

# Assessing Tourists Arrivals as a Catalyst for Employment and Income Generation in Calabar, Nigeria

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## Abstract

The rehabilitation and development of tourism potentials in Calabar has brought about increase in tourist arrivals. However, this paper attempt a critical assessment of tourism with respect to income and employment generation in Calabar. Four hundred copies of questionnaire were distributed to the hotel staff to evaluate the major tourism attraction while income, employment and the remuneration information were obtained from administrative records in each of the tourists sites. Nevertheless, the information and data obtained from the records were analysed using the Analysis of Variance(ANOVA) and the result show that tourism potentials have significantly influences the rate of tourist arrivals which was evidenced in the result obtained in the analysis from the income and employment generation data which shows a high calculated values greater than the critical value. It is therefore significant for all the stakeholders in tourism development to put a mechanism that would encourage tourist to visit Calabar all year round.

**Key Words:** Arrivals, Catalyst, Employment, Income, Tourist.

## Introduction

The substantial growth of the tourism activity in the world clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to an estimated 806 million in 2005, corresponding to an average annual growth rate of 6.5%. Tourism is a socio-cultural phenomenon and it is a quaint revolution that has gradually swept through, the world, in both developed and undeveloped nations. As an outward sign, mankind is beginning to reshape its attitude toward the conservation of the natural environment, compete with animals, plants, stonework, vines, mist, sound and even man himself, which are all active components of the earth (Fred, 2007). Moreso, tourism site development has increasingly contributed immensely to the development of many countries of the world. For example Kenya, Brazil, Nigeria etc by giving rise to an apparent change in the gross domestic product (G.D.P) of the countries, by generating foreign exchange, creating employment, encouraging even development, promote tourism based rural enterprises, accelerate rural-urban integration and cultural exchange. History of tourism in Africa, indicates that East Africa countries such as Kenya, Mozambique, Tanzania etc had benefited immensely from tourism by reason of their long term foresight, early feasibility study on its lucrative nature, tourism planning, development and aggressive marketing of the industry. This had no doubt contributed greatly to their National earnings boasting their Gross Domestic Product (G.D.P), increasing per-capital income and solving the problem of balance of payment deficit. For instance, Kenya experience a large number of tourist traffic every year precisely from the Western Europe market who pay regular visits to watch the Kenya Safari both at close range and from the Kenya Skylines.

Nigeria is a vast country with about 923,768km<sup>2</sup> land area located wholly within the tropics. The country is endowed with diverse ecological resources and fascinating natural features, in form of lakes, waterfall and pockets of mountainous areas with temperate like climate that attract tourists into the country for leisures, conferences, business etc which in their cause of staying will contribute directly or indirectly to the economy of the country. The richness and diversity of the cultures and the hospitality of the people makes Nigeria centre of Africa's cultural renaissance and a tourism destination choice in Africa. However, inspite of the significant role played by tourism industry in Calabar, the residents within these laudable industries still remain in poverty, because much attention has not been given full harnessing and most of the existing tourism potentials in the state; as a result most tourist who visit Calabar have little or nothing to spend on. Hence most of the tourist still go back to their country of origin with the huge amount of money which would have been spent during their stay in Calabar. Moreso, Calabar being the state capital and the home of civil servants much is not felt by an ordinary residents who have nothing to fall back too, apart from taking the advantage of tourist inflow in the state to generate income as well as employment from this business activities that provide some services to tourists (Eja). Furthermore, the government and other stakeholders have not been able to effectively capture tourist arrivals and their influence on income and employment generation which is the basis of this research work.

## Methodology

This work was conducted in Calabar, Cross River State taking into consideration the rate of tourist arrivals as it influence employment and income generation. Six major tourism potentials and attraction was

used for this study. However, four hundred copies of questionnaires were admitted to staff within the attraction sites to assess the major tourism attractions in Calabar. Information such as major tourism potentials, remuneration to staff were obtained in the administrative records of each potential sites. The data collected on annual income, tourist arrivals and employment generation from the various tourism sites were analyzed using the Analysis of Variance (ANOVA) which tries to compare differences in mean between variables. Two hypotheses were stated which try to evaluate in hypothesis one whether or not there is a significant variation in the rate of income generation in the various tourism sites while the second hypothesis try to coup and if or not there is significant variation in employment generation in the various tourism attractions.

## Literature review

### Employment and income

Tourism industry generate three types of employment: direct, indirect and induced employment. However, it requires a higher ratio of unskilled and semi skilled labour than other industries. In recent times, developing countries have large populations and usually do not have required skilled manpower and for these countries tourism can provide significant employment opportunities. Accordingly, the UNWTO (1992:40) on their assertion, pointed out that “at all levels, in all categories and in every type of tourist receiving country human resources could emerge as the single most important issue confronting tourism operators into the next century”. Today, the tourism sector, most of the employees do not necessary need formal training to be employ or get a job and hence semi and unskilled manpower can be used in this sector. However, to manage businesses requires highly skilled manpower. In developing countries, foreign expatriates usually occupy management positions. According to Lea (1988), the following generalizations about tourism and employment there is a correlation between tourism expenditure and job creation but the correlation is not perfect. High income from the tourism sector does not create proportionately more jobs.

- Different types of tourist activities create different numbers of job opportunities in the tourism sector. Some tourism activities are more labour intensive than others, for instance more employees work in bars and restaurants than in hotels and motels
- Local people’s skills and knowledge have an effect on tourism employment
- Tourism has little effect in reducing unemployment because it actually takes employees from other sectors or creates part-time jobs
- Most of the tourism job are seasonal and demand based

Accordingly, Burns and Holden (1995) went further to make generalizations about tourism and employment. They argue that the employment pattern in tourism may conflict with traditional cultural patterns. For instance, shift based work at night might create negative attitudes amongst the employees and the traditional cultural value system also might not accept this. The nature of tourism jobs is also different form that of other sectors. Furthermore, Burn and Hodlen (1995) enumerated the following characteristics about tourism jobs to include:-

- In the tourism sector the main requirement is for semi or unskilled jobs
- Most of the jobs are on a seasonal basis and this affects employee career and self development
- In many countries, tourism employees do not have any trade union to represent themselves. It is not only true for developing countries sometimes it is also the case for developed countries.
- This sector employs both core and periphery workers. Most jobs are designated as semi or unskilled, seasonal and form a peripheral workforce. But some key jobs of chief, chief waiters, accountants and engineers are permanent and they form core workers. However, Hudson and Townsend (1992) in their empirical work discovered find that most of the core employees are male.
- In the tourism sector, many jobs are traditionally associated with females, such as cleaning, washing, serving and receptionist
- In the tourism industry employees are part of the service provided to the tourists and this might create conflicts with different cultural values.

Today, it is evident that most tourism employees are unskilled and semi-skilled. The lack of skilled labour in tourist destinations forces local entrepreneurs to recruit trained and skilled employees from abroad and they receive more financial benefits and get higher positions. The low status and low wage jobs are generally left or the local communities. However, this has created barriers to local community participation, creates conflict between local and foreign employees and at the same time putting pressure on local community social services ( Inskeep and Kallenberger, 1992; Tosun and Jenkins, 1996); and restricts the local community’s ability to maximize benefits. Woodley (1993:143) states; “without a trained local workforce, the industry can only function by importing staff, in which case the principle of ensuring local benefits from tourism is thwarted”, Moreso, recently countries are trying to develop skilled employees. Dincar and Ertugral (2003), in their

empirical work in hotels discovered, that in Turkey, hotel and heritage tourist establishments prefer to employ qualified employees, i.e. with at least an undergraduate degree in a tourism related subject. This situation has generated employment opportunities for qualified people, as well as stimulating the need for education and training among less qualified staff. It is clear from the above discussion that the quality of tourism services has received attention amongst policymakers in developing countries and they are investing significant amounts of resources in training. Accordingly, Liu and Wall (2006) in their assertion argue that it is difficult to establish these skills and obtain large investment because local culture and community attitudes often do not recognize the value of skills enhancement.

Today, it has been observed that one of the strong arguments for the development of tourism in developing countries is that it creates job opportunities for the local people and increases their income. Upneja, et al (2001) discovered that in Pennsylvania sport, fishing and angler wildlife-watching activities create more than 43,000 jobs. Bratek, et al (2007) find that the local population in Sarawak region in Malaysia preferred tourism job over agricultural work because it was seen as clean and engaging work delivering immediate cash benefits. But the benefits of tourism are not evenly distributed and this is true particularly for developing countries. Bull (1995) noticed that in LDCs, tourism significantly provides increased employment but not accompany with high wages. Cater in his assertion (1987:215) argues: "by enhancing the earning capabilities of one section of the population compared with those still engaged in subsistence activities, the dualism between these two sections of the population is further increased". Accordingly, Torres and Momsen (2005:261) discovered "rural immigrants in search of improved job prospects typically compete for a limited pool of low paying jobs and end up living in cramped, squalid and unsanitary conditions on the resort periphery".

Hall, C. M. (2003) in his study on the socio-economic impact of tourism discovered that tourism has become a significant source of foreign exchange revenue for many countries of the world. According to him tourism activities in Maldives contributed 66.6 percent of the country's Gross domestic Product (GDP) and accounted for 65.9 percent of its exports. Roe and Godwin (2002) supported the works of Hall, according to their analysis tourism industry in Vanuatu has contributed 47.0 percent of the country's GDP and 73.7 percent of its total export earnings. They went further to emphasized that thirteen (13) developed countries in Asia (Cambodia, Lao people's Democratic Republic and Neps), tourism accounted for more than 15 percent of export earnings. There further stress that tourisms alone contributed 43.5 percent of the total export earnings of Fijis and one third of its GDP. Other small Islands such as Tonga and Vanuatu are dependent on tourism for half or more of their export earnings. Prentice (2007) in his study opines that tourism in China has provided a substantial contribution to its GDP, amounting to 13.7 percent in 2006. Taking full advantage of the potential of their natural and cultural tourist resources, countries in the greater Mekong sub-region are benefiting from the tourism industry. He went further to stress that in 2006, tourism in Cambodia and the Lao people's Democratic Republic accounted respectively for 22.3 and 21.4 percent of their total export earnings and contributed 19.6 and 9.3 percent respectively of their GDP.

According to UNWTO (1992) tourism industry contributes significantly to the creation of employment both directly and indirectly. According to UNWTO the industry in the Asian and pacific region provide jobs for about 140 million people representing an average of 8.9 percent of total employment. It also emphasized that tourism employment in North-East Asia is estimated at 86 million jobs, or 10.1 percent of total employment. This situation is attributed mainly to China, where 1 out of 10 persons works in a tourism-related industry. In support of UNWTO's argument, Sharpley and Telfer (2002) following empirical findings, indicated as part of his illustration, that in Oceania, the workforce in the tourism sector accounted for 14.5 percent of total employment, or 1 in every 6.9 jobs. The importance of tourism becomes more significant when the structure of the workforce in selected pacific Island economies is analyzed. For instance in 2003, 1 in every 3.2 persons was employ in the tourism sector, while in Vanuatu the ratio was 1 in every 2.4 jobs.

Richards and Hall (2003) opines that tourism industry has become a significant provider of employment in countries of the Asian and pacific region, thereby improving the economic situation of the people of those countries. In addition, revenue generated from tourism has enable governments to allocate financial resources for improving education and health countries. They further stress that in Maldives, where tourism activity is the economic mainstay, almost 100 percent of the population is now literate, while the infant mortality rate has improved from 121 per 1,000 in 1977 to 38 per 1,000 in 2002 and over the same period, the average life expectancy at birth increased from 47 years to 67 years. Okunbawa (2001) assert that tourism is an important engine of economic growth and job creation. According to him, the industry continues to expand faster than average world economic growth, as disposable income and free time increase in developed countries. Grollier (1978) opines that Tourism is also a motor of development, foreign exchange earner and promotion of international understanding, friendship and world peace. Lawal (2001) drawing from the World tourism Organization Report (2000) regard tourism to be the fastest growth industry in the world. It accounts for over 50% of the foreign exchange earnings of most countries in the world. Kigoth (2000) posits that the industry is reputed to the largest contribution of global foreign exchange earnings. Ofulue (2001) affirming the works of

Lawal asserted, that if tourism is properly handled in Cross River State the industry could generate as much as 5 billion US dollars per annum and also sustain the economy of Cross River State, the state which is blessed with great tourism potentials. The potential if fully exploited could go a long way to solving the problem of unemployment while promoting peace and cross-cultural understanding.

### Findings

#### Potential tourism sites

The potential tourist attraction sites as presented in table 1 show that over 46.3% of respondents were with the opinion that Calabar carnival was the major tourism attraction in the area. Although, table 1 indicate that other tourism activities such as the drill ranch, cercopan, hotels and botanical garden were also tourism attractions in Calabar. However, it was observed in table 1 that out of the aforementioned tourism attractions in the area, Calabar carnival, museum and hotels have overwhelming influence on tourist arrivals in the area with values of 46.3%, 8.2% and 14.5% respectively.

**Table 1: Tourism potentials and attractions in the area**

Option	Frequency	Percentage
Museum	58	14.5
Drill Ranch	20	5.0
Cercopan	13	3.2
Hotels	91	22.5
Botanical Garden	13	8.2
Calabar carnival	85	46.3
<b>Total</b>	<b>400</b>	<b>100</b>

Source: Field Survey October (2012)

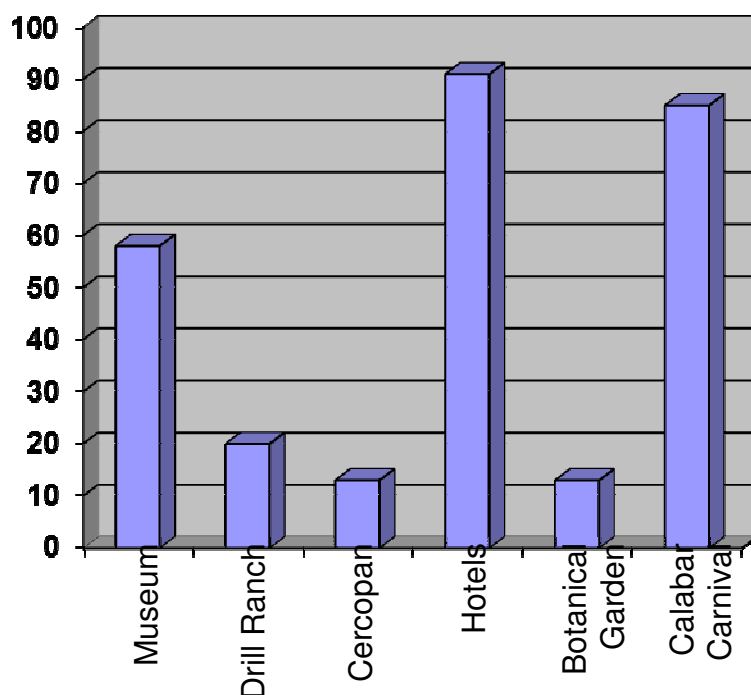


Figure 1: Bar chart showing the various potential tourist attraction sites

#### Annual Tourist Arrivals in the Various Tourist Attraction Sites

The rate of tourist arrivals in Calabar presented in table 2 indicates that tourist attractions were the major catalyst for the inflow of visitors in the area. However, the Calabar carnival activities had more influence on tourist arrivals. It was noticed in table 2 that 2011 and 2008 recorded a high rate of tourist arrivals with an average value of 27% as compared to 2010 and 2005 with a value of 24%. Besides, it was observed that 2004 and 2006 recorded 11.03% of tourist arrivals while 2011 recorded a value of 6.7% which was on the least side compared to other variables. This result indicate that there is a high seasonal fluctuation in terms of tourist arrivals between 2004 to 2011.

**Table 2: Annual Tourist Arrivals in The Various Tourist Attraction Sites**

Year	No. of tourist arrivals in museum	No. of tourist arrival in hotels	No. of tourist arrival in botanical garden	No. of tourist arrivals in drill ranch	No. of tourist arrivals in cercopan	No. of tourist arrivals during carnival	Total	%
2004	446	20500	370	308	380	2025	24029	10.33
2005	425	25000	444	320	400	2050	28666	12.3
2006	490	18144	1407	360	400	4028	24829	10.7
2007	503	16200	1500	400	520	5000	24123	10.4
2008	505	23700	1902	500	500	5200	32305	13.8
2009	629	26000	1800	600	820	6080	35929	15.5
2010	400	15900	1401	620	7000	4000	29321	12.6
2011	202	10500	1000	350	600	2900	15602	6.7
Total	3627	179644	9822	3458	4620	31,333	232504	100

Source: Field survey October, 2012

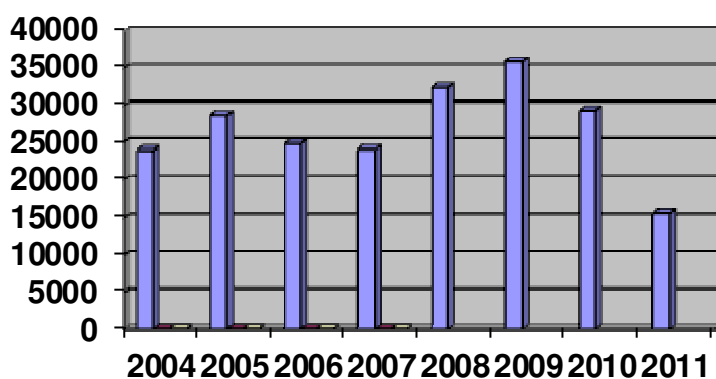


Figure 2: Bar chart showing annual tourist arrivals in the various tourist attraction sites after the development of tourism (2004 – 2011)

### Income generation in the various attraction sites

The annual income generation between 2004-2011 as presented in table 3 shows an increase income generation between 2004-2011. However, it was observed that 2009 to 2010 recorded a high level of income generation with a value of 47.2% compared to 2007 to 2008 with an average value of 25.85. Table 3 also indicate that 2004 to 2006 and 2011 recorded an average income level of 16.5% compared to 2004 and 2005 with a total value of 10.5% of income generation in the various tourist sites. However, this result show a high seasonal fluctuation in the rate of income generation in the various tourism attraction sites.

**Table 3: Income Generation In The Various Attraction Sites**

Year	Museum	Hotels	Botanical garden	Drill ranch	Cercopan	Carnival	Total	%
2004	103,000	10,000,000	104,000	269,000	98,000	10,000000	20574000	5.0
2005	125,000	14,900,800	123,000	251,000	121,000	7,000000	22520800	5.5
2006	290,000	19,701,000	109,900	199,000	118,000	11,000500	31418400	7.7
2007	310,300	31,000,000	121,000	180,590	130,800	12,000000	43742690	10.7
2008	288,990	50,500,000	159,000	200,000	130,170	10800500	62078660	15.1
2009	208,000	66,870,000	179,800	260,500	189,000	9000000	76707300	18.7
2010	300,000	101,100,000	202,250	22,100	240,120	14800000	116664470	28.5
2011	250,000	29,000,000	188,000	178,700	198,000	6000800	35815500	8.8
Total	1,875,290	323,071,800	1186950	1560890	1,225,090	80601800	409521820	100

Source: Field Survey October (2012)

However, in order to confirmed the stated hypothesis it was discovered that the calculated value (21.94) is greater than the critical value (2.45) at degree of freedom 47 which was tested at 0.05 level of significance, the null hypothesis (Ho) which states that “the annual income generation in the various tourist attraction sites does

not varies from one year to another” is rejected, while the alternative hypothesis ( $H_1$ ) that state that, “the annual income generation in the various tourist attraction sites varies from one year to another” is accepted.

**Table4: Analyses Showing Variation in Annual Income Generation**

Source of variance	Sum of squares	Cal value	df	Means sum of squares	F
Between sample size	979984815.2	21.94	5	1959963	2.45
Within sample mean	446448371.43		4	10629723.13	
			2		
Total	1024633187		47		

Sources: Data analyses2012

**Annual employment in the various tourist attraction sites.**

The annual employment generation in the various tourist attraction sites between 2004 – 2011 as presented in table 5 indicates that the development and rehabilitation of tourism sector has really boosted the employment level of the area with the value of 8.8% in 2004, an increment value of 11.5%, 11.2%, 14.7%, 15.3%, 15.8%, 13.5%, in 2005, 2006, 2007, 2008, 2009 and 2010 respectively but in 2011, the value of employment level reduces to 9%, this reduction came as a result of failure of the authorities to capture the needs and expectation of the tourist.

**Table 5: Annual Employment Level in the Various Tourist Attraction Sites after The Development Of Tourism**

Ye ar	Museum		Hotels		Botanical garden		Drill ranch		Cercopan		Carnival		Tot al	%
	No. of skill ed	No. of unskill ed	No. of skill ed	No. of unskill ed	No. of skill ed	No. of unskill ed	No. of skill ed	No. of unskill ed	No. of skill ed	No. of unskill ed	No. of skill ed	No. of unskill ed		
2004	15	45	50	301	19	30	17	40	10	25	70	200	822	8.8
2005	15	50	201	333	10	35	22	47	10	29	71	250	1073	11.5
2006	20	53	210	203	20	41	29	59	12	45	80	270	1042	11.2
2007	22	57	222	399	23	53	29	78	17	60	59	351	1370	14.7
2008	30	88	253	289	21	60	33	78	18	75	60	410	1415	15.3
2009	40	95	190	400	26	69	28	67	20	59	75	400	1469	14.6
2010	57	110	195	421	30	51	20	30	15	67	52	200	1249	13.5
2011	35	79	180	259	15	42	15	30	11	40	29	100	835	9.0
	234	577	160	2,705	164	381	193	429	113	400	496	2181		
Tot al	811		4,306		545		622		513		2477		6,797	100

Source: Field Survey October (2012)

However, the result above was further evaluated in the hypothesis two which shows that the calculated value (4.34) is greater than the critical value (2.45) at degree of freedom 47 which was tested at 0.05 level of significance, the null hypothesis ( $H_0$ ) which state that “the annual employment generation in the various tourist attraction sites does not varies from one year to another” is rejected, while the alternative hypothesis ( $H_1$ ) which state that, “the annual employment generation in the various tourist attraction sites varies from one year to another” is accepted.

**TABLE 6:Analyses showing annual employment generation**

Source of variance	Sum of squares	Cal value	df	Means sum of squares	F
Between sample size	259406.5	4.34	5	51881.3	2.45
Within sample mean	59720.5		42	14219	
Total	319127		47		

Sources: Data Analyses 2012

### Remuneration to Staff in the Various Attraction Sites

The monthly remuneration paid to staff in the various tourist attraction sites after the development as presented in table 7 show that there is an increment in the monthly remuneration as they took advantage of the patronage in the tourist sites. Museum paid N10,000 as minimum salary paid to skilled staff, N8,700 as minimum salary paid to unskilled staff, N27,000 as maximum salary paid to skilled staff, N19,900 as maximum salary paid to unskilled staff, also cercopan paid N9,200 as minimum salary paid to skilled staff, N7,900 as minimum salary paid to unskilled staff, N25,500 as maximum salary paid to skilled staff, N16,000 as maximum salary paid to unskilled staff, Moreso, Drill Ranch paid N9,500 as minimum salary paid to skilled staff, N7,200 as minimum salary paid to unskilled staff, N19,500 as maximum salary paid to skilled staff whereas N14,900 was a maximum salary paid to unskilled staff. More hotels which took advantage of the high rate of tourist inflow in the area to increase monthly remuneration with value of N11,000 as minimum salary paid to skilled staff, N8,900 as minimum salary paid to unskilled staff, N39,900 a maximum salary paid to skilled staff while N21,000 was a maximum salary paid to unskilled staff. However, Botanical Garden paid N9,900 as minimum salary paid to skilled staff, N7,100 as minimum salary paid to unskilled staff, N19,000 as maximum salary paid to skilled and N15,600 was the maximum salary paid to the unskilled staff. The carnival commission also increase their monthly remuneration to their staff. A bar chart was also used by the researcher to demonstrate the monthly remuneration paid to staff after development of tourism as indicated in figure 3.

**Table 7: Monthly Remuneration Paid To Staff in The Various Attraction Sites**

Tourist centre	Minimum salary paid to skilled staff	Minimum salary paid to unskilled	Maximum salary paid to skilled staff	Maximum salary paid to unskilled staff
Museum	10,000	8,700	27,000	19,900
Cercopan	9,200	7,900	22,500	16,000
Drill Ranch	9,500	7,200	19,500	14,900
Hotels	11,000	8,900	39,900	21,000
Botanical Garden	9,900	7,100	21,000	15,600
Carnival	12,000	10,000	21,500	17,000
Total	61,600	49,800	151,400	104,400

Source: Field Survey October (2012)

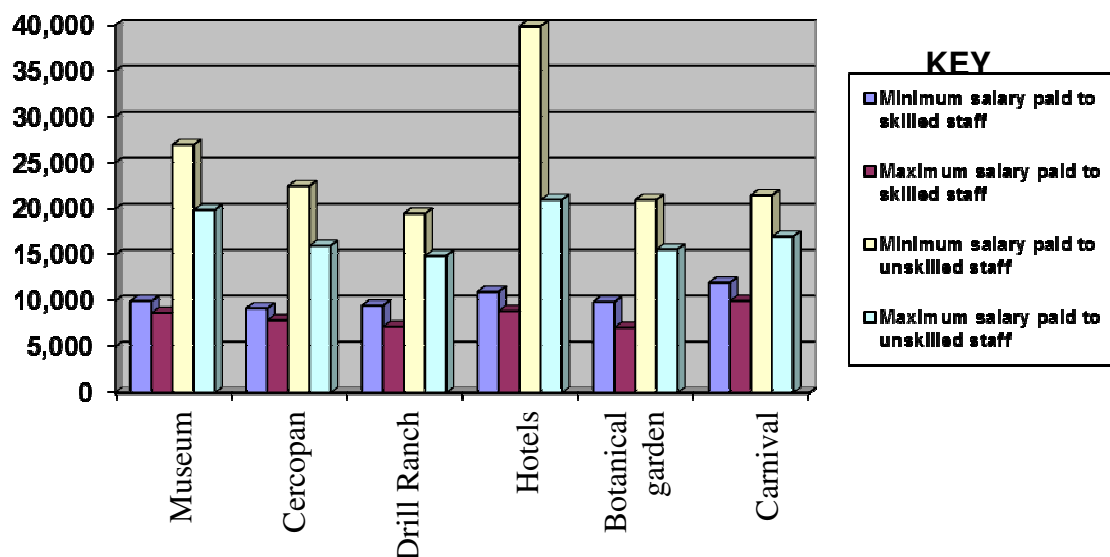


Figure 3: Bar chart showing monthly remuneration paid to both skilled and unskilled staff after the development of tourism

### Recommendations

In view of the above, the researcher hereby recommend that government and stakeholders should invest through development and full harnessing of the touched and untouched potentials in the area through the

provision of local skilled manpower, trained management, social amenities and infrastructure like electricity, good road that would link the untouched potentials. However, other major recommendations include:-

- The government should provide a framework that would ensure tourism related activities all year round.
  - The government should develop other tourism activities that would encourage the inflow of visitors to Calabar, hence, improving the income and employment in the area
  - Adequate security should be put in place that would guarantee the safety of tourist in the area.
4. The government should give incentive to communities especially those with rich cultural heritage this would help the communities to develop at the same time display their cultures during Calabar carnival.

#### **Conclusion**

Today tourism development has boosted the image of Calabar especially in improving the rate of inflow of people and at the same time it has led to increase in the level of income generation, employment generation and revenue base of the government. However, in spite of the tremendous impact of tourism in employment generation, income generation, the people still live in poverty due to instability in the level of income generation and employment generation.

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