CHAPTER 3

Literature Review:

Sustainability is a most important factor for the success of any tourism destination and for the tourism industry as a whole. However the increasing importance of residents as key stakeholders in the process of tourism development has prompted several descriptive and empirical studies for assessing its role and significance in managing tourism development to address the fundamental issue of sustainability. But there is much literature and research indicating the inadequacy of application of principles of sustainability in the process tourism Development. This has attracted the attention of planners, developers and the stakeholders. Whereas there is little research work done especially in Indian context, therefore through this chapter an effort has been made to provide a comprehensive account of findings of the various studies related to the theme of the present study so as to provide a basis for the formulation of objectives and hypothesis of the study and also an outline the research procedure to adopted for the study.

Godfrey K.B., (1998) conducted a survey of local government tourism officers in the UK to examine the attitude of public sector ‘tourism managers’ towards the principles of ‘sustainable tourism’. The survey argued that the attitudes of local officers will affect their approach to implementation, and *inter alia* to the success of this concept in practice. In particular the study looked at the possibility of the greater integration of tourism in strategic land-use planning and
community involvement, as it is these areas of activity which tend to diverge from the more traditional form of ‘tourism planning’ in destinations as practiced in the past. The results suggested broad support for the greater co-ordination and integration of tourism planning at the local level. However, not all were as keen to embrace the community beyond the rather ‘passive’ role of public relations and participation in the local development plan system.

**Tosun C., (1998)** while investigating the roots of unsustainable tourism development at the local level in a developing country, with special reference to Urgup in the region of Cappadocia, Turkey. It was found that the factors that ushered in unsustainable tourism development are beyond the control of local people and authorities. They are largely related to issues at the national level such as the policy of political economy, prevailing national planning approaches applied to tourism, patron-client relationships between decision-makers and related business class alongside the role of international tour operators in the international tourism system. The study concluded that achieving sustainable tourism development at the local level in a developing country requires hard political choices, a confident decision making process and the collaboration of international tour operators and donor agencies.

**Berry, S. and A. Ladkin, (1997)** have conducted research on “sustainable tourism: a regional perspective”. The aim of the research was to gain an insight into the perception of sustainable tourism, and to examine the ways in which it is
implemented at the regional level. Using a case study of East Sussex in the UK, the research explored how the general principles sustainable tourism at the macro level can be translated into workable practice. The research reveals that despite a willingness on the part of small businesses to engage in sustainable activities those engaged in the tourism business have little understanding of the concept of sustainability. The vague principles do not easily translate into workable practice. The research identifies number of barriers to successful implementation of sustainable tourism practices, the most prominent being a mistrust of government policy, poor administration and unclear lines of communication. The study concluded that despite the increased importance of sustainable tourism and the formulation of general principles and guidelines, cynical attitudes towards government policy and its implementation are significant barriers to sustainable tourism practices in small businesses at the regional level.

Smith, M. D. and R.S. Krannich, (1998) carried out a study on “Tourism dependence and resident attitudes”. The objective of the study was to evaluate the “tourism dependence” hypotheses that increasing levels of tourism dependence in a community are associated with increasingly negative attitudes about its development, as well as lower levels of local satisfaction and higher levels of crime concern. The hypothesis was evaluated using survey data from four rural communities in the United States Rocky Mountain West. Results supported the hypothesis with some important qualifications, and suggested a typology of rural
communities experiencing tourism growth that includes tourism-saturated, tourism-realised, and tourism-hungry community types.

**Martin, S. R and S.F. McCool (1992)** studied the attitudes of Montana residents towards tourism development and found that Montana residents were concerned with the increasing levels of tourism that would crowd them out of local fishing, hunting, and other recreation areas. However most of such studies do not offer any empirical tests of assertion that increasing levels of tourism in a community lead to more negative attitudes towards it, or they limit their analyses to descriptive case studies of attitudes in a single community or region.

**Perez, E.A and J.R. Nadal (2005)** Studied the “Host Community Perceptions” using ‘Cluster Analysis’ techniques and explored how residents in the Balearic Islands of Spain regard tourism as affecting their community, thereby providing a framework for research into attitudes towards this industry in a mature Mediterranean destination. The results indicate that the respondents were aware of some of both the positive and negative effects, and are relatively ambivalent about development proposals that imply an increasing number of tourists. Furthermore the study demonstrated that some development strategies incur considerable conservation-based opposition while others enjoy general support.

**Bestard, A.B. and J.R. Nadal (2007)** in their study titled “Modelling environmental attitudes toward tourism” analysed the relationship between the density of hotel beds in a given municipality and local resident perceptions of the
negative environmental impacts of tourism. The study pointed out that local residents’ attitudes toward tourism are considered to be dependent on a set of factors that have been widely described and analysed in literature and models resident opinions of different environmental aspects of tourism development. Given the discreet nature of the variable that was modeled, ordered logit and probit models were used to ensure correct specifications. Using the Balearic Island as a case study, results have pointed out that concern for environmental impacts of tourism is common among members. The results show that a higher density of tourist accommodation in a municipality implies greater tolerance by its residents.

Liu, Sheldon and Var (1987) in a study analysed local residents’ perceptions of the potential negative impacts of tourism as a function that is directly dependent on the ratio between the number of tourists and the number of residents. Thus, growing pressure from tourism (with higher ratio of tourists per resident, for instance) heightens perceptions of the environmental problems that tourism causes for the community, such as congestion of cities, tourist centres and nature reserves, noise, waste generation and pollution, the destruction of local flora and fauna, and urban pressure. This is in turn, generates stronger criticism of tourism, with a growing public awareness among the population of environmental problems that it creates and consequent increase in opposition to tourism development.
Kuvan and Akan (2005) investigated residents’ attitudes to tourism impacts on forests within the larger framework of economic, social and general environmental impacts. The results of their study indicate that residents have favourable attitude towards tourism development in the study area, but they also show widely held concern for the negative effects of tourism, mainly the impacts on the forests in the area. These forest related negative impacts were attributed to the tourism activity or the tourist themselves, but to the quality of decision-making by the public authority, which is perceived as failing to exercise sound management and fair judgment in the allocation and use of land.

Pearce (1980) argues that areas with a high level of tourism development generate resident dissatisfaction due to traffic and parking problems, crime, inflation, etc. Nevertheless, it is also true that a stronger presence by the tourist industry implies greater economic development and higher incomes for residents. Consequently, as well as heightening environmental concern, it might also stimulate a greater appreciation for the tourist industry as long as tourism represents an important source of economic development for the region.

Stettner, Arionthe C. (1993) in a study stressed that to be successful; a strategy for sustainable development must be rooted in the hope of nurturing the special qualities of the people and place that will draw visitors for the generations to come. By doing so, mountain resorts community could become real-life model of sustainable development for world communities.
Pandya, M.T. & G.M Oza (1994) in their study titled ‘Biodiversity for the masses’ emphasized that conservation & sustainable use of earth resources is the need of the hour. It is our moral duty to conserve biodiversity and live in harmony with nature. The message it to be spread right from the general public, specially the school going children, university students, policy makers, technocrats & managers before the last chance is lost.

Murthi & Kumar (1989) in a study observed that the problem of mass tourism is closely related with the issues of environment conservation. The tourism problem, according to them is more pronounced in the areas like Gulmarg, Pahalgam, Sonamarg, Amarnath and Vaishanodevi, which are some the major centres of tourist activities. It is therefore; very necessary that such areas of fragile beauty should be thoroughly protected after accessing their tourist carrying capacity, so that their ecosystem & associated ecological processes are not disturbed.

George Thomas & Tresa V. Fernandez (1994); in a study titled ‘Mangrove and Tourism: Management Strategies’ found that the mangrove ecosystem, despite the unique characteristics & multifarious uses undergo deterioration all over the world. They stressed on the role of tourism in conservation & maintenance of the mangrove ecosystem and guidelines for the development of such a system has been put forward. A perfect harmony between
these widely differing aspects is possible, provided the administration is excellent & appropriate to the need of both Tourism & conservation of ecosystem.

**Henderson, J.C., A. Koh, S. Sterlyn & M. Y. Sallim** (2001); in their study titled ‘Urban Environmental and Nature-Based Attractions: Green Tourism in Singapore’ observed that the green tourists of 21st century may perhaps be satisfied with convenient and accessible natural attractions, which provide value for money, safety and security.

**Lepp, A. (2007),** Investigated residents’ attitudes towards tourism in Bigodi village, Uganda. The results show that residents have consistently positive attitudes towards tourism. Positive attitudes result from residents’ belief that tourism creates community development, improves agricultural markets, generates income, and finally, that tourism brings random good fortune. Using the Theory of Reasoned Action, it was hypothesised that positive attitudes would lead to pro-tourism behavior. Observations of behavior over 6 months in Bigodi support this hypothesis. Implications for tourism development in poor rural areas are discussed, which suggests a community’s ability to expand upon the benefits may be the key for sustaining positive attitudes towards into the future.

**Tosun, C. (2001)** analysed the challenges to sustainable tourism development in developing countries with special reference to Turkey as a part of the development world. The research has found that the factors that have emerged as challenges to sustainable tourism development related to priorities of national economic policy, the structure of public administration, as emergence of
environmental issues, over commercialization, and the structure of international tourism system. It concluded that although the principles of sustainable tourism development are beneficial, their implementation is an enormously difficult task to achieve and owing to the prevailing socio-economic choices, and political conditions in the developing world. Hence any operation of principles of sustainable tourism development necessitates hard political and economic choices, and decisions based upon complex socio-economic and environmental trade-offs. Moreover, it states that implementation of these hard decisions may not be possible unless international organizations encourage and collaborate with governments of developing countries to implement the principles of sustainable tourism development.

Miller, G. 2001, conducted a study to develop the indicators of Sustainable tourism using Delphi survey of tourism researchers. The study presents the results of a two rounds of Delphi survey conducted expert opinion on the development of indicators to measure the movement of the tourism product a company/resort level towards a position of greater or lesser sustainability. The research was part of wider project to develop indicators that consumer in the selection of their holidays and promote a more sustainable form of tourism. The results of the study show considerable disagreement over “sustainability” and where the borders of the concept exist. In addition, the research identified contrasting views over the use of qualitative versus quantitative indicators and the role that consumer pressure can play.
Garrod, B. and A. Fyall (1998) in their study “Beyond the rhetoric of sustainable tourism?” observed that sustainable tourism within a community calls for the harmonious relationship between the visitor, the host community, and the place, without depleting resources, cheating the visitor, or exploiting the local population.

Ritchie, B. W. and M. Inkari (2006) conducted a study in Lewes District of Southern England and notes that although residents are generally supportive of tourism development and cultural tourism development, there are differences in opinion concerning the perceived economic and social benefits. In particular, levels of income and proximity to the tourist centre were major influencing factors. The study made recommendations concerning the need for tourism planners to distribute the benefits more widely and to engage residents from different socio-economic groups and localities in tourism planning and development activities.

Vincent, V. C and W. Thompson (2002) conducted a study titled ‘Assessing Community Support and Sustainability for Ecotourism Development’ and produced a psychometrically reliable and valid instrument to assess local residents’ perceptions regarding support and development of a regional ecotourism project. The four hypothesized factors considered necessary for community ecotourism development and sustainability – (1) an environmentally conscious community, (2) educational goals and programs promoting conservation, (3)
sustainable economic support, and (4) ethical/moral conservation guidelines and regulations were confirmed in both the original sample and the validation sample.

Gursoy, D., C. Jurowski and M. Uysal (2002) conducted a study to model host community support for tourism based on the factors found to influence reaction towards its development. The findings revealed that the host community support for tourism development is affected by these factors, and this support can be modeled by using six factors: the level of community concern of local residents; the utilization of the tourism resource by local residents; the level of eco-centric values of local residents; the state of local economy; the perceived cost and the perceived benefits of tourism development.

Andriotis, K. and R. D. Vaughan (2003) while studying urban residents’ attitudes towards tourism development found that the residents are not homogeneous in perceptions of tourism development and confirmed the usefulness of social representations and social exchange theory in explaining residents’ perceptions towards tourism development. The results of the study indicate that based on the social representations and, more specific, by examining residents’ perceptions of and attitudes towards tourism development, segments within host communities can be identified. The study followed a segmentation procedure based on attitude statements produced three clusters; the advocates (identified by their high appreciation of tourism), the socially and environmentally concerned (characterized by a consensus towards the environmental and social costs from
tourism expansion), the economic skeptics (who showed lower appreciation of tourism’s economic benefits).

**Lai, P. H. and Sanjay K. Nepal (2006)** examined local responses to potential ecotourism development in Tawushan Nature Reserve located in southeastern Taiwan. The findings of the study show that local people hold generally positive views of the measures necessary to achieve ecotourism; however, their intentions to engage in behaviours to support these measures do not entirely match with their positive views. This suggests that while local residents may support ecotourism development based on international guidelines, their intentions to act will depend on local environmental, social, and politico-economic conditions. It is suggested that issues related to community empowerment, relationship between government and communities, value conflicts introduced by ecotourism development, and the dynamics among and between various community groups will need to be addressed if positive community intentions to participate in ecotourism is to be encouraged.

**Weaver, D. V. and Laura J. Lawton (2001)** examined residents’ perceptions of tourism on Tambourine Mountain, a destination in the urban rural fringe of Australia’s Gold Coast. A cluster analysis of residents revealed that “supporters” constitute one-quarter of the population, and tend to be newer arrivals who have greater contact with tourists. “Neutrals” comprise one half of the population and acknowledge economic benefits, but are ambivalent about social impacts. The rest are “opponents” who concede only that tourism generates
employment. Anti-tourism sentiments focus on one congested location, suggesting that the proper management of this area could lead to even more positive perceptions.

**Upchurch, R. S. and U. Teivane, (2000)** conducted a study to determine the stage of development of tourism in Latvia and to evaluate the positive and negative impacts of tourism development in Riga, Latvia. In terms of Butler’s tourist life cycle theory, residents indicated that tourist development is in the early stages of development. This is reflected in their bifurted, and somewhat ambivalent, responses regarding positive and negative impacts associated with the influx of tourists in their community.

**Dyer, P., D. Gursoy, B. Sharma and J. Carter (2005)** conducted a study using items on a measurement scale to develop a structural model to describe the tourism impact perceptions of the residents of the Sunshine Coast, Queensland, Australia, and how these perceptions affect their support for tourism development. Results suggested a five-factor perceived impact measurement scale: negative socio-economic impact; positive social impact, negative social impact; positive economic impact and positive cultural impact. Findings further indicated that the perceived positive economic impact factor has the largest influence on residents’ support for further tourism development.

**Sirakaya, E., V. Teye and S. Sonmez (2002)** conducted a study with twin objectives: to assess the determinants of support for tourism development in two adjacent communities, Cape Coast and Elmina, in the Central region of Ghana; and
(2) to create and test a model for its explanatory power of residents’ support for tourism. Two dependent variables – support for hospitality industry and support for the infrastructure and the tourism attraction development- were influenced by a multitude of social-psychological factors such as perceptions towards tourist and tourism’s impacts, respondents’ employment status, membership in community organizations, and development projects in the community.

Ko, D. W, and W. P Stewart (2002) in a study tested the structural equation model between residents’ perceived tourism impacts and attitudes toward host community. The model consisted of five latent constructs and nine path hypotheses. It was found that residents’ ‘community satisfaction was closely related to ‘perceived negative’ tourism impacts. These constructs were directly causing ‘attitudes towards additional tourism development’. But the hypothesised path relationships between ‘personal benefits from tourism development’ and the constructs of ‘perceived negative tourism impacts’ and ‘overall community satisfaction’ were rejected. In conclusion, community satisfaction was influenced by perception of tourism impacts, and may be useful in planning for additional tourism development.

Ap, j., (1992) studied residents’ perceptions on tourism impacts, and felt that the perceptions and attitudes of residents toward the impacts of tourism are likely to be an important planning and policy consideration for successful development, marketing, and operation of existing and future tourism programs. Currently there is limited understating of the relationships between residents’
perception of tourism impacts and community satisfaction. The lack of such research limits the current literature on understanding residents’ behaviour toward the impacts of tourism.

Allen, A. R., P.T. Long, R.R. Perdue & S. Kieselbach (1988) while studying the impacts of tourism development on residents’ perceptions of community life, observed that, for a tourism-related economy to sustain itself, residents must be willing partners in the process. Because of the frequency of interaction between residents and tourists, their willingness to serve as gracious hosts is critical to the success of tourism. Therefore, residents must be involved in the planning and their attitude toward tourism and perceptions of its impact on community life must be continually assessed.

Sheldon, P. J., and T. Abenoja (2001) conducted a study on “Resident attitudes in a mature destination: the case of Waikiki” and stressed that sustainable tourism cannot be successfully implemented without the involvement of those affected by tourism. Therefore, evaluating residents’ attitudes towards tourism and involving them in as many aspects of development is an important step in creating sustainability. Results indicate residents’ close affinity towards Waikiki and favorable attitudes towards tourism. It is suggested that revitalization efforts be directed to residents’ desire for an improved pedestrian environment and adherence to their revealed preferences. Residents’ close attachment to Waikiki infers the need for resident endorsement of revitalization efforts.
Andereck, K. L., and C. A. Vogt (2000) studied ‘The Relationship between Residents’ Attitudes towards Tourism and Tourism Development Options’. Results of the study indicate that communities differ with respect to residents’ support for specific tourism development options and attitudes towards tourism. In general residents’ perceive tourism positively and support most specific types of development. There is relationship between attitudes and support for development, although the nature of the relationship is different for each community.

Lawson, R. W., J. Williams, T. Young and J. Cossens (1998) carried out ‘a comparison of residents’ attitudes towards tourism in 10 New Zealand destinations’ and identified differences in the residents’ perceptions of every type of social impacts. However study found that this is a universal belief that tourism is a good thing for New Zealand, especially in the context of economy and employment but rather paradoxically people are less inclined to admit that tourism has been of real benefit to them. The study observed that whatever the contradictions that might be apparent in attitudes within the community, planners and businesses responsible for the development of the industry must be prepared to involve local communities in consultation. It is also necessary to ensure that they manage the more critical aspects that appear as a tourism destination reaches maturity.

Snaith, T and A. Haley (1999) studied ‘Residents opinions of tourism development in the historic city of York, England’ and suggested that the resident
population should not be viewed as homogeneous in its support for tourism development. Indeed, its opinions regarding tourism and its management were found to be significantly diverse across a variety of socio-economic and demographic indicators thus having serious implications for the management of tourism in historic cities.

Wood, R.E. (1997), conducted study titled ‘Tourism and the state: Ethnic options and construction of otherness’ observed that Governments of developing countries have struggled for many years to promote economic growth in mountainous, landlocked areas inhabited by ethnic minorities that are considered to be behind the mainstream national culture and economy.

Nyaupane, G. P., D. B. Morais and L. Dowler (2006) studied ‘the role of community involvement and number/type of visitors on tourism impacts in mountain destinations. The findings of the study of suggested that level of host involvement in management and number/type of tourists helped explain these destinations’ varying degrees of economic leakage, and socio-economic inequity. Moreover, both destinations studied appeared to cope with their challenges through cooperative community efforts supported by non-governmental agencies.

Thyne, M., R. Lawson and S. Todd (2006) used conjoint analyses technique to assess the impact of the cross-cultural exchange between hosts and guests. The results of the study confirms that the nationality of the tourist was the most important factor in determining tourist type preferences and the residents showed less acceptance/tolerance of tourists more physically/culturally different to
themselves. The findings of the study suggest that people are more comfortable with the familiar and we should not over-estimate tourism’s impact on increasing cross-cultural understanding.

Wilson, S., D. R. Fesenmaier, J. Fesenmaier, and Vanes J.C (2001) carried out a study to identify and examine those factors that have helped the rural communities successfully develop tourism and its entrepreneurship opportunities. The results of the study clearly demonstrate the importance of the community approach to tourism development and entrepreneurship cannot work without the participation and collaboration of businesspersons directly and indirectly involved in tourism.

Oh, Chi-Ok (2005) studied the contribution of tourism development to economic growth in the Korean economy. Using the concepts and methods of co-integration and Granger casualty test, the study explored the short term dynamic as well as long run equilibrium conditions. It was found that co-integration between tourism and economic growth did not exist in Korea and therefore the long run equilibrium relation was found invalid. In addition, casualty tests did not support the hypotheses of tourism-driven economic growth in short run. Since it is well known that international trade is closely tied to economic expansion, it is rational to believe that tourism is strongly affected by economic increases although there are surprisingly no long run effects.

Kim, S. S., and Petrick, J.S. (2005) investigated residents’ perceptions on impacts of the FIFA 2002 World Cup, in Seoul (Korea) as a host city. Factor
analysis of 22 items of the positive impacts produced five dimensions: “tourism resource development and urban revitalization;” “image enhancement and consolidation;” “economic benefits;” “interest in foreign countries or their cultures;” “tourism infrastructure development”. Similar analyses of negative items produced three dimensions: “negative economic perspective;” “disorder and conflicts” and “traffic problem and congestion.” Residents, regardless of age were found to positively perceive the impacts of the world cup on four of the positive impact factors, with the exception of ‘tourism infrastructure development’ factor. Younger respondents tended to show a higher level perception on the negative impact factors.

Horn, C., and D. Simmons (2002) conducted a survey to compare the experiences of two New Zealand tourist destination communities (Rotorua and Kaikoura). Both the Rotorua and kaikoura communities perceive positive economic benefits from tourism, each community has a very different experience of tourism. For kaikoura people, there may be relatively more economic benefit from tourism than is the case in Rotorua, but tourism is associated with more community stress in Kaikoura than in Rotorua. The level of economic dependence on tourism along with the associated tourist-host ratio, are clearly important with Kaikoura having a very high tourist host ratio compared with Rotorua.

Briedenhann, J. and E. Wickens (2004) conducted a study to interrogate the development of rural tourism routes in South Africa and argued that the clustering of activities and attractions, and the development of rural tourism
routes, stimulates co-operation and partnerships between local and neighbouring region and serves as a vehicle for the stimulation of economic development through tourism. Meaningful community participation, together with public sector support, presents opportunities for the development of small scale indigenous tourism projects in less developed areas.

**Dyer, P., L. Aberdeen and S. Schuler (2003)** studied tourism impacts on an Australian indigenous community, using Djabugay people living near Cairns as a case study and recommended strict adherence to terms and conditions of formal agreements by all parties; increased and more effective communication between managers and indigenous personnel and communities; development of detailed strategies for empowerment of indigenous communities; and consideration of cross cultural interaction.

**Clifton J. and A. Benson (2006)** in a study titled “Planning for Sustainable Ecotourism: The Case of Research Ecotourism in Developing Country Destinations” demonstrated the existence of intangible socio-cultural benefits associated with research ecotourism in developing country destination which, despite the domination of local elites with regard to economic benefits, generate support for research ecotourism amongst local residents. These benefits are shown to be reflective of research ecotourists’ characteristics and travel motivations.

**Lindberg K., Benedict G. C. Dellaert and Charllote R. Rassing (1999)** in a study titled “Resident Tradeoffs - A choice Modeling Approach” propounded that research into host attitudes has provided significant insight into what impacts
are of concern to residents and why they have the attitude they do. However, given that tourism, like all industries, generates a combination of positive and negative impacts, there remains the difficulty of identifying which tourism projects and development paths make a positive contribution, overall, to resident welfare within a community. This difficulty can be overcome by evaluating the tradeoffs that residents are willing to make.

**Fisher D. (2004)** in a research article “The Demonstration Effect Revisited” argues that demonstration effect can be broken down into four forms: exact imitation, deliberately inexact imitation, accidental inexact imitation, and social learning. Each of these forms occurs as a result of the decision-making process that takes place after the potential imitator has come into contact with demonstrator.

**MacDonald R. and Lee Jolliffe (2003)** in their research article “Cultural Rural Tourism – Evidence from Canada” using a case study of French Acadian region on an island in eastern Canada examined development of rural cultural tourism. The roles of culture and community-based partnerships are considered in a proposed framework with four evolving developmental stages. The findings suggest that the framework is useful for rural tourism development: that culture, which is often well preserved in rural areas, is a valuable resource to include: and that community-based partnership such as cooperatives may be very effective.

**Brunt P. and P. Courtney (1999)** in a study investigated “Host Perceptions of Sociocultural Impacts” of tourism and examined the extent to
which they coincide with their classifications made by academic writers. Literature review revealed a range of socio-cultural impacts related to tourism development, the tourist-host interaction, and resulting influences. Survey of residents’ of Dawling a small British coastal tourist resort showed that perceived impacts reported by informants coincide with majority of those identified in literature, which suggested that the general analyses of the sociocultural impacts of tourism could be applied to the perception of a small British coastal tourist resort.

John E. Wagner (1997) while “Estimating The Economic Impacts Of Tourism” used a social accounting matrix (SAM) to examine the economic effects of tourism in a Brazilian region. The matrix provided systematic framework for synthesizing and displaying the data on a region’s economy and estimating regional economic multipliers. Most of the inputs, commodities, and capital used in the regions are imported. Therefore, monies tourists spend are used to pay for these imports and will generate only a small economic impact. Consequently, there is little incentive to stop current economic activities that are probably counter to ecosystem-based tourism.

Uriely N. and A. Reichel (2000) in their research “Tourists and Their Attitudes to Hosts” applying path-analysis to a survey across three groups of “working tourists” in Israel. The findings revealed that those who perceive their work as a means to continue their travel are less likely to have positive attitudes about their hosts than others who grasp their work situation as a part of their experience. It was suggested that while the touristic orientation of the latter
induced them to develop “social exchange” with their hosts, the “mercenary” approach of the former limited their encounter with hosts to “economic exchange” only.

Lindberg K. and R. L. Johnson (1997) in a research “Modeling Resident Attitudes Towards Tourism” using the data from survey, derived two sets of models from this general one are evaluated using structural equation modeling(e.g., LISREL). The value-attitude model indicate that the strength of resident values regarding disruption within the community. The expectancy-value model indicates that perceived economic and congestion impacts have greater effect on attitude than do perceived crime and aesthetic impacts. The data support the hypotheses that demographic variable affect attitudes indirectly through values.

Colin Hunter (1997) in an article “Sustainable Tourism As An Adaptive Paradigm” argued that evolvement of objects of sustainable tourism in isolation to the general concept of sustainable development, as it owes its origin to it, has resulted in the emergence of an overly simplistic and inflexible paradigm of sustainable tourism which fails to account for specific circumstances. It is therefore suggested that the concept of sustainable tourism be defined in terms of an over arching paradigm which incorporates a range of approaches to the tourism/environment system within destination areas.

Jiaying Zhang (2008) in his doctoral research stated that, host community attitudes towards tourism have been extensively studied through measuring the
impacts of tourism perceived by community members. It has been found that the fast development of the tourism industry has created both positive and negative impacts on host communities. Such impacts are exhibited in a wide range from the change of economic structure to social, cultural and environmental issues. Reacting to these impacts, host residents hold various attitudes towards the development of the tourism industry. The findings indicated that the local residents viewed tourism as creating more negative impacts than positive ones and they also expressed their awareness of tourism impact on the environment. If tourism generated any negative environmental impact, the local residents would have a tendency not to endorse tourism development. The economic and community impacts were found to have indirect positive effect on the support for tourism development. Meanwhile, the social and cultural, and environmental impacts would indirectly cause the negative effect on such support. The local residents perceived the positive tourism impacts on economic and community situations in terms of greater local employment opportunity, more income, and greater community pride and harmony. However, the negative tourism impacts on society, culture, and environment were recognized in the nature of crimes, pollutions, and natural resource degradation. Apart from tourist attraction spots in the local area; the supports from local administration organization, private entities, and residents were also considered fundamental for the success and sustainability of tourism development.
References:


