

The Competitiveness of Tourism Destination in Jakarta, Indonesia

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Abstract: *The aims of the research are to analyze the competitiveness of some tourism destinations in Jakarta city, and to determine the different aspects related to tourist perception and also to identify whether social and economical aspects of tourists contribute to their perceptions. This research describes the social phenomena and causal relationship among social and economical variables, namely level of education, jobs status, and level of income to the tourism destination competitiveness. Field data were collected through questionnaires which are distributed to the 300 respondents. Data were analyzed descriptively using Kruskal-Wallis statistical test. Result of the study confirms that environment, human resources and infrastructure are the important aspects for Jakarta tourism destination competitiveness. This research confirms that respondents' perceptions to the destination are not influenced by their social and economic factors. Effort to increase destination competitiveness should be focused in increasing environmental, human resources and infrastructure aspects systematically.*

Keywords: *tourism destination, tourism perception, destination competitiveness*

I. Introduction

The competitiveness of destination recently becomes crucial issues among planners and managers of tourism destinations. Scholars point out that the competitiveness of tourism destination is important, especially in the recent decades when tourism has been viewed as an important factor of economic earning. It is especially relevant with the recent condition when many new destinations were established and offer numerous tourism products. There are competitions among destinations, and competitiveness of destination is important. Scholars point out that tourism destination competitiveness was related to the important aspect, in which these aspects were used to measure destination competitiveness level. These aspect are encompasses price, technology, information accessibility, infrastructure, human resources and environment. Traveling for recreation is luxury, especially travel to specific tourism destinations. Recent changes in tourist preference will contribute to the innovation of destination, especially in its effort to increase competitiveness [1] [2] [3].

Tourism attraction can be classified into several categories, namely (1) natural, (2) cultural, and (3) man-made attractions. Scholars point out that attraction is important for destination, and it is the heart of destinations. Attraction is the driven factor for tourism visitation to particular area [4]. The competitiveness of destination can be described as an ability of destination to produce and offer services and goods in high quality from its resources. Destination with competitiveness often has high competitive value and advantages which are important to attract tourist. Tourism perception to the destination competitiveness is the received stimuli process [4] or experiences about object, phenomena or relationships which are received and then concluded as a message about the superiority of product and services of destinations [6].

Tourism is an important agent to increase economic earning, especially among developing countries. The contribution of tourism in local economic development has been identified important. Scholars point out that the motives behind recent tourism planning and development is related to the numerous issues. It includes poverty reduction, cultural preservation and environmental conservation. In the future, tourism can replace oil and gases sector as a sources of national economic earning [4] [6] [7].

Tourism sectors in Indonesia play an important role in national economic earning. A mayor problem of Indonesian tourism in the perspective of global tourism is that the competitiveness of Indonesian tourism sector was low. Data of Travel & Tourism Competitiveness Index shows that the competitiveness index of Indonesian tourism industry, both in the global and ASEAN level was low. According to nations competitiveness index in tourism in 2015, Indonesia has competitiveness value 4.04 or in 50 rank from 141 evaluated countries. Singapore is the country with highest competitive index in Southeast Asian (4.86 in rank 11), followed by Malaysia whose highest competitive index (4.41, in 25 rank), and then followed by Thailand (4.26 in rank 35). The competitiveness index and position of Indonesian is better than Philippine and Vietnam [8].

While Indonesia still facing serious problems of tourism competitiveness index, numerous of international tourism in Indonesia grows significantly. There are also significant grows of domestic tourist. Statistics shows that domestic tourist contribution to the national tourism sector is important. However, in term of the national population proportion, number of population participates in traveling for leisure was low. This means, numerous provincial and local tourism destination and attraction still have problems to attract Indonesian people to travel to tourism destination. There are possibility barrier for domestic tourism grows, namely price of traveling, available times for leisure, accessibility, lack of information, personality and limited travelling experiences [4].

According to the statistical data, number of Jakarta's population who spend vacation beyond Jakarta area is increasing significantly, but there are few visitation of population to tourist attraction in Jakarta. In 2008, about 83% of Jakarta citizen were traveling to numerous area beyond Jakarta. The interest of Jakarta citizen to visit tourism attraction was low. It is contradictive with the data released by Ministry of Tourism that report Jakarta is the second most visited by tourist after Bali [9].

So far, the study related to the competitiveness of tourism destination is still rarely done in Indonesia. It becomes the limitation factor to the further development of marketing strategy and increasing tourism services. These research are also important for the innovation of tourism product development [10] [11]. Scholars point out that poor information lead to the weak strategy which contributes to the few number of both international and domestic tourist visitation to destination [1] [2]. The comprehensive research about tourism competitiveness in Jakarta is important. The aims of the research are to analyze the competitiveness of some tourism destination in Jakarta city, and determine the different aspects related to tourist perception and identify whether social and economical aspects of tourist contributes to their perceptions.

II. Methods

Study area: Jakarta is the capital city of Indonesia. Besides, the capital city is also to support governmental and provides numerous services for national administration, Jakarta is one of the famous tourist destinations. Jakarta offers different numerous tourism products, from natural to cultural. Jakarta has many places for recreation activities. There are destinations for numerous purposes, ranging from destination and attraction to meet vacation, recreation, research and education, spirit and religious, and interest to culture and art. Recent slogan of tourism and culture office of Jakarta city is Enjoy Jakarta, trying to build images for visitors come to Jakarta to enjoy numerous tourism products of the capital city of Indonesia. So far, the number of tourist visitation to Jakarta' tourism object increase yearly [12]. The most visited site which was visited by domestic tourism was given in Table 1.

Table 1. The number of tourism in some most visited tourism objects in Jakarta city 2008-2013.

| Tourism object | Year | | | | | |
|-------------------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| 1. Taman Impian Jaya Ancol | 13,567,630 | 12,920,733 | 12,834,890 | 18,450,016 | 15,848,956 | 15,948,829 |
| 2. Taman Mini Indonesia Indah | 4,510,679 | 4,822,945 | 5,298,719 | 5,186,445 | 7,888,787 | 4,483,847 |
| 3. Kebon Binatang Ragunan | 3,319,186 | 3,545,212 | 3,580,024 | 4,090,567 | 4,283,895 | 3,681,968 |
| 4. Monumen Nasional | 924,445 | 2,112,217 | 1,253,266 | 1,516,153 | 1,418,469 | 1,380,868 |
| 5. Museum Nasional | 104,739 | 165,907 | 375,710 | 193,864 | 148,118 | 169,527 |
| 6. Museum Satria Mandala | 77,525 | 53,769 | 63,797 | 74,742 | 50,818 | 46,002 |
| 7. Museum Sejarah Jakarta | 119,641 | 245,682 | 724,082 | 437,040 | 396,253 | 371,467 |
| 8. Pelabuhan Sunda Kelapa | 14,648 | 12,677 | 34,112 | 34,179 | 32,067 | 40,210 |

Methods: This research was done in three tourism places in Jakarta, namely Taman Impian Jaya Ancol or Ancol Bay Park (TIJA), Taman Mini Indonesia Indah or Indonesia Miniature Park (TMII), and Taman Margasatwa Ragunan or Ragunan Zoo (TMR). The consideration for sites selection were: (1) these three sites were superior tourism destination in Jakarta city and (2) each destination has its own uniqueness. The aspect to be evaluated includes price, information accessibility, technology, infrastructure, human resources and environment in which these aspects build tourism product and service in Taman Impian Jaya Ancol, Taman Mini Indonesia Indah, and Taman Margasatwa Ragunan. Taman Impian Jaya Ancol is the theme park with nature as a main theme, while Taman Mini Indonesia Indah is the theme park with culture as its theme. Taman Margasatwa Ragunan (Ragunan Zoo) is the tourism site for education and conservation, research and recreation. The respondents consist of tourists or visitors who visit the research site areas. In order to identify the competitiveness of the three tourist areas, respondents were classified into social status according to their level of education, job status, and income.

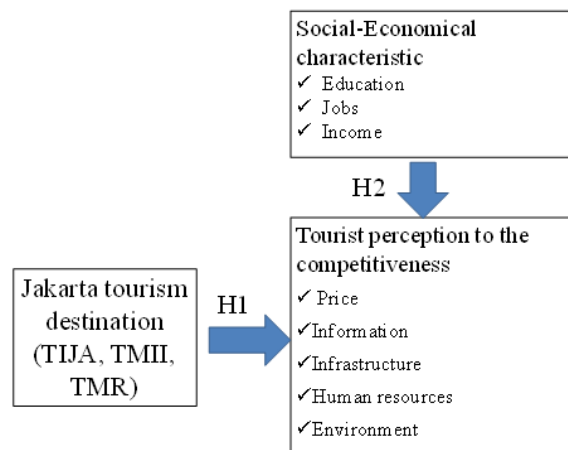


Fig.1. Conceptual hypothesis on the impact of perception to the destination sustainability

The hypotheses of the research were (1) there are difference tourist perceptions about Jakarta tourism destination competitiveness, and (2) tourism perception is caused by social-economical factors (Fig.1). Primary data was collected through questionnaire distribution through convenience sampling techniques, non-participatory observation and documentation. The convenience sampling was used to eliminate numerous difficulties in field [13]. Questionnaire distribution was supported by trained enumerator. Non participatory observation was done to generate information regarding facts, uniqueness, diversity, entertain and visitors activity in study area. Documentation was done by picture taking of any interest phenomena in field.

Sample of the study consist of visitors in which with last three years has visited the study area and has age above 15 years old. The consideration for respondent selection based on the assumption that respondents able to provide data and information which are crucial to meets the objectives of the study. Questionnaire was distributed from August to September 2014 in every Saturday and Sunday. Questionnaire was distributed to the respondents in each study area with permission and explanation before respondents fill out questionnaire form. It was done at 09.00 a.m. to 04.00 p.m. Totally there are about 375 questionnaire was distributed. After questionnaire was collected and selected, about 300 were completely filled out and able to analysis. The secondary data was collected from numerous sources, including from Tourism Office of Jakarta city, Ministry of Tourism, Central Bureau of Statistics and other relevant documents. Data were analyzed using descriptive approach.

III. Result and Discussion

Respondent profiles

Based on the education level, respondents of Taman Impian Jaya Ancol, Taman Mini Indonesia Indah, and Taman Margasatwa Ragunan (Ragunan Zoo) were dominated by middle level (52%). It was followed by respondents with high education level (university/institute) about 41%. About 7% has low education level. About 42% of respondents is a staff of governmental office and work in private sectors, 8% as managers, and 4 % is supervisor of company. About 46% respondents were housewife and student. This profile seems to be influenced by questionnaire distribution time, in which distribution carried out at Saturday and Sunday. The dominant of housewife and student confirm that Taman Impian Jaya Ancol (TIJA), Taman Mini Indonesia Indah (TMII), and Taman Margasatwa Ragunan or Ragunan Zoo (TMR) are the accessible tourism destination in the capital city for citizen. These destinations are not exclusive types of destination for particular tourist and purposes. All of the citizen level can access the tourism attraction in the city. About 79% of visitor has high income, indicates that there are special cost for vacation program, although it is conducted in the city.

The competitiveness of destinations

The comparison of tourism destination competitiveness perception based on the social and economic aspect of respondent was given in Table 2.

Table 2. The tourism destination competitiveness in Jakarta city

| Competitiveness component | Averages | | | Total |
|---------------------------|----------|-------|-------|-------|
| | TIJA | TMII | TMR | |
| Price | 2.402 | 2.745 | 2.875 | 2.674 |
| Information access | 2.779 | 2.772 | 2.584 | 2.712 |
| Technology | 2.606 | 2.526 | 2.151 | 2.428 |
| Infrastructure | 2.931 | 2.774 | 2.621 | 2.775 |

| | | | | |
|-------------------|-------|-------|-------|-------|
| □ Human resources | 3.062 | 2.726 | 2.796 | 2.861 |
| □ Environment | 2.970 | 2.824 | 2.825 | 2.873 |
| Total | 2.792 | 2.728 | 2.642 | |

Perception about competitiveness partially shows variation among three destinations. Based on the Table 2, TIJA has the highest competitiveness value. Three factors with highest contribution in TIJA competitiveness are encompasses human resources, environmental, and infrastructure factors. In TMII, three factor with highest contribution in destination competitiveness are encompasses environment, information access and infrastructure. The lowest competitiveness rank destination is TMR. In TMR, three factor which are contributes to the competitiveness include prices, environment, and human resources. From this data, it is clear that the important factors for Jakarta's tourism destination are environment, human resources and infrastructure. In this research, technology seems to be not important factors. In Jakarta, the information about such destination easily accessed. Green area was needed for recreation. It seems to be related to the scarcity of green area in human settlement. professional skill also needed, especially to increase service to the visitors.

Price: Theoretically, it is clear that a price will determine visitor decision in traveling. Maintaining price competitiveness is a crucial objective for numerous tourism managers [14]. In Table 2, TMR has the high competitiveness index, and therefore TMR opens more opportunities to visit by tourism from all segments. The low and acceptable price often contributes to the decision of people to select particular destination.

Information accessibility and Technology: The open information has important for destination competitiveness. It is especially related to the availability of information accessibility and technology which are related to destination. Searching information is the first and important step before person deciding vacation program and choosing destination. In this research however, respondents state that technological competitiveness is not important factor for Jakarta tourism destination competitiveness. This finding contradictive with research by Dewi (2008), in which ICT (information and communication technology) contributes significantly in product competitiveness. [15]

Infrastructure: Infrastructure is the basic element of destination, and it is directly related to the competitiveness of destination. Respondent's perception to infrastructure of three evaluated destination was same. It means, the social and cultural aspect of respondents is not the important aspect to determines the competitiveness of destination. While the evaluated study area has special main attraction, the basic infrastructure of tourism was build completely and followed standard needs of visitors, including green open space, prayer room, medical facility, restaurant, souvenir shop and other facilities. The totality in service, including availability of basic infrastructure, is crucial to the enthusiasm of visitor to come to destinations [6] [15]

Human resources: Human resources of the three evaluated tourism destination sites can be considered good. Management of destination and field staff has awareness on visitor safety, both in the attraction compels and parking area. Routine control has been conducted by safety guard. Environmental cleanliness is the main issues among destination, and it is shown by the existence of staff to control waste. The toilet is also in good performance. Human resources are important aspect in tourism destination competitiveness, especially staff which are directly interact with visitors. Professionalism of ticketing staff also appreciated. It is shown the rapid service to provide ticket and therefore reduce visitor crowded in entry gate. Staff has good skill and knowledge about offered services. Staff able to provides clear information and help visitor with specific needs. The staff in three studied destination shows the capability and it can be said as representative of management effort to increase human resources to increase visitor satisfaction. Scholars argue that destination should increasing human resources development. It is especially important for competitiveness of destinations [16] [17].

Environment: Environment is important aspect in destination competitiveness. This research relevant with Indonesia government principles in tourism industry called seven principles called *Sapta Pesona*. The environment of tourism destination should be meet *Sapta Pesona*, namely safety, orderly, clean, cold-fresh, beautiful, hospitality, and memorials. According the governmental policy, these aspect contributes to the satisfaction of tourism and able to extend the length of stay of tourist in destination. Scholars point out that managing tourism destination should follows basic principles of destination management, including conserving natural resources, involving community and preserving local culture. In the study area, high quality of environmental aspect in three destinations is a result of consistent implementation of environmental conservation. It can be seen from the vegetation structure to build open space for habitat of numerous insect and birds. These lead to the quality of destination environment [1] [4] [7] [18].

Impact of social-economy to the perception about destination competitiveness

Scholars point out that perception was influenced by background of people, including social, economy, education, job and income. Therefore, examination of such factors was crucial to access destination competitiveness. Partially, respondent perception in three study area varies, depend on the education, job status, and level of income. Statistically, result of the analysis was given in Table 3.

Table 3. Perception to tourism destination competitive based on the social economy characters of respondent

| Tourism destination competitiveness | Education level | | | Jobs status | | | Income level | | |
|-------------------------------------|-----------------|----|-------|-------------|----|-------|--------------|----|-------|
| | □2 | Df | Sig. | □2 | df | Sig. | □2 | df | Sig. |
| | 2,510 | 2 | 0.285 | 2.930 | 3 | 0.402 | 0.878 | 2 | 0.645 |

* Significance 0.05

These data show that there are no significant difference about tourism destination competitiveness based on education level, jobs and income levels. Therefore, the competitiveness of tourism destination in Jakarta not specifically determined by tourist social and economical characteristics. The impact of social economy of respondents to the destination competitiveness is given in Table 4.

Table 4. Hypothetical analysis on the impact of education level, jobs status and income level to the perception about tourism destination competitiveness

| Spearman's rho | | | Destination competitiveness |
|--------------------|-------------------------|--|-----------------------------|
| Level of education | Correlation Coefficient | | -0.025 |
| | Sig. (2-tailed) | | 0.603 |
| | N | | 441 |
| Job status | Correlation Coefficient | | 0.038 |
| | Sig. (2-tailed) | | 0.362 |
| | N | | 588 |
| Income level | Correlation Coefficient | | 0.032 |
| | Sig. (2-tailed) | | 0.499 |
| | N | | 441 |

** correlation is significant at the 0.05 level (2-tailed)

Table 4 shows that the perception about tourism destinations competitiveness in Jakarta not influenced specifically by social and economical characteristics of tourist. Based on the analysis, respondents have similar perception about tourism destination competitiveness. Responded argues that each destination has its characteristic and advantages based on its themes. Taman Impian Jaya Ancol is the tourism destination with main attraction is nature, entertain and education. Taman Mini Indonesia Indah has attractions, namely cultural diversity, education and entertain. Taman Margasatwa Ragunan has specific attraction about *ex situ* fauna conservation, centre of *ex situ* conservation, education and research. This study confirm that the destination competitiveness not influenced by social and economical characteristic of respondent. Responded has similar perception to the competitiveness of destination, namely price, information accessibility, technology, infrastructure and environment.

Theoretically, one of the reasons for people traveling is about educational opportunity. It is especially relevant for the theme park or tourism destination with social offering program such as education. In some case, there are no relationship between low educational level of respondent and motivation to visit destination with particular themes, such as Dunia Fantasi in Taman Impian Jaya Ancol. The realization of the dream and plan to visit particular thematic tourism destination with high price often appreciated personally as great experiences and it is has relationship with personal satisfaction. Respondent with high education relatively has motives to think and learn about something new in their live. There are some reasons for visitor to enjoy some theme park tourism destination in Jakarta, such as (a) Taman Impian Jaya Ancol provides attraction which educational-based program. Inside Taman Impian Jaya Ancol there are Ocean Dream Samudra and Ocean Ecopark. (b) Taman Mini Indonesia provides attraction which special themes namely cultural and education. It is represented by the existence of 34 provincial display, Transportation Museum, Indonesia Oil and Gases Museum; and in (c) Taman Margasatwa Ragunan offers attraction which area related to the education of flora-fauna. These become the motivation for visitors to select such destinations [21]. The educated people has awareness about environment health and quality [20]. This implies for the recent destination management, in which destination should be able to present educational experiences to the visitors [21]

Travelers considers available time, price and facility in their traveling and recreation program. Increase of income lead to people to travel to particular area [4]. Scholar point out that if time, money and facility are available, traveling can be implemented. There are factors influence tourist motivations to visits tourism destination, in which income contributes significantly in tourism choice and decision in traveling. Decision are driven income status, which is ultimately limited jobs types [22] [23].

Respondents with income level has opportunity to consume many tourism product, ranging from consumptive product to non consumptive product. The consumptive product area encompasses meals and beverages in restaurant, while to non consumptive involve numerous services and attraction. High levels of income therefore offer opportunities to spend money to destinations. There are, however, policy to facilitate middle ad low income family though the free access facility to numerous tourism objects and attraction.

IV. Conclusion

This study shows that domestic tourist perception to the destination competitiveness are not related and influenced by social and economical characteristic of visitors. Respondent has similar perception on the competitiveness of destination. Each destination has specific product themes. The environment quality is the important instrument for destination competitiveness. This study implies that environmental, human resources and infrastructure is the important aspect for the competitiveness of tourism destination. Environment and infrastructure should be maintained able to provides tourist needs in locations. High qualified and skilled human resources are needed to increase destination competitiveness. Environmental and infrastructure should be meet standard. These should be med visitor needs.

V. Recommendation

Some recommendations to improve the competitiveness of Jakarta's tourism destination are below:

- a) The cleanliness of destination environment is crucial, including toilets, man-made attraction, and other component in destination system. Environmental cleanliness should be the priority of destination management. There are several strategy to increase environmental cleanliness, ranging from human resources improvement to provide tools and equipment for waste management. In tourism destination site, food and beverages counter should be evaluated and educated to improve the performance, including hygienic issues. There should be monitoring of food and beverage standard price. Good quality of park vegetation should be maintain and increased. Park should be able to deliver educational messages to the visitors. There is also improvement of the safety in studied area.
- b) Attention to the human resources is crucial. It is especially important to increase destination images which are directly connect to visitor satisfaction. Some training and other informal education to improve staff skill and competency are needed. It is especially important o service visitor with high education with critical thinking and specific interest.
- c) The availability and quality of infrastructure should be maintained, and in some area it should be improved following standard. Since the infrastructure is important to increase visitor satisfaction, it is crucial for destination management to provide basic standard and completeness of infrastructure.

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