

PERCEIVED INCOME GENERATION MECHANISM THROUGH TOURISM ON LOCAL AND FOREIGN EARNINGS IN SOUTH-SOUTH NIGERIA

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Abstract

The study focused on perceived income generation mechanism through tourism on local and foreign earnings in South-South Nigeria. Two research questions were answered and two hypotheses were tested in the study. The design for this study was the ex-post facto design. The sample for this study comprised 456 respondents drawn from a population of 14,983 respondents. The study used both primary and secondary data. The formal were sourced from the field with the aid of structured questionnaire. The study adopted a researchers developed instrument on a 13-item questionnaire, designed by the researcher on a 4-point Likert type scale questionnaire tagged “Tourism Industry and Income Generation Scale (TIIGS). Face validity of the instrument was determined by three experts, two in tourism and one in Measurement and Evaluation. To determine the reliability of the instrument, split half reliability method was employed and the coefficient of internal consistency ranged from .70 to .78. Data for the study was analysed using descriptive (simple percentages and bar charts) and inferential statistics (Pearson’s Product Moment Correlation). The findings revealed that tourism industry has a significant relationship on income generation in host communities of Cross River State. It was also found that tourism industry significantly relate with foreign exchange earnings in the study area. It was recommended that since tourism has the propensity to generate income for the host community, government should promote and undertake research in this area with a view to building sustainability in its job creation potential.

Keywords: Perceived, income generation, mechanism, tourism, local and foreign earnings.

Background of the study

Interest in tourism development in Cross River State is not new. Cross River State is naturally endowed as one of those rare global sites with acclaimed tourist potentials. The development of a state based tourism industry by all tourism stakeholders became apparent due to the influential master plan and accessible tourism zones scattered across the state (Egbaji, 2007). The state government policy on tourism since 1999 was motivated by the United Nations estimate of the projected potentials of tourism. This informed government’s efforts of appropriating resources for the development of the tourist industry. The entire state

is rich and is disposable to various forms of tourist cynosures ranging from wildlife species to agricultural produce and warm hospitality.

It is assumed that, the existence of these potentials and the fact that both the government and the private sectors have set some machinery to encourage and facilitate the growth of tourism in Cross River State and Nigeria in general would have, offered important incentive for the socio-economic growth and development of the state and the nation at large. Surprisingly, tourism has not ushered in the expected socio-economic development, as governments at all levels are still struggling with the issue of unemployment, poverty, housing, low income among others. The anticipated potentials of foreign exchange earnings, improvement of per capita income of citizens, taxes supposed to be generated from tourism related firms have not had appreciable impact on the society. Consequently, tourism and socio-economic development have attracted the attention of experts in development studies, sociology, non-governmental organizations (NGOS), and government policy makers.

Acharya (2001) stated that tourism remains an institutionalized means of controlling excessive economic leakages consequent upon her unique nature as a service oriented industry. He noted that the tourists only pay for the services that are offered without departing back home with any of the attractions visited. Also, tourism goods such as landscapes, waterfalls, artefacts, festivals and cultural dances are non-exportable items in international trade hence the tourists only leave the income at the receiving point after visiting. This explains the issue of linkage.

Taxation is a statutory means of generating income for the government, which is used for the provision of social welfare services. Fisher (1986) asserted that taxation helps in poverty reduction. It is expected that taxes generated from tourism related firms be channelled towards the development of other aspects of the economy. This is one significant role tourism plays in the development of national economy unlike other industrial projects which benefit mainly the wealthy investors. Egbaji (2007) stressed that tourism has the capacity to trickle down and benefit a large sector of grass root population, which profitably shares in the proceeds of the vacation and travel embarked upon by tourists. Egbali also stated that when tourists spend money in an area, this money becomes income for the recipient. For example, the amount spent by tourists from Britain, France, Austria, United States of America, and so on, in Lagos or Calabar based hotel gives rise to what is income for such a hotel. The hotel in turn spends part of the income generated from room occupancy as salaries and wages for their staff who nonetheless utilize same for the purchase of food, clothing, payment of fees, among other things.

Fisher, (1986) reported that a steady domestic and international flow of tourists to various tourist resorts especially in a developing country would give rise to an apparent change in the GDP of the nation and subsequently impact positively on the per capita income of the residents. Ashley, Roe and Godwin (2001) from their study on tourism's role in revenue generation and household food security reported that tourism's role in generating income for host communities are summarized as follows: Small enterprise development - Commitments to help the development of complementary enterprises through technical

support, marketing support, access to credit, local economic linkages - Local sourcing of food and other goods and utilization of local services.

According to the South African Department of Environmental Affairs and Tourism, Responsible Tourism Guidelines (2002), tourism development aids poverty reduction by: Generating community income- negotiating land lease fees or other concessions with the community, entering into equity partnerships, donating to community projects, etc, sharing services-allowing local people access to services that are laid on for tourists including infrastructure, security, communications, healthcare, etc, maintaining access to natural resources: ensuring that tourism does not cause displacement of local people from areas such as beaches and grazing land and providing access to critical resources such as water, increasing resilience by avoiding overdependence on tourism through diversification of products and markets, economic linkages and so on and participation in planning and decision making process: providing an appropriate policy and institutional environment that encourage meaningful local involvement and multi-stakeholder dialogue.

Ashley, Roe and Godwin (2001), observed the importance of tourism to generating income. They stated that tourism can be sustained on the platform of “principles, codes, and standards”. The initial interest on atmosphere is gradually increasing to cover socio-economic concerns and tourism is becoming increasingly pro-poor. Font and Bendell (2002) asserted that tourism promotes income generation through training and capacity building that enables the local people to take on more than the most menial positions. This enables socio-economic development.

Tourism is an instrument of income generation for enhanced quality of life. Finances acquired through other sources such as selling on the street, informal guides and many others, enhance the spending capacity of the local economy (Elebute, 2007). Globally, tourist activities across the world are the major sources of revenue generation accounting for about 57.5 per cent of global gross national product and 6 per cent of the jobs and reducing poverty at a fast rate (Matheson, Alistair & Geoffrey, 1992). As a result of the inherent potentials of tourism in poverty alleviation nearly all leaders encourage its growth.

Cater (1991) noted that the social and economic benefits of tourism to the host communities are enormous. Bins (1995) supported this when he asserted that development should not only refer to economic matters but should encompass social, economic, environmental, and ethical considerations such that its measurement may incorporate indications of poverty, unemployment, inequality, and self-reliance. Carter (1991) stressed the growing impact of tourism activities on income generation and social economic growth. Ashley (2007) stated that recently, scholars have made many declarations about the income generating and socio-economic development potentials of the tourism sub-sector. Generally, they advanced one (or more) of these arguments:

- i. *“Size Matters:* Tourism is one of the most significant export sectors in many developing countries, particularly the least developed countries.

- ii. *Employment creation:* Tourism creates large numbers of jobs (equivalent to around 2-6 per cent of jobs in Africa, depending on definitions) and is labour intensive. These include jobs for women (around 50 per cent of the workforce) and unskilled and informal sector workers.
- iii. *Local livelihood gains:* Empirical evidence in some micro studies demonstrates income flow and other net benefits to participants at enterprise level, particularly where ‘pro poor tourism’ initiatives are implemented to help small entrepreneurs gain market access (Ashley, 2007)”.

According to Godfrey and Clarke (2000), tourism significantly affects the socio-cultural change with regards to the quality of life of the locals. They noted that tourism activities boost individual finances, enhance their well-being as the sales of goods and the provision of services increased. On contrary, the depressing impact of this development to human life ranges from increase in shops and house rents, criminal activities like stealing of people’s property by breaking into people’s shops and homes, and assault of various degrees . With respect to the sustainability of the cultural heritage, remarkable transformation could take place in the following ways: understanding, a sense of pride and interest in the history and cultural heritage, celebrations/festivals can become tourist attractions, crafts promotion/production in large scale and so on (Godfrey & Clarke, 2000).Egbaji (2007) asserted that the clamour for a sustainable and restructured tourism-based driven economy has assumed an appreciable perspective in the Nigerian Economic Reform Agenda. This is not just because tourism development is a means of guaranteeing international fiscal exchange, resource transfer and other recipient advantages it also facilitates the development of domestic and international trade and encourages large scale manufacturing of local products such as souvenirs with peculiar characteristics depicting the various cultural values of Nigeria. These activities help to generate income for the host communities. It is on the basis of this backdrop that the study focused on perceived income generation mechanism through tourism on local and foreign earnings in South-South Nigeria.

Problem statement

In most countries of the world like in Peru, Egypt, India, China and Dubai tourism has been the fast growing venturing in terms of local and foreign mean of revenue generation. Generating billion and trillion of dollars for it masses. For instance, Machu Picchu, Peru, The Acropolis, Athens, The TajMahal, India, Pyramids of Giza, Egypt and the Great Wall of China. This has not been the case in Nigeria, particularly in the south-south regions that is richly blessed with lots of tourist attractions. So sad to say, that in Nigeria some of the tourist centers have not been fully developed, some were developed but due to lack of maintenance have deteriorated and some are yet to be developed while few others are not even discovered. Statistics has it that tourism account for a small percentage of the service sector of the economy. For instance in 2004, 962000 tourist visited Nigeria as compared to Tunisia with 6.4 million arrival and the USA with 70.8 million arrival. There are six economic factors that have proved since the Nigerian independence in 1960, If adequately managed, tourism attracts development, enhanced relatively rapid transformation of the economy, a rise in the real and disposable personal income (Ologun, Taiwo and Adeofun, 2007). Unfortunately, there are problems associated with the growth of tourism in Nigeria. The tourist business in meant to generate local and foreign revenue if adequately planned. Ayeni, Olucha and Saka (2004) informed that the major problem encountering the tourist industry are difficulties in identifying old and new tourist sites, lack of imagery to illustrate their locations, many of the sites are not developed to their full potentials, lack of

supporting infrastructure such as roads and accommodation and also lack of guide maps within the tourist sites. These have really affected the rate of income generated through tourism. It has also been observed that the build of revenue generation on tourist centers has been left in the total control of the government as they are seen as the sole promoter and financiers of tourism in Nigeria, non-availability of adequate funds for its development and lack of interest by private developers. With the diverse and rich cultural heritage, some of these problems can be solved. If this problem is critically looked into, it will propel Nigeria to be the ultimate tourism destination in Africa and promote foreign exchange earning in an oil dependent economy. It is on the basis of this problem that the study was conducted on perceived income generation mechanism through tourism on local and foreign earnings in South-South Nigeria.

Purpose of the study

The study seeks to examine the perceived income generation mechanism through tourism on local and foreign earnings in South-South Nigeria. Specifically, the study seeks, to:

- (i) Determine if a relationship exists between tourism industry and income generation among host communities in Cross River State.
- (ii) Investigate whether tourism industry significantly affects foreign exchange earnings of Cross River State.

Research questions

The following research questions were used for the study

- (i) To what extent does tourism industry significantly impact income generation among host communities in Cross River State?
- (ii) To what extent does tourism industry relate to exchange earnings in the study area?

Statement of hypotheses

The following null hypotheses were formulated to guide the study

- (i) Tourism industry does not significantly relate to income generation in host communities of Cross River State.
- (ii) Tourism industry has no significant relationship with foreign exchange earnings in the study area.

METHODOLOGY

The study adopted the ex-post facto design. The design becomes suitable because the variables in questions are studied in retrospective. The sample for this study was made up of 456 respondents drawn from a population of 14,983 respondents. The study used both primary and secondary data. The formal were sourced from the field with the aid of structured questionnaire. The secondary source data included journal articles, internet materials, books, and periodic reports from Department of Tourism, Cross River State. The study adopted a researchers developed instrument on a 13-item questionnaire, designed by the researcher on a 4-point Likert type scale questionnaire tagged "Tourism Industry and Income Generation Scale (TIIGS). Face validity of the instrument was determined by three experts, two in tourism and one in Measurement

and Evaluation. To determine the reliability of the instrument, split half reliability method was employed and the coefficient of internal consistency ranged from .70 to .78. Data for the study was analysed using descriptive (simple percentages and bar charts) and inferential statistics (Pearson’s Product Moment Correlation)

PRESENTATION OF RESULTS

The result of the data generated on respondent responses on tourism industry and income Generation. The result is presented in Table 1.

TABLE 1: Sample distribution of respondents’ responses on tourism and income generation for host communities

S/N	ITEM	RESPONSES	
		Agree (%)	Disagree (%)
1.	Tourism generates income through taxation	256 (85.3)	44 (14.7)
2.	Tourism related firms are not important	88 (29.3)	212 (70.7)
3.	It is not possible for tourism activities to trickle down and benefit people	106(35.3)	194 (64.7)
4.	Utilization of local services is possible through tourism	262 (87.3)	38 (12.7)
5.	Donating to community project is possible through tourism	224 (74.7)	76 (25.3)
6.	Tourism does not promote poverty reduction through training and capacity building	72 (24)	228 (76)
7.	Local people can take on more than the usual menial jobs as a result of tourism	212 (70.7)	88 (29.3)
8.	Money earned through informal employment such as street vendors enhance spending capability of the local economy	254(84.7)	46(15.3)
Total		1474 (61.4)	926 (38.6)

Table 1 showed the distribution of respondents’ responses on tourism industry and income generation for host communities in Cross River State. The responses on question number 1 showed that 256 (85.3 per cent) respondents agreed while 44(14.7 per cent) respondents disagreed that tourism generates income through taxation. In question number 2, 88 (29.3 per cent) respondents asserted that tourism related firms are not important while 212(70.7 per cent) asserted negatively to this questionnaire item. Responses on question number 3 indicate that 194 (64.7 per cent) respondents disagree with the statement that it is not possible for tourism activities to trickle down and benefit people while 106(35.3 per cent) respondents

asserted positively. The responses on question number 4 showed that 262 (87.3 per cent) respondents agreed that utilization of local services is possible through tourism while 38(12.7 per cent) respondents did not. The question number 5 showed that 224(74.7 per cent) respondents strongly supported that donating to community project is possible through tourism while 76(25.3 per cent) respondents did not. Responses on question number 6 showed that 228(76 per cent) respondents disagree that tourism does not promote poverty reduction through training and capacity building while 72(24 per cent) respondents asserted positively. The responses on question number 7 showed that 212(70.7 per cent) respondents supported that local people can take on more than the usual menial jobs as a result of tourism while 88(29.3 per cent) respondents did not. Finally, the responses on question number 8 showed that 254(84.7 per cent) respondents agreed that money earned through informal employment such as street vendors enhance spending capacity of the local economy.

Table 2 presents the respondent responses on tourism industry and foreign exchange earnings.

S/N	ITEM	RESPONSE	
		Agree (%)	Disagree (%)
9.	Tourism generates income for recipient society	244 (81.3)	56 (18.7)
10.	Tourism does not induce investors into tourism related businesses	45 (15)	255 (85)
11.	Money derived from foreign exchange is not part of our foreign exchange reserve.	87 (29)	213 (71)
12.	Tourism industry may not help diversify the economy of Nigeria from depending on oil.	83 (27.7)	217 (72.3)
13.	Tourists spending does not bring foreign exchange	68 (22.7)	232 (77.3)
14.	Tourism industry promotes general economic development through multiplier effect	278 (92.7)	22 (7.3)
	Total	805 (44.7)	995 (55.3)

Table 2 revealed the sample distribution of respondents’ responses on tourism industry and foreign exchange earnings. Responses on question number 9 showed that 244 (81.3 per cent) respondents responded positively that tourism generates income for recipient society while 56 (18.7 per cent) respondents did not. Responses on question number 10 showed that 255 (85 per cent) respondents responded negatively that tourism does not induce investors into tourism related businesses while 45 (15 per cent) respondents asserted positively. The responses on questionnaire items 11 showed that 213 (71 per cent) respondents disagree that money derived from foreign exchange is not part of our foreign exchange reserve while 87 (29

per cent) respondents supported this view. Responses on question number 12 indicated that 217 (72.3 per cent) respondents disagree with the statement that tourism industry may not help diversify the economy of Nigeria from depending on oil while 83 (27.7 per cent) respondents affirmed this assertion. The responses on question number 13 showed that 232 (77.3 per cent) respondents responded negatively that tourist spending does not bring foreign exchange while 68 (22.7 per cent) respondents asserted positively. The responses on question number 14 showed that 278 (92.7 per cent) respondents responded positively that tourism promotes general economic development through the multiplier effect while 22(7.3 per cent) respondents did not.

Test of hypotheses

The hypotheses stated were analysed with Pearson’s Product Moment Correlation statistics as presented in table 2 and 3.

Hypothesis One

Tourism industry does not significantly relate to income generation in host communities in the study area. The predicting variable involved in the first hypothesis was tourism industry while the dependent variable was income generation of host-communities. To test this hypothesis, PPMC (rxy) was used. The findings of the analysis is presented in Table 3.

TABLE 3

Analysis of the relationship between tourism industry and

Variables	income generation in host communities					r-cal
	Σx	Σy	Σx^2	Σy^2	Σxy	
Foreign exchange earnings (X ₄)	6855		171845			
Tourism industry (y)		6120		128180	144255	0.620

“Significant at 0.05 level, df = 298, crit-r = 0.196

The result in the table 4.7 shows that the calculated r-value of 0.620 is greater than the critical r-value of 0.196 needed at alpha level of significance of 0.05 at 298 degrees of freedom”. “With this result, the null hypothesis is rejected while the alternate hypothesis is retained”. The interpretation of this result is that there is a significant relationship between tourism industry and income generation in host communities of Cross River State.

Hypothesis two

Tourism industry has no significant relationship with foreign exchange earnings in the study area. The predicting variable involved in this hypothesis was tourism industry while the dependent variable was foreign exchange earnings. To test this hypothesis PPMC analysis (rxy) was used. The result of the analysis is presented in Table 4.

TABLE 4

Results of Pearson’s Product Moment Correlation of the relationship between tourism industry and foreign exchange earnings (N = 300)

Variables	$\sum x$	$\sum x^2$	$\sum y$	$\sum y^2$	$\sum xy$	r-cal
Foreign exchange earnings (X ₄)	6840	171815			144210	0.643
Tourism industry (y)			6120	128180		

“Significant at 0.05 level; df = 298, crit, r = 0.196

The result of the analysis in Table 4 shows that the calculated r-value of 0.643 is greater than the critical r-value of 0.196 needed at 0.05 alpha level of significance with 298 degrees of freedom. With this result, the null hypothesis is rejected while the alternate hypothesis is retained. The interpretation of this result is that there is a significant relationship between tourism industry and foreign exchange earnings in the study area.

Discussion of findings

Tourism industry and income generation in host communities

The result of first analysis revealed that tourism industry has a remarkable relationship with income generation in host communities of Cross River State. From the analysis, the value was positive which indicated that the more tourism activities take place, the more the positive impact it would have on socio-economic development of Cross River State, Nigeria. This finding is highly in support of Egbaji (2007) who asserted that taxes generated from tourism related firms are channelled towards the development of other aspects of the economy. This is one significant role tourism plays in the development of a national economy unlike other industrial-projects, which benefit mainly the wealthy investors. The findings agree with Egbaji (2007) that tourism has the capacity to trickle down and benefit a large sector of grass root population which profitably share in the proceeds of the vacation and travel embarked upon by tourists. This finding is consistent with the conclusion of Fisher (1986) that a steady domestic and international flow of tourists to various tourist resorts especially in a developing country would give rise to an apparent change in the Gross Domestic Product (GDP) of the country and subsequently impact positively on the per capita income of the residents.

The South African Department of Environmental Affairs and Tourism, Responsible Tourism Guidelines' (2002), observation about tourism's role in income generation for the host society has been affirmed by this study. According to the South African Tourism Guidelines, generating community finances, bargaining for property lease fees or other special consideration with the locals, entering into equity partnerships, donating to community projects, and so on, are by-products of tourism development, which facilitate socio-economic well-being through poverty reduction.

The finding agrees with Font and Bendell (2002) that tourism engenders socio-economic development through income generation. Through training and capacity building, sharing services by allowing local people access to services that are laid on for tourists enable local people to take on more than the most menial positions. This improves quality of life. Elebute's (2007) findings have been supported by this study. Tourism is an instrument of income generation for enhanced quality of life through the provision of informal employment such as street vendors and informal tourist guides enhance the spending capacity of the local economy. Matheson, Alistair and Geoffrey (1992)'s observations are supported here. According to them, generally, tourism is the world's largest industry accounting for about 57.5 per cent of the world's Gross National Product. Government encourages the growth of tourism in their respective countries in order to support poverty reduction and enhance socio economic wellbeing.

The explanation for this relationship is that when tourists spend money in an area, the money becomes income for the recipient. For example, the amount spent by tourists from Britain, France, Austria, United States of America in Lagos or Calabar based hotel gives rise to what is income for such a hotel. The hotel in turn spends part of the income generated from room occupancy as salaries and wages for their staff who utilize same for the purchase of food, clothing, payment of fees, health services, and so on.

Tourism development and foreign exchange earnings

The result of statistical analysis of hypothesis four revealed that tourism industry significantly relates with foreign exchange earnings in Cross River State. From the analysis, the value was positive, which indicated that the more the effort invested in tourism development, the more the foreign exchange earnings of the state. The finding is consistent with Alabi (2001) that the importance of tourism development to countries such as Nigeria cannot be overemphasized. "Today, no country in the world, whether industrialized or developing can afford to ignore the importance of tourism to its economic, social and cultural development". The various countries of the world have not relented in exploring the benefits inherent in the tourism industry in form of foreign exchange earnings and thus they are vigorously developing their tourism industry.

The finding supports Falade (2001) who argued that tourism as a foreign exchange earner, if fully developed, would in fact help to diversify the economy of Nigeria from the mono economy to a diversified economy. Falade stated that practically, all nations of the world now look to tourism as an important factor in national prosperity and as a vehicle for their socio-economic development.

The finding is further consistent with Peters (1999) that tourism as a foreign exchange earner should be encouraged because it increases the revenue base of the government. The revenue is used by government to provide social welfare services. Tourism generates foreign exchange and improves the balance of payment, creates employment, disperses general economic development through the multiplier effect, and widens horizon.

Summary

The central aim of this research was to examine perceived income generation mechanism through tourism on local and foreign earnings in South-South Nigeria. Tourism plays a positive role in raising awareness and consumer education, through an economic incentive. In the rural community where there is a major tourist attraction, it brings about development which in effect slows down rural-urban migration due to the presence of the infrastructure such as pipe borne water, electricity, health care, good school. This help to keep the locals in their community rather than migrating to urban centers. The study found that tourism industry has a significant relationship with income generation in the host communities of Cross River State. It also revealed that the more tourism activities take place, the more income that would come to the host communities and this in turn improves the general welfare of households in the area. Also, tourism industry significantly influenced foreign exchange earnings of Cross River State. This suggests that, if the state wishes to increase her foreign earnings, the tourism industry needs to be given more attention.

Recommendations

From the findings, the following recommendations were drawn

- (i) In view of tourism's propensity to generate income for the host community, government should promote and undertake research in this area with a view to building sustainability in its job creation potential.
- (ii) The development of tourism in Cross River State should be seen as a necessary condition for its uncommon transformation agenda; since it involves advancement in the general living conditions of people, including their social and economic areas of life.

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