

## Understanding Visitor Perceptions and Attitudes Towards UNESCO WHS Designation: A Case Study of Hoi An City

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### Abstract

UNESCO is dedicated to identifying, protecting, and preserving global heritage. The designation of a site as a World Heritage Site, recognized as a prestigious brand, significantly enhances its appeal, drawing an increasing number of visitors to these locations. The study sought to determine visitors' perceptions and attitudes of World Heritage emblem, in sync with UNESCO's overall objectives. Concentrating on Hoi An, Vietnam, as a case study, unstructured interviews were conducted with over 30 travelers. The interview sampling was non-probability, using the snowball sampling method to examine awareness amongst visitors' awareness of the Hoi An WHS emblem and designation, with the goal of providing essential insights for both locals and tourists to help preserve the genuine spirit endorsed by UNESCO regulations. The findings revealed that visitors' impressions were more aligned with the World Heritage Site (WHS) designation than with the emblem itself. Only a small percentage of visitors were aware of Hoi An's WHS status before their visit and were able to recognize the logo and its association with UNESCO. The concept of a World Heritage site evoked numerous positive product attributes, such as "night, street, friendly people," and some negative associations, such as "river, garbage, crowded." This research idea offers valuable insights for professionals and policymakers in their future applications.

**Keywords:** Hoi An, World Heritage Site, Viet Nam, UNESCO.

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### 1. Introduction

Approximately half of World Heritage Sites or protected areas are deteriorating due to human activity [1]. Some researchers have recently focused on residents' perceptions of management failures towards protected sites [2]. The significance of tourists engaging in playing a conservation and preservation role has been recognized by some scholars [3]. Therefore, a well-structured visitor management plan is necessary for sustainable management of WHS conservation and preservation. This type of plan should be capable of effectively communicating, limiting, and explaining

variances in attitudes toward behavior in protected areas - a concept backed by research [4].

The Pacific Asia Travel Association reported that Vietnam would have annual growth rates from 2019 ~ 2023 and continue to be a top tourist attraction in the Asia-Pacific region [5]. Vietnam was named as the "World's Leading Heritage Destination 2019" at the 26th World Travel Awards (WTA) held in Oman [6]. This accreditation underlines Vietnam's commitment to maintaining its eight recognized World Heritage Sites, with Hoi An standing out as the most captivating destination, attracting over 4 million visitors in 2019 who were impressed with the site's evocative heritage imagery [7].

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The aforementioned factors substantiate the selection of Hoi An as a pertinent subject for investigation in this research. The objective of the research was to evaluate how visitors perceive and comprehend the emblem for Hoi An's World Heritage Site case, with specific objectives focused on exploring visitor perceptions, attitudes, and actions related to the World Heritage Site emblem with the main research question as follows:

“What are visitors' perceptions of the World Heritage Site emblem at Hoi An?”

The above question involved the following specific objectives:

- (1) Exploring visitor perceptions of WHS emblem,
- (2) Exploring visitor attitude & actions towards the WHS.

## 2. Literature review

### 2.1. Introduction of Hoi An Research Context

The city of Hoi An has been recognized as a site of World Heritage that was scrupulously preserved as a trading port in Southeast Asia from the 15th to the 19th centuries. In 1999, UNESCO acknowledged its cultural value. Hoi An, in Quang Nam Province, beside the Thu Bon River, is centrally located in Vietnam and displays a blend of indigenous and foreign cultures, resulting in unique, well-preserved architecture inspired by Chinese, Japanese, and European forms.

Within Hoi An resides a living history, featuring 1,107 timber-frame edifices, encompassing monuments, commercial establishments and residential homes, markets, religious buildings, as well as the renowned 18th-century Japanese bridge with pagoda. Since receiving its World Heritage classification, tourism has exerted a noteworthy influence on the indigenous economy, populace, and surroundings. Although it brings in a considerable number of tourists and aids economic progress, there are apprehensions regarding the social and ecological sustainability associated with it. These include worries surrounding land speculation, inflation rates, devaluation of local customs for commercial purposes as well as environmental dilapidation [8].

Hoi An has grown over the years into a prominent global vacation destination, celebrated as a living museum of history and architecture. The number of visitors increased from nearly 100,000 in 1999 to over 2.5 million in 2019. CNN named Hoi one of Southeast Asia's most beautiful historic towns in 2018. The United States, Vietnam, the Netherlands, Germany, France, the United Kingdom, Russia, Italy, Ukraine, and other countries are among the international visitor markets for Hoi An [9].

Prior to COVID-19, the World Heritage Site of Hoi An had concerns such as overcrowding, traffic congestion, inappropriate trash disposal, vendor issues, street food

quality, noise and dust pollution, unfair competition among tourism businesses, harassment, and insufficient homestay design and operation. These current challenges have had a substantial influence on the selected World Heritage Site (VNA, 2019). Despite resiliency efforts [10], overtourism challenges have returned in the tourism business of Hoi An.

As a result, there is a need for a discussion about the social sustainability of a living cultural site like Hoi An, by UNESCO's First World Cultural Management Plan [11].

### 2.2. Visitor's perceptions of World Heritage site emblem

UNESCO is dedicated to identifying, protecting, and preserving global heritage. It plays a crucial role in helping local communities grasp the values and significance of their heritage. The designation of a site as a World Heritage Site, recognized as a brand, significantly enhances its appeal, drawing an increasing number of visitors to these locations.

UNESCO designates heritage sites as cultural, natural, or mixed. Preservation is vital for human well-being, aligns with UNESCO's mission, and supports local communities. Inscription on the World Heritage list encourages adherence to the Convention, yet the rising influence of the heritage market poses challenges to local management. The key question is, how can heritage governance effectively maintain World Heritage Sites and their authenticity? [12].

World Heritage branding promotes tourism development but does not always result in a significant rise in visitor numbers [13]. Notably, none of the visitors recognized the World Heritage Site emblem on their own [14]. While World Heritage perception does play a role in motivating visitors to travel, its influence does not appear to be particularly powerful [15]. As per [16], heritage tourism is the oldest and most commonly practiced type of tourism, however, visitors' impressions, rather than their attitudes drive their desire to visit a particular heritage site [17]. Visitors actively seek a more authentic experience at World Heritage Sites, separating them from other types of attractions such as mass tourism hotspots or traditional offers such as sea, sun, and sand. This distinct authenticity adds to a high rate of revisiting [18].

Several scholars have investigated the motivations for visiting World Heritage Sites. [19] Some studies of visitors' satisfaction and intention had the same findings as Quintal et al. [20], identifying motivations such as a desire for amusement and an openness to experience, learning, social interaction, the hedonic-gastronomic dimension, and recreational features.

### 2.3. Visitor attitude & actions towards the Hoi An WHS

Visitors pledged to follow site laws [21], but this does not stop them engaging in arbitrary behavior in other public locations within World Heritage sites. According to Vareiro et al. [22], visitors to World Heritage Sites are typically young and well-educated, with a preference for sites with historical background and functionality. They show a high interest in cultural possibilities and participate in Visiting Friends and Relatives (VFR) as a secondary reason, which may not be planned but arises by chance. According to [15], independent visitors, especially those revisiting, are more aware of the World Heritage Site designation. Travel groups with a better level of awareness about World Heritage Sites are more likely to engage in cultural activities centered on local folklore and visit ancient historical buildings.

While global recognition is important, its use in conservation and regeneration is not always obvious. This article seeks to improve readers' understanding of the World Heritage Site (WHS) emblem and its impact on reinforcing conservation and preservation duties when visiting these sites.

### 3. Methodology

This research employed extensive semi-structured interviews. Semi-structured qualitative research interviews were used to collect in-depth, qualitative, and open-ended data on informants' thoughts, feelings, attitudes, and beliefs about a specific subject. The goal was to delve deeply into personal and, at times, delicate topics. Each interview lasted approximately 30 minutes [23].

After 30 interviews, certain gathered categories attained saturation, indicating that no new information or themes emerged in subsequent interviews. Saturation often happens during the first twelve interviews, and key elements for meta-themes can be detected as early as six interviews [24].

Snowball sampling, also known as purposive sampling, involves researchers selecting informants at random from a large population. This strategy is appropriate when the population under study is difficult, knowledgeable, and experienced. Johnson [25] defines it as a non-probability sampling technique used to find possible participants. Snowball sampling relies on referrals from early participants to facilitate the recruitment of more selections because the actual number of the population available for the study is sometimes uncertain.

This study began with informants who were familiar with the World Heritage emblem. The researchers tested this knowledge by asking, 'Have you ever heard of the term World Heritage Site?' If the answer was 'No,' those participants were removed from the study [15]. Once it

was determined informants had visited Hoi An, the researchers approached this initial group for help in recommending individuals for the following groups. This procedure was repeated until the required number of informants was obtained.

Informants from a varied range of countries, including four Australians, two British, nine Vietnamese, two Argentinians, one Taiwanese, three Japanese, five Koreans, one Nepalese, one Polish, one Spanish, and one Thai. The gender breakdown was 19 males and 11 females. The age categories were as follows: "under 25: 1," "26-34: 17," "35-44: 9," and "55+: 4." All of the participants had a college education, and nationalities summarized below. They are highly educated, possess a high income, and spend more time and money on their trips [26]. Visitors who recognize the World Heritage Site emblem typically have educational backgrounds ranging from secondary school to undergraduate and postgraduate levels [27]. As per the demographic summary of King and Halpenny [28], their ages range from 16 to 70 years old, and they represent a well-educated demographic with educational levels ranging from K-12 (kindergarten to 12th grade) to tertiary education. They are students, professionals, instructors, semi-retired/retired individuals, and others. Their patterns of visitation range from first-time to recurring visits, and they are the first time; repeat; locals, or frequent travellers.

Table 1: Interviewees' nationality

No	Country	Number
1	Australians	4
2	British	2
3	Vietnamese	9
4	Argentinians	2
5	Taiwanese	1
6	Japanese	3
7	Koreans	5
8	Nepalese	1
9	Polish	1
10	Spanish	1
11	Thai	1

The interview questions attempted to illuminate visitors' impressions by highlighting two essential elements: emblem awareness (rating the level of recognition based on prior information about WHS) and how were their attitude and reactions towards it.

### 4. Findings and discussion

#### 4.1. Visitor perceptions of WHS emblem

Awareness of the World Heritage Site (WHS) emblem among the interviewees was as follows, as evidenced by several sources of acknowledgment (please see Table 2 below).

Table 2: Visitors' awareness

No	Visitors' awareness of Hoi An as an UNESCO World Heritage Site
1	Well-Conserved World Heritage Site
2	UNESCO World Heritage city
3	Hoi An World Heritage Site and its allure
4	UNESCO World Heritage Site
5	A World Heritage site worth visiting
6	Great restaurants, marketplaces, lively activity, and lovely heritage structures
7	Witness the commodification of world heritage.
8	The charming and well-preserved heritage town
9	An old town with a charming heritage
10	UNESCO heritage site
11	Beautiful heritage site
12	World Heritage is a must-see
13	Outstanding UNESCO World Heritage Site: Vibrant and Dynamic
14	Historical and Cultural Legacy
15	Picturesque Town Designated as a UNESCO World Heritage Site
16	Charming UNESCO World Heritage Site
17	The beautiful and well-maintained heritage zone.
18	Charming heritage town with walkable appeal
19	An Enchanting Heritage Haven
20	World Heritage!
21	Heritage elegance and old-world charm
22	Beautiful heritage site
23	Relaxed Heritage Jewel
24	Remarkable heritage
25	Charming heritage town with exceptional shopping
26	World Heritage site
27	A deserving heritage site
28	Exquisite town designated as heritage-listed
29	World Heritage- Listed
30	Preserve the Heritage Gem

Only a few interviewers recognized the emblem, although the majority recognized the designation "World Heritage Site" (30/30) and a tiny number "UNESCO" (7/30). One visitor recognized that a location adorned with these emblems contains outstanding universal value features and, as a result, must be maintained. Others stated that the emblem represents a historical landmark of worth to humanity, and several stated that they felt a sense of pride when they saw this emblem at a site.

However, WHS designation appears to be associated with visually appealing symbols such as "Chinese temples, a

Japanese-designed bridge, pagodas, wooden shop-houses, French-colonial houses, and an old canal, as well as natural landscapes like beaches and islands." [29] Furthermore, instead of reflecting on their perceptions of WHS emblem, they persist in speaking about tourism products and safety [30], the retail clothes industry [31], souvenir sales [32], and culinary heritage [33].

In addition, the designation of a location as a World Heritage Site has a considerable impact on tourist preferences and influences destination selection (Yan et al., 2007). Visitors assume that places do not achieve WHS classification for no cause. They do, however, agree that specific aspects of Hoi An as a World Heritage site, such as the nighttime boat scenery, gastronomic options, the historic town, and social connections, are strong considerations that draw visitors to Hoi An beyond its WHS designation [34]. These characteristics influence, motivate and encourage visitors' inclinations to visit or return. This applies not only to Hoi An but also to visitors' intentions toward other World Heritage sites.

The WHS emblem performance against the goals initially set in Hoi An is relatively inefficient because the original purpose is accordingly in relation to conservation. Visitors can recall the title of WHS, but there is no consistency in recalling the emblem. The emblem and the title WHS bring commercial benefits and investment attraction to the destination, increasing real estate prices [35].

Therefore, UNESCO strives to add these sites to the protected list to provide enhanced support to the local community through technical help or training, facilitating improved conservation management.

## 4.2. Visitor attitude & actions towards the Hoi An WHS

In this research, several visitors stated their commitment to complying with restrictions at the sites they visited. This compliance is not exclusively due to the existence of the emblem but is also influenced by site requirements, which are often located at the entry. Flyers, brochures, signs, tour guides, visitors' expertise, local inhabitants, local government, tour operators, travel agencies, and other travelers are all used to spread behavioral messages. Individual perspectives and attitudes, on-site tour guide supervision, and the effect of high school education and authority departments all contribute to these attitude norms.

Visitors expected to love different features of Hoi An, such as its gorgeous surroundings, historical significance, spectacular art, friendly locals, charming old neighborhood, stunning architecture, and diverse services given by hotels and cafes, according to interview findings. Some visitors, however, commented that Hoi An could be more engaging and real if it were not overrun by tourists. According to other data findings, visitors perceive Hoi An WHS as a place that is "touristy, littered, has a polluted river, or is teeming with

vendors." These findings highlight the fact that when visitors fail to recognize the connotations linked with the World Heritage emblem, their behavior at World Heritage sites may deviate from expected norms. Suggestions for crowd management were made, with several utilizing adjectives like "touristy" or "crowded." Some have said that, while the ancient city is undeniably attractive, it may not fully live up to the stated authenticity.

Most visitors rated Hoi An as one of the top tourist destinations in Vietnam. Unlike the findings of Poria et al. (2013), who found that tourists prioritized World Heritage Sites (WHS) as a "must-visit," visitors to Hoi An did not consider it a "must-visit" or worth visiting. Visitors' attitudes regarding the WHS title and its relationship with a specific WHS were more prominent than their attitudes toward the WHS emblem, which some found dull and unsure of what action to take in response.

## 5. Implications and Recommendations

### 5.1. Implications

#### A. Theoretical Implications

- *Visitor perceptions of WHS emblem*

The study found a disparity between visitors' recognition of the WHS insignia and their knowledge of its significance. Visitors were not aware of the World Heritage site emblem (Poria et al, 2013). The number of visitors who recognize the destination as a World Heritage site and UNESCO word was minimal. A tiny number of visitors could recognize the emblem, and they are almost well-educated [27]. Almost all interviewees were unaware of the WHS emblem from the initial research till now [36]. These suggest a potential communication and education deficit surrounding the UNESCO World Heritage designation.

Visitors' opinions of World Heritage Sites are multifaceted, impacted not only by the symbol but also by a range of elements such as tourism products, safety, and cultural experiences. A relatively small cohort demonstrates a heightened awareness, primarily comprising individuals with advanced educational backgrounds, some of whom are working in the tourism industry professionally. Conversely, participants with higher education levels generally recognize the WHS designation but exhibit less awareness of the emblem itself. For this latter group, the WHS designation is intricately linked with their perception of the destination images in their minds, serving as a primary motivator for travel. In essence, the WHS designation, rather than the emblem, emerges as a compelling reason to embark on a journey.

- *Visitor attitude & actions towards the Hoi An WHS*

The findings provide a complex view of tourist sentiments towards Hoi An WHS, demonstrating that opinions are influenced by a variety of elements such as site administration, infrastructure, and visitor experiences. According to findings, visitors perceive Hoi An WHS as a place that is "touristy, littered, has a polluted river, or is teeming with vendors. The heritage agencies that work in national contexts should manage the flux entering the ancient town from visitors' sharing. Mass visitors access the town at night which overloads and affects heritage conservation and degradation. Tourism congestion management at the cultural site [37] should be considered in Hoi An's case.

Some visitors commented that Hoi An would be even more fascinating and authentic if it were not a gigantic tourist gap, if locals could control the tourist crowd; "the town is indeed beautiful, but not as authentic as advertised."

#### B. Practical implications

- *Visitor perceptions of WHS emblem*

The WHS emblem is used for many purposes and promotes WHS following the UNESCO operational guidelines. The findings highlight the need for improved communication tactics to educate tourists about the significance of the WHS emblem and its link to cultural and historical preservation. WHS attributes belong to those values they bring to the sites, and each WHS has its strength and depends on the character and unique attributes of products offered at a tourist destination [38] mentioned in their research.

The Hoi An WHS attributes brought visitors to a charming and peaceful place with emotion that heightened the feeling of remembering [39] the site that could not be expressed by their voices. Visitors use self-expression needs in travel-related photographs through selfies on social media as self-promotion [40]. Besides these intangible things, some other tangible experiences, and benefits that have been shared among visitors and satisfy their functional or symbolic needs (Park et al., 1986), such as food, the ancient town, walking the streets, spiritual life, seeing friends, taking their friends together to travel, etc.

The Hoi An Centre for Cultural Heritage Management (CCHM) and Preservation can use the information from reviews to study ways to improve visitor service. Based on the above-mentioned product qualities, local governments can combine these benefits or emphasise services to produce a thematic tour (thematic routes) package for Hoi An WHS [41]. To attract and retain tourists, destination management organisations should focus on promoting WHS sites' distinctive qualities and experiences beyond their classification, emphasising factors such as gastronomy, ancient towns, and cultural linkages.

- *Visitor attitude & actions towards the Hoi An WHS*

The study emphasises the necessity of managing visitor expectations and perceptions through appropriate communication and site management tactics. World Heritage site status was also discussed in negative and positive impacts in Wall & Black's (2004) research. In this research, visitor recalls' positive and negative impacts highlight product attributes: "night, street, friendly people," and negative recalls are "river, garbage, crowded" within the Hoi An research context. Destination operators must address difficulties, including overpopulation, pollution, and commercialization in order to improve the overall visitor experience and preserve the originality of Hoi An WHS.

## 5.2. Policy recommendations, suggestions for industry practitioners

Here are some suggestions for how this research could be used in the real world. Other research could be based on these research methodologies to determine how the local governments of the destinations utilize the propaganda of the Heritage Convention and how the misuse or abuse of the emblem is handled.

According to informants, education of Heritage knowledge is essential. The local government of Hoi An has set a basic knowledge of Heritage and Heritage conservation into the primary education program. An informant from Ho Chi Minh stated that they received Heritage knowledge from high school. It is also an issue that further research should consider, such as World Heritage knowledge and education. Other research could be based on these issues to research the relationship between WHS status and education.

The research on travel intention is to study visitors' psychology about what drives them. This study has clarified that "food" and "ancient town" influenced visitors' intention; in other words, culinary and world heritage sites have attracted visitors to visit. Future research can further clarify which factors affect visitors' future intentions aside from the world heritage site itself and culinary interests.

The World Tourism Organization (WTO) addressed WHS conversations in a handbook issued in Madrid, Spain, in 2004. The conversations revolved around issues such as "Permanent Congestion, Fluctuating Congestion, Physical Congestion at Destinations and Sites, The Perception of Congestion at Sites, The Consequences of Congestion, Stakeholders in the Tourism Process of Congestion, Sustainable Tourism Development of Natural and Cultural Sites." In light of this information, Hoi An can implement some of the handbook's recommendations, such as visitor impact management approaches, price and timed tickets, and queue management [42] as follows.

### 5.2.1. Visitor impact management techniques

Several management techniques or tools have emerged in recent decades to enable site managers to determine visitors'

upper limits to avoid unacceptable impacts on the site's natural and cultural values. These techniques and tools are designed to help guarantee sustainable tourism development of the site.

The first is the tourism carrying capacity technique of WHS [43], which seeks to identify the maximum level of visitor use and related infrastructure that an area can absorb and has a dimension that includes the management of visitors' satisfaction with visitor numbers.

The second is Limits of Acceptable Change (LAC) [44], which focuses on the idea of "How much change is acceptable." This technique directs resource management by objective and can be applied to environmental, cultural, physical, economic, social, and psychological aspects of a site or locality. The LAC technique manages the protected area by determining the limits of acceptable change of environmental impacts and then building tactical actions to ensure that all LAC activities are suitable for ecological and social conditions [45].

### 5.2.2. Pricing and Timed Tickets

Pricing nowadays has become a way to create funds for managing sites, and timed tickets are now conventional for revenue purposes and managing demand. As in Hoi An's case, visitors are encouraged to buy admission tickets to contribute to preserving the monument.

Therefore, pricing and timed ticketing [46] are tools of sustainable tourism development that can spread demand; reflect supply and demand patterns; be used for social equity; reduce congestion; and be used for different needs (e.g., regular visit/ extended visit/ expert visit). The advantage of imposing a limited number of timed tickets is a powerful tool for controlling numbers and spreading demand. Besides, it helps eradicate congestion (if arrival schedules are planned), provides information on predictable numbers of visitors at WHS, and plans staffing levels [47]. However, the disadvantage of pricing is the lack of access for those who cannot afford to visit. This can be countered by special prices for children/students/retirees; and special prices for others at low-demand periods.

### 5.2.3. Queuing Management

The queuing management [47] is related to "establishing a maximum total calling population for the day; Provide information to consumers/operators about booking and pricing; Introduce variable pricing and limited numbers of timed ticketing as appropriate, arrange for an entertaining arrivals area to divert people from just waiting their turn."

Hoi An is a Heritage destination, so setting up queue management and flexibly applied with tour operators' and visitors' assistance by app-based souvenirs and entry tickets [48]. When visitors buy an entrance ticket, there should be two parts to it: part 1 includes the time and place to visit; part

2 could be the end of the tour. In the concluding part, visitors are asked to leave the old town at a specific time slot, and to please keep the remaining part of the ticket as a souvenir. It is ideal if all visitors keep the rest of the ticket to receive their gift and leave. That way, heritage agencies can better manage when visitors have entered and left, and they can also assist locals in selling souvenirs that they wish to sell.

Thus, the meaning of the queue in Hoi An's case also requires the local community's coordination to develop their businesses. Visitors may not need to buy souvenirs until they get stimulation from receiving the souvenirs from the entrance ticket. Most visitors have high expectations of ancient Hoi An, as they have seen in the advertisement, so managing the queue can also manage visitors' expectations [49] of Hoi An.

#### 5.2.4. Indiscriminately dumped municipal and hazardous waste materials

Visitors learned that they should comply with the regulations at the visiting places in Hoi An WHS. However, there is less mention of what should be consciously complied with outside these areas but within WHS, e.g., the high prevalence of indiscriminate dumping, where visitors are contributing to the risk of a myriad of environmental and health hazards [50], such as air pollution, water pollution in Hoi An, and biochemical poisoning of food supplies, due to which are complaints.

Some other visitors discuss their voice and that the individual visitor does not have control over this. It is down to the site to be managed accordingly, and "Yes," the role of local site management [51] is one more stated what they should do to deal with these concerns and how to bring visitors into waste classification. An appropriate disposal method is necessary for the waste thrown in the streets and roadways of ancient cities.

## 6. Conclusion

Visitors' impressions of the World Heritage Site (WHS) is more concerned with designation than with the emblem itself. Only a small percentage of visitors were aware of Hoi An WHS before their visit, recognizing the logo and its association with UNESCO. Instead, they learned of the designation "Hoi An World Heritage" by searching the internet and reading reviews from other travelers. The concept of a World Heritage site was associated with numerous ideas in their imaginations.

Visitors expected to meet the genuine charm of the historic Hoi An World Heritage Site (WHS) shown in ads. However, the reality of it being labeled as "touristy" or "crowded" disappointed some, despite not diminishing Hoi An's overall charm. The frequent mention of the old town's busy and crowded atmosphere has left an imprint on visitors' opinions of Hoi An WHS. These significant experiences with the

services provided help to shape positive or negative attitudes toward the location.

Most visitors followed correct behavior regarding the restrictions of the visited places. During interviews, some tourists raised worries about river pollution, garbage disposal and overpopulation at Hoi An WHS. However, these observations do not always result in a change in their behavior. Messages advocating good behavior, according to some tourists, are communicated through channels such as leaflets, brochures, tour guides, personal knowledge, high school education, and local authority supervision. They stressed the value of education within families and from parents, stressing that even well-educated people do not always demonstrate culturally appropriate conduct.

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