EXPLORING BANDUNG CITY ON FOOT: WHAT MOTIVATES TOURISTS TO JOIN WALKING TOURS?

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Abstract

Walking is a practical and popular tourist activity, but it remains underexplored in the field of tourism. Although extensive literature has been published on topics related to walking and walkability driven by public health, sustainability, livability, and urban design concerns, tourism sector requires deeper exploration, particularly in urban settings. Walking tourism has been observed to possess the capability to promote sustainable tourism. Therefore, this study aims to examine the influence of motivation on the decision of tourists to engage in walking tour in urban tourism areas of Bandung City, Indonesia. Data from 220 tourists and interviews with resource persons were subsequently analysed using multiple linear regression to assess the impact of push and pull factors on walking tourism decisions. The results showed that tourist motivation significantly influences walking tourism decisions. The motivating factors include physical health, pleasure and satisfaction, knowledge gained, and local community behaviour. Physical health and relaxation were considered crucial push factors, while tourists' attractions and social media promotions were categorized as significant pull factors. This study provides valuable input for local governments and tourism agencies seeking to develop sustainable urban tourism destinations.

Keywords: Walking Tour, Push and Pull Factors, Sustainable Tourism, Tourists' Decision, Urban Environment

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INTRODUCTION

Indonesia's tourism sector has grown steadily, contributing to the national GDP, though the COVID-19 pandemic caused a sharp decline in 2020. In response, the government promotes sustainable tourism to support local communities and the environment (Kemenparekraf, 2021). With tourism expected to grow in the next two decades (UNWTO, 2011), low-carbon approaches, such as walking tourism, are essential. Walking tourism offers economic and environmental benefits (Chapman, 2007; Weston & Mota, 2012) while enhancing tourist experiences through active engagement with destinations (Thompson, 2003). In Indonesia, cities like Jakarta, Bandung, and Semarang host walking tours showcasing cultural and historical highlights. Bandung, known for its art-deco architecture, stands out for its rich cultural heritage, earning the nickname "The Pearl of Art-Deco" (Solikhah, 2024).

Tours requiring walking can help achieve sustainable tourism, particularly in Bandung, Indonesia. As a low-carbon activity, this form of tour only requires walking to enjoy destinations, making it environmentally friendly and suitable for a city often plagued by traffic jams and air pollution. Socially and emotionally, walking tourism has been observed to foster feelings of joy, calm, and togetherness (Rabbiosi & Meneghello, 2023). Economically, the activity has the potential to significantly improve local businesses, promote environmental protection, and raise public awareness of historic buildings and cultural heritage, providing a promising future for the local economy. Previous studies on this subject matter have predominantly focused on natural destinations such as the Dieng Plateau (Rahmiati & Dani, 2020). The subject has also often been examined in international contexts, such as in New Delhi, India (Chandran et al., 2021) and Bursa, Turkey (Vural Arslan et al., 2018). Focusing on Indonesia, Musthofa (2023) and Annisa (2023) have extensively and qualitatively explored the subject of walking tourism in relation to the development of urban tourism destinations. However, more quantitative research is needed on the perceptions of tourists towards activities requiring walking, specifically in urban settings. This study aims to explore factors capable of motivating tourists to engage in walking tourism. It categorizes motivating factors into push and pull factors, all of which were analysed based on the perspectives of tourists. Accordingly, the results are anticipated to offer information that is relevant to the development of walking tourism in urban areas of Bandung City.

LITERATURE REVIEW

Sustainable Tourism

According to Hadiwijoyo (2012), sustainable tourism is not just about meeting the needs of current tourists but also prioritizing environmental preservation and creating employment opportunities for the younger generation. This statement was further supported by Janusz & Bajdor (2013) who emphasized sustainable

tourism as a balanced approach that considered environmental, social, and economic dimensions. It ensures a harmonious balance between resource use and conservation. In this context, social sustainability, which is a key component, comprises community participation to maximize local benefits, while economic sustainability enhances income, foreign exchange earnings, employment, stable prices, and fair distribution of benefits. In other words, sustainable tourism is a comprehensive strategy that meets present tourists' needs while prioritizing future environmental, social, and economic sustainability, with a strong emphasis on fair distribution of benefits.

Urban Tourism
Urban tourism is typically centered in a city, with tourism areas, city elements, or the city being the main attractions (Prijadi et al., 2014). Dissimilar to agricultural tourism, this form of tourism leverages urban elements and all aspects of city life as tourists' attractions. It has become a globally expanding phenomenon, facilitating the appreciation of cities, which are complex entities closely related to culture, lifestyle, as well as varied holiday and travel demands (Page, 1995). As stated in a previous study, urban tourism combines various attractions, facilities, and ease of accessibility, drawing interest from tourists (Priono, 2012). Presently, individuals visit cities for diverse purposes, including business, recreation, entertainment, and personal needs such as spending time with family. These locations have become multi-motivational destinations, offering a variety of cultural experiences, architectural marvels, technological advancements, social interactions, and natural beauty, all of which serve as attractive tourism destinations (Bhawana et al., 2019). The growth of urban tourism is increasing worldwide and has become a compelling trend for further development (Prijadi et al., 2014). This form of tourism typically comprises a collection of tourists' attractions and activities in cities that can attract tourists from other places.

Walking Tourism
Walking tourism, a form of physical recreational travel, emphasizes environmentally friendly exploration, community engagement, and destination visits (Ram & Hall, 2018). It significantly benefits local communities socially and economically by involving various stakeholders and encouraging visits to less popular areas, thereby boosting local economies (UNWTO, 2011). Walking tourism allows for a deep, sensory engagement with nature, culture, and locals, promoting meaningful interactions. It also enhances environmental and economic sustainability, particularly in areas of natural beauty (Weston & Mota, 2012). As tourism grows, low-carbon activities like walking and cycling will be vital to reducing environmental pressures and supporting sustainable tourism (Chapman, 2007; UNWTO, 2011).

The Decision to Participate in Walking Tourism

Decision is a conclusion reached after careful consideration, comprising the selection of one option over others (Salusu, 1996). This process includes analyzing several alternatives before making a choice. Based on observations, prospective tourists have been found to consider various factors such as timing, duration, destination, and transportation before embarking on a trip. This decision is influenced by multiple factors, including tourism marketing and promotions, which play a crucial role in tourism development (Pitana & Gayatri, 2005). Typically, tourists do not make travel decisions based on a single option, instead, thorough considerations are given to multiple aspects such as destinations, accommodations, and companions (Cohen et al., 2014). According to Shaikh et al. (2020), tourists often create descriptions of several destinations based on available information, which influences the respective decision-making process. As stated in a previous study, tourists generally rely on the experiences of others to avoid potential issues (Kotler & Keller, 2016). This decision-making process is in line with consumer behavior theories, where purchasing decisions are analogous to visiting decision. The decision-making process for walking tourism in Bandung City involves several stages namely recognizing the need to travel, searching for and assessing information, deciding to travel, planning and preparing, experiencing the trip, and evaluating satisfaction (Kotler & Keller, 2016). Table 1 shows the decision-making process variables used in this study.

Table 1: Decision-Making Process Variables for Walking Tourism

Variable	Description	Source
Information investigation	Decision-making process is carried out before trip, and various factors are considered until the final decision. In walking tourism, tourists usually search for information regarding travel routes and how to register.	Kotler, 2013; Samuel, 2021
Several alternatives comparison	From searching for information and then conducting an assessment process, one option is finally selected from several available options. The joy of discovering new walking tourism routes adds an element of excitement to the process.	Kotler, 2013; Samuel, 2021; Shaikh et al., 2020
Travel preparation	After determining the primary choice, preparations are made before walking tourism, such as wearing a hat and sunscreen.	Kotler & Keller, 2016
Feedback provision	A way to connect with walking tourism community, sharing experiences and insights for the benefit of others.	Samuel, 2021
Intention to recommend to others	Tourists recommend walking tourism to other people through social media or directly as a form of satisfaction after taking walking tourism trip.	Eugenio-Martin, 2003; Kotler, 2013
Intention to walk again in another destination	After walking tourism trip, tourists intend to walk again at a destination other than urban tourism area of Bandung City.	Eugenio-Martin, 2003
Intention to walk again at	After walking tourism trip, tourists intend to walk again in urban tourism area of Bandung City.	Eugenio-Martin, 2003; Kotler, 2013

Variable	Description	Source
the same destination		

Push and Pull Factors for Walking Tourism

The decision-making process for travel is multifaceted and comprises various factors, including destinations, travel methods, timing, and tourist numbers. This decision has been found to significantly impact both the success of tourism destinations and businesses (Hin et al., 2024; Rachmadi, 2021). As observed, several variables influence travel decisions including internal variables, external variables, and situational variables. In this context, internal variables pertain to the personal aspects of tourists, such as lifestyle, motivation, personality, self-image, beliefs, and values (social, emotional, conditional, functional, and epistemic). External variables encompass factors such as pull factors from the destination, marketing, social influences, as well as cultural and social class considerations. Lastly, situational variables relate to specific aspects of the trip, including the type of attraction, timing, distance, and duration (Dahiya & Batra, 2016). An understanding of these variables helps tourists analyze travel decisions, which impacts tourism outcomes.

Visits to tourism destinations are influenced by both internal motivations (push factors) and external attractions (pull factors) (Tanjung et al., 2022). Generally, tourism destinations aim to provide pleasure and satisfaction, catering to internal factors including relaxation, escape from routine, health, and social interaction (Yoon & Uysal, 2005). According to Crompton (1979), push factors include the intrinsic desires of tourists, such as the need for rest or adventure, while pull factors are external attractions of the destination. Understanding these factors helps in comprehending and catering to tourists' behavior. Table 2 outlines push and pull factors used in this study, focusing on walking tourism in Bandung City.

Table 2: Push and Pull Factors to Decide Walking Tourism

Variable	Description	Source
Push factors		
Physical health	The desire for a healthy and fit body drives engagement in physical activities, with walking being a beneficial option.	Davies et al., 2012; Pitana & Gayatri, 2005
Experience	Engaging in walking tourism provides participants with new experiences through both the activities and the destinations visited.	Davies et al., 2012; Deci & Ryan, 1990
Relaxation	Escaping the daily routine by doing walking tourism can benefit mental well-being.	Davies et al., 2012; Tanjung et al., 2022; Yoon & Uysal, 2005
Pleasure and satisfaction	Carrying out walking tourism activities to get pleasure and satisfaction from the experience gained	Tanjung et al., 2022; Davies et al., 2012

Variable	Description	Source
Social interaction	Walking tourism is typically conducted in groups, facilitating meetings and interactions among participants.	Davies et al., 2012; Deci & Ryan, 1990
Cultural interest	The desire to experience a region's authentic culture, food, and arts can be fulfilled through walking, which offers better views of historical buildings in tourism destinations.	Pitana & Gayatri, 2005
Knowledge gained	The desire to travel with the aim of gaining new knowledge in the form of information related to historical stories originating from tour guide.	Pitana & Gayatri, 2005; Deci & Ryan, 1990
Pull factors		
Climate situation	The destination area's climatic conditions usually differ from tourist's area of origin.	Awaritefe, 2004; Som et al., 2012
Person reference	Individuals engage in walking tourism to obtain recommendations from other people.	Awaritefe, 2004
Quality of tour guide	The quality of a tour guide as a travel guide and someone who tells stories about walking tourism activities.	Cooper, 1995; Alfisyahr & Deasyana, 2019
Tourist attraction	Walking tourism offers unique attractions by highlighting the historical stories of the locations visited.	Crompton, 1979; Jackson & Burton, 1989; Zakaria et al., 2020
Pedestrian condition	Pedestrian facilities are essential for walking tourism, as the condition of these paths greatly affects the experience.	Cooper, 1995; Jackson & Burton, 1989
Accessibility	The accessibility of the gathering point at the start of a walking tour is a key factor in attracting tourists.	Crompton, 1979
Cleanliness at tourist location	Cleanliness conditions at tourism area passed on the walking tourism route.	Alfisyahr & Deasyana, 2019; Jackson & Burton, 1989
Local people behaviour	Conditions of local communities passed during walking tourism routes.	Alfisyahr & Deasyana, 2019; Som et al., 2012
Social media promotion	Individuals participate in walking tourism based on promotions made on social media, such as Instagram.	Awaritefe, 2004; Jackson & Burton, 1989

METHODOLOGY

This study was carried out using an explanatory sequential mixed method. It began with a quantitative study, followed by an analysis of the results, and then a detailed exploration through qualitative investigation. This sequential method ensures a comprehensive understanding of the results (Creswell & Creswell, 2018).

Data Collection Method

This study adopted both primary and secondary data collection methods. Primary data were obtained through questionnaires and interviews. Meanwhile, secondary data were sourced from tourism planning documents, such as the 2012-2025

Regional Tourism Development Master Plan (RIPPARDA), general tourism documents from Culture and Tourism Agency (Disbudpar) of Bandung City, and previous studies for theoretical references. The questionnaire mainly included closed questions, with some open-ended questions for additional suggestions. It was structured into sections with the aim of collecting relevant information on respondent characteristics, travel patterns, push and pull factors, and decision-making. Subsequently, sampling was carried out using a convenience method, selecting individuals based on factors such as ease of access and relevant characteristics (Johnson & Christensen, 2014). Respondents comprised individuals over 15 years old who had participated in walking tourism in Bandung City. The sample size was determined using Hair Theory in accordance with the number of variables in the study (Hair et al., 2010), as follows:

Sample = (5 – 10) x number of variables

This study considered 40 variables, leading to the requirement of a minimum of 200 and a maximum of 400 respondents. The actual sample size was 220, and the sampling process was conducted online through social media and offline during walking tourism activities. Accordingly, the questionnaire was incorporated with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). In this study, interviews were conducted using purposive sampling, both in-person and online through Zoom. Unstructured interviews were held with key stakeholders, including: 1) Disbudpar: manages and oversees tourism in Bandung City; 2) Bandung Heritage: a community focused on historical buildings in Bandung, comprising academics and heritage tourism practitioners; 3) Bandung Good Guide: a private tour guide service specializing in walking tourism since 2020; and 4) Bandung City Cultural Heritage Expert Team (TACB): manages cultural heritage in Bandung City.

Data Analysis Method
Quantitative descriptive analysis was adopted to show respondent characteristics and individual answers regarding push factors, pull factors, and decision-making. Accordingly, responses were expressed as percentages and weighted using Weighted Average Index (WAI) method. This method, as adopted by Wijaya et al. (2020), consolidates various indicators into a single score by assigning weights to each indicator. It was applied to convert the responses from an ordinal scale (strongly agree to strongly disagree) into numeric scores. The following is the process for calculating using WAI method:

WAI = (n1(0.20) + n2(0.40) + n3(0.60) + n4(0.80) + n5(1.00))/N

Where $n1$ to $n5$ represents the number of respondents who answered from 1 to 5, respectively, and N comprises the total number of respondents. Multiple linear regression analysis was utilized to evaluate the impact of push and pull factors (independent variables) on the decision to carry out walking tourism (dependent variable). This analysis showed which indicators significantly affected the decision-making process of tourists and determined the nature of the relationship between dependent variable and the indicators.

URBAN TOURISM AREA OF BANDUNG CITY
This study focuses on three critical areas in Bandung City namely Educational and Historical Tourism (Ganesha—Gedung Sate), Cultural Heritage Tourism (Braga Square), and Shopping Tourism (Otto Iskandardinata—Kepatihan) areas. Educational and Historical Tourism Area includes sites such as Bandung Institute of Technology (ITB) Campus, Padjadjaran University (UNPAD) Campus, Satay Building, Geological Museum, and Indonesian Postal Museum. Meanwhile, Cultural Heritage Tourism Area features historic Art Deco buildings and landmarks, including Bandung Well Site at PLN Office, Braga Road heritage buildings, Grand Mosque, Merdeka Building, Bandung Square, Bandung Post Office, Indonesian Bank Building, Banceuy Prison, Savoy Homan Hotel, and Grand Preanger Hotel. Shopping Tourism Area comprises shopping destinations such as Kings Plaza, *Pasar Baru*, Paskal Hyper Square, and other shops along Otto Iskandardinata and Kepatihan roads, as well as Cibadak Road, a culinary tourism hub. Figure 1 shows a map of these delineated areas.
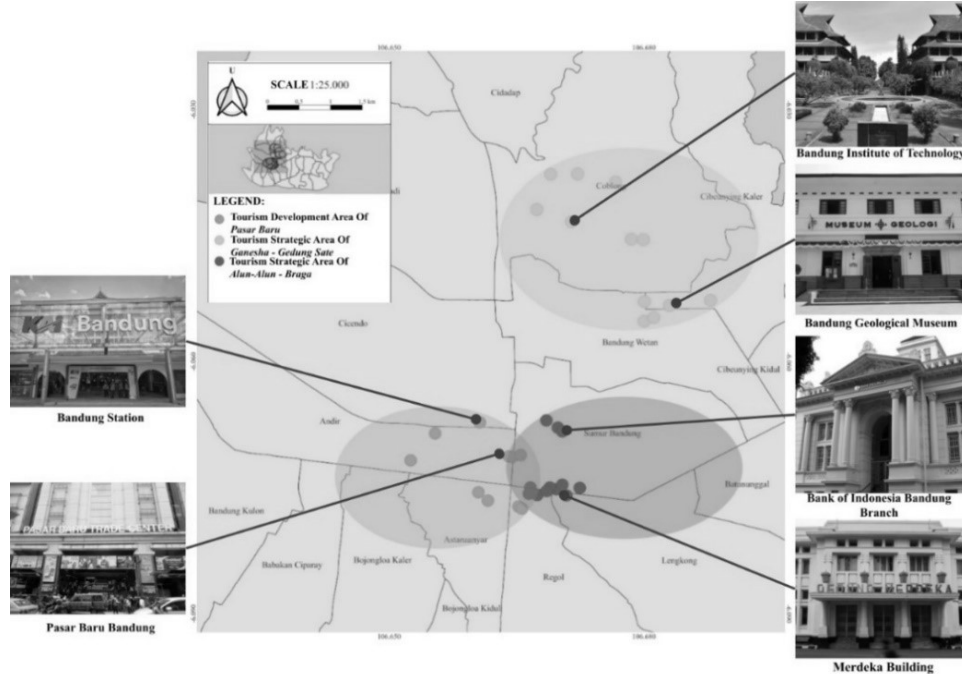
Figure 1: Delineation of Study Area
Source: modified from Google website and Geoportal Data of Bandung City (2024)

CHARACTERISTICS OF RESPONDENTS

The socio-economic profile of the 220 respondents shows that 74.5% are female (164 respondents) and 25.5% are male (56 respondents). The age distribution includes early adults (45.45%), late adolescents (34.55%), and late adults (12.73%). Furthermore, most respondents are from Bandung and the surrounding areas, including Cimahi City, Bandung Regency, and West Bandung Regency. Table 3 presents the detailed socio-economic characteristics of respondents.

Table 3: Socio-economics Characteristics of Respondents (*N = 220*)

Variable	Item	Frequency	%
Gender	Male	164	74.50
	Female	56	25.50
Age	<26	77	35.00
	26-35	100	45.45
	36-45	28	12.73
	46-55	11	5.00
	>55	4	1.82
Origin area	Bandung and the periphery	138	62.73
	West Java Province without Bandung and the periphery	22	10.00
	Outside West Java without Jakarta Metropolitan Area	8	3.64
	Jakarta Metropolitan Area	52	23.60

Variable	Item	Frequency	%
Education	Primary and high schools	36	16.36
	Vocational school	15	6.82
	University	168	76.37
	Others	1	0.45
Employment	Private and business sector	109	49.55
	Students	44	20.00
	Civil servant	18	8.18
	Own-stated government company	5	2.27
	Unemployment	6	2.73
	Others	38	17.28
Income level	< IDR 2,100,000	46	20.91
	IDR 2,100,000 – 4,200,000	60	27.27
	IDR 4,200,000 – 6,300,000	49	22.27
	> IDR 6,300,000	65	29.55

Source: Questionnaire results (2024)

ANALYSIS AND DISCUSSION

This study identified seven motivation factors for walking tourism in Bandung City, as shown in Table 4. The responses obtained from the 220 respondents showed a high level of agreement, with over 80% either strongly agreeing or agreeing with these factors. Accordingly, the motivational factors include physical health, seeking experience, pleasure, knowledge gained, social interaction, and cultural authenticity. Interviews with tour guides showed that walking tourism typically covered between 2 to 3 kilometres and included group interactions, knowledge sharing about historical sites, and pre-tour games to foster participant connections. Nine pull factors were identified with the capability to attract individuals to engage in walking tourism in Bandung City (see Table 4). Most respondents agreed with these factors, but some variables, such as weather, pedestrian facilities, transportation, cleanliness, and local behaviour, had significant percentages of moderate responses. This shows that the outlined factors were less influential in motivating walking tourism. Meanwhile, promotion and reviews on social media were observed to be significant motivators, with many respondents discovering walking tours through social media rather than personal referrals. The social media account organizing these tours has approximately 20,000 Instagram followers and regularly posts updates on respective activities.

Table 4: Push dan Pull Factors for Walking Tourism

Variable	Agreement (%)					WAI	Category
	Very Agree	**Agree**	**Moderate**	**Disagree**	**Very Disagree**		
Push factors							
Physical health	79.09	15.00	4.55	0.91	0.45	0.94	Very high
Experience	85.45	13.18	0.00	0.91	0.45	0.96	Very high
Relaxation	50.91	31.82	11.82	3.64	0.85	0.85	Very high
Satisfaction	60.91	33.18	4.55	0.91	0.91	0.91	Very high
Social interaction	56.36	25.91	11.36	5.45	0.86	0.86	Very high
Circumstance	75.00	18.64	4.09	1.82	0.93	0.93	Very high
Knowledge gained	75.00	19.09	4.09	1.36	0.93	0.93	Very high
Pull factors							
Climate	40.00	27.73	21.82	8.18	2.27	0.79	High
Person reference	25.91	23.18	17.27	18.18	15.45	0.65	High
Tour guide quality	61.82	30.00	5.45	2.73	0.00	0.90	Very high
Attraction	65.91	26.82	5.45	1.36	0.45	0.91	Very high
Pedestrian condition	35.45	29.09	20.45	9.55	5.45	0.76	High
Accessibility	20.00	38.18	20.45	14.55	6.82	0.70	High
Cleanliness	25.91	29.55	27.27	12.73	4.55	0.72	High
Attitude	36.36	35.91	20.45	6.36	0.91	0.80	High
Promotion	51.82	27.27	14.09	4.55	2.27	0.84	Very high

Source: Analysis results (2024)

Decision-making process for walking tourism comprises several stages before and after the trip. Before traveling, key indicators include searching for information, selecting from alternatives, and preparing for the trip. However, indicators after the trip include providing feedback, recommending the experience to others, considering similar holidays in other cities, and planning to participate in other similar tours. The most significant factors in the decision-making process for walking tourism are information investigation, with an 82.27% approval rate, and travel preparations, which are crucial at 90%. This result is plausible, since respondents commonly search for details about the organizer, registration, and routes before embarking on a tour. After the trip, high agreement was found on providing feedback and the intention to repeat the activity, with over 80% of respondents expressing a willingness to recommend the experience to others or re-engaging in similar tours in other cities. Accordingly, based on the interviews conducted with tour guides, conclusions were drawn that the guides play a crucial role in the feedback collection process, using Google Forms at the end of each session to ensure the tour experience is

continually improved. Table 5 presents the perceptions of respondents towards decision-making aspects of walking tourism.

Table 5: Respondents' Perception of Decision to Walking Tourism

Variable	Agreement (%)					WAI	Category
	Very Agree	**Agree**	**Moderate**	**Disagree**	**Very Disagree**		
Information investigation	50.00	32.27	12.73	4.09	0.91	0.85	Very high
Alternatives comparison	23.64	31.82	24.55	14.09	5.91	0.71	High
Preparation	62.73	27.27	5.91	3.18	0.91	0.90	Very high
Feedback	57.27	31.82	7.73	2.27	0.91	0.88	Very high
Ability to recommend	66.82	27.73	4.55	0.45	0.45	0.92	Very high
Re-walking tourism	68.18	25.91	3.64	0.91	1.36	0.92	Very high
Re-visiting	62.27	24.09	12.27	0.91	0.45	0.89	Very high

Source: Analysis results (2024)

The regression analysis (Table 6) shows that both push and pull factors significantly influence walking tourism decision in urban tourism area of Bandung. Key factors in this context include physical health, pleasure and satisfaction, knowledge gained, and friendly local behaviour.

Table 6: Significant Variables of Walking Tourism

Variable	Coefficient	p-value
Physical health	0.195	0.001*
Satisfaction	0.255	0.000*
Knowledge gained	0.267	0.000*
Behaviour of local people	0.069	0.036**
Constant	**0.7301**	
Prob>F	**0.000**	
R-squared	**0.544**	

Source: Analysis results (2024)

Table 7 presents several strategies that can be adopted to optimize these variables. During interviews with Disbudpar, a strategy was proposed to facilitate walking tourism. This strategy includes collaboration between the government and private sectors, such as tour guides and lodging services. Subsequently, TACB suggested the establishment of Supervision Unit Team at cultural heritage sites to enable local officials to report any form of violation. Bandung Heritage recommended regular meetings between expert communities and tour guides to share information and improve historical narratives. Lastly, Disbudpar was admonished to disseminate the historical data of Bandung Heritage to enrich tour content.

Table 7: Proposed Optimization Strategy for Significant Variables

Variable	Proposed strategy
Physical health	- Increasing trees and green spaces along routes for health benefits (Singh et al., 2021) - Expanding pedestrian areas while reducing vehicle traffic to minimize pollution - Adopting inclusive and sustainable tourism practices
Pleasure and satisfaction	- Restoring historical buildings along routes - Collaborating with stakeholders to maintain clean and well-conditioned sidewalks - Improving crossing facilities with dedicated management - Establishing a Monitoring Unit Team Task to oversee cultural heritage
Knowledge gained	- Reactivating the TACB *Sigaya Pinter* app for cultural heritage info - Collaborating with Disbudpar and Bandung Heritage to share historical content on social media and short films - Installing QR-coded information boards at historical sites for detailed building information
Behaviour of local people	- Providing extensive support and training for cultural heritage building maintenance - Enhancing community engagement in local events - Collaborating with *Pokdarwis* (Tourism Awareness Groups) to involve residents in tourist attractions

CONCLUSION

In conclusion, this study examined factors influencing decisions of tourists to engage in walking tourism, emphasizing walking as a healthy, low-carbon activity. The obtained results were in line with previous studies (Davies et al., 2012; Rabbiosi & Meneghello, 2023), showing that walking promotes physical and mental well-being, joy, calmness, and a sense of community. Several strategies were recommended for enhancing walking tourism include stakeholder collaboration to improve historical information distribution, reactivating cultural heritage application, and creating engaging promotional events. Furthermore, considering the limitations of the investigation, future explorations were recommended to expand the scope by increasing respondent numbers, exploring the relationship between walking tourism and other tourism types, as well as using alternative methods namely the theory of planned behaviour to assess the impact on sustainable tourism development.

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DISCLOSURE STATEMENT

The authors declare no conflict of interest.

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