

# SUSTAINABLE TOURISM DEVELOPMENT ISSUES, CHALLENGES & DEBATES

25th—28th April 2017, Kathmandu, Nepal



A JOINT CONFERENCE ORGANISED BY:



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## WELCOME NOTE

Dear Colleagues,

We would like to extend a warm welcome to you as you join us in the Yak & Yeti, Kathmandu, Nepal for the conference on Sustainable Tourism Development: Issues, Challenges and Debates, 25-28 April 2017.

We have a full programme of speakers of international standing to discuss and debate the latest issues and suggest solutions and strategies in the planning, development and management of sustainable tourism in an era of climate change. Throughout the conference there will be two parallel sessions, with each presenter having twenty minutes to deliver a paper, followed by ten minutes for questions.

In addition, we hope to provide a relaxed and informal environment for discussion and networking.

Professor Eugenia Wickens  
Conference Chair

On behalf of the Conference Organising Committee

Dr Ali Bakir  
Dr Vasiliki Avgeli  
Professor Ujjwal Satyal

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economic modelling should be in focus and given priority for tourism demand and the factors affecting business tourist expenditure including psychological and destination-related factors.

**Consumer Preferences for Hotel Brand and Brand Sustainability: Luxury Hotels in  
Kuala Lumpur, Malaysia  
KUMAR Jeetesh, GARG Anshul, SANGARAN Gopinath**

**Abstract:** The economic prominence of the Tourism industry is very huge which cannot be underestimated. Travel & Tourism is set for a milestone year as the industry's contribution to the worldwide economy during the year 2016 exceeded \$7.2 trillion to world GDP, representing 9.8% of global GDP and created 284 million jobs. Tourism in Malaysia has grown from RM 32 billion in 2005 to RM 69 billion in 2015 with 16.4 million arrivals in 2005 to 25.7 million arrivals in 2015, placing Malaysia currently at 12<sup>th</sup> position in international tourist arrivals. Current research has focused on branding process of luxury international brand hotels and to find out actual influencing factors which create issues regarding brand loyalty for local hotels. A dual research approach was used and data was collected from six (6) luxury Five-star hotels in Kuala Lumpur, Malaysia by using purposive sampling technique. In total 117 response were found to be useful for quantitative and for qualitative approach, 13 one to one interviews were conducted with sales/ marketing/ public relation manager and brand managers of the hotels to capture the industrial perspective. The findings show that brand preferences, brand equity and brand value of the luxury hotels in Kuala Lumpur will effectively contribute to enhancing the brand sustainability of these hotels. Gaining an understanding of these preferences and analysing the drawbacks would lead to the higher growth of these properties and pave way for advanced sustainable operations.

**Re-understanding and Re-constructing Ecotourism: China's Experience  
LI, Hongbo**

**Abstract:** The concept of ecotourism has been introduced into China since the early 1990s, once it became a quite important focus of tourism concerned aspects of life such as academic section, tourism industry and governments of different levels. In China, ecotourism has been through a not easy way during the past more than 20 years, which can be divided into three stages: introduction and cognition stage; debating and practice stage and reconstruction and innovation stage. Today, ecotourism development has been to a turning point, which is moving from the end of the second stage to the third one. In the future, the most important issue we are facing and handling is ecotourism's localization. Therefore, this paper proposes the following perspectives: 1 re-understanding ecotourism in China; 2 the functions of traditional and natural Chinese culture in ecotourism development; 3 redesigning the ecotourism pattern in China; 4 "defunctionalisation "purizaion" of ecotourism in China.

**Empowerment Through the Outdoors – How Can Outdoor Businesses  
Empower Women in Nepal?  
LINDVERT Marta**

**Abstract:** Even though there are positive signs regarding gender equality worldwide, the process is still very slow in many areas. This is a major problem, especially for poor countries, as it is well known that increased gender equality has large multiplier effects on other areas of development. The empowering of women is possibly the most important linkage across all other development goals, as it has strong bearings on poverty reduction, growth and human development. It is also widely accepted that entrepreneurship is central for economic development. On a macro-level, it functions as a driver for structural changes and on micro-level, it can help to lift individuals out of poverty, giving them preconditions for a better life. In Nepal, numerous outdoor businesses operate within trekking, climbing, mountain biking, rafting and other adventure sports. The sector is important for the overall development of the country, and primarily targeting foreign tourists. A fairly new phenomenon is that a few of these actors also target Nepali women. The aim with this research is to investigate how outdoor oriented tourist businesses can empower women in Nepal, both by employing female guides