asset classes are important to investors, as each different asset class has a different risk profile and effect on portfolio performance (Finweek, 2006).

The pioneering studies on the significance of asset allocation by Brinson et (1986) has attracted so much support and criticism, the study show that asset allocation decision commands 94% as the key determinant of portfolio returns, other factors are market timing 2% and security selection 4 %. Jahnke (1997) observe an anomaly with this analysis, stating that the focus was on explaining portfolio volatility rather than portfolio returns, instead, investors should be more concerned with the range of likely outcomes over their investment planning horizon than the volatility of returns. A study by Ibbotson and Kaplan (2000), also support that asset allocation explains about 90% of the variability of returns over time. Ho et al (2006) highlight asset allocation as an important component in balancing asset weights in a portfolio within the constraints of an investor's capital resources and investment time horizon, in order to attain the most favourable risk-return trade-off for the investor. Similarly, the Vanguard Group (2006) also identifies that strategic asset allocation, or policy allocation, is the most important determinant of total return and risk for a broadly diversified portfolio, Adair et al (1994) also assert that the optimal allocation of asset classes forms an integral part of the investment decision-making process.

This is particularly significant in determining investment performance which varies over time for different asset classes.

The above table shows percentage returns for various asset classes performance measured over each calendar year ranging from overseas equity to cash. In 1994, the UK property exhibits a superior quality among the asset classes and rated best performing. However, in 2008 after the onset of the credit crunch which tend to have a global effect on the international investment climate, the performance of the UK property was adversely affected and the worst hit was on the UK equities which was rated best performing in 1995. Investing in several asset classes which tend to have different performance characteristics therefore increases the diversification benefits which protect the investor from losses associated with just one asset class thereby reducing volatility by offsetting the falls of one asset class with the gains of another within the investment portfolio (Scottish Widows, 2009). Efficient diversification becomes a model structure for investors to sufficiently benefit from the quality performance of other asset classes.

Adair et al (1994) highlight the significance of efficient diversification to an investment portfolio; the optimal allocation of asset involves combining investment with less than perfect positive correlation between the returns of the assets involved in order to reduce risk without sacrificing the portfolio's returns. McGreal et al (2006) conjectures that the rationale of diversifying an investment portfolio is to reduce non-systematic risk, this arises from a number of sources including lease terms, operating and financial leverage, tenant mix and location. These factors are influenced by business cycles (local, regional, national and international); socio-economic trends (demographic, employment and income); and the macroeconomic factors such as levels of inflation and interest rates.

From the academic and professional perspectives Adair et al (2007) and the Australia and New Zealand (ANZ) Banking Group (2007) identify various asset classes in relation to their central characteristics as affects class (defensive or growth), return, risk, liquidity, transparency and holding period (Table 1).

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Table 1: Key Characteristics of Asset Classes

Asset class/type of fund	Return	Risk	Liquidity	Transparency	Holding period	Class
Cash	Low	Low	High	High	Short/medium	Defensive
Gilts	Low	Low	High	High	Long	Defensive
Corporate bonds	Medium	Medium	High	High	Long	Defensive
Property	Medium	Medium	Low	Low	Medium/long	Growth
Equities	High	High	High	High	Short/medium	Growth
Private equity	High	High	Low	Low	Short/long	Growth
Hedge funds	High	High	Low	Low	Medium/long	Growth

Source: Adair et al (2007) and ANZ (2007)

Defensive assets such as cash and fixed interest assets are assets intended to provide a shield for investors who are risk adverse and prefer a safe and more secure investment and a steady returns. While growth assets such as property and shares are more volatile and higher risks assets designed for investors who are willing to maximise the cyclical peaks and troughs of the investment climate (ANZ, 2007).

It is arguably believed that real estate investment is a good diversifier of risk, considering the correlation between direct real estate and alternative asset classes, Lee (2004) examined the risk reducing benefits of adding property to increase diversification and identify in which periods real estate helps to reduce portfolio risk. The results suggest that for 70% of the time direct real estate would have contributed little to the return performance of alternative assets. In others words, returns from direct real estate only offset the losses in the alternative asset about 30% of the time. However, this increase in performance occurs when the alternative asset showed negative returns.

A similar study by Adair, McGreal and Webb (2006) propose that real estate tend to be a good portfolio diversifier for low- and medium-risk portfolios only for non-securitized real estate returns as well as real estate returns from pooled property funds and real estate common stocks (securitized real estate) but have virtually no impact on the allocations for common stocks, government bonds (gilts) or inflation. However, placing this assertion in the context of a different investment climate such as the current credit crunch tends to depict a different investment performance. In the light of this, Liow and Zhu (2007) highlight that the optimal performance of real estate portfolio during a bear market (market characterized by falling prices for securities) regime show a different outcome from those of the bull market (market characterized by rising prices for securities) system, with higher correlations between various real estate security markets' returns in the bear market regime than in the bull market regime. Therefore taking into consideration the effect of market variations due to regime shifts might result in sub-optimal asset allocation and inaccurate portfolio performance measurement.

Closely related to the real estate asset class is the infrastructure investment which is already emerging as a separate asset class. According to Newell et al (2009) the last ten years have witnessed an unprecedented growth and performance of investment in listed infrastructure and the global infrastructure sub-sectors, basically outperforming other asset classes such as global stocks and the real estate (Table 2) revealing the average annual returns for one-, three-, five and ten-year holding periods for global infrastructure and the various global asset classes at the fourth quarter of 2006.

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Table 2: Global Infrastructure Performance Q4: 2006

Asset class	Average annual returns (%) 1Y	3Y	5Y	10Y
Infrastructure	44.3	31.0	27.7	12.8
Toll roads	33.8	28.7	32.0	NA
Airports	63.0	33.9	26.0	NA
Communication	32.3	46.9	21.7	NA
Ports	76.4	38.0	33.2	NA
Diversified	73.7	−5.7	−10.8	NA
USA	31.6	51.1	24.2	NA
Europe	56.0	32.2	29.4	15.0
Asia Pacific	29.3	24.6	25.5	7.5
Utilities	35.7	26.4	17.4	11.5
Property companies	42.8	31.3	28.5	16.5
Stocks	20.6	16.4	11.9	9.2
Bonds	6.1	2.9	8.4	5.2

Source: UBS (2007)

As a result of the foregoing, it is not unexpected to see property companies both at the international and domestic levels, including infrastructure in their investment portfolio cutting across a wide range of infrastructure investment subsectors (Table 3). Economic infrastructure consists of services for which the user is prepared to pay; investments may be sourced through government privatization processes, sales of businesses already in private hands, or by constructing and subsequently operating the asset, although subject to varying scales of regulatory supervision and market risk.

Table 3: Infrastructure Investment Classification

Economic Infrastructures	Social infrastructure
Transport - Toll roads, bridges, tunnels - Air ports - Sea ports - Rail networks	Education facilities - Schools - Universities
Utilities - Distribution of gas, electricity and other energy sources - Treatment and distribution of water - Renewable energies - Communication infrastructure	Health care facilities - Hospitals - Aged care - Child care
Specialty sector - CAR PARKS - Storage facilities – - Forest	Correctional facilities - Courts - Jails and prisons

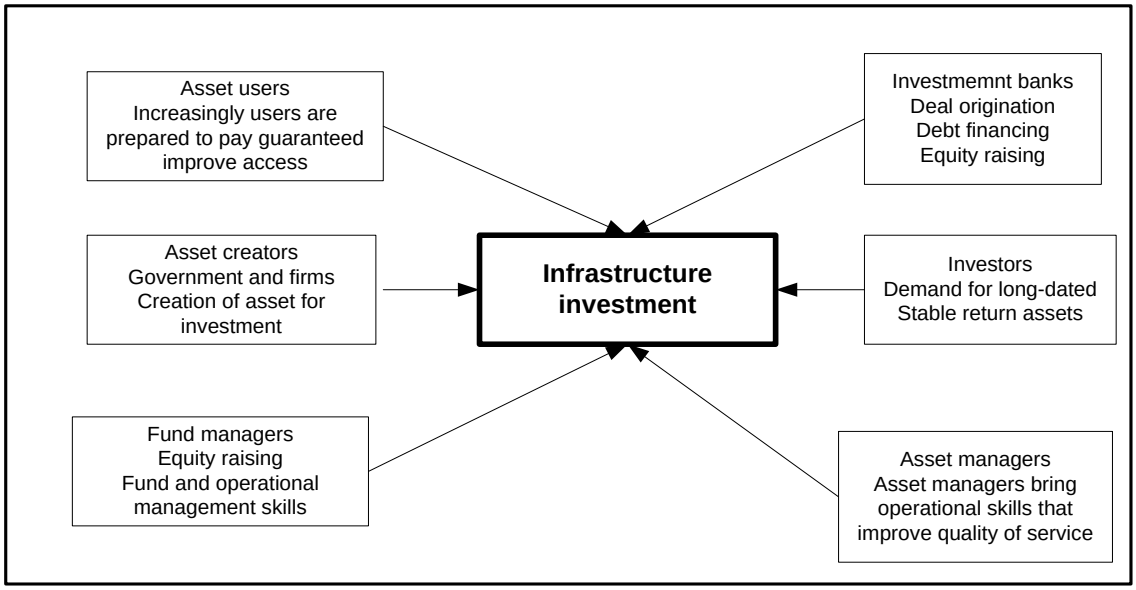
Source: RREEF (2006)

Social infrastructure investments typically consist of partnerships between the public and private sectors under which the government continues to provide the core service while the private sector builds, owns, operates and maintains the physical assets and facilities. These arrangements are usually described as public/private partnerships (PPPs) and are generally employed in sectors such as affordable housing, schools, public transport and hospitals. RREEF (2005).

Evidence of the Private Finance Initiative (PFI) introduced in the UK in 1992 is a clear indication of a Public Private Partnership model used to procure projects involving the construction of assets needed to deliver public services cutting across intricate and major public sector infrastructure projects such as in transportation, schools, defense, leisure, culture, housing and public health infrastructure. As of March 2008, over 625 PFI projects had been signed with a total capital value of $90.4Bn[1].

[1] Kearsarge Global Advisors in coordination with Abertis, Allen & Overy LLP, Barclays Capital, Carlyle Infrastructure Partners, Chadbourne & Parke LLP, Citi Infrastructure Investors (CII), Credit Suisse, Debevoise & Plimpton, Freshfields Bruckhaus Deringer, Fulbright & Jaworski, Mayer Brown, McKenna Long & Aldridge LLP, Merrill Lynch, Morgan Stanley, RREEF, RBC Capital Markets, Scotia Capital, and UBS.

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Source: First State Investments 2008

Figure 5: Key Players in Infrastructure Financing and Provision

There tend to be a consensus among the key players (Figure 5) in infrastructure financing and provision that infrastructure as an asset class has reached a new phase in its growth and expansion, this relates to the benefits of increasing investment returns derived from the maintenance and upgrading of existing assets and the broad range of opportunities included in the construction of new assets (PEI, 2009) Despite the current global financial crises, institutional investors tend to remain attracted to the infrastructure asset class for its quality as a valuable diversifier capable of delivering meaningful risk-adjusted returns over the long term.

Table 4: Attractive Asset Classes in Different Economic Environments

GDP Growth		Inflation
Rising	Equities Resources Real estate Infrastructure	Resources Infrastructure
Falling	Bonds Real estate Infrastructure	Bonds Equities Real estate

Source: Lindeiner and Eckermann (2009)

Reinforcing the above claim, Lindeiner and Eckermann (2009) highlight that the attraction of infrastructure in an environment of an intense global recession and extended volatility on financial markets lies in the resilient characteristics and the portfolio benefits that it offers across the business cycle. In periods of accelerating inflation (Table 4), infrastructure assets tend to have structures in place such as the road tariff that allow for an annual adjustment to the consumer or retail price index.

III. Conclusion

The paper demonstrates the significance of macroeconomic theories to real estate cycles. Appropriate understanding of cyclical movement is a significant factor for efficient portfolio management. The presentations of property appraisal that do not clearly take into account cyclical variations may produce unrealistic and impractical valuation estimates resulting in property assets being incorrectly valued, either over-valued, especially at peak period or undervalued at low period. As a result, the decision to add or remove such asset from the general investment portfolio is likely to be influenced. The resultant implication on real estate investment could be far-reaching particularly on risk and return. The degree and effect of cyclical variations on investment returns and risk tend to influence virtually all forms of asset classes including real estate and infrastructure investments. Hence, investment across the various asset classes need to incorporate cycles and indeed their impact on returns and risks need substantial development to be useful to decision makers. Conclusively, the study of macroeconmic theory and its impact on cyclical variations has been

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recognized to generally influence the wider economy and particularly the influence of globalisation and business cycles on financial markets and capital flows.

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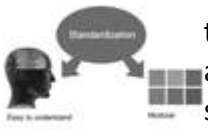
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Techniques for writing a good quality management and business research paper:

1. Choosing the topic: In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

2. Think like evaluators: If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

3. Ask your guides: If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

4. Use of computer is recommended: As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

5. Use the internet for help: An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.



6. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

7. Revise what you wrote: When you write anything, always read it, summarize it, and then finalize it.

8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection.

Segment draft and final research paper: You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

Written material: You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.

Criterion for Grading a Research Paper (Compilation) by Global Journals

Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.

Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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