แนวคิด ธรรมาภิบาลและผลกระทบต่อการท่องเที่ยว

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บทคัดย่อ

บทความวิชาการนี้เป็นการทบทวนวรรณกรรมซึ่งเป็นส่วนหนึ่งของการวิจัย เรื่องธรรมาภิบาลและผลกระทบต่อการท่องเที่ยวใน 6 ประเทศเศรษฐกิจหลักของอาเซียน โดยมีวัตถุประสงค์เพื่อศึกษา 1) ปัจจัยที่มีผลต่ออุปสงค์และการแข่งขันด้านอุตสาหกรรมการท่องเที่ยว 2) อิทธิพลของแนวคิดธรรมาภิบาลที่มีความสัมพันธ์กับปัจจัยด้านอุตสาหกรรมการท่องเที่ยวระหว่างประเทศ   และ 3) ความสัมพันธ์ระหว่างแนวคิดธรรมาภิบาลกับการพัฒนาด้านอุตสาหกรรมการท่องเที่ยวที่สอดคล้องกับเป้าหมายการพัฒนาที่ยั่งยืน

จากการศึกษาความสัมพันธ์ของแนวคิดความต้องการด้านการท่องเที่ยว ธรรมาภิบาล และเป้าหมายการพัฒนาอย่างยั่งยืน พบว่า ปัจจัยที่มีผลมากที่สุดในการวัดอุปสงค์ด้านการท่องเที่ยว คือ รายได้ ต้นทุนการขนส่ง และราคา โดยธรรมาภิบาลซึ่งรวมถึงการบริหารสาธารณะ เป็นการจัดการทรัพยากรอย่างเหมาะสมให้ประชาชนสามารถเข้าถึงการบริการสาธารณะอย่างเท่าเทียมกัน   นอกจากนี้ ธรรมาภิบาลยังมีความสำคัญต่อการส่งเสริมและพัฒนาการท่องเที่ยวอย่างยั่งยืน ทั้งรูปแบบการบริโภค การผลิตที่ยั่งยืน การเข้าถึงทรัพยากรอย่างยุติธรรม และการมีความรับผิดชอบต่อสังคม ซึ่งผลการศึกษาดังกล่าวนับเป็นองค์ประกอบพื้นฐานในการศึกษาวิเคราะห์ในงานวิจัยที่เกี่ยวข้อง

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Concept of Governance
and Its Impacts on Tourism

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Abstract

This academic article is a literature review as part of a research project on the topic of governance and its impact on tourism in six major ASEAN economies. The objectives of the study are: (1) to examine the factors affecting demand and competition in the tourism industry, (2) to investigate the influence of governance concepts related to factors in the international tourism industry, and (3) to explore the relationship between governance concepts and the development of the tourism industry in alignment with the Sustainable Development Goals.

The study of the relationship between the concepts of tourism demand, governance and Sustainable Development Goals found that the most significant factors influencing tourism demand are income, transportation costs, and prices. Governance and public administration are about properly managing resources to ensure that citizens have equal access to public services. Furthermore, governance plays a crucial role in promoting and developing sustainable tourism, including sustainable consumption patterns, sustainable production, fair access to resources, and social responsibility. The results of this study are considered basic elements for analysis in related research.

Keywords: Good Governance, Tourism Industry, Sustainable Development Goals

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Introduction

In an era where the tourism industry has become one of the key factors that play a role in the global economy, many tourist destinations must compete to attract tourists, resulting in experiential marketing becoming an important strategy to create differentiation and increase tourist satisfaction. This makes the tourism industry a key driver of economic and social development and has become a significant economic influence factor in the 6 major economies of ASEAN, namely Indonesia, Malaysia, Philippines, Thailand, Singapore and Vietnam. While the tourism industry in these countries is growing and developing significantly overall, the previous studies on the effectiveness of governance in relation to the success and development of tourism destinations lack clear conclusions.

In addition, governance or policies that are considered important factors in determining tourism success have not been systematically studied on the impact of governance on the tourism industry in the 6 major economies of ASEAN. The objectives of this article: 1) to explore tourism needs, 2) to study the concept of governance, 3) to examine the relationship between governance and development, and 4) to develop knowledge related to the study of governance and tourism.

Tourism Demand

Tourism is one of the world's largest industries and considered competitive and sensitive to different factors. There are several factors that affect tourism demand. These can be grouped as economic and non-economic determinants. According to Lim (1997), the most used factors in measuring tourism demand were income (Crouch, 1995), transport costs, and prices (Morley, 1998). His study reviewed an expansive meta-analysis on tourism demand modelling. However, in most empirical studies, it has been proven that tourism is highly sensitive to non-economic factors such as quality of governance (Balli et al., 2016); political stability, corruption, rule of law (Saha & Yap, 2014; Tang, 2018; Fourie et al., 2020); visa restriction, geographical indicators i. e. sharing a common border between countries (Neumayer, 2010); quality of transport and road infrastructure (Adeola & Evans, 2020) or tourism competitiveness.

Governance

The Role of Governance Quality in Tourism Development in Six ASEAN Countries. It is a highlight of the study. Governance is defined as "the process of decision-making and the process of implementing (or not implementing) decisions" (Sheng, 2009). Governance can be implemented in various contexts such as corporate governance, state governance, international or local governance. According to Duran (2013), governance is a contemporary process to guide or govern a society. It can be defined as a tool to give direction to society. It reflects the ability of the government to manage the economy and society. It is about shared objectives and priorities as well as responsibilities. Another definition by the United Nations (2012) is *"the exercise of political and administrative rights at all levels to govern the affairs of a country. It consists of mechanisms, processes and institutions of citizens and groups to exercise their legal rights, fulfil their obligations and resolve differences."*

On the other hand, good governance is a concept that has a variety of meanings and has been widely used by various sectors to improve the quality of management. As one of the most practical concepts of all governance, it is also the most ideological since it is not an easy task to implement, where achieving good governance is a matter of both science and art (Ungsuchaval, 2021). Good governance has typically major characteristics such as consensus-oriented, accountable, transparent, participatory, equitable, inclusive and abides with the rule of law, where corruption is minimized and responsive to the future needs of society (Sheng, 2009). Good governance encompasses important aspects in our quality of life, public services, political environment or to society's well-being, that yield short-term and long-term consequences in each country (Kaufmann, et al., 2011). As a result, Kaufmann, et al. conducted an extensive review of the methodology of World Governance Indicators (WGI). WGI explains the performance of government in a country over time in three areas including: (a) the procedure by which country is selected, monitored, and replaced; (b) the capability of the government to implement and formulate effectual policies; and (c) the respect of citizens for the institutions, indicating the social and economic interactions between government and society (Kaufmann et al., 2011). According to United Nations (2012), good governance is defined by desired outcome that varies from one situation to another and can be determined by two issues. The first one is the institutions of governance that include public administration, sound management of resources, equitable access and delivery of public services,

responsiveness to the views of the citizens and their participation in decisions. Transparency, accountability, integrity, equity, efficiency and responsiveness are all targeted government functions. The second broad governance is concerned with concepts of democracy and the rule of law, including with rights-based claims to equality before the law, judicial independence, participation in the conduct of public affairs, electoral integrity, political plurality, freedom of expression and media independence. An informed and empowered citizenry engaged in transparent and accountable governance processes is critical for its implementation.

Governance and development

Some empirical studies also highlight governance's positive effects on human development. Good governance is also a key factor that can achieve high economic growth and human development (Pradhan & Sanyal, 2011) as well as overall development (Uddin & Joya, 2007). It focuses on effective management of resources and implies execution of power through the political, economic and social institutions of a country (World Bank, 2006). Furthermore, it 'is a continuous process of resolving diverse, conflicting interests and implementing cooperative actions' (Chien & Nguyen, 2022). In the context of governance and human development (Ahmad & Saleem, 2014), it has been found out that government effectiveness, control of corruption and political stability are three variables that significantly affect Human Development Index (HDI). The study used Multi-Layer Perceptron (MLP) and Multiple Regression (Stepwise) methods, where MLP has been found as the most reliable model in predicting HDI. The study also concludes that good governance has a positive effect on economic performance, infant mortality and adult literacy. Indicators used are similar to the study developed by Kaufmann et. al (2011), with reference to six indicators, Political Stability (PS), Voice and Accountability (VA), Regulatory Quality (RQ), Government Effectiveness (GE), Rule of Law (RL), and Control of Corruption (CC).

Relevant studies about Governance and tourism

When it comes to relationship of governance on tourism, it has a positive effect such as the study of Steyn & Vuuren (2016) for 158 countries covering a period from 2007 – 2014 which investigated governance indicators and tourist arrivals, where tourists are attracted to

visit countries with high levels of good governance. Four governance indicators: government effectiveness, political stability and the absence of violence/terrorism, rule of law and control of corruption influence international tourist arrivals. Governance is also highly relevant to promote and develop sustainable tourism, such as the case of Malaysia (Tang, 2018). In a similar context, a study by Kim, Saha, Vertinsky and Park (2018) on the impact of quality of national governance institutions on international tourism inflows for a panel of 108 countries from 1996 to 2011 showcased that regulatory quality and rule of law are the governance indicators that have the most impact on international tourism flows. Moreover, the quality of governance is positively associated with tourism competitiveness based on a cross-country analysis, using quality of governance and democracy to travel and tourism competitiveness variables (Lee, 2015).

Detotto, et al. (2020) have analyzed the six WGI indicators on inbound tourism expenditure for 100 countries between 2002 and 2012 using a dynamic panel data approach. Accordingly, their results highlight that an improvement in governance quality in the destination leads to an increase in the inbound tourism receipts in the country. Similarly, higher government performance in formulating and implementing effective policies has a positive impact on tourism revenues (Tang, 2018). A government with weak political stability has a strong negative impact on the tourism industry (Saha & Yap, 2015). Similarly, Fourie, et al. (2020) argue that tourists from a politically stable country would prefer to travel to a safe and low-political risk destination while tourists from moderate or high-political risk countries are less concerned about insecurity at the destination. Supporting the impact of terrorism to tourism, Enders, Sandler & Parise's (1992) studies about the impact of terrorism in Spain's tourism and other Western countries based on time-series analyses, suggest that tourist arrivals decrease drastically after terrorist attacks or events of violence. The qualitative analysis study by Pizam and Smith (2000) also highlighted that demand for tourism drops due to terrorist events. On the other hand, there is a negative effect of crime on tourist arrivals based on a quantitative study by Levantis and Gani (2000). This can be explained to the sensitivity of the tourist destination's image.

Through aggressive advertising campaigns as safe destinations (Sönmez, Apostolopoulos & Tarlow, 1999), the aim is to eradicate the negative image from tourists' minds. Therefore, the aim of developed and developing countries is to establish safe travel.

Apart from this, many countries intensively improve their entry visa regime as a way to establish a safe travel (Neumayer, 2010). However, Neumayer (2010) argue that entry visa restrictions can significantly decline the number of international tourist arrivals in both developed or developing countries.

Furthermore, good governance impacts investments in tourism. According to García-Alonso & García-Sánchez (2016), improvements in regulatory quality and absolute corruption levels are significant factors in encouraging tourism investments. The study was based on a modelling technique (statistical and machine learning) characterized by a relatively small number of samples (30 countries) and with a relatively large number of numerical descriptors (228) that are not statistically independent. Corruption is regarded as another form of safety threat in the tourism industry (Fourie. et al., 2020). Depending upon the level of corruption, it can cause a positive or negative effect on the number of tourist arrivals. Using panel data techniques, Saha & Yap (2015) find a positive relationship between corruption and tourism demand which implies that corruption can only encourage tourism at the destination when the scale of corruption is low. A similar finding by Poprawe (2015) shows that countries where corruption is regarded as common to society discourages tourism development as compared to those countries with low levels of corruption. It negatively affects tourism competitiveness since it is linked to socio-cultural image (Das & Dirienzo, 2010). The study by Demir and Gozgor (2017) also highlights the negative relationship of corruption to tourist flows, such as the case of Turkey through panel data estimation techniques of 70 countries for the period 1996 – 2014. Corruption is a form of political risk which can impact a destination's overall development.

In addition, this is also relative to the quality of public services in a country that are highly accountable in upgrading transport and road infrastructure. Adeola & Evans (2020) evaluate the linear and non-linear effect of transport infrastructure on tourism development in Africa. The estimation includes transport modes (roads, rails, airports) as a proxy for transport infrastructure. As a result, the transport infrastructures have a strong positive force on tourism development in Africa. Better transport services can only be achieved if there is a low level of corruption.

On the other hand, the research by Ibragimov, Perles-Ribes & Ramón-Rodríguez (2021) shows that political instability has a mixed effect on tourist flows based on gravity model

approach using three estimations: pooled ordinary least squares (POLS), fixed effects (FE), and random effects (RE) estimates. Their study highlights that income and travel costs are significant determinants of tourism. Political instability and terrorism both have negative impacts to tourism demand based on a study by Yap & Saha (2013) for a panel of 139 countries covering a period from 1999 to 2009. In general, any politically motivated violent events negatively impact tourism (Neumayer, 2010). This is also supported by another study of Ibragimov, Perles Ribes & Rodriguez (2021) using gravity model that estimated Asian tourism demand from a panel of 46 Asian countries of destination and 197 countries of origin for the period 1995-2016, where results suggest that politically unstable Asian destinations are more likely to lose tourist arrivals from Europe. The study highlights that governance related indicators such as moderate levels of corruption and good quality institutions can boost international tourist arrivals to Asia. Voice and accountability in the destination and origin are statistically significant for Asia and the Pacific regions while corruption in the origin (World) has a significant, negative influence on tourist arrivals. In addition, a shared common language, religion and border impact tourist arrivals to Asia.

There is no doubt that good governance has a significant and positive effect on tourism performance at the national level. Based on generalized method of moments (GMM) that analyzed the impact of Worldwide Governance Indicators (WGI) to tourism industry, results suggest that higher levels of legal system quality and better protection of property rights promote inbound tourism. The effect is consistent across different types of countries and is stronger for sub-indicators "Voice and accountability" and "Rule of law" (Detotto, Giannoni & Goavec, 2020).

Good governance develops better economic growth and creates more opportunities that include tourism investments, products and activities (De Vita & Kyaw, 2017). A destination with a high quality of governance and institutions creates an environment of high level of security and stability (Tang, 2018). In addition, countries with good institutions positively affect the development of efficient public services (Detotto & Mccanon, 2017). It is assumed that good governance impacts the country's reputation, situations and even the tourism performance (Detotto, Giannoni & Goavec, 2020).

The level of governance affects the decision to travel because in addition to the economic impact, it also affects tourists' confidence in safety. Countries with good

governance tend to have other factors that are good as well, such as service quality, basic infrastructure, and a good tourism environment. The results of many previous studies in related literature have consistently explained that governance inevitably affects the economy and the tourism industry.

Governance and Sustainable Development Goals

Good governance is essential to achieve the national goals and the UNSDGs. The research is linked in identifying governance indicators that impact tourism development in six major ASEAN economies. The research supports key targets of UNSDGs 12 and 16. SDG 12 is to ensure sustainable consumption and production patterns based on tools to monitor sustainable development impacts while SDG 16 refers to the promotion of peaceful and inclusive societies for sustainable development, provision of access to justice for all and building effective, accountable and inclusive institutions at all levels (United Nations, 2022). Tourism is an important sector for several countries and national policies must be aligned to UNSDGs. Through this research, understanding governance indicators and its impact to tourism would bring new ideas and perspectives on improving governance processes, which has an overall impact to planning and policy development towards inclusive growth and development, where governments must adopt up-to-date policies and create innovative programs.

The United Nations has set its sights on various development directions to drive the world towards sustainable development, including the development of the tourism industry. To drive such expectations to success, it is necessary to implement good governance policies of each country, which are important as a framework for driving in the right direction.

Conclusion and Suggestion

Tourism is a large and highly competitive global industry, resulting in competition in terms of income generation, cost advantages in transportation, and price competition. This has led central and local governments in various countries to pay attention to the factors that influence the competitiveness of the tourism industry. This is because tourists have become interested in the context of related governance, such as appropriate resource management, equal access to public services for the public, transparency, equality, and

responsiveness to public needs. These are all goals that governments in many countries are currently focusing on. From the review of many academic literatures, it is unanimously stated that governance affects the number of tourists traveling to tourist attractions in various countries because countries with good quality public services tend to be responsible for developing good infrastructure for the public. In addition, countries that develop good public services in accordance with the principles of good governance are considered to have developed countries that are in line with sustainable development goals. From this study, it is interesting to study the concept of governance as a factor that influences tourism at the international level. An interesting developing country group is the ASEAN countries. In this group of countries, there are many countries with good potential for competitiveness in the tourism industry. If they are studied in various dimensions of governance, it should be beneficial both in terms of academics and the development of tourism industry policies for the country or group of countries sustainably and efficiently.

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