

Article

CATALYST FOR CHANGE: GOVERNMENT, COMMUNITY DEVELOPMENT AND TOURIST DESTINATIONS

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Abstract

Purpose - Academic studies on political power in the hospitality and tourism industry (HTI) have proliferated in recent years. The reason for this is the growing emphasis on offering guests one-of-a-kind experiences by both locals and destination management. Despite the topic's relevance, research in this area has seldom been undertaken and scattered within the literature on HTI domain. This study makes an effort to classify the most influential scholarly publications, identify the key components, and draw attention to the topic's prospective avenues for further investigation. **Design/methodology/approach** - A systematic literature review (SLR) was chosen as the research methodology. This study relied on the PRISMA protocol to do a comprehensive evaluation of 57 articles published in English. In order to compile these publications, specific keywords were used to extract articles from the SCOPUS database. **Findings** - This research will aid in understanding how politics and governance impact local people at tourist destinations in HTI. The thematic framework derived has significant value. In addition to illuminating the issue's academic trajectory, the results provide crucial guidance for future scholarly works. **Originality/Value** - This work contributes to the existing body of tourist destination literature on HTI through SLR. To the best of the author's knowledge, this is the first review literature presenting the existing body of knowledge using thematic analysis to identify potential study subjects. This study builds on the literature that showed how tourism politics might illuminate policy challenges within tourist destinations, especially in developing economies.

Keywords: Political, Hospitality, Tourism, Government, Destination.

INTRODUCTION

International tourism has grown faster than many countries' economies (Ghosh & Uzuner, 2024), despite occasional setbacks. Tourist planning emphasizes public support and community participation in industry growth (Dangi & Petrick, 2021). Any attack on the tourist industry is regarded as an attack on government operations because many people equate the government with state-sponsored tourism and capitalism with tourism (Rittichainuwat & Chakraborty, 2009).

Tourism is important, thus terrorist attacks on visitors can attract government resources or influence politicians. Peace, safety, security, and political stability are essential for sustained tourism (Cavlek, 2002).

Dwyer & Kim, (2003) stated, any destination's tourism industry can only thrive in an environment of relative political stability. While international conflicts tend to reduce tourism generally, they can actually work in favour of places that people regard as being safe.

The destination image is an intricate and multi-dimensional concept (Ryan & Cave, 2005). Photographs capture people's subjective impressions of a place's cultural, physical, and social aspects, frequently tourism scholars note. It incorporates one's own feelings towards the destination via visual elements as well.

The term "perceived destination image" is used by researchers to describe the sum of a tourist's impressions, feelings, prejudices, and assumptions about a place. Everyone agrees that a picture has to include both the practical (like the weather and the kinds of lodging) and the subjective (like the staff's friendliness and the sense of safety) components.

In HTI domain, government is tasked with responsibilities: operating (funding infrastructure and managing the tourism industry), regulating (developing and implementing regulations), investing, promoting, coordinating, and instructing. Instead of deciding what kind of change is acceptable or desirable, the government is now more of a facilitator and enabler of economic activity. Collaboration in policymaking and planning, the transfer of power from the government to private companies, and public-private partnerships are all hallmarks of the shift from public administration to public management (Kolk & Lenfant, 2015).

As a whole, the planning, administration, and control of tourist activities are all parts of what is known as "the governance of tourism," which is an intricate web of relationships between various local and regional stakeholders. The HTI related studies generally works under the premise that trust and cooperation are foundational to interactions between many stakeholders, including local governments, private interest groups, and civil society organizations. Short-term economic-oriented development plans that prioritize tourists over host communities and tourism's environmental resource base may have social and environmental implications.

Since the tourism industry relies on the subregion's historical monuments and artefacts for revenue, parliamentarians and other stakeholders should support preservation initiatives. However, developing nations' tourism strategies focus on boosting tourism and promoting economic cooperation in transportation and commercial investments including infrastructure, building construction, and marketing promotion (Tew et al., 2008). This is due to free-trade market capital investment globalization forces. Primary goals here are to boost the country's GDP and develop physical amenities, therefore local host destinations may not profit economically.

Over the past few years, the term "overtourism" has gained popularity (Sun et al., 2023; Nag & Mishra, 2023), as a means of describing the increasing negative sentiment towards tourists in well-liked locations. Tourism also affects environmental aspects. Neto, (2003) stated that, the growth of sustainable tourism depends on the environmental quality of the place. The HTI is highly advantageous for both the government and for business companies.

The developing country's Ministry of Tourism (MoT) sets goals at both the macro and micro levels. The political climate has a direct impact on residents' satisfaction with tourism and their level of support for it (Mihalič et al., 2016). There is a correlation between voting behaviour and the political climate of a destination and the level of support for tourism among local inhabitants (Bhat et al., 2022; Mihalič et al., 2016). This, in turn, affects both the natural and sociocultural ecosystems.

Developing countries' vertical and parallel bureaucratic systems may explain unequal tourist policy organization (Telfer & Sharpley, 2015; Tosun, 2000). Government administration

attitudes, purviews, and obligations lack definition in the text. It lets governments intervene in tourism development based on their own needs. As per earlier studies, locals and other stakeholders only see their community's metamorphosis into a tourist attraction after private company arrives (Bornhorst et al., 2010). Still, they don't know the company's plans.

Tourism policy declarations, destination-marketing strategies, local planning system growth regulation, and tourism information dissemination are the government's responsibility. Governments usually oversee tourism planning and drive its growth (Ruhanen, 2013; Connell et al., 2009). Also, governments negotiate and direct tourism investments, overseas aid, and international policy pressures (Seyfi & Hall, 2019).

Community engagement advocates must accept the role and strategy of governments and government-mandated tourism organizations (Hewlett & Edwards, 2013). The government's "catalyst" role has received scant attention in scholarship. However, most academics have not commented.

The current study intends to identify research gaps, offer future research avenues, and conduct a comprehensive evaluation of literature on political power and tourist destinations in the tourism literature. The present investigation responds to the subsequent research inquiries:

RQ1. What roles of political power are described in the destination tourism literature?

RQ2. What are the key insights derived from prior studies on current topic in tourist destinations literature?

RQ3. What are future research agendas for political power in destination tourism literature?

The purpose of this research was to examine the various roles of political power in relation to tourism locations by reviewing the relevant literature. The research then discusses trends, bibliometric understanding, and ideas to explore the literature and find crucial insights. Finally, after a thorough analysis of the pertinent literature, we address the knowledge gaps and suggest directions for future study.

METHODOLOGY

We used a SLR strategy to find relevant primary sources, assess them, and then critically examine them. This allowed us to pinpoint any gaps, limitations, and implications. The SLRs can reduce bias by providing reliable information by acknowledging the contributions of previous research on a certain subject (Snyder, 2019; Psomas & Antony, 2019). Due to the interdisciplinary nature of the subject, we decided to conduct a comprehensive search of the major online database SCOPUS for relevant literature.

The PRISMA statements (Moher et al., 2009), an accepted standard for reporting systematic reviews, served as the basis for the chosen reporting items selection process in this study. This research stands out from others on related subjects because it utilizes this method, to make sure that the process of choosing and analyzing articles is open and transparent (Booth et al., 2020).

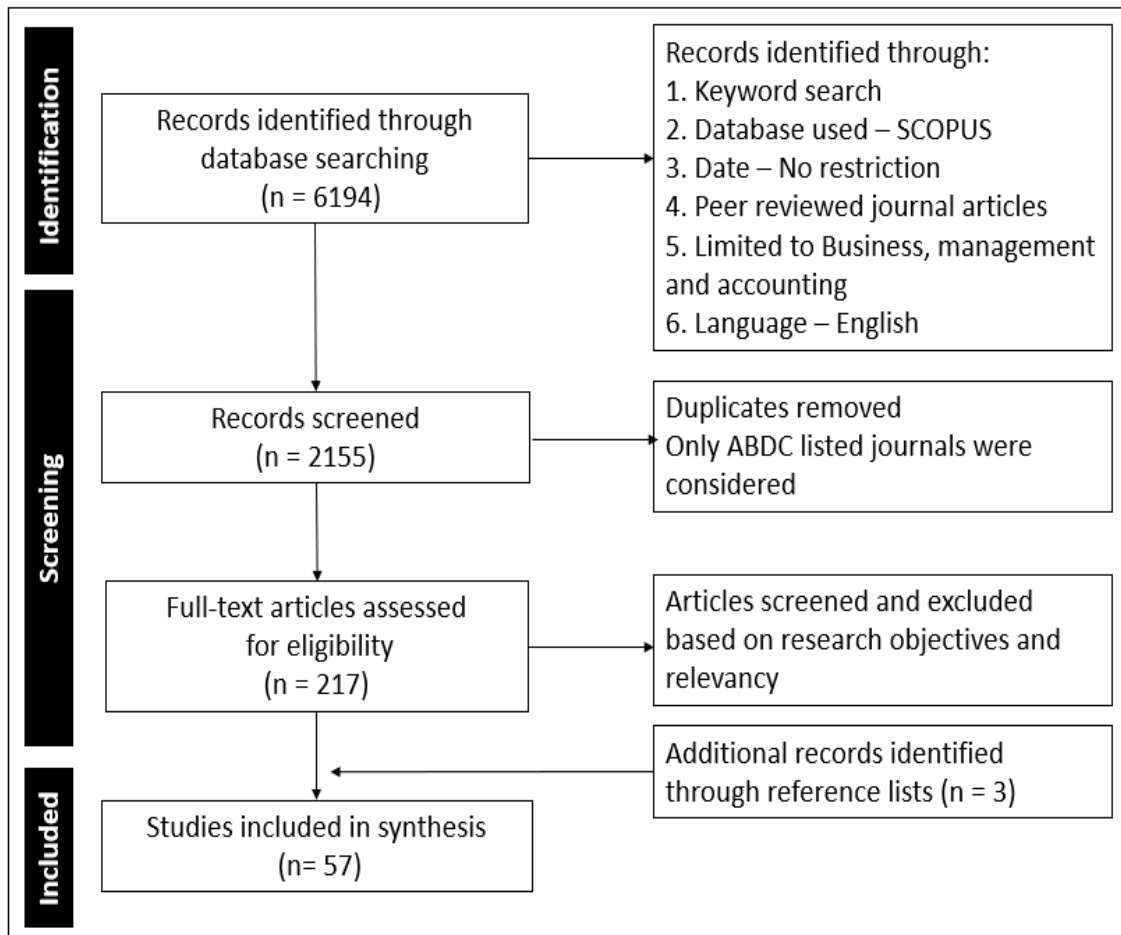


Figure 1: PRISMA Framework (Adapted from Moher et al., 2009)

This study followed a previously established methodology (Thirumalesh et al., 2021; Shafiee et al., 2019), to search HTI-related publications for articles that addressed tourist destinations, politics, and government initiatives.

Researchers used content analysis after carefully reading the identified articles thoroughly. This study opted for manual analysis over bibliometrics because the publications examined a wide range of subjects in various HTI contexts, not to show any correlations or co-citations.

This study highlights previous work in the area, identifies knowledge gaps, and proposes future research directions. To begin, for maximum coverage the documents were gathered without limiting the dates, by conducting the keyword searches “tourist,” “government” and “destination” on SCOPUS database.

A cross-check confirmed the article sample's representativeness. The researchers initially collected paper data independently. After reviewing several studies, the researchers agreed on what to extract. They interacted often during data extraction, especially when article uncertainties arose. After extracting the data, the researchers consulted with co-researchers who validated the criteria in each phase and evaluated the final sample of articles.

From the primary list of 6194 published articles, researchers thoroughly analyzed each article based on the inclusion and exclusion criteria (see Figure 1). In order to assess these papers, we manually read each title and abstract using inclusion exclusion criteria.

To ensure the validity and reliability of the results, two researchers verified the inclusion and exclusion criteria separately. After reviewing the article and reaching a consensus, researchers worked together to better understand the matter. The results were more reliable because the third author checked each article for relevance.

After the initial search, 6194 articles with keywords were extracted. All articles were retained as no duplicates were found. We chose all English-language studies and retained 5777 to ensure inclusion of documents that matched the requirements. All studies that were neither empirical nor published in peer-reviewed journals (conference proceedings or book chapters) were excluded.

After this step, a total of 3957 articles were retained for further analysis. A second screening was conducted to include only articles from business, management and accounting domains and 2155 articles were identified. Articles which belonged to only journals were 2147, out of which only the open access were included, gave us 477 studies. Out of these, 217 articles were selectively identified which were published in ABDC listed quality journals. After carefully analyzing each title and abstracts, 82 articles were found to be relevant to the current study.

We conducted a reverse citation search by reading the chosen papers thoroughly and then looking through their reference lists. Thus, we were able to locate 3 relevant articles. Eventually, the full-text assessment narrowed to 57 articles, comprising the final sample under investigation. The papers were thoroughly examined, and all pertinent material was recorded in an Excel sheet.

FINDINGS AND DISCUSSION

The unique identities and cultural variety of developing nations are in jeopardy. Due to several pressures associated with globalization (Wang & Krakover, 2008), their governments have become overly preoccupied with materialism and external displays of modernity.

Local spiritual and cultural leadership may be lost as a result of this process, and political leaders may disregard ethical concerns when deciding on accountability and openness. Politics is the primary motivator behind most development endeavours on a global or national scale (Yu, 2020).

The social and environmental context in which tourist businesses operate is crucial. Wang & Hsu (2010) argued that tourists' perceptions of a desired destination are shaped by a variety of elements, including the quality of service they receive (i.e., the knowledge, abilities, and consistency of the staff), destination image, the cultural offerings and historical significance of the area, the cleanliness and general atmosphere of the destination, and the accessibility of various modes of transportation.

Tourist destination's image are undoubtedly connected to the government's response to unforeseen situations (Mair et al., 2016; Williams & Baláž, 2015), such as the COVID-19 pandemic, which seems to have eroded faith in official discourse (Scott et al., 2020). Despite the fact that the remarks are about the certification of particular locations as safe, to promote and encourage future travel activities, visitors have continuously said that governments should offer certain guarantees and precautions (Villacé-Molinero et al., 2021; Law, 2006).

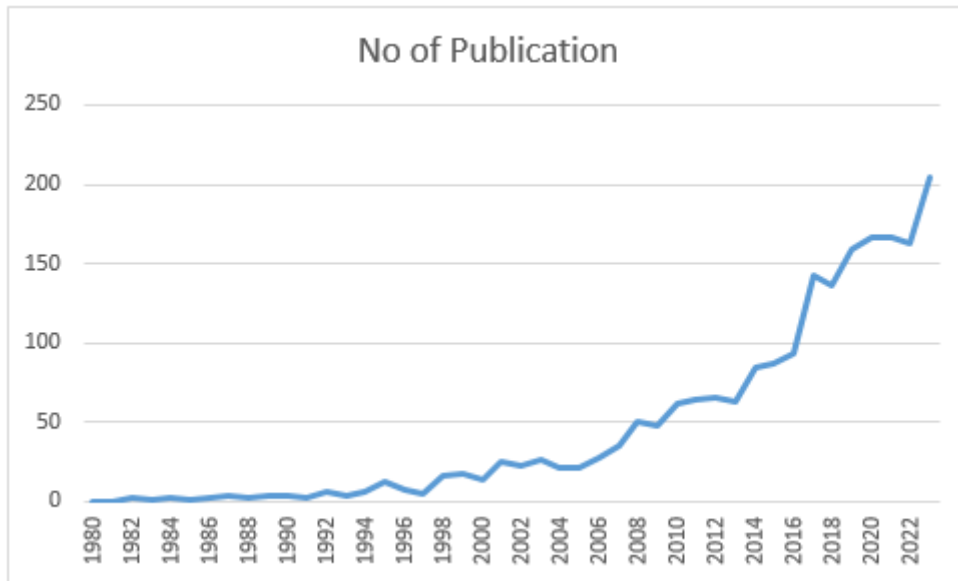


Figure 2: Year-wise distribution of the documents

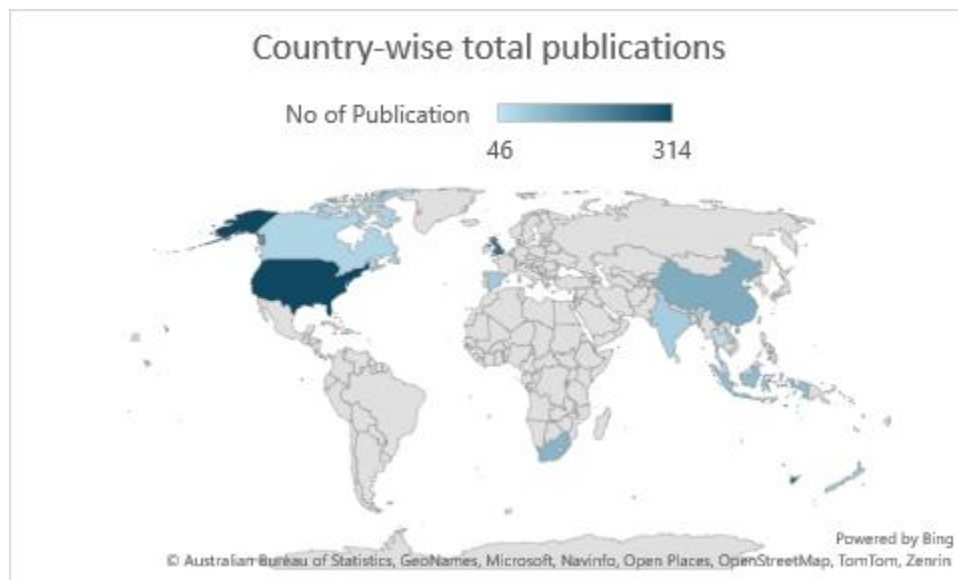


Figure 3: Country-wise distribution of the documents

Destination choice becomes risky when decision outcomes are unknown or when certain outcomes are more desirable than others (Kapuściński & Richards, 2016). An uncertain travel decision is one with potentially harmful consequences (Lee et al., 2021), due to such decisions. Wong & Yeh (2009), stated that assessing the costs and benefits of each alternative allows decision-makers to choose the destination which gives the most benefits at the lowest cost. Research further mentioned, locations that are either costly or too risky will likely lose their allure and be eliminated from further talks. Potential tourists can lessen their perceived risk by learning more about safer alternatives. However, people's risk-taking tendencies and reactions to dangerous situations are shaped by their personality traits (Zinn, 2019), the kinds of risk they perceive (Eiser et al., 2012), and the situations in which they happen to be (Morakabati & Kapuściński, 2016).

Tourism professionals debate the need for a credible "change catalyst" to manage the local participation for HTI's success. Tourists and tourism products are diverse (Benur & Bramwell,

2015), and participative planning is hard, therefore advocating for such support from local and national governments is crucial. Public goods, a major component of the tourism product (Smeral, 2006), must be provided by all level of system participants. Infrastructure, and public services, as well as local community attitudes, must support the concrete and intangible services provided by all key stakeholders for the government system to work successfully (Rocca & Zielinski, 2022; Lee et al., 2021; Ghalia et al., 2019; Ying & Zhou, 2007; Smeral, 2006; Hofmeister & Borchert, 2004).

Table 1: List of articles with highest number of citations

Title	Journal	Total citations	References
Destination and enterprise management for a tourism future	Tourism Management	894	Dwyer et al., (2009)
Community, governments and external capitals in China's rural cultural tourism: A comparative study of two adjacent villages	Tourism Management	378	Ying & Zhou, (2007)
Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	Tourism Management	288	Yousaf & Xiucheng, (2018)
News framing effects on destination risk perception	Tourism Management	245	Kapuściński & Richards, (2016)
Tourism and community resilience in the Anthropocene: accentuating temporal overtourism	Journal of Sustainable Tourism	220	Cheer et al., (2019)
A framework of place branding, place image, and place reputation: Antecedents and moderators	Qualitative Market Research	200	Foroudi et al., (2016)
Geopolitical risk and tourism: Evidence from dynamic heterogeneous panel models	International Journal of Tourism Research	137	Lee et al., (2021)
Institutional quality, political risk and tourism	Tourism Management Perspectives	134	Ghalia et al., (2019)
Cultural political economy and urban heritage tourism	Annals of Tourism Research	131	Su et al., (2018)
Tourism and Economic Globalization: An Emerging Research Agenda	Journal of Travel Research	127	Somg et al., (2018)
Obstacles to achieving cross-border tourism governance: A multi-scalar approach focusing on the German-Czech borderlands	Annals of Tourism Research	118	Stoffelen et al., (2017)
Politics and Tourism Destination Development: The Evolution of Power	Journal of Travel Research	89	Bowen et al., (2017)
Political economy and the emergence of a hybrid mode of governance of tourism planning	Tourism Management	87	Wan & Bramwell, (2015)
The influence of the political environment and destination governance on sustainable tourism development: a study of Bled, Slovenia	Journal of Sustainable Tourism	75	Mihalič et al., (2016)
Determinants of island tourism development: The example of Dachangshan Island	Tourism Management	74	Yang et al., (2016)

The tourism sector has developed through three distinct stages, which are the "Immature Phase," the "Intermediate Phase," and the "Mature Phase." Each stage is characterized by a different set of government-driven policies and operational activities in tourist destinations (see Figure 4). Government officials, destination marketing managers, and local authorities

are realizing that the tourist economy benefits local economies and individuals alike (Dwyer et al., 2009).

Tourism has grown in several countries due to rural socio-economic decline due to urbanization since the 1990s (Qian et al, 2012). The national government official admits that nomadic culture is reviving to preserve a declining traditional heritage and generate cash in the country's most remote regions (Su et al., 2018).

Poor nations use tourism to attract new investments and revive nomadic culture in villages (Brooker & Burgess, 2008). New lifestyles and international tourism provide visitors with new opportunities to explore nomadic customs in the country. Tourism experts in developing countries and most government officials view nomadism and the "pride of being a nomad" as part of the country's identity (Song et al., 2018).

The national MoT promotes commercialization of archaeological sites and artisan industries. However, the government did not think genuine tourist goods and experiences were the greatest way to attract more visitors to rural areas. Despite their best efforts to lure tourists to eco-cultural projects, local government authorities neglected to address the increasing demand for authentic tourism experiences while developing tourism products and services (Geoffrey Deladem et al., 2021).

Tourism promoters' ambitions and tourists' desires for real experiences seem to conflict (Stoffelen et al., 2017). The tour organizer wants to encourage "authentic" tourism focused on nomadic cuisine and lifestyle by directing guests' attention back to traditional nomadic culture (Tiberghien & Xie, 2018; Yousaf & Xiucheng, 2018).

Concerning the current topic, there has been a rise in the number of publications during the past few years (see Figure 2). Since 2011 onwards, there has been an increasing trend in the overall number of publications relating to the subject of this topic.

The year 2022 was the one with the most publications. The empirical studies have been dominated by the United States (see Figure 3). When it comes to publishing articles on current topic, United Kingdom comes in second place.

A country-wise analysis shows that more studies need to come from developing countries (versus developed countries) to give more weightage to the idea that the results can be generalized. Citation analysis was performed to determine the most well-known authors in the subject of interest. Research initiatives have relied heavily on citation analysis to identify the most significant authors in each area (Ali et al., 2019).

The motivation behind this citation analysis was to ascertain the ways in which different publications released related to politics and government towards destination tourism has affected the HTI. Taking age into account, Dwyer et al., (2009) got the highest number of citations (894 total) among the articles under investigation (see Table 1).

Tourism labour

Given the constant debates concerning the quality of the tourist workforce, researchers from various fields studied their features and working conditions. Instead of occupations in many subsectors, where only a tiny number of workers are directly involved in tourism, tourism-related jobs represent the tourism economy. These jobs are often classified in country's industrial categorization system.

Government officials have long lauded tourism-related growth for its ability to generate jobs, particularly in cases when the traditional industry has undergone significant restructuring (Bowen et al., 2017). Tourism, which has created millions of employments and generated billions of dollars in exports, is a major contribution to the global economy (Yang et al., 2016). This study also showed that the working conditions in the tourist industry are frequently characterized as erratic and unsociable.

Work schedules that deviate from the norm include night shifts, split shifts, and working during vacations (Dwyer et al., 2009). Many migrant workers in HTI live and work in terrible conditions. Whereas the native workers earn more and work in a more secure and beneficial environment than non-native workers (Goodwin & Roe, 2001).

Seasonal workers in the tourist industry, especially in vacation accommodations, are often stereotyped as being among the lowest-class workers due to the low wages and working conditions they endure (Ball, 1988). People who work in the seasonal labour market see seasonal employment as a "problem" (Ball, 1988), for several reasons.

Evidently, it only provides a short-term, highly speculative job, and it is characterized by worse working conditions than other (standard) employment contracts. It is becoming easier to cover local worker shortages with migrants due to the rising number of migrants around the world.

In developed countries, there has been an influx of migrants into the tourist business (Williams & Hall, 2000), which is strongly associated with the global neoliberal economic system. Though it would be ideal for women to remain at home, many are compelled to work outside due to the exorbitant cost of living (Vandegrift, 2008). As the cost of living continues to rise, more and more women look for jobs outside. Tourism provides much-needed jobs, but the wages earned by most workers are insufficient to afford the substantially higher living expenses (Bowen et al., 2017). When women work outside the home, husbands typically do not help as much.

In developing countries, marriage usually ends women's employment (Oppenheimer, 1994). Many women leave the workforce after getting married, hurting the hospitality and tourism economy. Women in illegal immigration are especially vulnerable to sexual exploitation (Yang et al., 2016; Vandegrift, 2008).

Service providers in HTI may not wish to discriminate against women, but they know that after marriage, women resign and follow their partners. Lack of childcare stands as the second reason (Costa et al., 2017). Modern women want to work, but their limited experience require patience.

Destination image and media

Given its central role in shaping public opinion, the media (social media) can be seen as an important organic information source that influences the evolution of destination tourism (Lin et al., 2021). However, research on tourism has not looked into the media's function in detail. The agenda-setting, public-opinion-shaping, and bias-perpetuating functions of the mass media are substantial. Scholars argue, public's perception and media discourse as two independent but complementary processes of meaning making (Ryan & Cave, 2005). Media portrayals of a topic can shape public opinion, for better or worse (White, 2004; Koo et al., 2016). According to previous studies, there are two types of elements that affect people's perceptions of a place: personal factors and stimulus factors (González-Rodríguez et al.,

2016). The media is considered a stimulus component (White, 2004). When reporting on major events like riots, terrorism, insurgency, crime, or war, the news media's credibility and market penetration make them powerful image shapers.

The "destination image" that a tourist comprehends is a mental representation of the location that is influenced by their past experiences and emotional ties to the destination (Ryan & Cave, 2005; Phau et al., 2010). Destinations are intangible tourist products, hence the importance of their image cannot be emphasized enough. It gives the tourist a feel for the place and things to do before they even arrive by creating an image in their mind. Most tourists will intend to visit places that they have heard good things about.

Tourism planning and policy

Governance in tourism involves planning and policy (Bowen et al., 2017). Modernists argue that the developing country's government and bureaucracies are powerful entities, whose purpose is to develop and pursue the common good (Dangi & Petrick, 2021). In cases where the public and private sectors collaborate on planning and policymaking, the government's role becomes less clear. Instead of supporting NGOs, service providing organizations, informal sectors, local residents, and community involvement in social and environmental well-being, state funds are increasingly going to profit-maximizing capital markets (Bhat et al., 2022; Bahl et al., 2016; Dwyer & Kim, 2003). Governments lack resources and capacity to act alone and are no longer independent from the business sector.

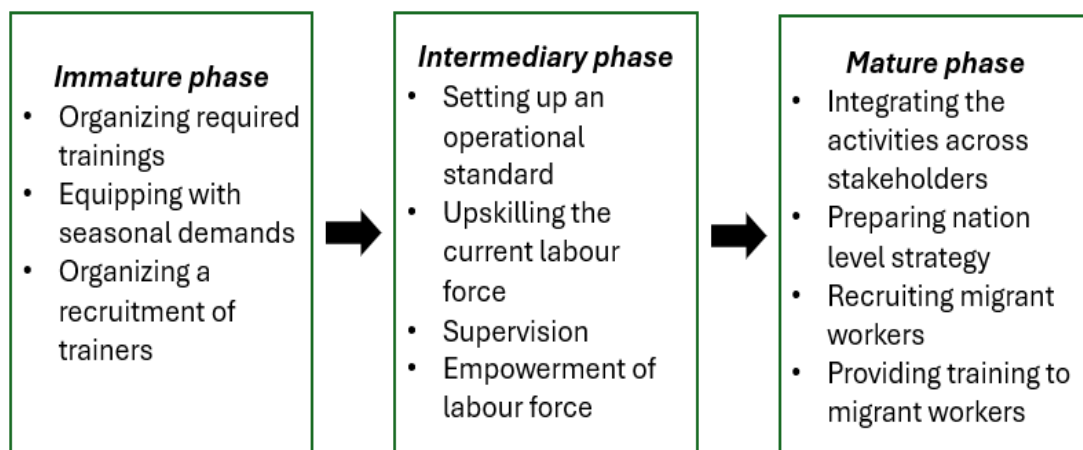


Figure 4: Three phases of government-led initiatives

The government, residents, and other interested parties can all work together more effectively if the planning authority gets help from legitimate community-based organizations to serve as intermediaries between the parties involved in the planning process (Bhat et al., 2022). The involvement of locally based organizations in tourism planning is crucial, because they enable the participation of local people (Bornhorst et al., 2010). When it comes to tourism planning, local organizations and traditional leaders are the ones that other stakeholders in the area will initially interact with. Following the identification of the communities to be included in the protected area's tourism planning processes, the planning authority should make an effort to fully comprehend the communities and perform an exhaustive evaluation of the probable tourist location. An analysis of the situation is required in order to identify potential factors that could prevent citizens from participating in the planning process. An inquiry must determine which tactics for involvement should be used throughout the planning phase, taking into account the political and sociological context

under consideration. Previous scholars stated, it is best to use participatory approaches that are appropriate for the local environment rather than predetermined methodologies in order to encourage successful local community participation in the planning process (Davari et al., 2023). Before the local public takes an active part in the tourism planning process, they must be fully educated about the goals and reach an agreement. Public education regarding tourism needs to start at the immature phase (see Figure 4) and focus on local communities to guarantee that all individuals have a fundamental understanding of the tourism business, which would permit their effective participation in the planning process.

Government role in tourism expansion

In developing countries, when resources are scarce and the private sector is tenuous and inexperienced (Fadda & Sørensen 2017), the government often takes a more hands-on approach to the HTI. Operating as a regulator, investment stimulant, promoter, coordinator, and educator, are the ways in which the government might be viewed in relation to the expansion of tourism (Rocca & Zielinski, 2022; Mihalič et al., 2016; Ruhanen, 2013). A "government-led" strategy for emerging nations' tourism industries is crucial. However, cultural tourism in rural areas has put the government's role in growing tourism with state-owned resources into question (Ying & Zhou, 2007). This is because private ownership has replaced public ownership of important cultural assets (Geoffrey Deladem et al., 2021). More likely than legislation, negotiations will be open political discourse among the key players in rural cultural tourist development.

Importance of tourist attraction differs across political, governmental, social, and cultural perspective. The vertical bureaucratic system allows governments to tailor their involvement in rural cultural tourism development, to their own interests and purposes because the duties and obligations of various administrative positions are vague (Ruhanen, 2013). While a cordial relationship can be formed as government involvement at the administrative level rises, the socioeconomic relevance of a destination is typically overshadowed by the self-serving priorities of the local population (Ying & Zhou, 2007). If more direct administrative control is pursued mindlessly, experts say, expanding rural cultural tourism would not be the best path to go.

Community participation

Community involvement in destination development has evolved into a contemporary driving force due to the accumulation of participatory experiences in economic, political, and social spheres (Davari et al., 2023; Ying & Zhou, 2007). In order to ensure that tourists have a good time and that locals benefit in the long run, it is essential for communities to be involved in the process of promoting tourism. Locals residing in popular tourist destinations are both the main magnet and the target of HTI (Davari et al., 2023). If these industries are to thrive, natives at commercial tourist destinations must be involved in decision-making that affect their livelihoods (Davari et al., 2023). Multiple studies on the topic of tourism's impact on host communities have reached the conclusion: community-focused event design and more public participation are essential (Hewlett & Edwards, 2013; Okazaki, 2008).

The importance of the local community as a key component of the tourist offering is a topic of continuous discussion. All members of the community are affected by the tourist business since it uses the community as a resource and sells it as a product. Hence, community involvement is key (Hewlett & Edwards, 2013), to get a large level of consensus, which is essential for the long-term success of the tourist spots. In order to promote tourism

effectively, and improve the overall quality of the benefits it delivers to national development, it is essential to have influential community support. To enhance the financial benefits of tourism for host communities, it is encouraged maximum local community participation in the building of their future communities. Community requests for active engagement in setting the tourist agenda and its development and management priorities are unavoidable. Hosting and guest amenities and better cooperation between the tourism sector and local communities are needed for community-oriented tourism growth (Connell et al., 2009).

Community involvement and political backing for HTI’s growth have become important tenets of modern hospitality and tourism planning philosophies. One of the main arguments in favour of a community-based strategy for tourist development is the importance of sustainability (Connell et al., 2009). The benefits of tourism can be adequately communicated to local populations through education. Collaborating with locals to create welcoming environments is an important part of tourism destination growth management (Bowen et al., 2017; Wang, & Hsu, 2010). The literature also suggests that widespread tourism raises political concerns (Bhat et al., 2022). Disagreements between proponents and detractors of tourism growth are not uncommon. Further contributing to tensions and even violence between locals and visitors are disparities in cultural understanding, economic standing, and communication.

The political culture, social mores, and ideological beliefs of the host country and its citizens may be seen by some as reflected in the vacationers' actions and places visited. Most studies have found that visitors' reactions to terrorist attacks vary depending on their nationality and level of experience (Morakabati & Kapuściński, 2016; Rittichainuwat & Chakraborty, 2009).

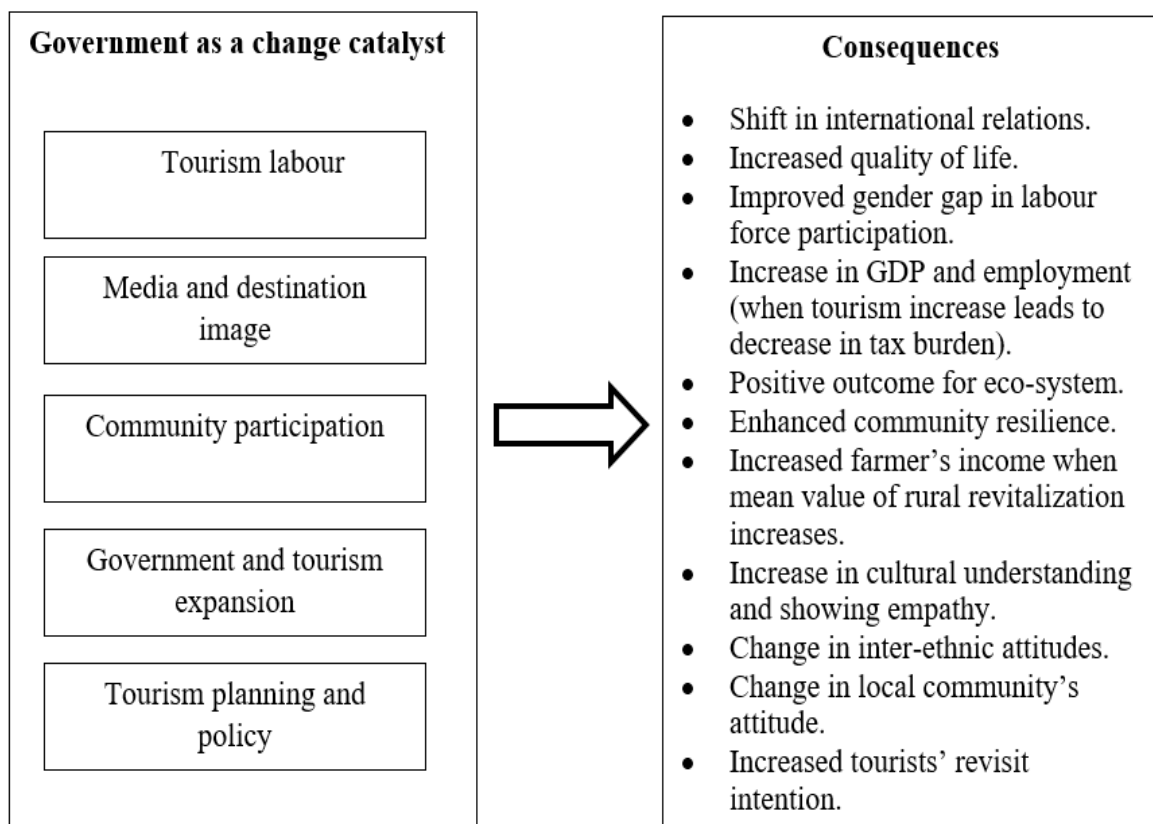


Figure 5: Research trends and consequences

Political catalyst for positive change

Governments at all levels, from the federal to the state, are obligated to create tourist plans. As a policymaker, it can take an active role, take a passive one, or fall somewhere in the between (Rocca & Zielinski, 2022). International power, security (including biosecurity), and regional and ethnic conflicts are the three primary types of political drivers.

The US is anticipated to continue playing a significant role in the arena of global power. Expanded Europe, however, will become more consequential on the global stage as its relative power position keeps falling. There will be huge shifts in geopolitics and in the HTI as a result of China and India becoming huge global powers (Ghosh & Uzuner, 2024).

Tourism growth in high-tourism destinations has a political drive and can influence locals' voting behaviour (Mihalič et al., 2016). For HTI, government effectiveness is crucial for destination marketing strategy creation (Korschun et al., 2020). HTI does not boost economy in countries with ineffective governments, mostly due to non-democratic regimes (Ghalia et al., 2019).

To source important tourist resources and processes in the destination country, developing countries should encourage collaborations between domestic government, local business sector, and with the international tourism companies. Such policies can also promote sustainable growth, resource management, and a fairer tourism income distribution between locals and foreigners. The United Nation's 2030 Agenda of 17 Sustainable Development Goals also applies to these objectives as well.

Developing countries with high tourism activity might potentially use a safety net to their tourism business to isolate economic shocks from tourism performance (Kapuściński & Richards, 2016). For instance, they can improve funding for enterprises operating in HTI.

The role of the government in tourism-related policymaking, development promotion, and planning is shaped by various elements. These include the sector's impact on the national or local economy, as well as the political ideologies that shape social and economic policies (Weber et al., 2021; Ruhanen, 2013). From a security standpoint, it's likely that the variables that contribute to international terrorism will remain unchanged for the foreseeable future (Morakabati & Kapuściński, 2016). And because of how widely used the Internet is, a decentralized form of terrorism is likely to emerge. When it comes to biosecurity in particular, tighter border restrictions prompted by security concerns will discourage or even stop tourists in their tracks (Rittichainuwat & Chakraborty, 2009).

The growth of tourism is causing a dramatic spike in the risk of infectious diseases and other health risks (Tew et al., 2008). Consequently, tourist destinations should prepare for these unforeseen challenges and have a instruction manual available. Concerns about "enclave tourism" have undoubtedly increased, but government must reconsider practices to ensure that resorts are not endangering their guests.

Even while factors like interest rates, currency exchange rates, and investor confidence are becoming more important in the global economy, the government can still influence the way the HTI is structured economically. More than that, it helps with educational needs and tourism infrastructure development, sets up rules for how business can operate, and promotes and advertises itself extensively.

Viable instruments in tourism planning and policy

The significance of tourism as a tool for economic growth has substantially impacted the way in which tourist planning and policy issues have been conceptualized. There has been a dearth of discussion in both academic and practical circles regarding the strategies that would maximize the positive effects of destination tourism on economies at all levels.

Development efforts, regulations, and programmes pertaining to HTI also gave rise to frameworks and techniques for measuring their impact and success (Eiser et al., 2012). The breadth of policy alternatives made accessible in addition to providing data that businesses and governments can use in their planning and decision-making processes (for instance, about effects on jobs, regional growth, international investment, deregulation of transportation, etc.).

Governments have an impact on hospitality and tourism related regulations worldwide; developing nations are no different. They behave in this way because they think HTI can quickly create jobs, offer economic rewards, and solve social and political problems. One of the few opportunities to create jobs is through offering hospitality and tourism opportunities (Costa et al., 2017), which can help local states get federal funding for projects that could benefit their residents.

Ecotourism is increasing because modern visitors want off-the-beaten-path cultures, sustainable practices, and active vacations. Several NGO coordinators concur, citing ecological tourism as a critical area for the country's prosperity. Literature suggests that community engagement could improve local community needs, reduce undemocratic decision-making, and increase benefit equity (Hao, 2020). Locals planning and implementing tourist attractions and activities can help solve the sector's biggest problems in developing countries.

CONCLUSION

Developing countries' vertical and parallel bureaucratic systems may explain unequal hospitality and tourism policies. Literature fails to define the attitudes, purviews, and obligations of government administration towards development of tourist destinations. It also hinted governments to intervene in tourism development, based on their needs. Often, locals and other stakeholders only see their community's metamorphosis into a tourist destination after private company arrives. They still stand in the dark about the company's intentions. The government plays a crucial role in guiding and developing the economy.

The role of the media in the HTI is essential as it influences people's perceptions of the world by sharing stories about both local and faraway places. Beyond that, the selected destination's image significantly and positively impacts travelers' happiness. A major obstacle to attracting tourists is a negative perception of the location. Because it has such a direct impact on people's subjective perceptions and, consequently, their choice of a place, the destination picture is vital in the travel decision-making process.

The lack of criteria for assessing a tourist destination's "authenticity" causes scholarly debates and discrepancies. Several countries have prioritized tourism growth due to hosting major international sporting events (Van, 2017). Authenticity, politics and cultural presentation affect tourism product creation. Different opinions on politics' authenticity among local

tourism stakeholders distinguish nomadic and neo-nomadic societies. Western tourists sometimes idealize nomadic living as a way to experience other cultures.

Analysis of destination tourism and politics from a security perspective reveals four interconnected ideas relating to international tourist safety. The first notion is collective security, when governments cooperate to uphold international laws. The second notion is collective defense, which involves national interest coalitions. Shared interests and aims create common security, the third concept. The fourth concept, cooperative security, focuses on state reassurances.

Scholars in fields relating to tourist destinations in HTI have paid attention to the dramatic growth of international tourism, but they have paid less attention to the effects of migrant workers and the money they bring in for host countries' HTI. There are a lot of things that make a tourist destination unique, and these things make a difference in the kind of experience that tourists have (Sigala, 2009), which is very location dependent. Developing sustainable tourism practices might be useful for developing countries when the government has recognized its potential to increase economic development especially in rural areas and reduce income inequality. This is because fostering tourism development can contribute to resolving nation's diverse issues.

Theoretical implications

Law et al. (2018) advocates using SLR and qualitative content analysis to establish a future research agenda in the field of HTI-related literature. Figure 53 presents a framework for scholars working in hospitality and tourism domain. This framework helps to identify current research trends and its implications. The framework improves the foundational concepts of HTI and governmental research and encourages a comprehensive approach for scholars who are interested.

Even though HTI's destination marketing research is ongoing (Van Niekerk, 2017), the government's evaluation of this issue, particularly with site stakeholders, has been inadequate. Our work meets this need by collating relevant HTI research objectives. The findings of this study may impact HTI's workers turnover, retention, and the customer choice of hotels. Easy and useful government policies have proven important for HTI workers, locals, and visitors. This study adds to theoretical knowledge by showing that governments and other political organizations assess potential tourism locations based on how well a destination's administration, marketing, and service providers work together to satisfy tourists. Businesses need theoretical research across different hospitality and tourism fields to make policy decisions.

Practical implications

Although tourism, particularly ecotourism in its nascent phase, is a comparatively recent endeavour, it has a significant influence on cultural transformation. During the early stage of establishing authenticity, images portrayed to tourists have substantial ethical implications for the local community. Local governments, such as provinces, districts, and cities, have the duty to actively promote and protect tourism destinations, particularly historical and religious monuments (Vila-Lopez & Kuster-Boluda, 2024), as they are frequently regarded as integral to heritage tourism. This is in line with the government's goal of using tourism as a way to generate revenue for local administrations.

The practical implications of collaborative marketing activities for destination marketing organizations, individual businesses, and entrepreneurs are substantial in this study. To encourage and enable stakeholder's engagement in developing economies, it is critical to include innovative branding and marketing strategies into HTI and small business policy at the local, state, and federal levels. Small businesses are being encouraged by the government and municipal governments to join the sharing economy and the growing tourist destination business (Kozak & Rimmington, 1998). Merchants are increasingly joining forces in cooperative marketing campaigns to improve the tourist product offerings to customers on many levels, from the regional to the suburban, to the street level (Fadda & Sørensen, 2017). Locals, tourists, and visitors can be enticed by groups of businesses using collaborative marketing, which includes websites, social media marketing, and printed materials (Woodside et al., 2011). Groups of retailers may be eligible for marketing subsidies and in-kind support from local councils in order to boost the visibility of their stores.

The government may depict an idealized representation of the nation's cultural heritage by reconstructing aspects of the nomadic culture to cater to the desires of modern tourists. This custom is created to meet the preconceived assumptions of tourists regarding authentic nomadic existence. As a result, residents may experience pressure to alter their lifestyles to accommodate such demands. Certain tour operators and home-stay providers perceive the distinction between genuine tourism and the commodification of human relationships as indistinct. They believe that tourists who desire authentic cultural immersion do not anticipate encountering numerous traditional aspects of nomadic life during their village visits. The government's cultural evolution initiatives should strive to revive the diversity and distinctiveness of nomadic communities, while simultaneously tackling the impact of acculturation and assimilation on their traditional lifestyles. Communities largely rely on the concept of authenticity to draw on their culture and heritage when engaging in and influencing their own developmental trajectory within wider global processes.

The government can design a comprehensive recruitment plan that meets labour market needs. This policy would streamline and standardize the process for admitting citizens from developing nations for work and promote HTI's worker mobility. Developing countries may benefit from targeted awareness efforts through job websites. Tourism operators should encourage home-stay providers to practice nomadic culture to boost authenticity. Tourism companies may prioritize educating guests that the nomadic lifestyle no longer exists and that rural people no longer live in yurts. This is needed to realistically reflect the developing country's modern culture. Tourism operators and planners may make guesthouse hosts and guests communicate directly to reduce visitor dissatisfaction.

Locals may help tourism destinations grow. Supporting sustainable tourism is crucial for a tourism destination's success. Through community activities or representation, locals can help enhance tourism in their locality. However, not all residents can participate. Consequently, many people can indirectly vote in local elections. Municipal elections allow citizens to express their views on HTI's indirect effects. On their platforms, they may also endorse hospitality and tourism-promoting political parties.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

A country's hospitality and tourism, which is both a major economic driver and a rapidly expanding sector of the global economy, must find a way to continue expanding while protecting the ecosystems that support it. It is well-known in the tourism literature that, this

sector has a significant environmental impact due to its reliance on the destination's environment.

Even though the PRISMA approach was used to select the research sample, the 57 articles may not have covered all of the published research on this topic which had significant relevance. The future study may use meta-analysis, bibliometric analysis, or a different take on this topic.

Tourist destinations are targeting specific sorts of travelers by offering a genuine and immersive experience. Tourists and tour guides collaborate to curate an experience that is genuine and mirrors the present sociocultural landscape of the country; the cultural showcases in the villages are also continuously updated. In order for eco-cultural tourism experiences to remain appealing to tourists, the growth of ecotourism must find a way to satisfy the conflicting interests of various stakeholders. However, a complete understanding of how to achieve this balance has not yet been achieved.

Research on the effects of media on the HTI is somewhat limited. A thorough set of actionable suggestions for the regional administration must be formulated as a result of the future studies. There is still a lack of clarity regarding the purpose of the community engagement in tourism development programs. Potentially, future studies should focus on collecting data from all around the world in order to fill gaps in the knowledge and advance theoretical applications in this area.

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