

Competitiveness of Kandy City as a Heritage Tourist Destination in Sri Lanka

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Abstract

The City of Kandy is well known all around the world due to its world heritage sites. Therefore, it has become a renowned tourist destination in Sri Lanka. However, it needs a sustainable image to position the city as a heritage tourist destination. It is also necessary to construct a sustainable heritage destination marketing model which will enable to enhance and sustain destination competitiveness of the City of Kandy. In order to create a successful destination marketing model, this study attempted to identify key factors of distinctive destination points that determine Kandy city as a distinctive tourism destination point. Primary data was collected through a questionnaire survey using a sample of 108 tourists considering the tourists in the city during the research period as the population. The study reveals that tourists are highly considering the destination management. Additionally, “resources” and “attractions of the city” and “level of safety and security” are seriously considered factors.

Keywords: Heritage Tourism, Destination Competitiveness, Sacred City of Kandy, Model of Destination Competitiveness

Introduction

Heritage sites are attractive destinations for visitors in almost every country and heritage tourism is increasing day by day (Hasan and Jobaid, 2014). Accordingly, the tourist industry adopts Destination Marketing as a strategic

approach of place/site development. In this context, economic and cultural interests of local communities, local businesses and tourists are considered (Zbuckea, 2014). Sri Lanka's tourism has boomed to a new milestone having 1,527,153 arrivals in 2014 which is an increase of 19.8% over last year's 1,274,593 arrivals (www.sltda.lk, accessed on 19.03.2016). In 2013, the number of tourists arrived to the country as per the Religious & Cultural purpose was 4.8 % but in 2014 it was decreased to 0.01 % and 2015 it was 0.1% (Sri Lanka Tourism Development Authority Statistical Report, 2015). When compared to number of foreign visitors visiting the museums, total number of foreign visitors arrived to museums all over the country were 50,184 among them only 3,252 visited to Kandy National Museum (Sri Lanka Tourism Development Authority Statistical Report, 2013). These Statistical data proved weak competitiveness of Kandy as a heritage tourism destination and as well as the country. In recent years, tourism has become a highly competitive market throughout the world. For this reason, it is vital if the competitiveness of destinations can be measured enabling to identify the strengths, weaknesses, opportunities and threats to develop their future strategies.

Destination competitiveness is the ability of a destination to increase tourism expenditure to increasingly attract visitors while providing them with satisfying, memorable experiences and to do so in a profitable way, while enhancing the well-being of the destination residents and preserving the natural capital of the destination for future generations (Ritchie and Crouch, 2003, as cited, Azizet *et al*, 2014).

The UNESCO declared Kandy as a world heritage site in 1988, being one of the living ancient capitals of the world today and named it as "Sacred City of Kandy". Having a unique identification as "Sacred City of Kandy" it has higher potentials to be a well-recognized heritage tourist destination in country and the world. Kandy city is one of the largest and significant cities in the country after Colombo and it was the last capital (kingdom) of the ancient Sri Lanka.

Place marketing is not only limited to increasing the tourist trade, but also plays an important role in regional and urban development (Maheshwarriet *et al*, 2001). Therefore, active participation of both private and public sectors are necessary to implement sustainable heritage destination marketing framework because it plays an important role in sustainable urban development. Sustainable development implies development to meet the needs of current generations without negative impact on meeting the needs of future generations (Rehan, 2013). Since Kandy is a world renowned heritage site our responsibility is to conserve and protect this site by implementing sustainable tourism destination marketing strategies. Hence, this study attempts to identify factors affecting the competitiveness of Kandy City as a heritage tourist destination.

Literature review

Heritage Tourism

There is no singular, specific definition for heritage tourism. “Heritage tourism is largely connected with the cultural legacy of the past, cultural resources usually contained in old buildings, museums, monuments and landscapes or represented and interpreted in specialized heritage centers” (Richards, 2000). This is a broad concept that includes natural as well as cultural environment. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life (The Charter Etos, 1999, as cited in Gunlu, n.d.). This broad view of heritage is reflected in the definition adopted by UNESCO in the World Heritage Convention. The Convention divides heritage into two categories namely cultural heritage and natural heritage.

“Cultural heritage” is defined as a monument, group of buildings or site of historical, aesthetic, archaeological, scientific, ethnological or anthropological value and “natural heritage”, designating outstanding physical, biological and geological features; habitats of threatened plants or animal species and areas of value on scientific or aesthetic grounds or from

the point of view of conservation (World Heritage Convention,1972). This combination of cultural and natural heritage reflects in many national inventories. Case study area of this research is also rich in above mentioned both natural and cultural heritage categories.

Determinants of Destination Competitiveness

Researchers have agreed that Ritchie and Crouch's model of destination competitiveness (2003) is now arguably the most comprehensive and most rigorous of all models of this type currently available. Broadly these researchers argue the well-being for its residents on a sustainable basis. Crouch and Ritchie began to study the nature and structure of destination competitiveness in 1992 (Crouch & Ritchie 1994, 1995, 1999; Ritchie & Crouch 1993, 2000a, 2000b). Chambers and Lagiewski, (2010) attempted to develop a conceptual model based on the theories of comparative advantage and competitive advantage. Their model incorporates the main elements of macro (national) and micro (firm) competitiveness, as well as comparative and competitive advantages of tourism destination.

This model contains seven (7) components which play a major role, from a policy perspective, in determining the competitiveness/sustainability of a tourism destination. Those seven components are "macro environment", "micro environment", "core resources and attractors", "supporting factors and resources", "destination management", "destination policy planning and development" and "qualifying determinants". Another model which was developed in a cooperative effort by researchers in Korea and Australia identified six main determinants such as "Created Resources", "Inherited Resources", "Supporting Factors", "Destination Management", "Demand Conditions" and "Situational Conditions"(Omerzel, 2006). In this model, all the factors were classified two categories' namely "Resources" and "Destination management".

Another study has divided the resources category into two types as endowed (inherited) and Created (Dwyer and Kim, 2003). Further these studies identified the endowed resources as Natural (mountains, lakes, beaches,

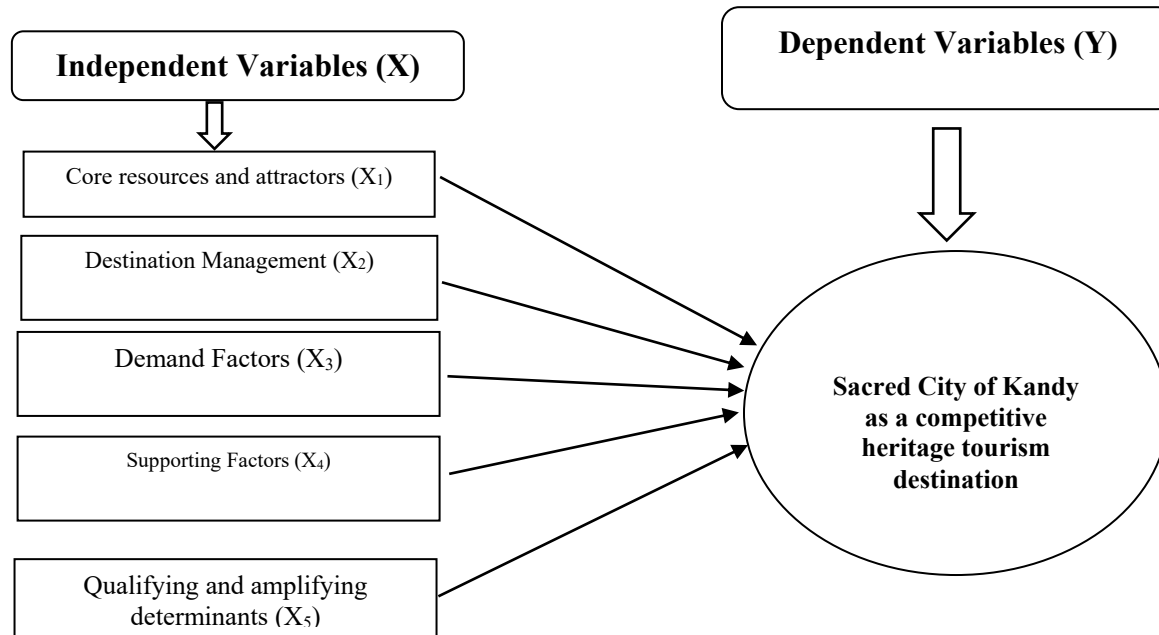
rivers, climate etc.) and Heritage or Cultural (cuisine, handicrafts, language, customs, belief systems etc.). These literatures also argued that relevant resources include tourism infrastructure, special events and the range of available activities, entertainment and shopping etc. Also necessary Supporting Resources or enabling factors include general infrastructure, quality of service and accessibility of destination, hospitality and market ties etc are decisive for the competitiveness (Dwyer and Kim, 2003). Situational conditions related with economic, social, cultural, demographic, environmental, political, legal, governmental, regulatory, technological, and competitive trends and events that impact on the way firms and other organizations in the destination do business.

Following table summarizes major factors and sub factors considered by researchers for similar studies. Based on those factors, it was able to design a model illustrated below that maintains relationship between a set of five independent variables and a dependent variable to evaluate the competitiveness of Kandy city as a heritage tourist destination in Sri Lanka.

<p>Table 1-Identified factors through the literature survey 1. Core resources and attractors</p>	<p>Natural, climate, culture and history Comfortable climate for tourism, Natural landscape, Wonderful scenery, Cultural and historical attractions, Artistic and architectural design, Traditional arts and crafts, Exotic and unique local custom, Unspoiled nature, National parks/Nature reserves, Historic/Heritage sites and museums, Artistic/Architectural features, Traditional arts, Variety of cuisine, Cultural precincts and (folk) villages.</p> <p>Tourism Superstructure Variety of accommodation, Quality services in accommodation, Variety of Food & Beverage services, Quality services in Food & Beverage services, Variety of evening entertainments, Tourism activities, Variety of shopping items, Presence of service providers. Created Resources Special events, Available activities, Entertainment.</p>	<p>(Khin et al,2014) (Dwyer & Kim, 2003), (Omerzel, 2006)</p>
<p>02. Supporting Factors</p>	<p>General infrastructure Adequacy of infrastructure to meet visitor needs, Health/Medical facilities to serve tourists, Financial institution and currency exchange facilities, Telecommunication system for tourists, Local transport systems, Waste disposal, Electricity supply.</p> <p>Accessibility of destination Distance/Flying time to destination from key origins, Direct/Indirect flights to destination, Ease/Cost of obtaining entry visa, Ease of combining travel to destination with travel to other destinations, Frequency/Capacity of access transport to destination.</p> <p>Quality of service Tourism/Hospitality firms which have well defined performance standards in service delivery, Visitor satisfaction with quality of service.</p> <p>Hospitality Friendliness of residents towards tourists, Existence of resident hospitality development programmes, Resident support for tourism industry, Ease of communication between tourists and residents.</p>	<p>(Dwyer & Kim, 2003) (Omerzel, 2006)</p>
<p>03. Destination Management</p>	<p>Cleanliness in destination, Safety and security, Public bathrooms and restrooms, Multilingual signage, Easy access to get destination map/ leaflets, Favorable policies to tourists.</p> <p>Preservation cultural heritage, Conservation of local tradition, Environmental conservation, Efficiencies of tourism and hospitality staff.</p>	<p>(Khin et al,2014), (Omerzel, 2006)</p>
<p>04. Demand Factors</p>	<p>Destination perception, Destination preferences, Destination awareness</p>	<p>(Dwyer & Kim, 2003),(Omerzel,2006)</p>
<p>05. Qualifying and amplifying determinants</p>	<p>Safety and security Level of visitor safety in destination. Incidence of crimes against tourists in destination.</p>	<p>(Dwyer & Kim, 2003)</p>

Source: Authors, 2016

Figure 1-Conceptual Framework



$$Y = -0.162 + 0.272X_1 + 0.679X_2 + 0.019X_3 - 0.022X_4 + 0.127X_5$$

Findings discussion

Gender: Most of the respondents were male as it accounts for 54.63 percent of the sample while the rest of 45.3 percent accounts for the female respondents. These percentages are more or less the same with the national tourist arrival during last few years as depicted in the table below.

Table 2-Percentage distribution of tourists' arrivals the country

Years	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Male	63.0	60.2	60.4	59.7	54.1	59.2	55.4	62.1	55.3	53.6
Female	37.0	39.8	39.6	40.3	45.9	40.8	44.6	37.9	44.7	46.4

Source: Sri Lanka Tourism Development Authority Statistical Report, 2016

Age category of tourists to the country: The majority of the respondents of the sample belongs to the age category of 25-34 years which is 75.93 % of the sample, next highest age distribution goes to age category of 35-44 years which accounts for a percentage of 16.67% of the sample. The least number of respondents belongs to the age category 45-54 which is of 0.93% from the sample.

According to Sri Lanka Tourism Development Authority Statistical Report 2015 majority of arrivers were from the age category of 30-39 which accounted for 22.6% and next highest arrivals are from the age category of 40-49 and least arrivers are from the age category of 3-9 and the 60 & over it indicates 9.9 % and the 13.9% (Sri Lanka Tourism Development Authority Statistical Report, 2016).

Education and occupation: More than half of the respondents, 52.8%, were graduates while 22.2% were holding postgraduate's qualifications. This is presumably a positive factor for a perception studies. Also this provides an idea that the tourist arrived to the city is educated and accordingly tourist industry needs to be organized. This is further emphasized as a higher percentage of the respondents, 62%, were professionals, while 20.4 % represented with students.

When compare with statistical data of Sri Lanka Tourism Development Authority Statistical Report 2015 majority of arrivers were engaged in professional and its percentage 21.3 % it ensured from this study among them most of tourists visited to sacred city of Kandy because city is their one of attractive places.

The key motive/interest of the visit: This study identified that more than one third of the tourist to the city are interested with the cultural and environmental interest accounting 34.3% of the visitors. Their key interests are the temple of tooth relic, Peradeniya botanical garden and the Udawaththa kale forest situated in the Kandy. Next highest amount of visitors' (24.1%) are interested with the cultural and adventure.

Preferable time and duration to be in the city: Tables below illustrates the preferable time and duration to be in the city. Accordingly, morning time is the most preferable while the night is the least preferable. However, that should be further inquired why tourists do not like to be in the city during the night. Also the maximum duration is less than two days. This general information may be helpful to the industry in organizing the city for tourists.

Table 3: Time that tourist like to visit around the city

Time that tourist like to visit around the city	Frequency	Percent	Valid Percent	Cumulative Percent
Morning	65	60.2	60.2	60.2
Afternoon	21	19.4	19.4	79.6
Evening	21	19.4	19.4	99.1
Night	1	0.9	0.9	100.0
Total	108	100.0	100.0	

Source by- Author/ Survey data 2016

Table 4: Duration of stay in the city

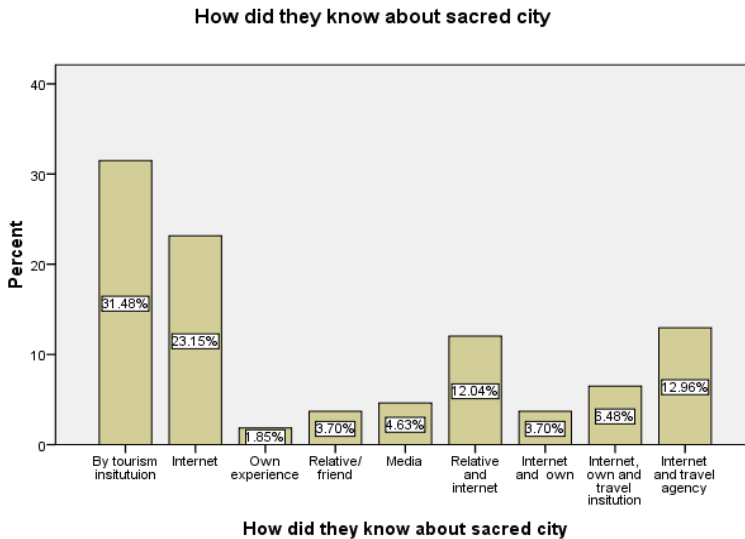
Duration of stay in the city	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2 days	65	60.2	60.2	60.2
2-5 days	42	38.9	38.9	99.1
6-10 days	1	0.9	0.9	100.0
Total	108	100.0	100.0	

Source by- Author: Survey data 2016

The statistics in the table indicate the necessity of attractive destination marketing tools to increase arrivals stay in the city.

Visitors awareness of the sacred city: As the below graph indicates majority of the arrivers get to know about the city by tourist institution, 31.48%. And the internet is the other major source to know the city as 23.15 percent agreed with.

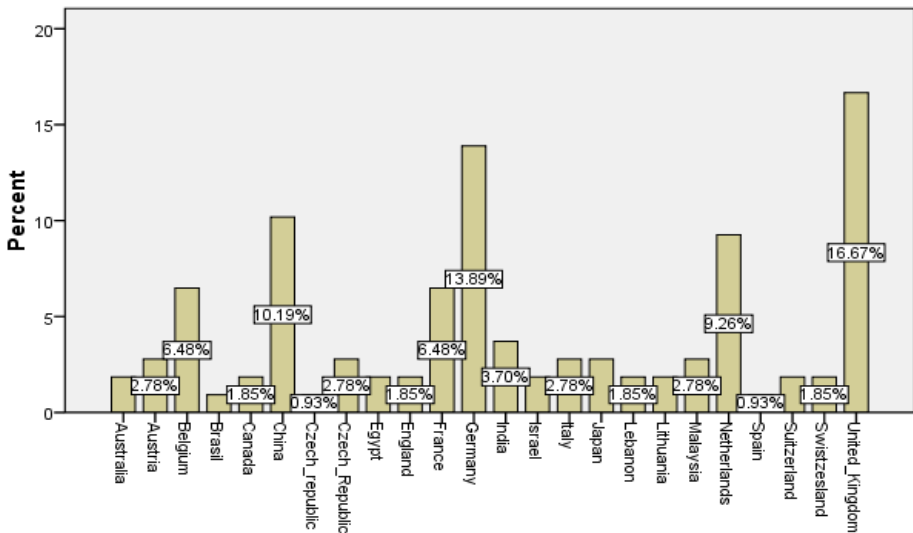
Figure 1: Visitors awareness of the sacred city



Source: Author/Survey data 2016

Arrivers’ distribution according to country: According to above chart majority of the arrivers were from the United Kingdom and its percentage is 16.67% and next higher percentage is shows from the Germany and its 13.89% after that Chinese represent in 10.19% and minimum arrivers came from the Spain and its percentage is 0.93%.

Figure 2- Arrivers distribution according to country



Source: Author/Survey data 2016

Relationships among factors

Following hypothesis was tested to examine the relationships among identified variable.

Core resources and attractors

H0 – There is no relationship between core resources and Sacred City of Kandy as a competitive heritage tourism destination.

H1 – There is a relationship between core resources and Sacred City of Kandy as a competitive heritage tourism destination.

Destination Management

H0 – There is no relationship between destination management and Sacred City of Kandy as a competitive heritage tourism destination.

H1 – There is a relationship between destination management and Sacred City of Kandy as a competitive heritage tourism destination.

Demand Factors

H0 – There is no relationship between demand factors and Sacred City of Kandy as a competitive heritage tourism destination.

H1 – There is a relationship between demand factors and Sacred City of Kandy as a competitive heritage tourism destination.

Qualifying and amplifying determinants

H0 – There is no relationship between qualifying and amplifying determinants and Sacred City of Kandy as a competitive heritage tourism destination.

H1 – There is a relationship between qualifying and amplifying determinants and Sacred City of Kandy as a competitive heritage tourism destination.

Supporting Factors

H0 – There is no relationship between supporting factors and Sacred City of Kandy as a competitive heritage tourism destination.

H1 – There is a relationship between supporting factors and Sacred City of Kandy as a competitive heritage tourism destination.

Correlation among the core variables/factors

Variables	P value	Alpha value	Decision	Conclusion	Correlation coefficient
Competitiveness and core resources and attraction factor	0.000	0.05	Reject H ₀	There is a relationship between competitiveness and core resources and attraction factor	0.454
Competitiveness and destination management factor	0.000	0.05	Reject H ₀	There is a relationship between competitiveness and destination management	0.480

Competitiveness and qualifying and amplifying factor	0.000	0.05	Reject H_0	There is a relationship between competitiveness and qualifying and amplifying	0.356
Competitiveness and supporting factor	0.001	0.05	Reject H_0	There is a relationship between competitiveness and supporting factor	0.312
Competitiveness and demand factor	0.007	0.05	Reject H_0	There is a relationship between competitiveness and demand factor	0.256

Source by- Author: Survey data 2016

All the factors are having a positive relationship with the competitiveness of the city as a tourism destination. It can also be interpreted that when a tourist selects this city as a visiting place he/she considers about city's core resources and attraction, destination management, qualifying and amplifying, supporting and demand factor. Also according to the results of correlation coefficient, all the factors had a weak positive relationship with the destination competitiveness because all the correlation coefficient value of each factor is in between 0 to +0.5.

Kandy is rich with core resources and attraction factors. In fact, within the Kandy district, there are 245 attraction places identified by the Department of Trade Commerce and Tourism of the Central Province. Those attraction places divided into Mountains, Waterfalls, Forests, Botanical gardens, Lakes and ponds, Parks, Ambalam, Inscriptions, Towers, Museums, Tea estate and tea factory, Industrial and traditional villages, Meditation centers, Power houses reservoirs, Educational and agriculture environment parks. This implies that the city has an ability to attract tourist under core resources and attraction factors. In other words, it means that if the destination managers pay their attention on this they could get advantages from these factors.

Department of Trade Commerce and Tourism of the Central Province is currently doing a considerable task in this regards, such as distributing reflates, conducting demonstrations for both local and foreign tourists. However, is it questionable why tourist would like to stay in Kandy city less

than 02 days? Hence, city tourist managers need to develop meaningful mechanism to increase city stay duration by means of introducing attractive tour package and thereby increase the competitive destination. Researcher suggests all the relevant responsible parties both government and private should take actions to increase the awareness of this core rescors among tourists and make them attracted to visit these places. As a feasible step, tourist guides and agents can be educated firstly. Finally, it will help for increase the relationship between demand factor and the competitiveness of the city as a tourism destination point.

Regression analysis

As for the result of correlation analysis it ensures that there is a relationship between “competitiveness of the destination” and other “core factors” therefore it is qualifying to do a regression analysis which has provided a model for the relationship of “factor” and “destination competitiveness”.

Examine the assumptions of Multiple Regression Analysis

Assumption 01- Sample size

The multiple regression analysis required sample size at least as follows, Sample size = $50 + (8 * m)$ where “m” is the number of independent factors of the model

$$\begin{aligned} \text{Sample size} &= 50 + (8 * 5) \\ &= 90 \end{aligned}$$

Collected sample is 108 which is more than the required sample so the assumption one is fulfilled.

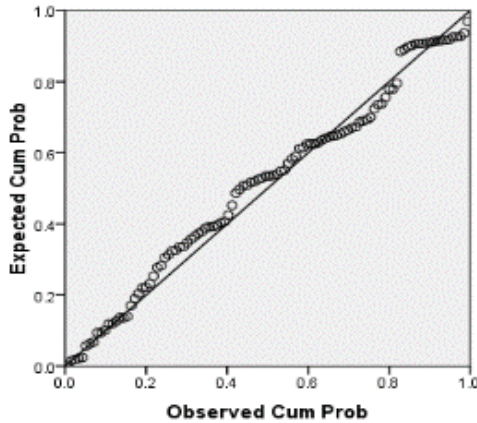
Assumption 02 - Normality, Linearity, Homoscedasticity & Outliers

In figure 0.1 plot (P-P) of the Regression Standardized Residual most of the scores are concentrated in the center and it goes along the zero-point scale.

Figure 1-P-P Plot

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: competitiveness_of_destination_mean_value

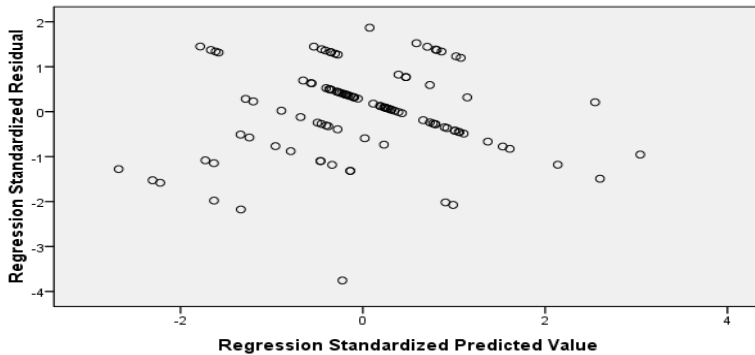


Source by- Author: Survey data 2016

In figure 0.1 Scatter plot diagram shows that outliers were from +2 to -2 and four items were more than 2 so that value is acceptable. The points in a residual plot are randomly dispersed around the horizontal axis that means a linear regression model is appropriate for this data.

Figure 2- Scatter plot

Dependent Variable: competitiveness_of_destination_mean_value



Source by- Author: Survey data 2016

Multiple Regression Analysis Evaluating the model

Figure 3 -Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 ^a	.321	.287	.60100

Source by- Author: Survey data 2016

R square value interprets that 32.1% of the variance in the dependent variable explained by the model. R square as low as 10% is generally accepted for studies in the field of arts, humanities and social sciences because human behavior cannot be accurately predicted. That means foreign tourists prospection towards Kandy City as a competitive heritage tourism destination point could be acceptable.

Table: ANOVA's Test

Model	Sum of squares	df	Mean square	F	Sig
Regression	17.387	5	3.477	9.628	.000
Residual	36.842	102	.361		
Total	4.229	107			

Source by- Author: Survey data 2016

From the above figure ANOVAs test, the significance of the value was 0.000, which means P value < 0.05, that the significance of the model was available. That means we could measure how much that the dependent viable of this research, Destination competitiveness, vary with the changes in all other independent variables (Core resources and attractions, destination management, qualifying and amplifying, supporting and demand factors).

Evaluating Independent Variables

Table: - Coefficient

Model	Under standardized Coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-162	.716		-.226	.822
Mean value of core resources and attraction	.272	.200	.151	1.359	.177
Mean value of destination management factor	.679	.178	.422	3.805	.000
Mean value of safety and security factor	.019	.189	.010	.100	.921
Mean value of supporting factor	-.022	.140	-.017	-.156	.876
Mean value of demand factor	.127	.133	.107	1.123	.264

Source by- Author: Survey data 2016

Unstandardized coefficients indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant. According to the Beta values the strongest contribution was given by destination management factor, it has a 0.679 of beta value. Next to it 0.272 high beta value is get from the core resources and attraction. In contrast qualifying and amplifying (Safety and security) and demand factors have provided a small contribution to explain the dependent variable which had a Beta value of 0.019 and 0.127 following. Destination management has provided a negative contribution to explain the dependent variable with a minus Beta value of 0.022.

Model Construction

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n + \epsilon$$

$$Y = -0.162 + 0.272X_1 + 0.679X_2 + 0.019X_3 - 0.022X_4 + 0.127X_5$$

Where “Y” = Destination competitiveness (Dependent variable)

And where X_1 , X_2 , X_3 , X_4 , and X_5 = Core resources and attractions, destination management, qualifying and amplifying, supporting and demand factors (Independent variables)

β_0 – it is a constant. It is the value of Y when all the X values are zero. In the above model β_0 value is -0.162.

β_n – It is the slope or coefficient of the curve. It explains the rate of change in the dependent variable. It represents the change of dependent variable when one unit of independent variable changes.

$0.272X_1$ – 0.272 consideration has been being placed by the tourist for core resources and attraction factors when they consider sacred city of Kandy as a competitive heritage tourist destination decision assuming other factors remain constant.

$0.679X_2$ - 0.679 consideration has been being placed by the tourist for destination management factors when they consider sacred city of Kandy as a competitive heritage tourist destination decision assuming other factors remain constant.

$-0.022X_3$ – Negative 0.022 consideration has been being placed by the tourist for supporting factors when they consider sacred city of Kandy as a competitive heritage tourist destination decision assuming other factors remain constant.

$0.019X_4$ - 0.019 consideration has been being placed by the tourist for safety and security factors when they consider sacred city of Kandy as a competitive heritage tourist destination decision assuming other factors remain constant.

$0.127X_5$ - 0.127 considerations have been placed by the tourist for demand factors when they consider sacred city of Kandy as a competitive heritage tourist destination decision assuming other factors remain constant.

- **Model Summary**

$$Y = -0.162 + 0.272X_1 + 0.679X_2 - 0.022X_3 + 0.019X_4 + 0.127X_5$$

All the factors are having a positive relationship with the competitiveness of the city as a tourism destination. It can also interpret that when a tourist selects this city as their visiting place they consider about city's core resources and attraction, destination management, qualifying and amplifying, supporting and demand factor. Also according to the results of correlation coefficient all the factors had a positive but weak relationship with the destination competitiveness because all the correlation coefficient value of each factor is in between 0 to +0.5.

Conclusions

It was identified that most of arrivers to the city were male and their age was in between 25- 34 ages, and most of the respondents were unmarried and majority of the sample were degree holders and also they were professionals. When it was discussed about their hobby most of them are interest in cultural and environmental related hobbies. Also it was noted that 105 of respondents were 1st time visitors to the city and only 3 of them were had their 2nd visit to the city the main reason for their repeated visit to the city was the "Esala Perahara". Further it was found that majority of the respondents prefer to visit around the city during the morning and they would stay in the city only one to two days. These visitors had planned the tour themselves and they have sufficient awareness of the city through web-sources.

This research is providing guideline for destination marketers, destination policy makers, destination planners and real estate developers in the field of tourism in identify factors affecting the competitiveness of tourist destination especially in international tourist's point of view. In order to prove the relationship between factors and competitiveness of the city as a heritage tourist destination a correlation analysis was done and it confirmed that all the factors (Core resources and attractions, Destination

management, Qualifying and amplifying Supporting and Demand) had a positive correlation with the competitiveness of the city as a heritage tourism destination.

The model of this relationship was extracted by a multiple regression analysis and it showed that strongest contribution was given by destination management factor, it has a 0.679 of beta value. Next to it 0.272 high beta value is get from the core resources and attraction. In contrast qualifying and amplifying (Safety and security) and demand factors have provided a small contribution to explain the dependent variable which had a Beta value of 0.019 and 0.127 following. Supporting factor has provided a negative contribution to explain the dependent variable with a minus Beta value of 0.022.

Finally, it concluded that a tourist who arrives to city they highly consider on destination management factor and because of that destination gets the competitive advantages as a heritage tourism destination and next factor was core resources and attractions on city and the level of safety and security of the destination also increase the competitiveness of the city among other cities in the country.

Recommendations

As we know, a tourist is an ambassador from local level to international level. The image that the visitor gets during the visiting period may determine how the visited places would be recommended for others. Therefore, it is a vital responsibility for local community and their responsible parties to create a positive image in their minds. For this purpose, all the responsible parties both private and public sector should pay attention to the factors discussed in this research. All other aspects and factors which was not covered by this research due to its limitations.

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