

A Conceptual Research of Satellite Tourism Destinations (SToD)

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DOI: <https://dx.doi.org/10.47772/IJRISS.2024.8090133>

Received: 23 September 2024; Accepted: 27 September 2024; Published: 09 October 2024

ABSTRACT

“Satellite Tourism Destination” or SToD is a concept proposed in this study and aimed at supporting the development of the tourism industry for the sustainability of the region and local communities. Increasingly intense global competition, imbalanced development, a lack of change strategy to a new paradigm and a pattern of visits focused on popularity have caused the movement of tourists leading to overcrowding, density issues, and less exploration of the countryside than the cities. Therefore, the concept of Satellite Tourism Destination is proposed to focus on sub-destination or destination support. The development of this SToD concept entails adapting the satellite concept, putting pressure on the movement of tourists, and empower tourism destinations through new products to attract visitors. The results of previous articles show the importance of creating a destination with the satellite tourism concept. Even though the term “Satellite Tourism” is normally used by industry players, such as the Malaysian media, which reports on the growth of satellite tourism in Malaysia, unfortunately there is no in-depth discussion in terms of academics or published papers. There is no concrete definition in academic studies. The impact of this study is critical in ensuring that future discussions about Satellite Tourism Destinations include stronger scientific and theoretical references.

Keywords: tourism destination, satellite tourism, satellite tourism destination, destination supply, tourist movement

INTRODUCTION

Tourism industry has proved to be one of the world's largest and fastest growing sectors, with international visitors spending USD 1.8 trillion in 2019 (6.8% of total exports), tourism related jobs accounting for one in four new jobs created in the world, and the tourism sector contributing USD 9.6 trillion (10.3%) to the global gross domestic product or GDP (World Travel & Tourism Council [WTTC], 2022; CRN, Raphael, & Rodrick, 2024). While the booming tourism industry shows positive data, the majority of travels are too concentrated in world famous cities and destinations. The high populations in cities lead to the provision of better infrastructure that helps to attract visitors (Świdzińska & Witkowska-Dąbrowska, 2021). The outcome is unbalanced tourism development with an excessive focus on cities and famous tourist destinations, resulting in less tourism development in other destinations outside the cities. There are also attraction exploitation factors including competition, community support and participation, funding, human skills, remoteness (accessibility and distance), convenience, and attractiveness (Fonseca & Ramos, 2012). The development of Satellite Tourism Destinations is important as these can support the development of the tourism industry for the sustainability of the region and local communities. Increasingly intense global competition (Jónás-Berki et al., 2014) and, development imbalances between developed areas, underdeveloped areas, central areas, backward and peripheral areas have occurred (Lewenussa & Rawi, 2020). In addition, the lack of a change strategy to a new paradigm and a visit pattern focusing on popularity have leads to congestion and density issues (Ilieş et al., 2011). Therefore, it is crucial to focus on the development of SToD in order to convince investors and industry

players that such a move will provide long-term profits in addition to balancing the development of the environment. Since the main tourist destinations often suffer from capacity problems, the peripheral areas have started to be turned into satellite destinations that develop as tourist attractions (Singh, 2011). Hence, the objective of this study is to discuss the construction of a conceptual framework for SToD. Satellite Tourism Destinations are significant in developing the tourism industry at the regional and national level, in addition to developing supporting destinations (sub destinations) for the sustainability of the tourism industry in the future.

LITERATURE REVIEW

Tourism Destinations: Core Destinations and Sub Destinations

Since the 1970s, tourism researchers and practitioners have vigorously debated the concept of tourism destinations in the aspect of geographical boundaries, and now, tourism destinations have developed following the various studies conducted in this area (Paulino, Lozano, & Prats, 2021). A destination is a tourist centre or a place with attractiveness (Rashid, 2013). Usually, researchers differentiate the discussions on destinations with various attractions by classifying them into areas such as urban, suburban, rural, and island areas based on geographic characteristics, development, and function. Examples include, studies on strengthening the competitiveness of rural destinations (Jaafar, Rashid, & Dahalan 2015), tourism in the suburbs (Adamo, 2019), urban tourism (Romero-García et al., 2019), and tourism development on islands (Szromek, 2019). Furthermore, some tourism studies have focused on categories according to the type of tourism offered such as cultural and heritage tourism, eco-tourism, health tourism, and food tourism (Tureac & Anca, 2010; Ismail, Masron, & Ahmad, 2014; Azmi, Aznie, Rose, Awang, & Abas, 2023).

Tourism destinations are also described as regions that have a significant tourism function that is the core product of the tourism area. For example, Melaka is a historic city that has been gazetted as a UNESCO World Heritage Site, highlighting heritage tourism as the core product offered to tourists. Undeniably, many regions or states rely on core products to be the destination of choice for visitors. For example, the state of Sabah attracts visitors by highlighting its marine and, natural resources, as well as cultural events (Zain, Zahari, Hanafiah, & Zulkifly, 2015). The core product is usually aimed at projecting the image of the destination in tourism marketing. The Sarawak Tourism Board, for example, promotes core tourism products such as culture, adventure, and nature or simply known as CAN to local and international tourists. The core tourism products are intended to be a strong driver in attracting international tourists (Mohd Zahari, Hanafiah, Ahmad, & Zain, 2017). In addition, the performance of the core product is said to be the basis of destination marketing (Murphy, Pritchard, & Smith, 2000). However, focusing too much on a core product creates imbalance. If the focus is solely on the core product, what about other tourism products that have potential? Madeira's development and marketing strategy for tourism 2016-2021 offered tourism products according to categories differentiated at three levels, namely, (i) Strategic: Core products (ii) Complementary: Enriching the experience; and (iii) Secondary: Existing products, but less developed (Jesus, 2016). This strategy of categorizing tourism products is clearly to distinguish between development and marketing needs.

In addition, an extreme focus on a core destination will lead to congestion. The congestion problems have been discussed by scholars in many articles e.g. (Jacobsen, Iversen, & Hem, 2019; Le & Ridderstaat, 2021; Neuts & Nijkamp, 2012; Popp, 2012; Yin, Cheng, Bi, & Ni, 2020). Further, Devi and Leh (2017) also discussed the issue of tourism capacity. Congestion, if not curbed, will reduce the comfort level of tourists and is associated with negative emotions such as unease, stress, distraction, and safety concerns, leading to a negative impact on visitors' intention to visit again (Le & Ridderstaat, 2021). The negative impact on tourists was also studied by Yin et al. (2020) who found that physical congestion affected tourists' reluctance and intention to revisit a destination.

Therefore, this study focuses on the aspect of the unit that is the (location) of a tourism destination. A tourism destinations that can be focused on is either the core product (main destination) or the supporting product (sub-destination) that invigorates and diversifies the industry. Satellites in tourism are termed as sub-destinations that support the main destination in a region. Following that, this term contributes to the development of tourism focus on other destinations such as less developed urban areas, rural areas, suburbs, islands, mountains,

plantations, and surrounding areas other than urban areas to support the sustainability of tourism development .

Satellite tourism destinations contribute to the positive development of tourism with the aim of achieving sustainability and balance in the future. Several concepts are combined as important elements in creating a framework for the development of SToD. The concepts discussed are closely related to existing studies, among them, adaptation of the satellite city concept, the concept of tourist movement directed to the potential SToD, and new product supply.

METHODOLOGY

In the study of conceptual papers, some scholars do not provide methodological justifications within their articles. Instead, they delve deeply with concepts and theories in the literature review section, as illustrated by studies such as Pearce (2001) and Li et al. (2020). On the other hand, some researchers have advanced conceptual studies by elaborating on the research approach to explain the elements involved in their articles, as seen in Pearce (2014) and Soini & Dessein (2016). In contrast, Mohd Zawawi & Abd Wahab (2019) provide only a brief explanation of the elements they use. However, Jaakkola (2020) offers several recommendations for designing and communicating the methodological aspects of conceptual papers.

In this study of conceptual paper employs the PICo approach, which stands for 'P' for Problem or Population, 'I' for Interest, and 'Co' for Context, to achieve the objective of this study. The PICo approach is commonly used in systematic literature reviews to fulfill research objectives (Shaffril et al., 2021; Abas et al., 2022; Azmi et al., 2023). Since this paper begins with the research problem, the PICo framework facilitates the process of achieving the research objectives. In this article, the approach starts with 'P' by identifying problems through the literature review, 'I' focuses on sub-destinations, and 'Co' illustrates the context within the tourism industry.

Subsequently, this research paper conceptually expands the study of tourism destinations by discussing in depth studies from secondary sources and literature review. Conceptual studies are said to be principles or more than abstract ideas (Xin et al., 2013). According to Jaakkola (2020), conceptual research papers can connect existing theories and concepts, cross disciplines, provide multi-level perspectives, and broaden the scope of thinking. In this regard, this research paper adapts the development of sub-destinations within the tourism industry. Therefore the study has identified several concepts involved which are elaborated in the analysis and discussion.

ANALYSIS AND DISCUSSION

Adaptation of the Satellite City Concept for Satellite Tourism

The satellite concept was initially applied in the field of urban planning, particularly, satellite cities. A satellite city is a new development planned in the city (Bontje, 2019). According to Gupta (2019), a satellite gives the interpretation of “an artificial satellite that is directed into outer space in the earth's orbit, but this object is not meant to be part of the earth”. The planets in space originally had natural satellites that were in the path of the earth's orbit, but they said to be part of the planet. For example, the moon is a natural satellite of the earth but is not regarded as part of the earth.

Satellite cities refer to areas close to the metropolitan but are privately independent of it. Nan and Song (2020) interpreted satellite cities as small cities around big cities. The idea of the first satellite city is said to have started from Ebenezer Howard's view of a “garden city” in 1898 and later on referred to as a “new city” (Haseeb, 2017; Nan & Song, 2020). In 1903, Lechworth was built on the outskirts of London as the world's first satellite town. Among the special characteristics of satellite cities are low building density, high environmental quality, and separation from the city centre. The main purpose of constructing a satellite city is to reduce population density, problems in the city, and industrial pace concentrated in the city centre (Nan & Song, 2020). The problems that can be solved include moving people from slum areas, and air pollution, and smoke from busy industrial operations. These satellite cities or new cities are built more completely, even in rural areas (Haseeb, 2017).

One of the countries that have begun developing satellite cities is China, which started doing so in the 1950s by choosing suburban areas as the locations for nationalised industries, and most of these satellite cities were

developed for industrial cities. Satellite cities in China are a national policy to control development in big cities. Other countries such as India, Turkey, Nigeria, and East Africa are also practicing satellite development (Miteku, 2014). In Southeast Asia, the numbers of satellite cities developed by governments on the outskirts of cities have started increasing since the 1990s.

The concept of satellite cities shows mass development that moves the population to a new environment. From the point of view of tourism development, it is seen as a supporting industry. For example, Hoang and Doan (2018) discussed the planning of five satellite cities in Hanoi which entailed dividing the city by functions for the jobs and social activities of the local community, as shown in Table 1.0. This division is said to produce more organized development. The satellite city planning in Hanoi shows that the division was made according to different development focuses for the functions of various sectors. The resultant tourism sector is concentrated in the satellite town of Son Tay.

Table 1.0 Functions of the five satellite cities of Hanoi

Five satellite cities in Hanoi
(1) Hoa Lac satellite city functions as a science, technology, and training hub.
(2) Son Tay satellite city is the only one selected as a historical cultural city area and for resort tourism, focusing on the preservation zone of Son Tay Fort and Duong Lam as an ancient village. It includes the development of a tourism centre linked to Xuan Khanh lake, training services, health facilities, and a new city.
(3) Xuan Mai satellite city serves as a service city area that supports the development of small industries and the craft village system
(4) The satellite city of Phu Xuyen is dedicated to industry, serving as a transportation hub and facilitating the transfer of goods.
(5) Soc Son satellite city focuses on industrial development and air services. It consists of the Mai Dinh industrial zone, clean industrial zone, medical centre zone, and university zone.

Source: Hoang and Doan (2018)

The concept of satellites is gaining substantial attention in Malaysia with applications in various areas, especially the tourism industry. For example, the Ministry of Tourism, Arts and Culture (MOTAC) has identified and planned the growth of satellite tourism for four destinations, with Putrajaya as the capital of satellite tourism for Malaysia, followed by other satellite destinations namely Port Dickson, Tuaran in Kota Belud and Langkawi. These four satellite tourism investment growth areas are part of the planning under the National Tourism Policy 2020-2030. A new policy is needed to maximize the potential of tourism to increase employment opportunities via a combination of continuous technological advancements (Bernama, 2019).

Tourist movements affect the growth of Satellite Tourism Destinations

Human movements in tourism involve time and space, whether between home and the destination or within the destination area. Mckercher and Zoltan's argument shows similarity to the tourism system built by Leiper in 1990 by establishing tourism as a form of system comprising components that interact with each other. There are three interactive components involved, namely (i) the tourism generator region, (ii) the destination area, and (iii) a transit route connecting the two regions (Mason, 2012).

A survey of previous studies shows that the movements of tourists to other tourist destinations are largely caused by the issue of overcrowding. The situation of being away from the usual lifestyle and the purpose of escape form the thought of the preferred destination. Various factors serve as the impetus for choosing a destination outside of the city. For example, by looking at the study group or typology of tourists and the character of the location tested, it was found that visitors travelled to Salatiga because the city was not overcrowded. The location

of this Joglosemar transit city (between Jogja-Solo-Semarang) made visitors feel calmer because they were spared from pollution and traffic congestion (Putlia, 2019).

An almost identical case study was done at a UNESCO world heritage site where the city of Prague was undergoing a transformation known as ghetto tourism. The revolution in Prague in the 1990s had a significant sudden effect leading to problems such as congestion and the phenomenon of second home tourism or second home outside the city (Dumbrovska, 2017). Clearly, most of the world's famous historical cities located in urban areas experience similar problems and processes of changing effects.

Although the issue of crowding and density is seen from different angles by researchers Popp (2012) argues that the issue should be seen from not only a negative perspective but also a positive perspective. For example, congestion can be seen as an indicator of the popularity and fame of a tourist destination (Jacobsen, Iversen, & Hem, 2019). However, congestion without control and action will worsen the situation in a location in the long term. Many researchers have examined the negative impacts of congestion. For example, excess carrying capacity can cause various environmental problems, social changes, and detrimental effects on economic activities (Kim & Yoon 2020; Yin, Cheng, Bi, & Ni 2020). Overall, it can lower the satisfaction and experience of existing potential visitors towards a destination (Devi & Leh, 2017; Yin, Cheng, Bi, & Ni, 2020; Le & Ridderstaat, 2021).

Many researchers have suggested applying coping mechanisms to overcome the congestion issues. One of the coping mechanisms that is often discussed by researchers to solve congestion problems, especially in cities that are the focal points of tourists, is the concept of displacement. According to a survey conducted by Manning and Valliere (2001), on involvement in outdoor recreational activities, 94% of the respondents, chose at least one alternative or more behavioural or cognitive coping mechanisms. Like the study conducted by Dumbrovska (2017) on Prague, which is famous for its heritage cities, to avoid congestion, Popp (2012) presented a congestion response for Florence, Italy and a study evaluating the displacement and response to congestion in an Oregon focal point.

According to Hall and Shelby (2000), displacement can occur in three ways, namely temporal displacement, spatial displacement, and displacement of visitor activities. Activity displacement occurs when the same site or location is used but visitors change to another activity (Hall & Shelby, 2000). Other researchers such as Manning and Valliere (2001) and Arnberger and Brandenburg (2007) discussed temporal displacement and spatial displacement. Temporal displacement refers to the willingness to change the time of the visit to avoid a bad situation in the location that a tourist wants to visit. For example, visitors will avoid peak hours to avoid getting stuck in traffic (Hall & Shelby, 2000). However, this displacement concept does not consider if a person deliberately intends to find a place he likes more (Hall & Shelby, 2000).

The study by Dumbrovska (2017) focused on spatial displacement. Spatial displacement refers visitors' response of changing the location of their activities to other areas, for example camping in other recreation areas. Spatial displacement is also often seen from two different perspectives, namely intraspatial displacement and interspatial displacement. According to Arnberger & Brandenburg (2007), intraspatial displacement occurs when visitors shift to another location but in the same area. For example, visitors remain within the city but outside the tourist area (Dumbrovska, 2017). On the other hand, interspatial displacement entails moving to another area (Arnberger & Brandenburg, 2007). Dumbrovska (2017) gave the example of his respondents' movement out of the city to second homes outside the city during the summer holidays, allowing visitors to "escape" from the crowded city.

New tourism product supply

Tourism supply is the result of a convergence of activities, services, and industries that offer a travel experience (Goeldner & Ritchie, 2012). Novais (2018) interprets the supply of tourism as an act in which the focus is to transform the potential of a destination into something that brings success and makes the destination a product that can be offered to tourists. Destinations are frequently viewed in the context of tourism supply as places that have the power to attract tourists and influence where they go, how long they stay, and what they do (Formica & Uysal, 2006; Kozak, Uysal, & Birkan, 2008).

Satellite tourism needs to focus on providing new products as a tourist attraction factor, similar to satellite cities that are well-known for their new cities. Thus, the idea of introducing new products becomes crucial for the growth of SToD. The development of new products is important for the tourism sector in terms of product diversity (Jónás-Berki et al., 2014; Saarinen, Moswete, & Monare, 2014), product repair and upgrade products (Jesus, 2016), and adding to existing products (Eckert & Pechlaner, 2019). It helps provide people with more options to resolve a situation and a problem. New products offer many advantages to tourism, including opportunities for generating incomes for the community and development so as to be competitive as a destination of choice for tourists (Coroş, Gică, Yallop, & Moisescu, 2017; Gardiner, 2021; Kumar, 2019; Saarinen et al., 2014).

A new tourism product is “something that has never been experienced and known among tourists either in terms of the activities offered or the destination experience”, potentially attracting many new tourists to a destination (Benur & Bramwell, 2015; Isa, Ali, Yusof, & Isa, 2012). According to Ho & McKercher (2004), products can be replaced by “resources”, “supply” or “satisfaction” because the main characteristic of the product is the ability to meet a person's needs. The significance of the product is not in what the customer purchases, but rather the benefits obtained to satisfy their needs and wants. With the existence of new product marketing, marketers are prepared to identify and plan to meet consumers’ desires and welcome the arrival of tourists (Benur & Bramwell, 2015).

Benur and Bramwell (2015) formulated tourism product focus and destination diversity to describe the tourism product supply environment, process, and product use. According to them, the entire process of tourism destination is as complex as providing the ingredients to create an experience. Schumpeter, an influential research figure in economic development theory, proposed a “new combination” or innovation in entrepreneurship to maintain the competitiveness of the travel industry (Croitoru, 2012). Since the spread of Schumpeter's ideas in 1934, Benur and Bramwell (2015) has built a framework model of tourism product convergence and destination diversity. The framework has led to the introduction of new products, establishment of new thematic or spatial relationships between products, combination of different products, matching of products with new mass or niche markets, combination of markets in new ways with the same product, or collaboration between product suppliers at the destination.

DISCUSSION

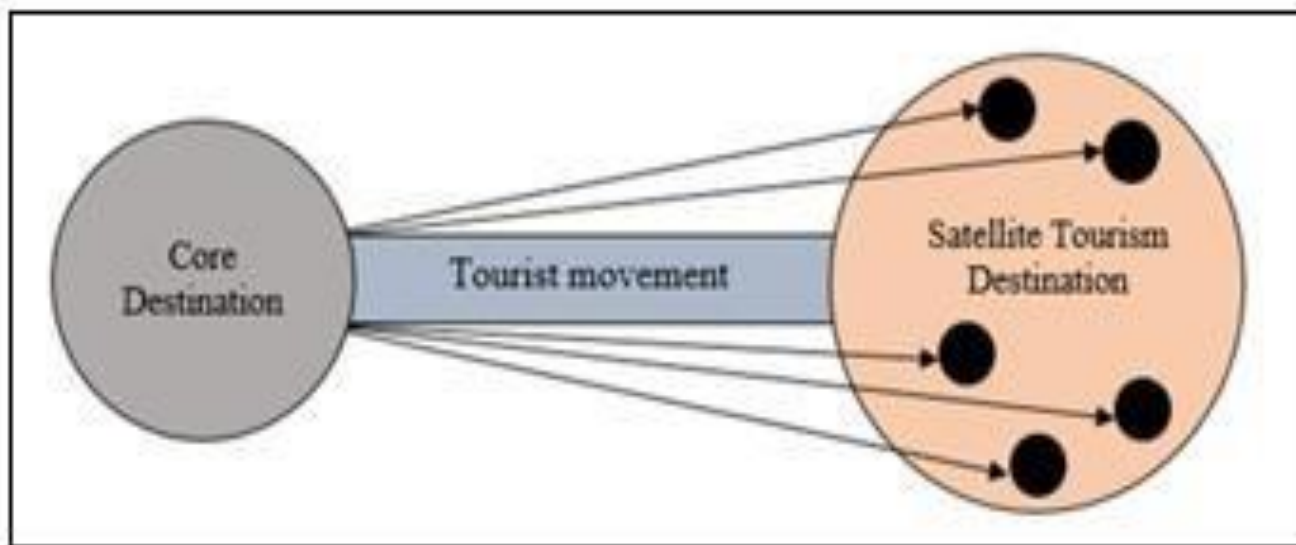
The study finds that the combination of three concepts; satellite tourism, tourist movements, and new tourism product supply, serves as the foundation for the proposed concept, "Satellite Tourism Destination" as a solution to expand the core attractions and sustain the tourism industry in the competitive advantages. The term satellite tourism is commonly used by industry players, such as the local newspaper, which reports on the growth of satellite tourism in Malaysia. However, studies on satellite tourism are not discussed in depth in scientific journals. Therefore, this study is critical in ensuring that future discussions about SToD include stronger scientific references. Analysis from research papers reveals that conflicts in the core destination are the push factor that causes tourist movements. Meanwhile, new products serve as attractions and support tourism growth in a particular region.

Based on the development and growth of the tourism industry, this study adapts the satellite concept in the study of tourism geography after addressing the issues;

- Dependence on core products that has led to an imbalance in the flow of tourists;
- Problems of overcrowding and density at core tourism destinations;
- Carrying capacity problem that can be solved by integrating various tourist destinations such as coastal areas, islands, protected areas, rural areas, and mountain resorts; and
- Core destination capacity problems that can be solved by developing satellite destinations, for example, developing the suburbs as a fresh tourist attraction.

Besides that, the results of various congestion issues that cause the displacement mechanism of tourists show that tourist movements entails making decisions on the selection of tourist destinations. The movement of tourists due to pressure factors, avoiding problems during the journey, and the density factor affecting the development of SToD need to be considered. Hall and Shelby (2000) highlighted the importance of tourism suppliers in preparing for matters such as facilities, conflicts, and the impact of physical resources on displacement coping strategies. As a result, Satellite Tourism Destinations are proposed as one of the solutions to divert tourists away from core tourism destinations. As Figure 1 depicts, issues and problems in major tourist destinations drive tourists to destinations outside the core area, and the availability of SToD is a factor that attracts tourist movements.

Figure 1 The growth of Satellite Tourism Destinations



Source: Author

In addition, the way to create a new destination through experience development starts from innovation or improvement on a small scale and in stages. The experience of the existing visitor market can then be enhanced by promoting visits to the destination until it becomes a brand-new and must-visit main tourist attraction. Benur and Bramwell (2015) and Gardiner and Scott, (2018) called these main attractions tourist experiences “drawcards”. These drawcards are important as they form core of tourists' perception of the destination's brand image in their minds. If these drawcards are developed effectively, the brand image of the destination built by the destination operator will exist in the minds of visitors. Hence, apart from new product supply, the image of the SToD needs to be strengthened through drawcards, which will be a strong attraction factor for tourists in making travel decisions and expanding tourism activities.

In relation to the discussions from prominent scholars and the issues identified, the concept of SToD needs to be refined and focused in order to strengthen the competitiveness and sustainability of the tourism industry, form a fresher destination image, and strengthen the branding in marketing. Satellite Tourism Destination can be interpreted as a support destination or sub-destination, located outside the core tourism areas, offering new destinations or products to diversify tourist options and balance tourism activities. The objectives are to alleviate congestion in main tourist areas, create mechanisms for shifting tourist movement, extend the length of stay and travel, or increase tourist arrivals.

SToD are also encouraging opportunities for the development of sub-destinations or supporting destinations in areas such as rural areas, suburbs, islands, and their surrounding areas. Thus, stakeholders such as industry players and local governments must provide a strong destination image in order to attract visitors. New product supply can give the destination a 'fresh' start through innovative products and diversity, as well as by strengthening the image of 'drawcards' among tourists. The development of SToD helps the industry to achieve sustainability, serves as an important vehicle for regional and national tourism development, and contributes

substantially to the local economy (Baggio & Caporarello, 2014).

CONCLUSION

This study discusses the concepts with elements that promote the growth of Satellite Tourism Destinations. In the SToD concept, the satellite concept is adapted by focusing on the location unit, which is the tourism destination. The development of SToD is important because it gives the tourism industry a competitive advantage. Indeed, a comprehensive satellite tourism destination study will help the tourism industry achieve sustainability with the balance of the local economy and the development of tourism activities. A limitation of this study is the argument is based on secondary data. Thus, future studies should be conducted to provide scientific research evidence derived from primary data.

ACKNOWLEDGEMENT

The authors would like to thank faculty and Universiti Kebangsaan Malaysia for providing TAP K012925 funding for this article.

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