

Developing Factors Capacity Building: For the Tourism Industry

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ABSTRACT

Developing capacity building for the tourism industry is important to grow the capacity of community-based tourism factors. Among all the famous tourist destinations community-based tourism is counted as the alternative tourist destination, which is formed by the capacity building factors. This paper aims to identify the key elements and factors for capacity building for the tourism industry and explore some variables that enhance capacity building for tourism. Qualitative methods are applied in this study. Data was collected from different streamlined journals, research papers, and books related to capacity building for tourism sectors. In the future, this paper can help to apply the theoretical concept to develop the capacity of the tourism industry.

Keywords: Capacity Building, Industry, Tourism, Community, Service.

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INTRODUCTION

Problems that arise in capacity building for the tourism industry can be solved using communications and applying the factors that are related to capacity building. Capacity building is a process of developing the skills, knowledge, and attitudes of individuals, organizations, and networks to achieve their desired goals and contribute to sustainable development. In the tourism sector, capacity building can help tourism operators, destination managers, local communities, and policymakers to maintain the quality of their tourism products and services. Intrinsic, political, financial, physical, human, and social capital are the main elements of Capacity building which is based on community-based ecotourism. At present time ecotourism is the fastest-growing tourism in the world. Capacity-building tourism helps to gain community benefits and empower development. Though China faces some challenges in coping with these benefits (Tang, 2019). Leadership development is very important to developing capacity building for the tourism industry. There are three main elements integrating context, competence, and complexity which enhance the capacity for handling disrupting events in the tourism industry. Some factors like contextual knowledge, adaptive process, and leadership education help to enhance the capacity building for the tourism sector (Malarvizhi Hirudayaraj, 2019). Recovery capacity is important for the tourism sector. The government of Thailand and Indonesia sought their best recovery capacity in the tourism sector after the pandemic situations. Among the two countries, the Thai government has more restored capacity for the tourism sector because of the strict policy applied by the government (Rosyadi, 2021). Organizational capacity helps to achieve advantages in the tourism sector. On the other hand, Absorptive capacity and routines play an important role in knowledge creation within the tourism

industry. Absorptive capacity is used for competitive advantages and organizational capacity is used for knowledge in the tourism sector (industry, 2020). Capacity development and re-generative urban tourism are more important for the entire tourism sector. Highlight the role of marginalized people in sustainable tourism development (Loretta Bellato, 2021).

Sustainability and capacity building both are focused on the development of the tourism industry in Albania. Based on the Survey on tourism operators' views, services, and barriers to sustainable development focuses on capacity development services in the Albanian tourism sector. For sustainable tourism, it must have monitoring and measures (BROKAJ, 2015). With the help of local industry focus on regional business performance which engaged scholarship in Hunter Valley's tourism industry for capacity building. It also focused on interacting with Hunter Valley wine tourism and leisure industries (Paul Stolk, 2017). For tourism decision making community capacity building plays an important role in the development of Kosovo's tourism industry. Community capacity building is important for sustainable tourism development in transitional countries like Kosovo (Ahmeti, 2013). Measuring community capacity in the tourism sector emphasizes the sustainability of tourism (Sharareh Khosravi, 2013). Ghana aims to reduce poverty in the tourism sector but it is impossible right now because of a lack of capacity building for the tourism sector in the main city of Ghana. Due to lack of capacity building it led to unequal distributions of benefits in the tourism sector (Christina Koutra, 2012).

LITERATURE REVIEW:

Information for programmed planning and evaluation in tourism development community capacity is more important. Capacity building counts as the measured and development factors for tourism development. Four types of capital, and emphasizes the importance of using capacity building as a development factor in the tourism sector.

It is important to apply the capacity building of the service industry in the tourism industry. It is applied in the higher vocational college. it will reveal the current situation and explore strategies and methods to ensure capacity building in the tourism sector (Liu, 2019). Community empowerment is important for tourism sector development. Organization and local leadership play important role in the success of community-based tourism (A. Rasid, 2012). To develop the tourism industry and benefit the local community's community capacity building is a necessary condition. Examining factors of community capacity building is essential for developing techniques to achieve desired goals (Fariborz Aref, 2010). Capacity building of SMEs in tourism networks is important for the success of the tourism sector, especially based on information technology and a network community (Patrice Braun, 2008). Capacity building in the tourism sector can be enriched by a communication planning system. Capacity building for the tourism sector can be developed by utilizing target programming and collaboration for development. Lesly's communication planning model with four stages, research and analysis, policy formulation, communication planning, and communication activities to find the communication planning (Yuda Wiranata, 2022). Special capacity building workshop held in Bali for restarting tourism. Collaboration between UNWTO and Indonesia in Bali's tourism recovery. Special capacity building workshop and hosting 2022 World Tourism Day (Andi Purnawarman, 2022). Capacity building is important for sustainable tourism development in rural areas. It involves enhancing community skills and knowledge to support local tourism initiatives effectively (Tshepiso Setokoe, 2022).

Tourism has become increasingly important as a contributor to community capacity building in local communities. Tourism plays a significant role in community capacity building by empowering community members.

METHOD:

An exploratory qualitative study described increased capabilities in building a sustainable tourism industry. The research methodology employed in this study draws upon the theoretical and methodological basics carried out in publications from current research journals related to capacity building for the tourism industry. The study's information base creates materials related to capacity building for the tourism sector including research reports, scholarly publications, and researchers' contributions. Descriptive analysis and qualitative methods formed the primary approaches utilized during the research process. The findings of this research study served as a basis for deriving practical recommendations advocating for capacity building for the tourism industry. adopting modern logistics practices within the tourism and hospitality sector.

RESULT AND DISCUSSION:

Capacity building for the tourism industry includes three primary factors human resources, management, and networking. There are three categories of capacity building in the tourism industry. Some variables can enhance the capacity of the tourism sector.

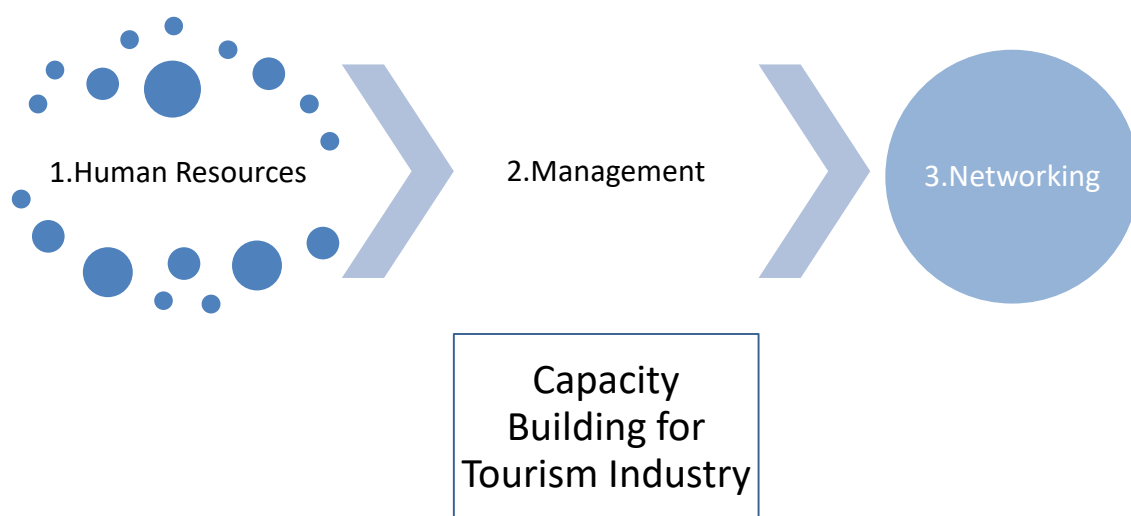


Diagram 01: Primary Factors for Development Capacity for the Tourism Industry.

1. Human Resources of capacity building for the tourism industry: Even though many kinds of research show that capacity building will focus more on an individual's talents, groups of individuals are no exception. There are characteristics in capacity building that are intended to be carried out on an ongoing basis so that capabilities continue to be improved; the process of capacity building and development in carrying out functions, main tasks, and objectives that are already available in problem-solving and to improve related institutions to running the government (Diagram 01).

2. Management of capacity building for the tourism Industry: In the management of institutional management, the government frequently has delays and needs to catch up compared to the private sector in management or institutional management. Internal and external management of the institution responsible for administering the tourist industry.

3. Networking of capacity building for the tourism industry: Cooperation or collaboration is one method for aligning diverse implementation activities so that there are no discrepancies by linking and unifying activities from the lower to upper levels so that there is directed cooperation to achieve goals. Collaboration creates a network for establishing and sustaining positive linkages among activities. Collaboration is required whenever one individual or group is accountable for the execution of a job. the process of mutual agreement binding various activities or elements of different governments on the dimensions of time, place, components, functions, and inter-governmental interests that are governed, so that on the one hand, all activities on both sides are directed at the same goal. However, capacity building involves collaboration among actors, organizations, or institutions to expedite the growth of the industry to be attained, discussing cooperation and network instruments necessitates interactive bottom-up and interactive

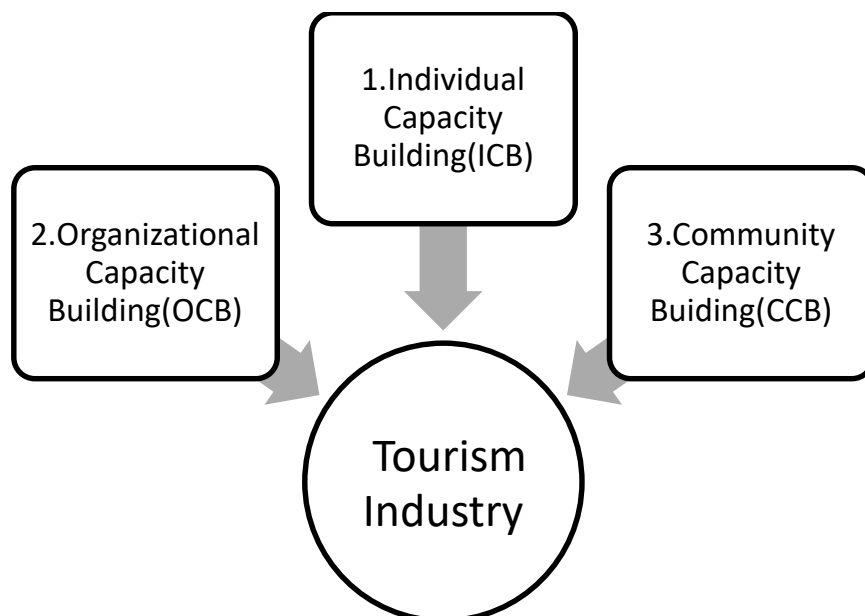


Diagram 02: Different Capacity Building for the Tourism Industry

1. Individual Capacity Building (ICB): Every organization combined with the individual. All organization's success depends on how the individual is accepted. The capacity development and their possible goals will be effective when it will be added awareness. It is also importance for community engagement. Most of the time it is considered the most complex step of capacity building. Individual capabilities and skills are most important to achieve the desired changes and results. Individual capacity building is the part of organizations or communities (Diagram 02).

2. **Organizational Capacity Building (OCB):** The main activities of Individual capacity building are to highlight both knowledge and skills which is important to change and development. In that case, organizational capacity building decides how capacity building can be strong and stable.

3. **Community Capacity Building (CCB):** Community combined with individuals and organizations. CCB helps to link formal and informal between individuals and organizations.

Capacity building in the tourism industry means enhancing the skills, knowledge, resources, and infrastructure that support sustainable growth and development of the tourism industry. By focusing on variables like TSD, ID, DM, MP, QSC, CA, CPM, RDA, and ESCP (table 01) For competitiveness and sustainability of the tourism industry it is the most important factor in capacity building for the tourism industry. In the mentioned in the table are some variables related to capacity building that help to develop the tourism industry.

Capacity Building for the Tourism Industry	Variables	Activities	Application Sector
Training and Skill Development	TSD	-Training programs -Workshops -Language and cultural awareness program.	-Tourism Professionals
Infrastructure Development	ID	- Investing in the development of infrastructure critical for tourism	-Transportation Networks -Recreational Sites Utilities
Destination Management	DM	-Developing plans for managing tourist destinations effectively.	-Different Tourist zone
Marketing and Promotion	MP	-Marketing campaigns -Participation in travel trade shows.	-Tourist Destinations -Social media
Quality Standards and Certification	QSC	-Quality standards and certification programs.	-Quality standard sector.
Community with Authority	CA	-Involving local communities in tourism planning and decision-making processes.	-Local communities -Public and private sector.
Crisis Preparedness and Management	CPM	-Developing contingency plans and protocols for handling emergencies and crises that may impact the tourism sector.	-Touristic Zones.
Research and Data Analysis	RDA	-Conducting research and data analysis. -Strategic decision-making and policy formulation for sustainable tourism development.	-Tourism sector.
Develop Partnership	DP	-Collaboration between government and private sector stakeholders, NGOs, and local communities.	-NGOs -Government and private sector. -Stakeholder

Environmental Conservation and Sustainable Practices:	ECSP	-Sustainable tourism practices for planning, operations, and development strategies.	-Environment -Natural Resources sites.
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Table 01: Variables of Capacity Building for Tourism

Process of capacity building for the tourism industry growing the skills knowledge, and attitudes of individuals, organizations, and networks to achieve desired goals and contribute to sustainable tourism. In the tourism sector, capacity building can help stakeholders such as tourism operators, destination managers, local communities, and policymakers to improve the quality, competitiveness, and social and environmental responsibility of their tourism products and services.

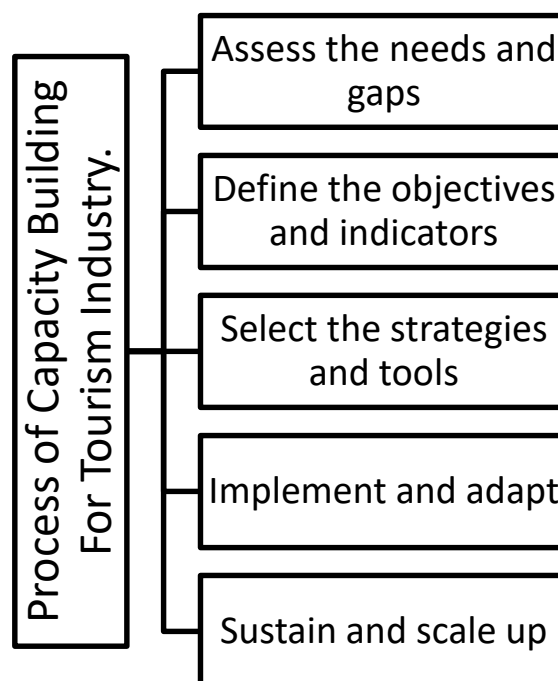


Diagram 03: Process of Capacity Building for the Tourism Industry.

The first process of capacity building for the tourism industry is assess the needs and find the gaps which should be the current situation basis research or materials. By this assessment, it can be easily found the challenges that need to be identified to grow the process of capacity building for the tourism sector. For assessment it can be performed through surveys, interviews focus groups, observation, and collect data (Diagram 03).

The second process of capacity building for the tourism industry is to define the objectives and indicators. Based on the assessment result, it should define the specific objectives and expected results for the development of the capacity for the tourism sector. This objective should be smart, measurable, relevant, and time-bound. There also should be indicators to monitor the progress of the capacity building for tourism.

The third step of the process is to select the strategies and tools after identifying the objectives and indicators. This process should consider the different levels of capacity development like individual, organizational, and network. Training coaching, mentoring, peer learning, online platforms, and case studies are the best examples of strategies and tools for capacity building for the tourism sector.

The fourth step of the process of capacity building for the tourism industry is to implement and adapt. after the three steps, must implement the plans and budget.

The last and final one is sustained and scaled up. After this, it should be applied tourism sector to ensure sustainability- and stability. Documents and other activities should be revealed to promote learning and innovation in capacity building for the tourism industry.

CONCLUSIONS:

Capacity building for the tourism industry is very important for the sustainable development of the tourism industry. Studies highlight the formation of the capacity-building tourism industry with different types of factors and variables. If it is applied to the tourism industry, it may be gained the sustainability of the tourism industry. Most of the countries of the world play a vital role in capacity building for the tourism sector like Indonesia. Individual, organizational, and community capacity building enhances the capacity building for the tourism industry. Quality and quantity of human resources, internal management, and management and collaboration networks are very important to highlight the capacity building for the tourism industry. The quality and quantity of human resources meet to manage destinations that have the potential to advance and hook up with other regional actors in assisting the development of the tourism industry.

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