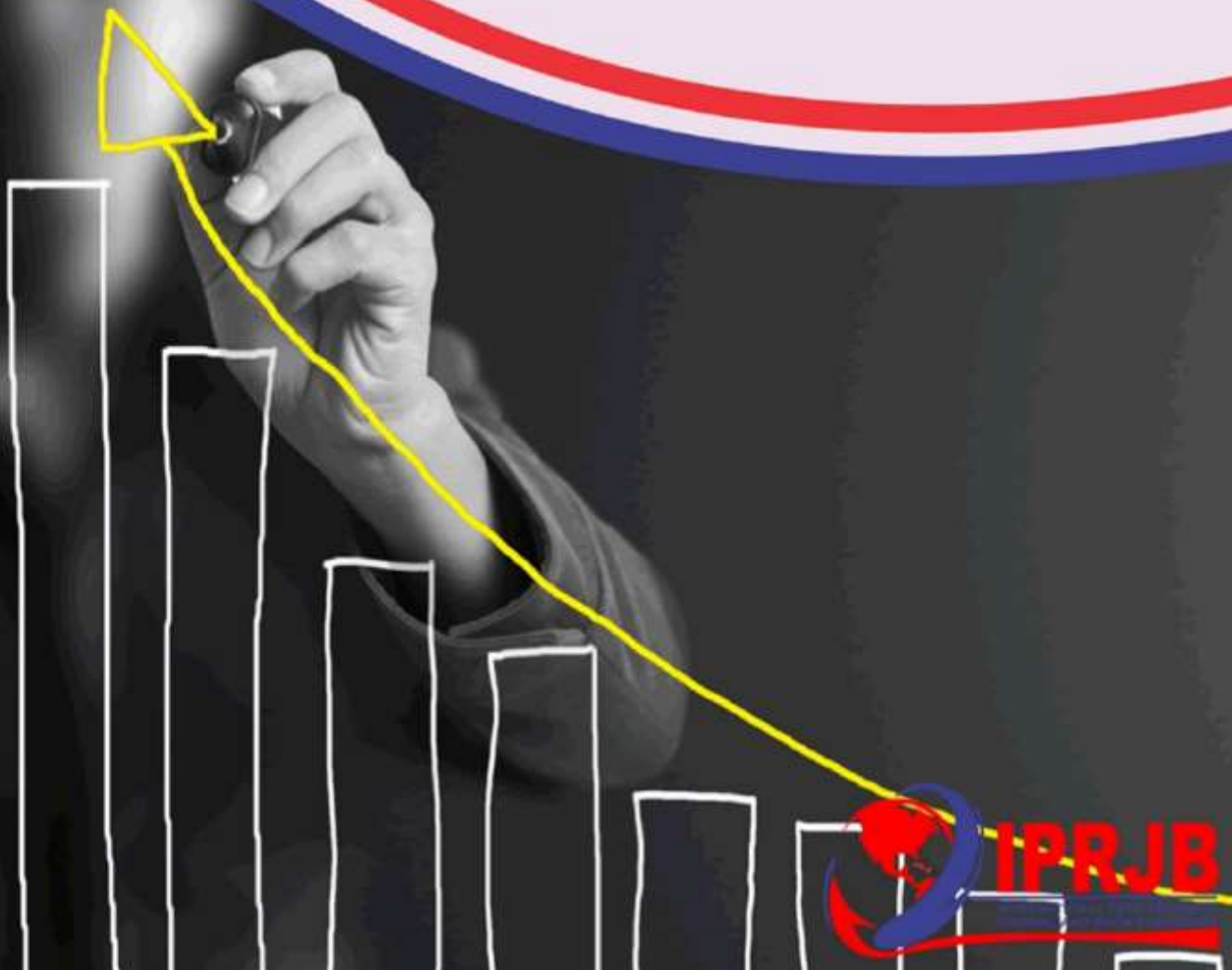


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Contribution of Tourism to the Development of Developing Nations

Mercy Chioma



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Mercy Chioma

University of Lagos, Nigeria

Corresponding Author's Email: journals@iprjb.org



Abstract

Purpose: The aim of the study is to access the contribution of tourism to the development of developing Nations.

Methodology: This study adopted a desktop methodology. This study used secondary data from which include review of existing literature from already published studies and reports that was easily accessed through online journals and libraries.

Findings: The study reveals that increased income positively impacts on government revenues by means of taxes which also contribute to economic growth via governments' interventions. Besides taxes from tourism employment and businesses, tourism increases government revenues by direct levies on tourists (departure taxes), indirect taxes and duties on goods and services offered to tourists.

Unique Contribution to Theory, Practice and Policy: The study was anchored on ecosystem Approach theory and Maslow's hierarchy model. The study recommends that tourism marketers should harmonize the communication mix and embrace wholesomely the use of new technologies especially the use of social media together with exhibition events marketing to promote the tourism industry.

Keywords: *Tourism, Development, Contribution, Developing Nations.*

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INTRODUCTION

More and more, the developing world sees tourism as a desirable choice for growth. That might be the only practical way to promote development in some poor countries. Yet, as poor nations choose to enter this sector, they encounter a problem known as the tourism-development paradox.

The type of items that tourists demand will determine how tourism affects the economy (accommodation, food, transport, and entertainment). Tourism-related enterprises that generate these products for the satisfaction of tourists benefit from the demand for these goods and services. Due to increased output in these sectors in response to rising tourism demand, the supply sector will see an increase in revenue (Stauvermann, 2017). The increasing income has a beneficial effect on tax revenues, which in turn positively affects government initiatives that support economic growth. Tourism raises government revenue through exit taxes, indirect taxes, and charges on goods and services provided to tourists, in addition to taxes on employment and enterprises related to the tourism industry.

Several distinctive aspects of the tourist sector contribute to the potential of tourism development as a strategy for promoting economic growth and reducing poverty (Folarin, 2020). Secondly, tourism offers a chance for economic diversification, especially in remote places where there aren't many other export choices. Remote locations with significant cultural, animal, and natural asset values draw tourists. Such resources usually form the foundation of the cultural and natural legacy of developing nations, and tourism gives a chance for income production through the preservation of heritage values. As a result, tourism helps towns that are underdeveloped materially but rich historically and culturally to capitalize on their distinctive qualities for economic development (Richardson, 2021). The only export industry in which the consumer travels to the exporting nation is tourism, which gives the underprivileged the chance to start their own export businesses by selling goods and services to visitors from other countries. In addition to being labor-intensive and supporting a diversified and adaptable labor market, tourism also offers small-scale job options that support gender equity. The expansion of roads, infrastructure, and communication networks has boosted market access for rural areas, which is one of the many indirect advantages of tourism for the poor.

The creation of collective community income, increased employment and pay by ensuring commitments to local jobs and training of local inhabitants, and increased business prospects for the underprivileged are only a few of the economic benefits of tourism (Okharedia, 2017). Non-economic benefits include improving access to services and infrastructure (such as health care, radio access, security, water supply, and transportation), as well as reducing the negative effects of the environment and conflicts over natural resources (Agyeman, 2019). The rise of tourism may have been a driving force behind many of the physical and environmental advantages, but these advantages also directly benefit nearby populations.

Moreover, tourism has been linked to detrimental effects, such as serving as a vehicle for terrorism and pandemics (Khan, 2020). For reasons connected to the distribution of economic advantages, tourism has come under fire as a development strategy. High levels of financial leakages of tourism income have occasionally been caused by extensive capital-intensive development projects, the spread of enclave tourism, and the transfer of resource control to significant external interest groups (Neef, 2019). The impact of tourism on economic development is diminished when there

is significant leakage (when tourist-generated funds leave the region or are sent to other nations) (UNWTO, 2002). The biggest contributors to leakage include foreign ownership, hiring foreigners, and importing goods like food and materials (Mtapuri, 2022)

By strengthening connections with other local economic sectors, the tourism industry can have the greatest total economic benefit. Strong economic relationships to the tourism industry and other industries (such as small businesses and agriculture) will strengthen the multiplier impact, boosting revenue retention and opening up job opportunities for locals (Khan, 2020). Through the growth of tourism, economic relationships are strengthened, which increases demand for locally produced goods and services, boosts employment, and expands business opportunities. Successful links are mostly reliant on the caliber and dependability of regional goods for the tourism industry.

Tourism in Developing Nations

Developing nations are looking for the advantages of tourism, including possible gains in income, foreign currency, employment, and economic diversification (Matthew, 2021). Benefits from this breakthrough could, however, not be realized. Developing nations may discover that entering the fiercely competitive global tourism market results in enormous economic, social, and environmental consequences or that it solely enriches the local elite or international firms. For the potential long-term benefits afforded by tourism, the problem is accepting or controlling the unfavorable results of the tourist-development process.

Although it has been stated that community involvement is essential to the establishment of pro-poor tourism that is effective and sustainable, there is conflicting research that shows community-based methods can reduce poverty through revenue sharing and community involvement. The dual goals of conservation and rural development have been promoted by community-based natural resource management initiatives like CAMPFIRE (Communal Areas Management Program for Indigenous Resources) in Zimbabwe and ADMARE (Administrative management design for game management areas) in Zambia, but they have also come under fire for failing to effectively control poaching and empower local communities (Ndayisaba, 2020). According to reports, community-based tourism businesses in Kenya mainly rely on donor money and make little headway in reducing family poverty (Juma, 2019).

According to a Nicaraguan study, there is a one-way causal relationship between the growth of the tourism industry and economic expansion, as well as between tourism and the elimination of poverty (Ridderstaat, 2022). These authors emphasize the employment, income, and participation opportunities that result from a transfer of wealth and income from residents of wealthier countries to residents of developing countries in order to characterize the relationship between tourism, economic growth, and poverty reduction as being related to the "democratization of the dollar" (Ridderstaat, 2022).

A comparative advantage for tourism development in the area is based on Mali's cultural distinction from its neighbors. Mali has boosted tourism by establishing the country's cultural legacy as the main force behind social and economic advancement. The government has also changed regulations governing how tour operators and guides are organized (IMF, 2006). Some of the advantages of tourism development are likely to go to the poor if investments are made to strengthen economic ties with tourism (for example, capacity-building to encourage entrepreneurship among microenterprises, small farms, and craft craftsmen) (Saner, 2019).

Today's planning for urban economic development in South America includes the promotion of tourism as a key component. By improving their local tourism resources and services, enterprising localities play a key role in generating tourism demand. Cities that traditionally marketed themselves to investors as sites of production are now more and more promoting themselves as destinations of consumption. They are doing this by becoming tourist hotspots, reformulating their tourism offerings, and building new tourist attractions (Richards, 2021). A wave of new local economic development (LED) initiatives for urban tourism and economic regeneration have taken physical form as inner-city recreation areas, waterfront developments, festival market places, casinos, museums, conference centers, and sports stadiums as components of the tourism portfolio.

Small economies and islands that have recently gained popularity as travel destinations (like Mauritius, the Maldives, the Dominican Republic, and other Caribbean islands) have demonstrated how crucial it is to establish strong connections between the sector of the economy that supports tourism and the rest of the economy. These connections play a critical role in boosting the value added from trade in tourism services and decreasing leakages from tourism in developing nations (Hampton, 2020). The risk of relying on imported inputs to manufacture goods and services for the tourist and local markets can be decreased when economic sectors of a country, including tourism, establish strong links in a way that each business purchases and sells its inputs and outputs from other local sectors. As a result, funds intended for import can be utilised to support local growth and needs.

Statement of the Problem

The Ministry of Tourism, Tourist Board, and Wildlife Service, among others, have all promoted the tourism business. These are all important figures in the sector who have contributed to its promotion and preservation. As a result, major stakeholders play an important role in the sector through the development of policies, administration, marketing, and wildlife protection. In contrast to the current study, which aims to look at how tourism contributes to the development of developing countries, Fimber (2019) and Abdulkadir (2018) have a contextual gap because they concentrate on the contribution of recreational behavior and cultural festivals to the development of the tourism industry. So, research must be done in order to comprehend how tourism contributes to development.

Theoretical Framework

Ecosystem Approach (EA) Theory

The ecosystem approach is a method for managing land, water, and life resources together that encourages equitable conservation and sustainable use (Waylen, 2014). The three goals of the Convention on Biological Diversity are conservation, sustainable use of biodiversity, and equitable distribution of benefits. The Ecosystem Approach is a comprehensive method for integrating and achieving these goals in a way that is both balanced and effective (Shepherd, 2008). The ecosystem approach's wider scope compared to the conventional system of site protection is one of its primary characteristics. No matter how well protected the environment is, it can be used on a larger scale and takes into consideration human interactions. For improved livelihood security for the poor (the Sustainable Development Goals' aim for reducing poverty), the Ecosystem Approach (EA) is central to sustainable ecosystem management (Brugère, 2019).

The EA acknowledges the interconnectedness of ecosystems. They interact, cross each other, and overlap. It (EA) necessitates the understanding that every ecosystem, including land and water, is a part of a larger ecosystem that is strongly influenced by other systems. Humans are part of the ecology. The EA prioritizes how actively humans can manage ecosystems in order to achieve sustainability. The widely accepted interpretation of the concept suggests that people are regarded as essential elements of ecosystems and that human socioeconomic sustainability and environmental sustainability are intertwined. As a result, conservation efforts are always balanced with consideration for individuals and their way of life. This idea advocates for the protection and maintenance of biodiversity, which is essential to tourism since it helps to preserve tourist destinations and fosters an environment that attracts visitors. This theory is thus pertinent to the study and will aid in our understanding of the sustainability of the tourism industry and its role in the development of poor countries.

Maslow's Hierarchy Model

Maslow's hierarchy model is founded on the idea that people should prioritize their own needs, with self-actualization as the ultimate goal (Maslow, 1943). The lower needs in the hierarchy will rule human behavior if they are not met. An individual is motivated by the demands of the next level of the hierarchy once these needs have been met. Maslow distinguished between inductive or arousal-seeking reasons and deficiency- or tension-reducing motives, making the model adaptable to both job and non-work contexts, such as leisure and tourism (Ukpokolo, 2017). Since some requirements may arise simultaneously in reality, human needs are not hierarchical, making the model less than ideal. Yet, it places a strong emphasis on the demands of the populace in terms of personal improvement, which is understandable in the context of tourism.

Since the 1950s, when research on specific motivations beyond the idea of needing to get away from it all began, Maslow's body of work has evolved. For instance, "pull" and "push" influences, such as advertisements from resorts that draw visitors, have both been studied as variables that influence people to seek out vacations (Ukpokolo, 2017). Traveling to one or more destination places, where leisure activities take place, is what makes tourism special because it entails a real physical escape. This allows for multidimensional changes in place, pace, lifestyle, behavior, and attitude. This enables one to momentarily distance themselves from various settings that have an impact on daily life. This study is pertinent because it enables us to better comprehend what draws visitors and provides information on how tourism contributes to economic growth.

Empirical Review

Agbu (2019) conducted research on how leisure behavior affects domestic tourism. Questionnaires were used to gather the information. Data from the study were qualitative. The research design used in the study was descriptive. The study came to the conclusion that despite awareness of leisure and tourism, recreation behaviors cause problems in Nigeria's rural and urban areas, as in the case of Nasarawa State, where Nigeria has yet to embrace the principles of active recreation participation. The study also showed that public employees in Nasarawa state, Nigeria, spend more time on business, visit friends and family, go out to eat and drink, and prefer to travel with friends, coworkers, and family when they engage in leisure and tourism activities.

Kariuki (2015) carried out research to identify the factors that influence foreign travelers' arrivals in Kenya. The inter-consumer demand theory was used in the study's modeling. 33 years' worth of

time series data were used in the study (1980- 2013). The information was gathered from KNBS reports, World Bank national accounts, and Central Bank of Kenya reports for the years 1980 to 2013. According to the study's findings, the entrance of foreign tourists in Kenya was significantly impacted over the long term solely by the per capita GDP of OECD nations and the insecurity dummy. The report suggested that the Kenyan government implement measures to raise the degree of security.

Awuor (2015) conducted research to determine the approaches taken by destination marketing firms in relation to foreign visitors' arrivals in Kenya. The research design used in the study was a descriptive survey. Three organizations—the Kenya Tourist Board, Brand Kenya Board, and the Ministry of East African Affairs, Trade, and Tourism—made up the study's population. A questionnaire was used to obtain the main information. The survey found that distinction, diversity, and targeted strategy are among the tactics utilized by destination marketing organizations. The study suggested that institutional and policy frameworks be established to encourage local involvement and participation in tourist project planning, execution, and management.

Abdulkadir (2018) studied the impact of cultural festivals on the growth of event tourism. The study used a survey method for descriptive research. Both quantitative and qualitative methods were used in the investigation. A total of 517 people were studied, including 500 members of three associations that organize cultural festivals and 17 government officials. To gather primary data for the study, standardized questionnaires were used. Tables and charts were used to examine and present the data. The study found that the growth of event tourism in Kwara State was influenced by cultural festivals, public awareness campaigns, and their effects on travel. The report suggests that the federal and state governments of Nigeria, along with other interested parties, develop rules and programs to recognize and market cultural festivals as an event tourism product. In order to attract a worldwide audience, the report also suggests marketing rich cultural gatherings internationally.

Ndeche (2022) conducted a research on the impact of stakeholders' engagement on the industry's sustainability. The mixed method design was used in the investigation. The intended audience was Kakamega County's tourism industry participants. Using interview schedules and questionnaires, the core data was gathered. According to the study, the hospitality sector and sustainable travel had a strong beneficial association with the activities of stakeholders. The study also found that the hospitality sector and sustainable tourism were significantly positively correlated with the degree of involvement of stakeholders. The study came to the conclusion that highlighting the importance of various stakeholders is vital for the sustainability of the tourist and hospitality sectors in Kakamega County. The management of tourism and hospitality businesses in Kakamega County is advised by this study to create extensive and thorough stakeholder engagement plans in order to increase the sector's sustainability in the County.

Mesa (2019) carried out research to ascertain how well exhibition events promoted Nairobi City County's tourism business. Cross-sectional descriptive design was employed in the study. With a sample size of 384, all exposition event attendees in Nairobi City County made up the study population. Using questionnaires and interview schedules, the data was gathered. Charts, tables, and graphs were used to present the study's findings. The study finds that exhibition events are a useful strategy for marketing the travel sector since they may be utilized to raise visitor numbers,

generate more demand for travel, and encourage many people to go. The study also demonstrates that exhibition events serve as vehicles for promoting a nation's tourism brand and its travel offerings. The study came to the conclusion that exposition events may be used to advance the travel and tourism sector in Nairobi City County. According to the report, in order to effectively market the travel and tourist sector, marketing for exposition events and new technologies, particularly social media, should be integrated into the communication mix.

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries

RESULTS

The results were analyzed into various research gap categories, that is, contextual and methodological gaps.

Contextual and Methodological Gaps

Kariuki (2015); Awuor (2015); Ndeche (2022) and Mesa (2019) posit a conceptual gap as none of these studies addresses the contribution of tourism to the development of developing nations. Agbu (2019); Abdulkadir (2018) present a methodological gap as these studies used descriptive research design while the current study adopts desktop study research design.

Conclusion

According to the study, higher income has a favorable influence on tax collections, which in turn have a beneficial impact on economic growth due to government interventions. Tourism raises government revenue through exit taxes, indirect taxes, and charges on goods and services provided to tourists, in addition to taxes on employment and enterprises related to the tourism industry.

The study's findings support the use of distinction, diversification, and focused approach by marketing firms to encourage travel.

The study also comes to the conclusion that the growth of event tourism was influenced by cultural festivals, awareness campaigns, and other factors.

The results of the study demonstrate a considerable beneficial association between sustainable tourism and the hospitality sector and the amount of involvement of stakeholders.

The study comes to the conclusion that exhibition events are a useful instrument for marketing the travel sector since they may be utilized to raise visitor numbers, generate more demand for travel, and encourage many people to go. The study also demonstrates that exhibition events serve as vehicles for promoting a nation's tourism brand and its travel offerings.

Recommendations

In order to encourage local involvement and participation in the planning, execution, and management of tourism projects, the study proposed the establishment of institutional and policy structures.

Also, the study suggests marketing rich cultural festivals internationally to appeal to a wider audience.

According to the study, in order to promote the travel and tourist sector, marketing for exhibition events and new technologies should be integrated into the communication mix. Social media marketing should be used in conjunction with exhibition events.

To improve the sustainability of the industry in the County, it was advised by this study that management of tourism and hospitality institutions create complex and thorough stakeholder engagement plans.

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