CHAPTER 2: LITERATURE REVIEW
ABOUT TOURISM, ITS IMPORTANCE, POLICY AND PLANNING, AND ITS ROLE IN ECONOMIC DEVELOPMENT AND BUSINESS DEVELOPMENT IN COUNTRIES AROUND THE WORLD

2.1 Definitions

The World Tourism Organization (WTO) is the lead agency responsible for the development of standardized tourism definitions. This agency states that tourism is defined by “the set of activities of a person traveling to a place outside his or her usual environment for at least one night, but less than a year, and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited”. The phrase “usual environment” excludes trips within the person’s community of residence and routine commuting trips. The phrase “exercise of an activity remunerated from within the place visited” excludes migration for temporary work paid by an economic agent resident in the place visited. This, however, does not apply to business related travel such as sales calls, installation of equipment, or conventions where the traveler’s employer is located elsewhere than the place visited.

Tourism is generally divided into the following categories (source: WTO):

1. Domestic Tourism: residents of a country visiting destinations in the own country
2. Inbound Tourism: visits to a country by non-residents.
3. Outbound Tourism: residents of a country visiting destinations in other countries.
4. Internal Tourism: the combination of domestic tourism and inbound tourism,
5. National Tourism: the combination of domestic and outbound tourism.
6. International Tourism: the combination of inbound and outbound tourism.

2.2 The Tourism Industry

Pierce (1996), in his book, viewed tourist destinations from five broad sectors namely attractions, transport, accommodation, supporting facilities and infrastructure. He explains that attractions encourage tourists to visit the location, the transport services enable them to do
so, the accommodation and supporting facilities alike (e.g. shops, banks, restaurants, hotels) cater for the tourist’s well-being during their stay, and the infrastructure assures the essential functioning of all the above sectors.

The tourism industry is often defined as those enterprises and organizations involved in facilitating travel and activity away from one’s usual environment. One challenge in this approach to defining tourism is, of course, the fact that many enterprises which produce commodities for tourists also serve non-tourists (Nelson, 1993). For example, more restaurant meals are consumed by local residents than by tourists. Local attractions may draw local residents as well as tourists. A conceptual solution to this problem was proposed by the *Canadian National Task Force on Tourism Data* (1985). They proposed dividing tourism business into two tiers. Tier 1 firms are those that would not exist in the absence of tourism. Examples include hotels, airlines, cruise ships and travel agents. Tier 2 firms are those that would continue to exist in the absence of tourism, but in a diminished form. These businesses include taxis, restaurants, rental car agencies, gift shops, and attractions and events.

The latest trend in the tourism industry is called “ecotourism”, which refers to travel that combines preserving the natural world and sustaining the well-being of the human cultures that inhabit it. (*Mowforth and Munt, 2003*) In general, ecotourism differs from traditional tourism in two main respects: first, ecotourism openly promotes environmentally friendly travel and seeks to ensure that visitors do not disturb the natural environment of flora and fauna, nor do they leave behind rubbish and hazardous materials, which can disrupt the delicate ecosystem. A second aspect of ecotourism is that it seeks to promote “sustainable” tourism. Tourism that destroys the natural environment, or that leads to the disappearances of local human cultures and values is not compatible with ecotourism. An early example of ecotourism occurred in Kenya in the 1970s when the Kenya Government began to collect fees for tourists to support conservation and park maintenance in the wildlife reserves.
2.3 Tourism Business and Economic Development

The impacts of global tourism reflect the fact that it is an activity of considerable economic importance. Tourism is not only a source of income and employment, but it also serves as a major factor in the balance of payments for many countries, and has therefore gained increasing attention on the part of governments, as well as regional and local authorities, business investors, and others with an interest in economic development.

In a pioneer paper, Kraph (1961) concluded that tourism has a “special function” in developing countries, a function which he defined in terms of a series of “economic imperatives”, as follows:

- exploitation of the countries’ own natural resources,
- international competitiveness due to favorable terms of trade,
- an ability to provide internally many of the goods and services required,
- improved balance of payments,
- social utility of investments in tourism: employment generation and multiplier effect
- balanced growth

Kraph alluded that tourism has a perceived ability to generate, from limited investment in plant and infrastructure, large sums of capital which may be transferred to other sectors of the economy. Such action positively contributes to growth of the developing country through the multiplier effect of tourism, the creation of employment, enhancement of education and professionalism, increased public pride, public revenue, foreign direct investment and foreign exchange earnings. More than 40 years after, Kraph’s emphasis on tourism’s contribution to economic growth and the notion that tourism had a special function in this regard is still widely held among the world.

As a labour intensive industry, its growth calls for an increase in education and training of the local people in this field, enhancing professionalism and providing many job opportunities. A concise analysis of the economic impact of tourism for a developing country is important to guide the policy intended to develop tourism and augment its benefit on the economy (Dwyer
and Forsyth, 1993). Tourism impacts an economy through tourists’ expenditure on different (mostly non-traded) goods and services (Hazari and Sgro, 1995).

Jobs generated by tourism are spread across the economy in retail, construction, manufacturing and telecommunications, as well as directly in tourism companies. These jobs are predominantly in small and medium sized companies; offer good training and transferability; and employ a large portion of women, minorities and young people. Tourism can also be one of the most effective drivers for the development of regional economies, and these patterns apply to both developed and emerging economies. (WTO 1999)

Tourism is unlike other products that are exported or imported because it is not tangibly produced, packaged, shipped, or received like other goods. Nevertheless, tourism is a product for sale: the tourists goes to the point of sale, pays for the product (services) and at some point in the future or almost immediately receives the services. Even though tourism is sold abroad it is consumed in Belize, thus generating additional avenues for the sale of many goods and services. On another aspect, tourism can be seen as a superior export product. The productive capacity is less exhaustible and, if monitored properly, may cause less disruption and pollution of the environment (Mowforth and Mont, 1998).

2.4 Tourism and the Government

According to Hall (2000) governments have realized that long-term potential tourism is not only for generating revenue, but also as a promoter of international peace and goodwill. Consequently, many countries are busy capitalizing on the comparative advantage that they may have in the tourism arena. The comparative advantage for tourism can often aid developing nations in earning foreign exchange more rapidly and with less difficulty than would be true for other products (Debbage, 1998). It is interesting to note that international tourism was proportionately more important for developing countries than for industrialized countries, accounting for about one-third of their services trade.
To encourage travelers from abroad to visit their respective countries, governments allocate large proportion of federal funds to tourism policy, planning and promotion. Nevertheless, problems are still encountered primarily due to a lack of coordination between tourism policy and environmental policy. Governments of countries that put much effort into receiving visitors place much emphasis into the construction of essential tourist facilities, such as hotels, highways, and access roads, communications, and visitor attractions. Significant efforts are also devoted to conserving areas of natural beauty and maintaining resort areas and cultural communities. Special events, entertainment, and cultural activities are often supported by local and regional governments (Stabler, 1991). Other measures taken by governments to support tourism include quality police protection and crime control, and maintaining good health and sanitary conditions.

Admitting international visitors and facilitating their travel within a nation’s borders is a political action, therefore a country’s approach to international tourism is a part of its foreign policy, as well as a part of its economic and commercial policy. There are endless examples of the political and foreign policy implications of international tourism. Increased contacts between persons of different cultures can lead to increased knowledge and understanding which, in turn can contribute to a relaxation of tensions between nations (Hall 2000).

It was often thought that the negative effects of tourism development outweighed the positive ones in developing countries, especially in the Caribbean. The obvious reasons being that tourism involved a high number of foreign ownership and consequent repatriation of profits, as well as the employment of a large number of foreigners, while government was bearing the real cost on infrastructure and incentives. Bryden (1979) was one of the first to recognize that tourism development takes different forms and its impacts are conditioned by the context in which that development occurs, stating that further development in the Caribbean would be going too far and raising serious doubts about the viability of tourism development in its then “present form”. Today, however, tourism has evolved from this traditional mindset as more and more governments work in collaboration with public and private sectors, as well as investors to ensure a mutual benefit for all, so as to ensure prosperity of their interests.
2.5 Tourism and its impact on Economic and Business Development

Many of the Caribbean countries are not resource rich, and therefore depend upon international tourism as an important source of foreign exchange earnings. Thus, as a source of economic development, tourism has to be sustainable and environmentally friendly. Tourism has caused developing countries to lessen their reliance on traditional agricultural products for their main source of export earnings. It has encouraged a diversification of their economies. At a national level, the major aim of a country in promoting tourism is often to increase foreign exchange earnings, and to improve or redress the balance of payments situation. Consequently, counties would tend to impose only the minimum currency exchange regulations on foreign visitors. It is evident that the continued development of tourism in a country provides benefits in terms of increased foreign exchange earnings because: tourism is an industry that has experienced notable growth and no doubt portrays even more potential growth for many years to come. (*Riley, Ladkin, Szivas, 2002*)

According to the WTO, the net balance of payments contribution from international tourism can be calculated more accurately by relating expenditure by foreign tourists to associated costs. These costs and leakages may take several forms:

1. The cost of imported goods and services used by tourists (e.g. imported fruit or whiskey)
2. The foreign exchange costs of capital investment in tourist facilities
3. Payments made abroad in the form of:
   (a) profits and capital remittances by foreign tourist companies
   (b) wage remittances by expatriate workers
   (c) interest payments on foreign loans
   (d) management, royalties and other fees
   (e) payments due to foreign travel agents and tour operators
4. Promotion and publicity abroad
5. Overseas training of personnel
6. Extra expenditure on imports resulting from consumption by residents who have earned income from the tourist industry or whose consumption patterns have changed due to the demonstration effects of tourism. However, calculating these leakages and the net foreign exchange earnings of tourism is a difficult task.

Terrorist attacks in New York and Washington DC on September 11, 2001 had an immediate but short-term impact on international tourism. Economic implications of international terrorism, both in the short-term and the long-term, cannot be easily quantified (http://proquest.umi.com). The impact of international terrorism on the tourist industry may be catastrophic if international efforts are not made to crush terrorism and boost confidence of international travelers and tourism business investors. The Global Travel and Tourism Associations, representing a coalition of partners from the tourist industry, have expressed deep concerns at the confusion and uncertainty created by the terrorist attacks in the USA on 11 September 2001. The risks are incalculable. According to the statement made by this group of travel and tourism associations, travel and tourism is responsible for US$4,495 billion in global activity. Across the globe, a 10 percent decrease in the demand for travel and tourism would lead to the loss of some 8.8 million jobs, and a 1.7 percent reduction in global GDP.

Airlines, airports, hotels, manufacturers, tour operators, travel agents, credit card companies, car rental companies, and travel related services – collectively constitute one of largest industries in the world and a major contributor to the global economy. This industry creates employment and promotes an interchange of cultures and people. Tourism offers many benefits to a tourist-receiving country. There is, of course, the direct revenue obtained from the expenditure made by tourists to be able to get accommodation, food, entertainment, and visits to tourists’ sites such as national parks, beaches, and scenic spots (Harris and Leiper, 1995). Such direct revenue leads to indirect revenue by way of a series of forward and backward linkages. It is possible to quantify the total benefit of tourism by measuring the income multiplier effect (IME) and the employment multiplier effect (EME). However, the authors – Ghosh, Siddique and Gabbay, 2003 – warn that tourism is also associated with both
financial and social costs. While the financial costs are quantifiable, the social and environmental costs of tourism are not measurable and can yet constitute a significant leakage from the perceived benefits of tourism. *Tej Vin Singh (2001)* says that despite the negative impacts, tourism provides a powerful stimulus to development. Hence, developed and developing countries are all desperately trying to promote tourism. But mass tourism has been linked to negative environmental impacts. *Singh* supports community based and human centered tourism arguing that such tourism might protect local cultures and ensure sustainability by encouraging environmentally-friendly activities.

A systematic approach to tourism development, planning and management is advocated because it can accommodate social and environmental problems, as well as economic factors that have been the focus of previous research. *(Smith, 1996)* Furthermore, it is argued that the tourism system is an open system in that it responds to changes in social, natural and economic factors and is evolving into an increasing state of complexity. In addition tourism promotes infrastructure development and the redistribution of resources to further the amelioration of poverty.

International tourism evolved in a big way only since the end of World War 2 and in 1999 it accounted for some six percents of the global economy, and in absolute dollar terms, was valued at over US$8,000 billion. In other words, by 1999, within a half century since its take off in the 1950s, the contribution of tourism to the global economy has now been of the same order of magnitude as that of agriculture and mining. The World Travel and Tourism Council (WTTC) estimated that in 1998 the tourism sector, directly and indirectly, accounted for more than 200 million jobs on a worldwide basis.

Rapid annual growth of tourism, on a worldwide basis since the 1980s, has been another noticeable feature of the tourism sector. According to the WTO 2001, the number of international tourists increased from a mere 25 million international arrivals in 1950 to 699 million in 2000, corresponding to an average annual growth rate of 7 percent. In the same period, international tourism receipts, at current prices and excluding international transport costs, had an average growth rate of 11 percent.
Theoretically, in economic terms, international tourism receipts are classified as exports and international tourism expenditure as imports. Direct revenue derived from tourism is an important source of foreign exchanges for many countries and includes taxation revenue, which can be a significant part of government revenues in many countries, particularly small economies which greatly depend upon tourism. Wason (1998) identified forty (40) different taxes, which are, in practice, imposed on the tourism industry to boost government revenue. Some of the most common taxes comprise: airport departure taxes, hotel room taxes and visa fees. The level of direct revenue earned by a country depends upon three variables: the number of visitors, average length of stay and average daily expenditure. It is possible for a government to manipulate one or more of the variable in a strategy for maximizing direct revenue from tourists.

In 2003 the World Travel and Tourism Council (WTTC) revealed a “blueprint” for New Tourism, which calls on both government and the industry to make several long-term commitments to ensure the prosperity of Travel and Tourism – one of the world’s largest industries responsible for 200 million jobs and over 10% of global GDP. This blueprint for New Tourism contained a new vision and strategies to guide its recovery (at that time) from a series of unprecedented setbacks over the past few years, due to terrorism, war, economic slowdown and SARS.

In order to meet the challenges ahead and achieve the vision, the blueprint establishes three fundamental conditions:

1. governments must recognize Travel and Tourism as a top priority
2. business must balance economics with people, culture, and environment
3. all parties must share the pursuit of long-term growth and prosperity

To recognize tourism as a top priority governments must elevate travel and tourism as an issue to the top level of policy-making; create a competitive business environment; ensure that quality statistics and data feed into policy and decision-making; invest in developing the appropriate human capital; liberalize trade, transport, communications and investment; build confidence in safety and security; promote product diversification that spreads demand; plan
for sustainable tourism growth, in keeping with cultures and character; invest in new technologies, such as satellite navigation systems. In addition businesses are asked to balance economics with the people, culture and environment. The blueprint engages the industry’s top people to practice their role in responding to the challenge.

2.6 Different Tourism Policies and Their Importance for Industry and Business Development and the National Economy.

2.6.1 An Outlook

Tourism is the world’s largest industry and creator of jobs across national and regional economies. According to recent statistics from the WTO, tourism provides about 10% of the world’s income and employs almost one tenth of the world’s workforce. WTTC’s forecast reveal that in 2010 tourism will generate, indirectly and directly, 11.7% of GDP and nearly 255 million jobs in the world-wide economy. However, in the least developed countries where large amounts the revenue generated by tourism is transferred out of the country because of the exclusion of local businesses and products, the benefits of tourism, which include income, employment and general rise of the standard of living, are least able to be realized.

Proper planning and implementing sound policies suited for different geographies and specific types of economies is important. Tourism’s actual and potential economic impact is astounding. The positive aspect of tourism is emphasized mainly as a source of foreign exchange, a way to balance foreign trade. However, besides the economic benefits, tourism can provide social benefits for local communities. Increased tourism pushes governments to accommodate visitors as aptly as possible. However, Tourism development can cost the local government and local tax payers a great deal of money. (Lanfant and Allock, 1995) Developers may want the government to improve the airport, roads and other infrastructure, and possibly provide tax breaks and other financial advantages, which are costly activities for the government. The improvement of the social infrastructure, like school, libraries, health care institutions, internet cafes, etc. allow the local people to benefit from such initiatives linked to tourism. In doing so, it enhances the business environment and attracts investors to
engage in the tourism industry and provide investments in much needed areas requiring huge capital investments. Tourism itself is a wide-ranging business in that it includes products and services from infinite components of the economy (Go and Jenkins, 1997).

2.6.2 Different Country Tourism Policies

2.6.2.1 Taiwan

Research indicates that, often times, tourism tends to benefit only a part of a country, and its economic benefits are distributed unevenly across a country. This problem was encountered by Taiwan were tourism was concentrated mostly in the north, as the other parts of the country promoted only a few tourism sites. This was the main concern and instigation of a flagship development plan that sought to redirect the benefits more evenly, by developing distinctive local attractions with international appeal throughout the different cities and counties. (Challenge 2008 National Development Plan, 2005).

Thus, the Taiwan Government embarked on a 5 year National Development Plan aimed at “doubling international tourist arrivals” to at least 2 million by 2008. The purpose of the plan includes the collaboration of all government-related agencies in order to improve the island’s tourism environment for tourists and the local people alike. Their innovative strategies include adopting “package tour route” model, elevating the prime tour routes to international standards; developing new package tour routes and new scenic spots with international tourism potential; enhance the environment of these tourist locations; integrated tourist increase the availability of tour buses and train systems throughout the island, and planning and assisting for new tourism products. According to the TTB, the idea promotes the concept of diversification and accommodating the different niche tourism markets at different levels of satisfaction. As in Taiwan’s case, the student and youth tourism market was heavily addressed, with cheaper group flights and the increase in number of “back-packer hotels” and hostels, which are mostly used by this type of market, because of their condition and cheaper costs.
2.6.2.2 New Zealand

According to the research on tourism, tourism destinations tend to prosper when the citizens enjoy the amenities to which the tourists are also entitled (Pearce, 1995). In this respect New Zealand has provided an excellent model. The New Zealand government developed the South Island as an important tourism destination, but their strategy in this process was to develop the island first and foremost for the New Zealanders. The tourism research regarding destination development points to this key factor: the development of any destination has to be centered on the development of the people and the development of the infrastructure in that area. Whenever the amenities for the tourists are much more advanced than those of the local residents, this can lead to resentment toward tourists (Pearce, 1995).

2.6.2.3 Indonesia

For many countries around the globe, tourism is an integral part of their economy. Indonesia is a country where tourism has played an important role in the development of its economy and people. The industry has seen large increases in tourist arrivals, tourist spending and investment. At one point, the growth measured 15% per year. In 2005, they expected 11 million tourists coming to Indonesia, generating over $15 billion in foreign currency receipts. Ten (10) years ago tourism contributed 16% of total job creation and estimates for 2007 reveal that 1 of every 11 new jobs will originate from tourism. For a country that faced threat of a declining oil industry and dependence on low wage, labour intensive sectors, it was no surprise that the government is seriously pursuing the avenue of tourism to uplift the economy for the future. Already, government’s attention to tourism is demonstrated in its recent mandate of allowing 100% foreign ownership firms in the country, in addition to a tax holiday and the invitation for foreign professional workers in the tourism sector. (Kompas, 1999). Other policies are geared toward trade liberalization and moving from an import substitution strategy to an outward-oriented economy. Studies in Indonesia have shown that tourism growth can reduce the domestic price level and increase the amount of foreign trade and availability of products in the domestic economy, thereby stimulating further production. For a country like Indonesia who suffered from the Asia crisis in 1997, the growth in tourism
would enable the government to follow a fiscal policy of revenue neutral globalization, allowing it to finance expenditure without imposing higher taxes on the population.

### 2.6.2.4 Syria

In Syria, the government has fully grasped the importance of doing business in the tourism sector and thus provided a range of incentives to attract foreign investors to spend money developing tourism in the country. The country’s first tourism market offered a package of incentives for investment in 37 sites to be used for hotel refurbishments, construction of shopping malls or theme parks. The government offers these sites as joint ventures, with the Ministry of Tourism being a partner, with a lease of site for 49 years and all utilities provided for. Also, the investment package included tax exemption on all investments in the specified sites for a period of 7 years; 50% tax on all imports for the project from year 8 of the project; import commodities for the department stores in the site are tax free. After seven years however, the government of Syria will be taxing the profits of the company on a negotiable rate between the businesses, depending on the turnover of the project and its location (Syria Report, 2005). These incentives were based on the fact that the government realized and respected that the private sector does not like to manage its projects in line with the government, leaving the investors free to choose their form of investment.

The tourism minister himself, Qalaa (2005) stated that “we want Syria to announce that the tourism sector is a strategic sector. It will be an example to be followed by other sectors, so we want to be sure we always seek prerequisites for success”. (The Syria Report, 2nd Q, Issue 27, 2005) He was referring to his aspirations of meeting international standards in telecommunications, hygiene and accommodation in the couple of years ahead. Reaching international standards in the hotel business would mean having beds amounting to 4% of the total number of visitors. This diversification and development of services approach will encourage more tourists to not only visit Syria, but also spend a little more money in the country.
2.6.2.5 Seychelles

In Seychelles, the development of tourism came about from the need to diversify the economy from its near complete dependence on fisheries and agriculture. The government’s focus was to upgrade tourist facilities, thus to attract a wealthier clientele and to publicize the country abroad. In this regard, in 1982 the People’s Assembly approved the opening of hotels and casinos for the first time, which proved to be a strategic move as tourist arrivals to the country began to escalate. However, when external factors like terrorism and the Gulf war affected the tourism industry, the government realized that the heavy dependence of the country on tourism exposed the country’s vulnerability to international fluctuations; and also that saw the need to diversify the country’s markets away from only Europe. Consequently, Seychelles extended its air network to include many other countries. In continuing with its vision for tourism development especially after times of decreased tourist arrivals, in 1994 the government set up a tourism marketing fund and prepared a new marketing strategy emphasizing the country’s scenic beauty and uniqueness of flora and fauna. They encouraged the production of many nature programmes on the country, heavily publicized the country through promotional campaigns and seminars for international journalists, and offered special packages to tourists. These moves resulted in an influx of tourist arrivals. (Gabbay and Ghosh, 1999)

2.6.2.6 Uzbekistan

If the main attraction of the tourist to a region is the richness of the local culture, then such a value helps in the preservation of local traditions and artifacts (which without tourism would become extinct within the communities) and also inject income into these communities. Examples of such is seen in countries like Uzbekistan, where the arrival and presence of tourists contribute significantly to the preservation of traditional handcrafting wood carving, hammered copper work, handmade silk and carpets and the maintenance of architectural and historical monuments. (Mirbabayev and Shagazatova, 2004)
2.6.2.7 Samoa

From an environmental point of view, tourism is more acceptable and preferable than any other industrial production. This is because the other industries are even more harmful to the environment than tourism. Some countries like Samoa, have praised tourism as the “friendliest industry” to the environment. It is better than the former norm of chopping down the forests or destroying their coral reefs. (Mirbabayev)

2.6.2.8 Oriental Mindoro

Tourists take with them their own peculiar tastes and standards of living, to which the host country must cater if it expects repeated business. In developing countries, the need to accommodate these special requirements often results in the need for imported capital, imported technology or even imported management skills. Some host countries, as a consequence, find themselves offering investment incentives to prospective foreign investors or searching for foreign financial participation in local projects such as casinos, country clubs or resorts designed to serve in inbound visitor. Once built, these foreign-financed facilities become indispensable as economic assets. They provide jobs, they generate tax revenues, and they produce foreign exchange. (Gee, C., Choy D. and Makens, J., 1984)

The provincial government of Oriental Mindoro plans to form tourism enterprise zones that will provide perks like tax holidays for locators like hotels and resorts. The plan to grant to the investors of these zones fiscal and non-fiscal incentives like tax holidays, duty and tax-free importation of capital equipment, as well as preferential rate for utilities.

2.6.2.9 Thailand

Thailand’s past experiences have shown that tourism management demands not only planning, but also policy enforcement. In the late 1970’s the government realized tourism’s importance as a means of increasing foreign exchange earnings. Thus privileged policies were established to facilitate appropriate tourism development. By 1982, the tourism industry
became the largest source of foreign exchange in Thailand and a cornerstone of its economy (Li and Zhang, 1999). In 1977, tourism was for the first time incorporated into the National Economic and Social Development Plan (NESDP) and a budgetary allocation was made to the Tourism Authority for Thailand (TAT), for several five-year development plans. All plans provided guidelines for both public and private investments in the tourism industry. The first action emphasized marketing, marketing research, advertising, promotion and public relations. The Plan was to target “quality tourists”, especially European and Japanese tourists. The second action focused on the development and conservations of tourism resources including the improvement of facilities. The fourth action focused on the renovation, restoration and maintenance of tourism resources. The Thai government implemented plans for the conservation and development of tourist destinations. In response to tourist demand, public utilities and facilities were developed in selected tourist attractions. Plans existed to constantly strive to raise the quality of services and facilities, and to protect the welfare of the tourists, with different safety regulations. Also plans existed to cooperate with different educational institutions, government agencies and private companies in producing and developing qualified personnel in the tourism field to meet the demands of the industry. Other plans existed to promote Thailand as a convention destination, and to conduct research on guidelines for the development of destinations and tourism services.

2.6 Conclusion

Tourism is a global industry that affects all nations, be it the countries that receive the influx of tourists or the country where the tourists comes from. Belize is young...independent...ripe for tourism development and investment. Having a better understanding on how different countries approach and deal with the development of such industry serves as a good basis for independent, developing countries like Belize, who are rich in resources that attract the tourist, but young to fully utilize the industry’s potential. The literature review focused on different perspectives, to serve as a foundation for understanding the nature of the industry, while analyzing the benefits it can provide if the country’s government and private sector practice effective policies.