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How Self-Efficacy Enhance Heritage Tourism in Medan Historical Corridor, Indonesia

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Abstract

Self-efficacy, an aspect of place identity, contributes to enhance heritage tourism. This study aims to examine the aspect of self-efficacy in a historical corridor, Medan City, Indonesia. A questioner distribution, depth interview, and field observation were conducted to examine local people and tourists' perception about self-efficacy in the area. The result shows that people have a positive perception of confidence and accessibility although the comfort and safety need further improvement in generating tourist satisfaction that will attract people come and improve people's quality of life.

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1. Introduction

Tourism nowadays believed as one of the leading industries to contribute the greatest income for many countries, particularly for the developing countries. Among various types of tourism, heritage tourism has developed significantly and attracted great interests of tourists. This tendency is driven by human's necessity of culture in enjoying cultural diversity or historical objects from all over the world. It indicates that an acquaintance to history and its objects becomes the strongest motivation for tourists (Ismagilova et al., 2015).

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In heritage tourism, tourists play a significant role in influencing its success (Poria et al., 2003). This is related to the tourists' perception of the peculiarity of a place that creates attraction and satisfaction for them. It is strengthened that a place will be more meaningful if the tourists gain unique experiences and attachment to the place as they are observing the symbols and the values there. The place satisfaction and sense of place in an area will indicate whether the place success or not in fulfilling the expectancies, necessities, and quality of life (QoL) standards of the tourists (Shamai, 1991 and Stedman, 2002 in Wang and Xu, 2015). These facts clarify place identity as an important entity that determines the success of a heritage tourism area.

The paper specifically aims to examine one of the place identity aspects by Breakwell (further developed by Twigger-Ross and Uzzel, 1996), namely self-efficacy, in a historical corridor in Medan city. This study aims to find out how the self-efficacy forms the identity of the area while helping to enhance the heritage tourism.

2. Self-efficacy

Self-efficacy is interpreted as someone's ability to perform an act rationally in a physical and social environment (Belk, 1992). It exists when people believe that an environment can facilitate their activities (Bandura, 1995). Furthermore, they also need to manage their environment (Twigger-ross and Uzzel, 1996; Winkel, 1981).

The existence of efficacy is exceedingly important in a tourism area since it relates to QoL (Firouzmakan and Daneshpour, 2015). Although the concept of QoL itself is multi-dimensional and constructed by several aspects, some of them become the focus of tourism, such as well-being, happiness, and satisfaction with a place (Mostafa, 2012). The existence of efficacy drives these feelings among the tourists.

Bandura (1997 in Lunenburg, 2011) in his research stated that self-efficacy refers to people's assessment of their ability to work and achieve expected performances. It indicates that self-efficacy directly has an impact on personal goals (Rampullo et al., 2015). This refers to the internal efficacy that focuses on people's internal resources (Bandura, 1997 in Lunenburg, 2011; Ben-Ami et al., 2014). Self-efficacy (Bandura, 1997 in Lunenburg, 2011) directly affects people's QoL since it becomes the fundamental motivation for human well-being and self-fulfillment. On the contrary, external efficacy refers to people's belief in the availability and quality of required external resources to work (Eden, 2001 in Ben-Ami et al., 2014), such as equipment, cooperation, and guidance. It supports the area development since QoL is also closely related to the quality of the physical environment (Eusuf et al., 2014). Thus, the efficacy can be distinguished in two types, the internal and external efficacy.

The aspect of self-efficacy and QoL exist with an emotional well-being towards an environment. The other criteria include the attachment to the community, activity and work, safety, and environment quality (Eusuf, 2014). Comfort exists when people are satisfied with their necessity in an area so that they can perform an act rationally and efficiently. This social situation relates to human's need to control their surroundings (Belk, 1992), and affects the QoL in the area. People's QoL is also generated by safety in an area (FirouzmakandanDaneshpour, 2015). Without the existence of safety, it is impossible to create comfort and satisfaction of a place. Moreover, safety is considered as one of tourism services (Butnaru and Miller, 2012) that the lack of safety will destroy the area identity and affect tourists' interest to visit. Confidence is people's reaction where they believe that they can work and achieve expected results (Hung and Petrik, 2012). If confidence exists, tourists will also be more attracted to visit the area. In efficacy, the existence of good accessibility also helps people to complete their tasks. Moreover, accessibility is one of the urgency for tourism area where it becomes the tourism attraction (Jansen-Verbeke in Ashworth and Page, 2011) and affects the success of the area. Therefore, the four variables- comfort, safety, confidence, and accessibility- need to be observed to assess the self-efficacy aspect in the study area.

3. Study area

The study area is a historical corridor that lies in the center of Medan city and extends from BrigjendKatamso Street, Pemuda Street, AhmadYani Street to Balai Kota Street. These streets have existed since the early period of Medan city. The unity of these streets along with surrounding area has developed through history to be a historical corridor (Jansen-Verbeke in Ashworth and Page, 2011). The corridor becomes significant as it connects the city with the outer area, such as Belawan port in the northern region.

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