

## **Tourism as A Driver of Development: An Evidence from Selected Tourism Stakeholders in Vigan City**

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### **Abstract**

This research investigates the tourism of Vigan City, the impact of tourism, and the relationship between tourism and its impact on Vigan City. This utilized the descriptive-correlational research design with a validated questionnaire checklist used to gather the data from the selected tourism stakeholders. Findings suggest that there is a significant relationship between the tourism impact in Vigan City and the level of the tourism industry in Vigan City. Thus, developments for the tourism industry, particularly in the transportation system, tourism marketing, attraction, and destination, could increase the tourism demand and is a good development contributor, particularly on economics, social, physical, and political aspects of tourism. From the findings, it is highly recommended that there should be further development initiatives and further research activities to identify other strategies for tourism development other than the variables used in the study to maximize the benefits of the tourism industry. Continuous development is also needed along with tourism transportation, marketing, attractions, and destination, and lastly, sustainability should also be considered. This research is necessary because it fills the gap in the literature of Hasan & Siddique (2016), particularly on maximizing the benefits of tourism in sustaining the quality of the social, economic, and environmental assets.

**Keywords:** *Tourism Industry; Tourism Impact; Vigan City; Tourism Development; City Development*

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### **INTRODUCTION**

Being a fast-growing industry, tourism during the previous years became a significant activity that helps the economy of various developing countries and also those countries that are already considered developed, as cited by Hasan & Siddique (2016). Ursache (2015) cited that tourism is also considered as a multifaceted activity that impacts the socio-economics that allows the industry to benefit the people of the community. Aside from those, tourism is also developing its potentials as an important device to upgrade the economy and as well as to improve and preserve heritage sites.

Also, Mihalic (2014) cited that tourism during the past years has been changing, particularly on how it is being developed, which until this time, we see it progressively developing. However, there are tourism destinations that are still using traditional ways of development, which could be traced back sixty years now. Also, during the 1950s, many are concentrating on the countries

considered to belong in the top fifteen for international tourism. But during this time, these countries experienced a decrease in international tourist rates because many countries are already promoting and developing as tourism destinations.

Further, Mihalic (2014) mentioned that today, strong demand for a more rounded strategy for tourism development that identifies the higher rate of both economic growth and income as necessities. Nevertheless, development could also pertain to education, health, lower poverty rate, protection of the environment, fairness, freedom, sustainability, and quality of life.

Moreover, to maximize the benefits of tourism development, the tourism development strategy demands new policies for sustaining the quality of social, economic, and environmental assets. Tourism strategy should concentrate on activities that help in improving the skills of local people and ensure local people's work opportunity, and encouraged investment in the physical infrastructure such as highways, railways, harbors, to name a few, for yielding more income and employment to the local community. Tourism strategy should ensure more local participation in every component of tourism and have to broaden the way for local businesses. In this sense, both the government and private sector's initiatives are necessary. It is necessary to facilitate direct contact between tourists and local people to encourage cultural development. At all, Tourism strategy should be developed with understanding the needs and desires of both the host community and the tourists, as cited by Hasan & Siddique (2016).

This is being supported by Obradović, Obradović, Obradović, & Obradović (2020), who mentioned that one of the core elements of tourism development is to encourage local communities' participation, as this is crucial to the sustainability of tourism industry, and successful and sustainable development of tourism is impossible without taking into account local residents' needs.

Also, Alconis & Singun Jr. (2019) mentioned that tourism had become an important sector that has a great impact on the development of countries, specifically on the economy, socio-culture, and environment.

In the case of Vigan City, tourism improves the economy; the benefits of tourism outweigh its negative impacts; tourism should play a vigorous role in the future; tourism offers good jobs for residents; and that tourism enhances the view of the city, among others. On the other hand, tourism businesses are too influential politically; local government should control tourism; tourism has a negative consequence, particularly on the environment; tourism increases traffic; and that tourism leads to more litter on the streets, among others (Lamarca & Lamarca, 2017).

Thus, considering the above information, this research was conducted to investigate the tourism industry of Vigan City, which includes the tourism transportation, tourism marketing, attractions, and the destination together with its impact along with the areas of economic, social, physical, and political environments. This further investigates the relationship of tourism development and its impact on Vigan City. Therefore, this may contribute to the body of knowledge because this offers discussion on the areas that could positively affect the tourism industry.

### **Objectives of The Study:**

This study aims to:

1. investigate the tourism of Vigan City;
2. assess the impact of tourism in Vigan City; and

3. analyze the relationship of the tourism industry in Vigan City and the level of impact in Vigan City.

### **THEORETICAL FRAMEWORK**

This research dwelled on the Tourism Environment System Model of Travis (1989) and the Tourism Impact Studies: An Integrating Framework of Verbeke (2009).

On the tourism environment system model of Travis of 1989, Flognfeldt Jr. (2005) mentioned that it is an integration of Leiper's basic travel model and another site model that is looking at the destination experience. Also, the Mill & Morrison's system in a destination development model was incorporated in the Travis model. In particular, the different information and marketing effort communication were integrated. Further, the Travis model is similar to that of Mill & Morrison. However, Travis expands the destination with another circle making the attraction the center of the destination.

On the other hand, the Tourism Impact Studies: An Integrating Framework, according to Verbeke (2009), is applicable to a multi-dimensional analysis of a range of indicators and can be applied to study areas at a different range. Through the use of a number of particular pointers, the multi-dimensional effect of the tourism industry, the multi-dimensional impact of tourism on the natural and structural features, on social and political relationships, on economic structures, and functional outlines. Further, the pointers of impact are necessary to monitor the changes brought by the tourism industry in a certain place. The model is also an effective management instrument for sustainable development.

### **RESEARCH METHOD**

This study utilized the descriptive-correlational research design with a survey questionnaire as a tool that was validated using a validation checklist. The questionnaire was consisting of two parts which elicit information on the tourism of Vigan City and the impact of tourism in Vigan City. The population of the study was determined using a non-probability convenience sampling method.

There were 200 respondents from the group of tourists, another 200 from the residents, and 50 from the government officials. The sites of the study were Calle Crisologo, Plaza Salcedo, Barangay I, Barangay II, Pagburnayan, Barangay Bulala, and Quirino Boulevard in Tamag. The criteria in selecting the place of the survey were: (1) the site should be or have a popular tourism attraction; (2) accessibility to the researcher; and (3) number of visitors for tourism sites.

The data gathering was conducted in September 2019 with permission from the City government. The retrieved data were tabulated and analyzed through the use of weighted mean and Pearson product-moment of correlation, and lastly is the corroboration of data using available information to help in analyzing the results.

### **FINDINGS AND DISCUSSION**

The following discussions reveal the level of the tourism industry of Vigan City along with transportation, marketing, attraction, and destination.

Table 1. The Tourism Industry of Vigan City along with Transportation

| <b>Transportation</b>  | <b>MEAN</b> | <b>IDR</b> |
|--|-------------|------------|
| There are regular trips by at least air and land going and leaving Vigan City.   | 3.05        | A          |
| Main roads and access roads are well-maintained.   | 3.04        | A          |
| Functional street lights and enough signage were installed for the safety of the travelers.                                    | 3.00        | A          |
| Transportation modes with routes from and to the different attractions are affordable based on the approved schedule of fares. | 2.99        | A          |
| There are available public transportation like tricycle and kalesas within the different tourism attractions.                  | 2.92        | A          |
| <b>Overall Mean</b>  | <b>3.00</b> | <b>H</b>   |

Legends:

| <b>Item Descriptive Rating</b> | <b>Overall Interpretation</b> |
|--------------------------------|-------------------------------|
| Strongly Agree (SA)            | Very High (VH)                |
| Agree (A)                      | High (H)                      |
| Undecided (U)                  | Low (L)                       |
| Disagree (D)                   | Very Low (VL)                 |

When taken as a whole, the overall mean of 3.00 reveals that the tourism transportation of Vigan City was described as "high." The highest mean of 3.05 described as "agree" was "there is a regular trip by at least air and land going and leaving Vigan City," and the rest of the items were also described as "agree." These are an indication that transportation as an aspect of tourism is being developed. This is because this aspect of tourism plays a vital part in making a tourism destination more competitive. According to Suropia (2005), transportation is an essential aspect of tourism because it is mostly the development of transportation that makes tourism grow, and opportunities in the tourism industry will ascend when transportation infrastructures are available to access the destination (Neupane, & Calkins, 2013).

However, considering the data, it could also mean that the tourism transportation needs to be further developed because the overall mean rating was not able to attain the highest descriptive rating possible to this study.

Table 2. The Tourism Industry of Vigan City along with Marketing

| <b>Marketing</b>   | <b>MEAN</b> | <b>IDR</b> |
|--|-------------|------------|
| The official website includes the tourism industry of Vigan City.  | 3.33        | <b>SA</b>  |
| The tourism services offered are not falsely marketed in any of the marketing materials.   | 2.99        | <b>A</b>   |
| The cultural-heritage identity of the City is integrated into the different marketing activities.  | 2.79        | <b>A</b>   |
| The tourism-related products of Vigan City are attractively packaged.  | 2.89        | <b>A</b>   |
| The tourist attractions of including historical buildings, cultural establishments, and nature-based attractions, are being advertised in various marketing materials. | 2.95        | <b>A</b>   |
| <b>Overall Mean</b>  | <b>2.99</b> | <b>H</b>   |

The overall mean of 2.99 is describing the tourism marketing of Vigan City as "high." The highest mean rating of 3.33, described as "agree" is "the official website includes the tourism industry of Vigan City," and the rest of the indicators were described as "agree." These could explain that the City is utilizing effective tourism marketing strategies to promote the industry, such as the use of internet-based platforms providing basic information about the destination. According to Xiang & Gretzel (2010), social media is useful for travelers planning a trip because it is a source of tourism information. Also, websites offer credible information on the destination, including tourism products that may positively affect the purchasing behavior of the tourists (Kotoua, & Ilkan, 2017).

However, this area of the industry is yet to be improved to maximize its potentials because the overall mean was not able to attain the highest descriptive rating possible to this study.

Table 3. The Tourism Industry of Vigan City along with Attraction

| <b>Attraction</b>  | <b>MEAN</b> | <b>IDR</b> |
|--|-------------|------------|
| The different attractions are accessible to each other.  | 2.74        | <b>A</b>   |
| There is an integration of cultural-heritage identity to the different attractions.                                    | 2.72        | <b>A</b>   |
| Tourism attractions provide different cultural-experiential activities.  | 2.88        | <b>A</b>   |
| There are available clean comfort rooms constructed in the different attractions.                                      | 2.70        | <b>A</b>   |
| Different cultural-heritage attractions are well-preserved without compromising the cultural-heritage distinctiveness. | 2.63        | <b>A</b>   |
| <b>Overall</b>   | <b>2.73</b> | <b>H</b>   |

The overall mean of 2.73 could describe the tourism attractions of Vigan City as "high." The highest mean rating of 2.88 reveals that "tourism attractions provide different cultural-experiential activities" was described as "agree," and the rest of the indicators were also described as "agree." These findings could explain that the City has beautiful and well-maintained tourism attractions to offer. This is also a manifestation that cultural-heritage attractions are being developed or preserved. According to Verbeke (2009), the potential of cultural tourism of a place cannot be realized by the number of heritage spots, structures, and artifacts. But, what is most important is how to sustain the historic structures, landscapes, and artifacts available in the place.

However, when analyzing the overall mean, this aspect of tourism is not yet fully developed. Thus, it requires more developmental initiatives along this aspect.

Table 4. The Tourism Industry of Vigan City along with Destination

| <b>Destination</b>   | <b>MEAN</b> | <b>IDR</b> |
|--|-------------|------------|
| Vigan City has a selection of foodservice establishments offering local dishes.  | 2.71        | <b>A</b>   |
| There are enough accommodation establishments to cater to the influx of tourists   | 2.77        | <b>A</b>   |
| The destination has parks, malls, religious churches, and other entertainment and recreational centers for the tourists.                               | 2.69        | <b>A</b>   |
| The tourism destination is free from any hazards, theft, and any other form of safety-related activities that could risk both the locals and tourists. | 2.56        | <b>A</b>   |
| The destination preserves its cultural-heritage identity as seen from the locals, foods that are offered, structures, and its transportation system.   | 2.70        | <b>A</b>   |

|                |             |          |
|----------------|-------------|----------|
| <b>Overall</b> | <b>2.69</b> | <b>H</b> |
|----------------|-------------|----------|

The overall mean of 2.69 exhibits that the tourism destination of Vigan City is "high." The highest mean rating of 2.77 described as "agree" was "there are enough accommodation establishments to cater the influx of tourists," and the rest were also described as "agree." This means that the City is a commendable tourism destination to visit because the basic factors of tourism are somehow met. According to Reitsamer & Sperdin (2015), tourists preferred most a destination that offers sufficient amenities and activities, among others.

However, when considering the data, it could be explained that the destination is not yet fully developed.

The following discussions will disclose the level of tourism impact in Vigan City along with economics, social, physical, and political environments.

Table 5. The Level of Tourism Impact in Vigan City along with Economic Environment

| <b>Economic Environment</b>   | <b>MEAN</b> | <b>IDR</b> |
|---|-------------|------------|
| Tourism provides a significant increase in the number of employees working in the different sectors of tourism in the City. | 2.89        | <b>A</b>   |
| Tourism-related enterprises contributed to the overall income of the City.  | 2.78        | <b>A</b>   |
| Local producers and tourism-related businesses have increased their income due to tourists' expenditures.                   | 2.87        | <b>A</b>   |
| Prices of tourism services and tourism-related products have been reviewed to increase the salary of the employees.         | 2.63        | <b>A</b>   |
| The overall economic status of the City was improved as seen from various developments.                                     | 2.85        | <b>A</b>   |
| <b>Overall</b>  | <b>2.80</b> | <b>H</b>   |

When taken as a whole, the overall mean of 2.80 reveals that the level of the economic impact of the tourism industry to Vigan City is "high." The highest mean of 2.89, described as "agree" was "tourism provides significant increase on the number of employees working in the different sectors of tourism in City," and the rest of the items were rated a mean between 2.63 and 2.87, which described as "agree." These findings imply that the economy of the City has improved due to the expenditures of the tourists. However, considering the data, it explains that the benefits of tourism to the economy are not yet fully enjoyed. There are also discussions on the contribution of tourism as a key pillar of the country's economy, with a large contribution to gross domestic product (GDP), employment, the deficit in the balance of goods, as well as a level of economic growth in regions. This could be due to the significant increase in arrivals from the traditional markets. The employment in the tourism sector is remarkable since 10% of the country's labor force is employed in the tourism sector. Likewise, it is the third-largest sector in terms of employment (Nikoli & Lazakidou, 2019). Moreover, salaries of employees of private ownership of tourism for the period from 2006 to 2010 increased. Salaries of employees in tourism, who work in the enterprises of other countries in 2010 were 56.9%, which more than the state-owned enterprises, and 18.5% more than in the enterprises of private ownership; therefore, the enterprises of other countries pay more (Mukashev & Ussenova, 2012).

Table 6. The Level of Tourism Impact in Vigan City along with Social Environment

| <b>Social Environment</b>  | <b>MEAN</b> | <b>IDR</b> |
|--|-------------|------------|
| Local residents have become more socially mannered, particularly in dealing with the local and international tourists. | 2.88        | A          |
| The local residents became more respectful in dealing with tourists with different cultures and traditions.            | 2.89        | A          |
| Local residents became more participative in the different tourism-related activities of Vigan City.                   | 2.89        | A          |
| The local culture and traditions are being preserved.  | 2.88        | A          |
| Local residents have never been involved in criminal activities involving any of the stakeholders.                     | 2.69        | A          |
| <b>Overall</b>   | <b>2.85</b> | <b>H</b>   |

The overall mean of 2.85 denotes that the level of the social impact of tourism in Vigan City is "high." Scrutinizing the data, the highest mean rating of 2.89 described as "agree" was "the local residents became more respectful on dealing with tourists with different cultures and traditions," and "local residents became more participative in the different tourism-related activities of Vigan City." While the rest of the indicators were rated as "agree." These results are manifestations that the residents of became more hospitable as they are now participating in various programs of tourism. However, with the data collected, there are still things to be developed to maximize the social impact of tourism. On the other hand, Kantsperger, Thees, & Eckert (2019) mentioned that the mostly named economic importance of tourism indicates that non-tourism-related residents do recognize that tourism significantly contributes to all residents' living conditions in the destination. As cited by Mohammed & Sookram (2015), tourists consider several factors, such as the safety, security, and peacefulness of the country, before making the decision to tour a particular country.

Table 7. The Level of Tourism Impact in Vigan City in terms of Physical Environment

| <b>Physical Environment</b>   | <b>MEAN</b> | <b>IDR</b> |
|---|-------------|------------|
| The cleanliness and orderliness have been improved  | 2.76        | A          |
| The cultural-heritage structures have been preserved without compromising their cultural heritage significance. | 2.74        | A          |
| The negative traffic condition has been solved through developments of main and access roads.                   | 2.75        | A          |
| Drainage systems have been improved to prevent possible flooding during rainy days.                             | 2.23        | U          |
| The natural environment is being protected.   | 2.75        | A          |
| <b>Overall</b>  | <b>2.65</b> | <b>H</b>   |

The overall mean of 2.65 reveals that the level of physical environment impact was described as "high." The highest mean rating of 2.76 described as "agree" was "the cleanliness and orderliness of Vigan City have been improved." However, "drainage systems have been improved to prevent possible flooding during rainy days" was rated as "undecided" by respondents with a mean of 2.23. While the rest of the items were rated as "agree" with a mean between 2.74 and 2.75. These are manifestations that the City has environmental sustainability practices and other rural development activities and plans with the deployment of street cleaners, installation of garbage bins along with the public places, and improvement of drainage systems. Yet, the drainage system has to be improved. Further, when considering the data, it could be explained that the benefits of

tourism in the physical environment are not yet fully enjoyed. Based on the literature review of Rabbany, Afrin, Rahman, Islam, & Hoque (2013), in order to plan and develop tourism successfully, the environmental aspect of tourism must be well understood. Also, Taiminen (2018) mentioned that due to overtourism, litter and waste amounts and air pollution could be increased.

Table 8. The Level of Tourism Impact in Vigan City In Terms of Political Environment

| <b>Political Environment</b>   | <b>MEAN</b> | <b>IDR</b> |
|--|-------------|------------|
| There is a prioritization of tourism development in the City.                        | 2.75        | <b>A</b>   |
| A higher amount of budget has been utilized to further develop the tourism industry. | 2.56        | <b>A</b>   |
| The government provides implementing policies and guidelines for development.        | 2.74        | <b>A</b>   |
| Development areas for tourism were identified properly by the government.            | 2.75        | <b>A</b>   |
| The City involves its stakeholders in strategic tourism development planning.        | 2.76        | <b>A</b>   |
| <b>Overall</b>   | <b>2.71</b> | <b>H</b>   |

When taken as a whole, the overall mean of 2.71 denotes that the level of the political impact of tourism in Vigan City was described as "high." The highest mean of 2.76 reveals that "the City involves its stakeholders in the strategic tourism development planning" was described as "agree," and the rest of the items were rated as "agree" by the respondents having a mean between 2.56 and 2.75. These results could imply that the development of the tourism industry as one of the priority areas of the City has been considered because the potential of the tourism industry as a driver for development has been seen. Yet, the industry's full potential for the political environment is not yet fulfilled. Thus, further, development is necessary. Further, Siti Nabiha & Nor Hasliza (2015) mentioned that successful tourism developments are born from careful planning and involving the government, industry, and community stakeholders.

Table 9. Significant Relationship between the Level of Tourism Impact in Vigan City and the Level of Tourism Industry of Vigan City

|                       |                     | <b>Economic Environment</b> | <b>Social Environment</b> | <b>Physical Environment</b> | <b>Political Environment</b> | <b>Overall</b> |
|-----------------------|---------------------|-----------------------------|---------------------------|-----------------------------|------------------------------|----------------|
| <b>Transportation</b> | Pearson Correlation | .989**                      | .988**                    | .932**                      | .995**                       | <b>.992**</b>  |
|                       | Sig. (2-tailed)     | .000                        | .000                      | .000                        | .000                         | <b>.000</b>    |
|                       | N                   | 250                         | 250                       | 250                         | 250                          | <b>250</b>     |
| <b>Marketing</b>      | Pearson Correlation | .993**                      | .992**                    | .938**                      | .998**                       | <b>.997**</b>  |
|                       | Sig. (2-tailed)     | .000                        | .000                      | .000                        | .000                         | <b>.000</b>    |
|                       | N                   | 250                         | 250                       | 250                         | 250                          | <b>250</b>     |
| <b>Attraction</b>     | Pearson Correlation | .912**                      | .941**                    | .988**                      | .959**                       | <b>.966**</b>  |
|                       | Sig. (2-tailed)     | .000                        | .000                      | .000                        | .000                         | <b>.000</b>    |
|                       | N                   | 250                         | 250                       | 250                         | 250                          | <b>250</b>     |

|                         |                                |               |               |               |               |               |
|-------------------------|--------------------------------|---------------|---------------|---------------|---------------|---------------|
| <b>Destinati<br/>on</b> | Pearson<br>Correlation         | .993**        | .991**        | .935**        | .999**        | <b>.996**</b> |
|                         | Sig. (2-<br>tailed)            | .000          | .000          | .000          | .000          | <b>.000</b>   |
|                         | N                              | 250           | 250           | 250           | 250           | <b>250</b>    |
| <b>Overall</b>          | <b>Pearson<br/>Correlation</b> | <b>.982**</b> | <b>.989**</b> | <b>.959**</b> | <b>.998**</b> | <b>.998**</b> |
|                         | <b>Sig. (2-<br/>tailed)</b>    | <b>.000</b>   | <b>.000</b>   | <b>.000</b>   | <b>.000</b>   | <b>.000</b>   |
|                         | <b>N</b>                       | <b>250</b>    | <b>250</b>    | <b>250</b>    | <b>250</b>    | <b>250</b>    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The overall Pearson correlation value of .998 at 0.01 level of significance reveals that there is a significant relationship between the tourism impact in Vigan City and the level of the tourism industry in Vigan City. Similar findings can be derived from each of the correlated indicators, which all of them are significant to each other. This is an indication that in order for the City to enjoy the potential benefits of the tourism industry, development along the areas of transportation, marketing, attractions, and destination should be considered through proper planning. These results are being supported by Sofronov (2018), who mentioned that the travel and tourism industry is one of the world's greatest industrial sectors. It is a driver for economic growth, job creation, improvement of social development, and promotes peace.

### **CONCLUSION & RECOMMENDATION**

Developments for the tourism industry, particularly the transportation system, marketing, attraction, and destination, help to increase the tourism demand and is a good development contributor, particularly to the economic, social, physical, and political aspects of Vigan City. This result is supported by Sofronov (2018), who mentioned that the travel and tourism industry is one of the world's greatest industrial sectors. It is a driver for economic growth, job creation, improvement of social development, and promotes peace.

Further, the City is not yet fully developed, and the potential benefits of the industry are not yet fully enjoyed.

Thus, there is a need to strengthen the tourism development programs of the City. Other strategies can be adapted or formulated to enhance the tourism industry of Vigan City in addition to the existing tourism development strategies that enhance the tourism transportation system, tourism marketing, and tourism attractions. Further, future researchers may look into other strategies for tourism development to maximize the benefits of the tourism industry. And lastly, development programs that promote sustainable tourism should be planned and implemented to protect the tourism industry, particularly the heritage tourism sites.

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