Impact of Supply Components-4As on Tourism Development: Case of Central Karakoram National Park, Gilgit-Baltistan, Pakistan

Submitted 0710/20, 1st revision 13/01/21, 2nd revision 16/02/21, accepted 20/03/21

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Abstract:

Purpose: This research is aimed to find out tourism supply components known as the 4As. Accommodation, Access, Amenities and Attractions for the tourism development in the Central Karakoram National Park, Gilgit-Baltistan, Pakistan.
Design/Methodology/Approach: To carry out the current study, a total of 509 self-administered questionnaires were distributed among the tourists to collect the data which was analysed by using SPSS and Partial Least Square (PLS). PLS-SEM was applied to find out the relationship between variables and test the strength of the proposed model.
Findings: The study concludes that two variables have significant impact on tourism development while other two identified with insignificant impact on tourism development in the Central Karakoram National Park, Gilgit-Baltistan Pakistan.
Practical implications: Tourism development is linked with increasing the accommodation, facilities, and advertisement whereas the current study includes all the required components which helps in developing tourism at destination.
Originality/value: The importance of infrastructure development as the basis for the tourism development whereas current research further strengthens this idea by exploring and including more components in it.

Keywords: Tourism development, Accommodation, Access, Amenities, Attractions, CKNP.

JEL codes:

Paper type: Research article.

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Impact of Supply Components-4As on Tourism Development: Case of Central
Karakoram National Park, Gilgit-Baltistan, Pakistan

412

1. Introduction

According to Wijayanti and Dewi (2017) tourism destination development is an integrated approach which stands on four basic pillars (tourism components) which include attractions, accessibility, infrastructure, facilities, host community and integrated communication within and outside the destination. Tourism industry can be endorsed by improving the quality, diversifications and revitalization of tourism products and tourism institutions, the human resource factor, the coordination, integration, and standardization of tourism education.

The tourism components 4As (Accommodation, Access, Amenities and Attractions) are the ones that tourism managers should consider in the development of the destination and ensure that all components are best suited with the quality and requirements of visitors (Haneef, 2017). Cooper (2000), Sugiama, (2013), Sugiama, (2014c) considered the 4As tourism components essential factors for the destination development which also supported by Andrianto and Sugiama, (2016). Tourists always appreciate when destination provides quality accommodation, attraction, and accessibility to the destination resultantly, which improves the tourism development of any region (Hartwell *et al.,* 2016; Mwinuka, 2017). Camilleri (2018) also emphasised on key tourism components, access, accommodation, attractions, and amenities considering the most important factors for tourism development.

Moreover, these components were considered as fundamental requirement which travelers expect from the destinations where tourists intended to travel for various tourism purposes. Reitsame and Sperdin (2017) denoted access and amenities as 'sense-making' and attractions and activities as exploratory attributes, they further argued that if these factors are adequately developed tourists perceive the well-being and engage through positive word of mouth about the destination which tourism planners and destination developers must consider. Stylidis, Shani and Belhassen (2017) carried out to test the integrated destination image model where they denoted attractions, amenities, accessibility, and accommodation as cognitive components and found that cognitive components have significant positive effect on destination image model where there they denoted attractions, amenities, accessibility, and accommodation as cognitive components and found that cognitive components had significant positive effect on destinations' image which can ultimately improve the tourism development.

2. Literature Review

Hartl (2002) highlighted the importance of 4As of tourism for the destination development, moreover study described the 4As as 'Destination Mix'. Kharel and Khanal (2011) identified tourism components 3As, access, accommodation, and amenities to consider for the destination tourism services. The accommodation is very important and basic component in tourism sector, and it serves as key element to satisfy the tourists' and visitors' stay at the destination (Rahovan, 2013). Accommodation is a mix of many facilities included hotel service, lodges, camp

sites, home stays, caravans, in addition to bread and breakfast during the stay at destination (Haneef, 2017). Despite the different forms of accommodation provided to the visitors or tourists, hotels become more useable forms in urban settings (Craggs, 2008). Accommodation includes, home stays, lodges, caravans, hotels, guest houses and other, it becomes more beneficial when providers provide additional components e.g., food and beverages in addition to stay (Andrianto and Sugiama, 2016). Jovanović and Ilić, (2016) considers accommodation as "social infrastructure" which include availability of rooms, hotel services, shopping arcades and meeting, incentives, conference, and exhibitions (MICE) facilities that encourages and motivates tourists to visit the destination and ultimately develop the tourism destination. Sharpley (2000) strongly argued the influence of accommodation on tourism development at destination. The study highlighted the importance and significant role of accommodation and emphasized to understand the need of controlled development on accommodation for a sustainable tourism planning and development at the destination.

Access to the destination is one of the key components of tourism to attract more visitors at the destination (Sugiama, 2013; Andrianto, and Sugiama, 2016). According to Grzinic and Saftic (2012) improved accessibly ensures the flow of visitors at the tourists' destination, if the road connectivity is poor at any destination tourists get frustrated. Accessibility as an important component of tourism infrastructure provides basis for tourists to travel which helps in long term growth and development of tourism destination (Jovanović and Ilić, 2016). Several studies acknowledged the role of transport for easy access to desired destination whereas Sorupia (2005) highlighted the negative impacts of over-access to the destination. Study revealed that easy access increases the tourist and day trippers flow to the destination which cases environmental degradation and traffic congestion at the destination, *"accessibility can make or break a destination"* (Jovanović and Ilić, 2016, p. 1769), the authors argued on the given statement that if over access is provided to the tourists at any destination, it dominates local populous and cases of environmental degradations and overuse of natural resources.

Amenities are the facilities added to the tourists' service to make the tourists comfortable and add value to the overall tourism activities at the destination. Amenities are considered as complementary facilities with accommodation and accessibility which are needed for tourists' satisfaction, amenities can be "*tangible and intangible facilities used to obtain pleasure of the visitors at the destination*" (Robustin *et al.,* 2018, p. 95). As explained by Mandić, Mrnjavac and Kordić (2018) amenities make the tourism service enjoyable, reliable, and sustainable which widely includes all the physical and mental related infrastructure facilities.

Attractions are important elements of any destination which motivate tourists to visit destination and fulfil their recreational demand (Richards and Wilson, 2006; Haneef, 2017). Attractions can be any form which fulfil the utility of tourists or visitors at the destination, these included, culture, mountains, community, scenic beauty, gastronomy and many others (Andrianto, and Sugiama, 2016). Dwyer and

Impact of Supply Components-4As on Tourism Development: Case of Central Karakoram National Park, Gilgit-Baltistan, Pakistan

414

Kim (2003) indicate the quality of physical attractions are evaluated through identifying the tourists' satisfaction and motivation to visit the destination and its development (Law and Lo, 2016). Camilleri (2018, p. 24) argued that tourists seldom travel to any place just for staying at any particular accommodation facility rather tourists travel to any destination to see the key attractions, enjoy and do the unique experiences so the any particular feature of the destination which motivates a traveller or tourists towards it termed as "attraction" which can include; "*natural wonders, man-made attractions, special events, cultural or historic sites, arts and crafts, sport, music or dance, unusual or unique flora and fauna and night life*". Vengesayi (2009) attempted to find out the association between attractiveness of the destination and attractions by extending the previous studies (Echtner and Ritchie, 1993; Hu and Ritchie 1993; Meinung, 1995; Lee, 2001; Klenosky, 2002) to rank the attributes of attractiveness and revealed that attractions are the key focus of destination development along with the predictions people and facilities. Marahatta and Keshtri (2012, p. 47) recommended the tourism attraction as basic element of tourism development and defined as "*anything that creates a desire in any person to travel in a specific tourist destination*". They denoted the attractions with the word 'locale' for local holiday destinations or attraction which are being offered to the tourists.
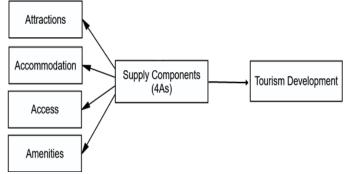
3. Research Design and Methodology

This research design is intended to assess the perspectives about tourism development analysis in the Central Karakoram National Park, in the opinion of foreign and domestic tourists. Therefore, quantitative research method with the background of cross-sectional method is used in this research. Probability sampling method was used by employing simple random sampling (SRS) approach. Simple random sampling is a basic sampling technique; group of samples were selected from large number of tourists travelling to the Central Karakoram National Park. The Central Karakoram National Park is scattered around 10000 sq. km which covers the boundaries of five districts and there are multiple entry points from various locations.

Thus, simple random sampling is fair way to approach the sample group. By using this method researcher ensures that the equal chance is given to the sample units. Self-administered questionnaire was used as key research instrument to collect the data from tourist (foreign and domestic). The instrument was thoroughly processed by checking the reliability, internal consistency, and validity as it is one of the requirements of survey research. As this thesis aims to investigate the relationship of tourism development regarding supply components of tourism (4As: accommodation, access, amenities, and attractions).

Therefore, SPSS-21 and Smart PLS program3 packages were used to process and analyse the attained questionnaires survey-based data in the Central Karakoram National Park, Gilgit-Baltistan, Pakistan. Partial Least Square Structural Equation Modelling (PLS-SEM) was used to evaluate the variables set for the study. PLS-

SEM can be helpful for formative as well as reflective variables to find the cause-and-effect relationship. It is considered as nonparametric method; therefore, PLS-SEM is commonly used to assess variance-based research models in the field of social sciences (Hair *et al.,* 2012; Hussain *et al.,* 2018).

Figure 1. *Research Framework*

Source: Own study.

4. Findings and Discussions

This study attempted to find out the relationship of various supply components factors towards tourism development in the mountain areas of northern Pakistan. By distributing 509 questionnaires among the foreign and domestics tourists visited CKNP this thesis observed the following results in majority: age Group; 25-44 years (70%), education level; diploma holders (36%), gender; male (68%), nationality (foreign tourists); Japanese (10%), purpose of visit; adventure (49%), type of accommodation used; campsite (52%), average length of stay; 7 days (46%), years of mountain tourism experience; more than 10 years (42%), type of tourists; trekkers (41%), travel party size; 4-6 persons (35%), status of local support employed; porters only (41%), reason for the visit; holiday (67%), mode of transport used in CKNP; private jeep (73%), mode of travel; An inclusive tour package (73%),frequency of visit to CKNP; first time visit (40%), sources of information about CKNP; social media (30%), rating of holidays in CKNP; very good (44%), willingness to visit again; Yes, in future (54%) and familiarity with CKNP; No (58%).

Moreover, concerns pertaining to the issues at destination, majority of tourists were not concerned about crime (99%), health (95%), political instability (100%), hospitality of people (100%), sectarian conflicts (96%) and quality of attractions (100%) whereas majority of respondents were very much concerned about transportation and communication (66%), shopping facilities (39%) and quality of accommodation (52%).

Majority of tourists suggested to develop and improve transport (70%), marketing (opening more booking offices and information dissemination centers) (94%), finding new visitors generating countries (69%), develop and improve

communication (82%), accommodation facilities at existing price (91%) operate direct international flights to Gilgit-Baltistan (65%) is highly important to increase tourists' arrivals to the Central Karakoram National Park area.

4.1 Assessment of Measurement Model

According to Carneiro *et al*. (2007) measurement model is used to find out the relationship between measured variables to latent variables whereas structural model is to relate the latent variables with one another. The assessment was performed to evaluate the unidimensional, reliability and validations though CFA procedures to ensure the required reliability before proceeding to final model development. The final measurement model was assessed by using various fit indices Quality criteria is required to measure the importance and descriptive strength of measurement model; various quality criteria analyses are conducted to measure the model in this study. To find out the level and trend of relationship between the variables and various factors in the research, a correlation analysis was carried out.

The basis of identifying the strength of affiliation among the variables was application of "structural model". Various required analyses were carried out by using SPSS 21.0 and Smart-PLS-3. Both EFA and PCA are run via programs like SPSS, which calls this approach data reduction, with the advent of structural equation modelling (SEM) tools, such as PLS, an argument for not purifying measures and treating an instrument more holistically has been made (MacCallum and Austin, 2000; Straub *et al.,* 2004), but there is no clear resolution about whether measurement error should be modelled and accounted for or simply eliminated.

In contrast to EFA, PLS performs a Confirmatory Factor Analysis (CFA) (Gefen and Straub, 2005 p. 93). As suggested by Zainudin (2012) measurement model was carried out with Confirmatory Factor Analysis (CFA), recommended to remove the items with lower factor loadings which do not meet the minimum threshold.

Two questions were dropped in the accommodation construct due to lower loadings scores whereas five questions remained for further process. Highest loading score was recorded for "accom_2, cleanliness of hotel/motel/guest house/campsite" (0.905), three questions were dropped from access construct and four were used for further analysis. Highest lodgings were obtained by "access_7, availability of toilets on trekking/mountaineering/hiking routes" (0.830).

For the amenities construct, two questions were dropped, and five questions were remained where the highest loading was attained by "role of information centres, amaneties_4" (0.851) and three questions were dropped and fours were

used for the analysis in the attractions construct, highest loadings was obtained by "landscapes of CKNP, attractions_1" (0.802).

Thus, the aim of this model is to find the relationship between marketing mix, tourism supply components and tourism development in the Central Karakoram National Park.

4.2 Reliability Assessment for the Measurement Model

To test the measurement model in this study, reliability and validity analyses were carried out which are shown in the Table 1. Results show that Cronbach's alpha, Composite Reliability (CR) and Average Variance Extracted (AVE) are above than the threshold values; "Cronbach's α :> 0.7"; (Nunnally and Bernstein, 1978; "> 0.4 (Peter, 1997)", "Composite Reliability :> 0.7" (Hulland, 1999), "Average Variance Extracted (AVE): >0.5" (Khoshkam, 2013, p. 118).

4.3 Internal Reliability

Cronbach's alpha values of key constructs of the tourism supply components were found as; 'accommodation' 0.891, followed by 'access' 0.818, 'amanitas' 0.865 and 'attractions' 0.952. From the results shown for internal reliability, it can be safe to claim that questionnaire used for this study is internally consistent and suitable for the analysis.

4.4 Composite Reliability

According to Morrison *et al.* (2017) "composite reliability can be viewed as analogous of Cronbach's alpha coefficient" which indicates the internal consistency and authenticity of the latent variables. As recommended by Shaw and Shiu (2003) "the threshold value for composite reliability is ≥ 0.60" and acceptable values are 0.70. This study achieved the required acceptable values of composite reliability for its measurement model with the attained tested values as; 'accommodation' 0.920, followed by 'access' 0.878, 'amenities' 0.901 and 'attractions' 0.965.

4.5 Average Variance Extracted (AVE)

The study obtained the required acceptable values ">.50" of Average Variance Extracted (AVE) for each construct in the measurement model with the attained tested values as; 'accommodation' 0.699, followed by 'access' 0.644, 'amenities' 0.647 and 'attractions' 0.875.

4.6 Convergent Validity

According to Hair *et al.* (2014) convergent validity is the "extent to which indicators of a specific construct converge or share high proportion of variance

in common". To evaluate the level of convergent validity, three techniques are used as highlighted by Hair *et al.* (2014), reliability, factor loadings and Average Variance Extracted (AVE). Kline (2011) recommends that AVE value 0.5 or greater is acceptable threshold for adequate convergent validity. In this study 4As of tourism supply components and tourism development are assessed by using the recommended criteria. Estimated values of each construct in this study meets the rule of thumb and scored more than 0.5 for each construct. The composite reliability values are also given in Table 1 showing that the obtained values for each construct are greater than the threshold minimum score of 0.7 with the range of 0.873 to 0.965.

Table 1. *Results of Quality Criteria*

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Access	0.818	0.878	0.644
Accommodation	0.891	0.920	0.699
Amenities	0.865	0.901	0.647
Attractions	0.952	0.965	0.875
Tourism Development	-	-	-

Source: *Own study.*

4.7 Structural Model Evaluation

Once the validity and reliability of measurement model get finalised then next steps start to evaluate the structural model outputs. "The coefficient of determination (R^2), Path coefficient (*b* value), and T-statistic value, Effect size (f^2), the Predictive relevance of the model (Q^2), and Goodness-of-Fit (GOF) index" (Hussain *et al.*, 2018, p. 11) are the vital criterions to assess the structural model. According to Fornell and Bookstein (1982) "*R^2 test for dependent variables, the predictive relevance of the model ($Q^{2)}$ and effect size (f^2)*" (Khoshkam, 2013, p. 123) scores describes the effeteness of the model used where the values of "$R^2 >0.75$" are substantial, "0.50" is mild and "0.26" is frail (Hussain *et al.*, 2018, p. 11).

The value of variance of endogenous construct obtained for this study shown as R2=.346 predicts a moderate effect of four exogenous variables; A1-accommodation, A2-Access, A3-Amenities, and A4-Attrctaions) on endogenous vatable (Tourism Development), 34.60% of change in tourism development occurs due the given variables.

The blindfolding results highlighted below (Table 3) shows acceptable values of Q2 which are greater than the threshold value zero (Khoshkam, 2013) whereas Goodness of Fit (GOF) index is also moderately acceptable with the value of .346, concluding that the model is having suitable predictive relevance in this study. Moreover, obtained value 0.075 of SRMR (saturated and estimated) indicate that lie below the thresholds value of < 0.08 (Hu and Bentler, 1999; Cheah *et al.,* 2018) (Table 2).

Table 2. *Model fit*

SRMR	0.075
d_ULS	4.630
d_G	3.583
Chi-Square	7,644.858
NFI	0.619

Source: Own study.

Table 3. *Construct Cross-validated Communality Test*

	Q^2	R^2
Access	0.397	-
Accommodation	0.524	-
Amenities	0.453	-
Attractions	0.713	-
Tourism Development	0.503	0.346

Source: Own study.

4.8 Overall Final Measurement Model

The bootstrapping results under the variables of tourism supply components (4As) two variable access and attractions were found significant with the obtained values ß =-0.290, standard deviation = 0.078, t-statistic = 3.722 and p-value = <0.05 and values ß = -0.119, standard deviation = 0.037, t-statistic = 3.199 and p-value = <0.05 respectively. This shows that access and attractions play pivotal role in the development of tourism in the Central Karakorum National Park. In contrast the results of other two variables of supply components accommodation and amenities were found insignificant in relation with tourism development in CKNP as per given results ß = -0.025, standard deviation = 0.069, t-statistic = 0.364 and p-value = >0.05 and values ß = -0.012, standard deviation = 0.085, t-statistic = 0.144 and p-value = >0.05 respectively. Similar results were found by Robustin *et al.* (2018) against the investigation carried out tested the effect of tourist attraction, amenities, accommodation, and accessibility on tourists' loyalty showed that 65.6% effect by access and attractions whereas remaining 35.4% is caused by other factors such as accommodation and amenities.

4.9 Hypothesis Testing

This study model has four (4) latent constructs, accommodation, access, amenities, and attractions. These constructs provide hypotheses to be tested for deducing the empirical association between variables. To test the hypotheses of the study Structural Equation Modelling (SEM) was applied by using Smart PLS-3. Four direct hypotheses through path analysis were carried out on observed variables in this research with following paths;

> H1: There is significant effect of quality of accommodation on
>   tourism development in the CKNP.

> *H2:* *There is significant effect of quality of access on tourism development in the CKNP.*
>
> *H3:* *There is significant effect of amenities on tourism development in the CKNP.*
>
> *H4:* *There is significant effect of quality of attractions on tourism development in the CKNP.*

In addition to testing the hypotheses, the effect size of the marketing mix and tourism supply components were also computed as part of the analysis to validate the objectivity of the study in terms of finding the relationship between the variables. The f^2 is the level of effect of the latent construct of exogenous variables on latent construct of endogenous variables, meaning that if any construct from exogenous variables is removed whether its effect on endogenous variables. According to Cohen (1988), "f^2 values of 0.02, 0.15, and 0.35 considered to be small, medium and signify respectively" (Hussain *et al.,* 2018), given the results in Table 4 all the effects are found non-significant in this study.

Table 4. *Path Coefficient and Effect Size (f^2) Results*

	path coefficient (β)	f^2
Access -----> Tourism Development	-0.290	0.021
Accommodation -----> Tourism Development	-0.025	0.000
Amenities -----> Tourism Development	-0.012	0.000
Attractions -----> Tourism Development	-0.119	0.020

Source: Own study.

The given results indicated that the hypotheses H1 and H3 are statistically significant and in the hypothesized relationship in the study. The ß values and P values of hypotheses are: H1; ß = -0.197, P= 0.003 and H3; ß = -0.139, P= 0.001 whereas hypotheses H2 and H4 are not statistically significant as these were hypothesized in the research. The ß values and P values of hypotheses are: H2; ß = 0.008, P= 0.904, H4; ß = -0.051, P= 0.098. Based on the statistical evidence, it was revealed quality of access and attractions plays role in tourism development. The summary of hypotheses shown in the Table 5 highlighted that two hypotheses were found significant, and two hypotheses were not supported.

Table 5. *Hypothesis Results*

Path	path coefficient (β)	SD	t. stats	P-value	Results	Decision
Attractions -> Tourism Development	-0.119	0.037	3.199	0.001**	significant	supported
Amenities -> Tourism Development	-0.012	0.085	0.144	0.886	Not significant	Not supported
Access -> Tourism Development	-0.290	0.078	3.722	0.000**	significant	supported
Accommodation -> Tourism Development	-0.025	0.069	0.364	0.716	Not significant	Not supported

Source: Own study.

5. Conclusions

To explore the relations of tourism components, this study conceptualized a model consisting of various indicators as; Tourism Components 4As (Accommodation, Access, Amenities and Attractions) toward the tourism development in the Central Karakoram National Park. By using PLS method model was tested to answer the research questions and hypotheses formulated in the given research model. Objectives were set out to assess the relationship between quality of tourism components; 4As tourism model (accommodation, access, amenities, and accessibility) and tourism development.

Four research questions were created for proceed which are as follows:
   ➢ RQ1: how the quality of accommodation impact tourism development in CKNP?
   ➢ RQ2: does accessibility is appropriate to visit Central Karakoram National Park which impact the tourism development?
   ➢ RQ3: are amenities provided in the CKNP impact tourism development?
   ➢ RQ4: how quality of attractions impacts the tourism development in CKNP?

Four hypotheses were developed to authenticate the results attained from level of significance p values for the entire variables included in 4As of tourism components. Rahman *et al.* (2019), his study attempted to find out relationship of accommodations, convenient accessibility to the destination, provision of amenities, all types of attractions with tourists' satisfaction. The study described each variable in detail considering them as important elements of service marketing and development. Liu *et al.* (2019) highlighted the importance of accessibility and marketing in tourism development of destination. The study argued that since tourists come from different cultures and backgrounds; some travel from within the country (domestic tourists) whereas some travel as foreign tourists (inbound tourists) from different countries, therefore, they perceive the level of tourism development at destination in different ways.

Study carries out the relationship between how marketing can promote tourism development at destination regarding domestic and foreign tourists, moreover, it also attempts to find out to assess the impact of transportation (railways and highways) on tourism development regarding domestic and foreign tourists. Kahn and Vein (2012) conceptualized the model to study the "factors influencing tourism development in Vietnam" which explains the relationship of various components e.g., tourism infrastructure, travelling resources (accessibility), preparedness of tourism attraction, internal and external factors which are important to be considered in the tourism development and available tourism potentials at destination.

Impact of Supply Components-4As on Tourism Development: Case of Central Karakoram National Park, Gilgit-Baltistan, Pakistan

422

The theoretical model presents the empirical relationship, further, it reveals that there is strong positive effect of accommodation development on tourism demand. It also stressed on relationship of pricing strategy and tourism natural attractions and revealed that these variables have strong effect on tourism development. Results showed that access and attractions showed a significant relationship with tourism development which is supported other research and models developed by above mentioned researcher whereas there is a contrast finding of accommodation and amenities which showed an insignificant impact on tourism development in the Central Karakoram National Park.

Two arguments may come up in this situation that area:
- ➢ since CKNP is an adventure destination and that's why accommodation for tourists seems not that important as most of the tourists stay in camping sites,
- ➢ since more tourists stay outside the established accommodation therefore, tourists do not expect more amenities in the national park.

Hence the relationship of accommodation and amenities with tourism development is insignificant.

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