The Contribution of Tourism on Economic Growth in Central America and in the Caribbean

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Abstract

The main objective of this paper is to analyze the contribution of tourism to economic growth in Central American and selected Caribbean countries (The Bahamas, Dominica, Dominican Republic and Saint Lucia). Following recent methodology presented by Ivanov and Webster (2007), this paper will utilize the rate of growth of real Gross Domestic Product (GDP) per capita as a measure of economic growth. This will then be disaggregated into a growth component attributable to tourism and a second growth component generated by the other industries of the economy. This methodology, which has the characteristic of generating a per

formance measure of tourism's past contribution to economic growth, will be applied to the period 1990-2007. The results are compared with those of a group of developed destinations including Spain, France, Italy, UK and USA. The comparison between the two groups shows that the tourism contribution to GDP is higher in general for the developed group but it is not associated necessarily with a greater contribution to the economy's growth.

Key Words: tourism impacts; growth performance; rate of growth.

Resumen

El principal objetivo de este trabajo es analizar la contribución del turismo al crecimiento económico en América Central y un grupo de países del Caribe (Bahamas, Dominica, República Dominicana y Santa Lucia). Utilizando una metodología recientemente presentada por Ivanov and Webster (2007), este trabajo utiliza la tasa de crecimiento del Producto Interno Bruto (PIB) per cápita como una medida del crecimiento económico. Esta puede ser desagregada en una componente de crecimiento atribuible al turismo y una segunda componente de crecimiento generada por el resto de las industrias de la economía. Esta metodología que tiene la característica de generar una medida del desempeño de la contribución pasada del turismo al crecimiento económico se aplica para el periodo 1990-2007. Los resultados se comparan con los de un grupo de destinos desarrollados que incluyen a España, Francia, Italia, Gran Bretaña y Estados Unidos de América. La comparación entre estos dos grupos muestra que la contribución del Turismo al PIB es en general más alta para el grupo de destinos desarrollados pero no está asociada necesariamente con una contribución mayor al crecimiento de la economía.

Palabras clave: impactos del turismo, desempeño de crecimiento, tasa de crecimiento.

Introduction

It has long been recognized that the tourism industry can relevantly impact the economic activity and consequently the economic performance of a country. Tourism can increase foreign exchange earnings, stimulate employment and entrepreneurial activity in a given country. Additionally tourism makes an important contribution to a country's balance of payments. Tourism has become one of the largest and fastest growing world

industries and an economic and social phenomenon of major importance. With an average annual growth rate of 6.5%, the number of international arrivals by visitors rose worldwide

from 25 million in 1950 to an estimated 806 million in 2005, showing that tourism is one of the fastest growing economic activities globally (UNWTO, 2009b). Furthermore, according to the estimates of the Tourism 2020 Vision, this number is expected to experience continued growth and reach a total of nearly 1.6 billion international arrivals by the year 2020 (UNWTO, 2009a). The World Travel and Tourism Council estimated that the Travel and Tourism industry currently employs nearly 240 million people and creates 10% of the global GDP (WTTC, 2008).

Figure 1: Evolution of the number of international tourist arrivals

	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020
		(Million)				
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia + Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	44	6.7
South Asia	4	11	19	0.7	1.2	6.2

Source: UNWTO, 2009a

Figure 1 portraits two interesting facts. Firstly, we can notice that even thought the number of international tourist arrivals will continue to grow, the average growth rate for the period 1995-2020 is projected to slow moderately averaging 4.1% for the period 1995-2020, which is much lower when compared to the 6.5% reencountered during the period 1950-2005 (UNWTO, 2009b). As global markets mature the adverse uncertainties of the global economy affect consumer confidence and the disposable income of tourists. This results in a continuous need of diversification, innovation and commitment on the tourism supply side in order to satisfy the continuously changing demands and needs of the "new tourist" (Poon, 2002). Secondly, from the table we can see a projection of how the market share of the total international arrivals is going to evolve within the world. The more mature travel destinations of Europe and the Americas that in 1995 received almost 80% of total international arrivals are forecasted to decrease and in 2020 account for 45,9% and 18.1% of total international arrivals respectively. This underlines the emergence of new travel destinations especially in developing countries combined with the changing tastes and preferences of tourists in the new millennium.

There is a wealth of information collected on tourism for a large set of countries. There are details of who visits and how much they spend and do while they are in a destination. The headline figures concentrate on numbers of visitors, the number of nights they stay and how much they spend in total. This information is invaluable to those involved in tourism, but it is not useful to measure the size and make-up of tourism in a region and to evaluate how it contributes to the economy as a whole. In the literature related to measure the impact of tourism on GDP it can be found that three methodologies have been developed for and are usually applied to estimate the impact of tourism on GDP: Tourism Satellite Account (TSA), Computable General Equilibrium models (CGE) and Input-Output analysis (IOA). The most commonly used is the IOA (Fletcher, 1994), which is also the most used for regional accounts, though its main weakness is that it assumes unrealistic bases that tend to exaggerate the effect of tourism growth on output, income and employment at destination (Groenewold, Hagger, & Maden, 1993; Dwyer & Forsyth, 1998; Dwyer, Forsyth, & Spurr, 2003, among others). Interesting CGE-based studies of tourism contribution to national economies model have been undertaken like e.g. for Hawaii (Zhao, Yanagida, Chakravorty, & Leng, 1997) arguing that tourism can indeed increase a destination's welfare by turning the terms of trade in its favor. For Blake, Durbarry, Sinclair, and Sugiyarto (2000) CGE models provide an important tool for policy makers and for business people wishing to plan for the future. Comparing with Input-Output models, CGE can show the inter-industry feedback effects and resource constraints (Dwyer, Forsyth, & Spurr, 2006) although Input-Output analysis is the technique most often used to quantify the impacts of tourism (Fletcher, 1994). All such studies, though, seem to agree that tourism contribution is well below any IOA estimates. The main measurement difficulty is that for total economic impact of tourism as the sum

of direct, indirect, and induced effects upon current production and employment, at a region's level there is generally very little data collected. Moreover, tourism is not an industry in the traditional sense, and therefore its linkages outside the destination can be a relevant feature of the supply chain that is at the same time difficult to track.

In a recent paper, Ivanov and Webster (2007) present a methodology for measuring the contribution of tourism using the rate of growth of real per capita GDP as the measure of economic performance. Therefore, such a rate is approximately factored out into the growth contribution by tourism plus growth generated by other industries. One such methodology has been tested with data for Cyprus, Greece and Spain and compared with alternative methodologies by Ivanov and Webster (2007). It is to be pointed out, however, that this methodology only allows for measuring direct effects of tourism activities on an economy's GDP, a serious limitation, though the approach points into the right direction for a more balanced assessment of the short and long term effects of tourism development. This paper will apply this methodology to the countries of Central America including Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama and to the Caribbean countries of the Bahamas, Dominica, the Dominican Republic and Saint Lucia. The choice of these countries is due to their awareness of tourism's potential in Central America and the Caribbean and due to the interest of analyzing a geographical area which is lacking in this kind research. Application of the analyzed methodology has already been tested for countries such as Spain, Greece, Cyprus (Ivanov and Webster, 2007), Argentina, Brazil, Uruguay, Mexico (Brida, Pereyra, & Such, 2008a), Colombia (Brida, Pereyra, Risso, Such, & Zapata, 2009) and the "world's top 5" tourism destinations Spain, France, Italy, U.K. and USA (Brida, Pereyra, Such, & Zapata, 2008b). It will be extremely interesting to analyze and compare Central American and Caribbean countries with each other however it will be even more interesting to discuss any similarities and inconsistencies in the patterns of tourism's contribution on the economic growth for the countries of which data is already available.

The paper is organized as follows. In section 2 there is a presentation of the data and methodology. Section 3 presents and discusses the empirical results. Concluding remarks are in section 4.

2.Data and methodology

The first problem faced with measuring the contribution of tourism to economic growth is that most countries lack the appropriate data and information. Being an activity defined by consumers at the point of consumption, tourism does not exist as a distinct sector in any system of national accounts. In effect any type of expenditure that tourists make is a contribution to the economy that is generated by tourism. Traditionally a large proportion of tourist expenditure goes into identifiable tourism characteristic sectors such as transport, hotels and recreation but tourists also spend money in other sectors that are not dedicated to tourism. For example, Meis (1999) shows that only 75% of all tourism GDP came from industries in the Canadian tourism sector. This places a first restriction on this exercise for, having data from systems of national accounts, it is considered as "tourism" only what might be classed as tourism related sectors (i.e., hotels and restaurants).

Following Ivanov and Webster (2007), this paper uses the growth rate of real GDP per capita (g_r) as the measure of economic performance over time, GDP per capita being a proxy for the level of welfare and its rate for its dynamic evolution, reflecting on its turn the net accumulation of productive capacities, and therefore an indicator of future welfare evolution:

$$g_r = \left(\frac{\frac{\sum_t Y^t_{r(p_0)}}{N_r} - \frac{\sum_t Y^t_{r-1(p_0)}}{N_{r-1}}}{\frac{Y_{r-1(p_0)}}{N_{r-1}}} \right)$$

where $\sum_t Y^t_{r(p_0)}$ is total GDP of the economy (as the sum of sector added value) at constant prices (p_0) while (N_r) is population, both at time r. Then, disaggregating the GDP of tourism from the GDP of the rest of the economy it is obtained:

$$g_r = \left(\frac{\frac{Y^T_{r(p_0)}}{N_r} - \frac{Y^T_{r-1(p_0)}}{N_{r-1}}}{\frac{Y_{r-1(p_0)}}{N_{r-1}}} + \frac{\frac{\sum_{t \neq T} Y^t_{r(p_0)}}{N_r} - \frac{\sum_{t \neq T} Y^t_{r-1(p_0)}}{N_{r-1}}}{\frac{Y_{r-1(p_0)}}{N_{r-1}}} \right)$$

and the first component in this expression:

$$g_r^T = \left(\frac{\frac{Y^T_{r(p_0)}}{N_r} - \frac{Y^T_{r-1(p_0)}}{N_{r-1}}}{\frac{Y_{r-1(p_0)}}{N_{r-1}}} \right)$$

represents the direct contribution of the tourism industry on economic growth in the period *r*. Note that (g_r^T) measures the rate of GDP growth to be imputed to the growth of the tourism sector.

One particularity of this measure is that once the necessary statistical data has been provided, the methodology could also be applied to any other industry or type of tourism. An example of the application of the measure to the different industries of a country's economy was presented in an additional paper presented by Ivanov and Webster (2008). The analysis, which was tested specifically for Bulgaria, assesses the contribution of a single industry to economic growth in a way that allows for inter-industry comparison. The methodology could also be applied utilizing the Gross Added Value (GAV) instead of the GDP. As explained by Ivanov and Webster (2008), even though GAV represents a better measure for estimating the economic welfare of the population GDP is a more appropriate variable for measuring the economic growth and welfare because GDP includes net taxes. In an example for calculating the contribution of tourism to the economic growth of Spain, Ivanov and Webster (2007) utilized both data for their research using GAV in hotels and restaurants and GDP for tourism as a whole. The results obtained from the use of these two indicators showed a similar pattern with the results having one remarkable difference, in 2001 the data that utilized GDP estimated a contribution to economic growth equal to 0.15%, while GAV estimated a decrease of the welfare of the population of 0.12%.

3.Empirical results and discussion

The previous methodology was applied to all Central American countries and the following Caribbean countries, the Bahamas, Dominica, the Dominican Republic, and Saint Lucia. To limit the incomparability and inconsistency of the results of this paper, data were collected from the Comisión Económica para América Latina y el Caribe (CEPAL) website (www.cepal.org). The United Nations Economic Commission for Latin America and the Caribbean (which Spanish acronym is CEPAL), is one the United Nations' five regional commissions, and was originally established with the aim of enhancing the economic development of Latin American countries while at the same time reinforcing economic cooperation between nations around the world.

The time period analyzed are the years from 1990 to 2007. First the paper created conventional share measures which measure the weight of the tourism sector on GDP. The tourism sector will be defined according to the definition of the systems of national accounts, basically lodgings and restaurants. For convenience the tourism industry will stand for the national section of the local economy where tourism expenditure generates income and employment, directly and indirectly.

Results are presented in Tables 1 and 2.

Table 1. Share of tourism sector on the economy

Central America	1990	1995	2000	2007
Belize	20.11%	18.11%	19.78%	18.49%
Costa Rica	18.01%	18.73%	17.52%	15.93%
El Salvador	17.66%	19.83%	19.38%	19.83%
Guatemala	12.55%	12.93%	12.84%	12.14%
Honduras	14.56%	14.69%	14.73%	13.55%
Nicaragua	13.51%	13.64%	14.54%	14.29%
Panama	15.74%	17.08%	16.10%	16.91%

Table 2. Share of tourism sector on the economy				
Caribbean	1990	1995	2000	2007
Bahamas	24.08%	21.60%	20.89%	22.87%
Dominica	10.78%	11.96%	12.23%	12.65%
Dominican Republic	14.38%	16.86%	16.51%	15.38%
Saint Lucia	23.56%	22.29%	21.83%	20.55%

Note that El Salvador and Belize represent the Central American countries with the highest contribution to GDP, accounting for 19.32% and 19.06% respectively. The lowest values are found in Guatemala (12.66%), Nicaragua (14.27%) and Honduras (14.33%). With regard to the analyzed Caribbean countries, the destinations with the lowest percentage of GDP contributed by tourism are Dominica (12.01%) and the Dominican Republic (15.94%). A noteworthy fact is that the country with the lowest percentage of GDP resulting from tourism, in this case Dominica, presents a value that is remarkably higher than the "world top 5" destinations of the U.S., Spain, France, Italy and the U.K. when analyzed in a recent paper by Brida et al. (2008a). Thus Spain, which according to the study is the destination with the highest percentage of GDP resulting from tourism (7%), records a value that is almost half as much of the lowest Central American country analyzed (Dominica) while almost three times less than the countries with the highest values (Saint Lucia and the Bahamas). This fact underlines the rising importance of tourism in the economies of Central American and Caribbean countries. As discussed before, tourism is highly sensitive to both internal and external factors and therefore an over-reliance on tourism as the main source for economic growth, can carry significant risks for the overall economy of these countries. Furthermore, a more diversified economy, such as those displayed by the "world top 5", with strong agricultural and industrial developments will foster linkages and international relationships in the region, reducing any created leakages.

The data from Tables 1 and 2 can be used to chart the variation and trends of tourism's share of GDP for each of the analyzed countries in Central America and the Caribbean. During the analyzed time period the percentage of tourism's share of GDP tends to decrease in the countries of Costa Rica, Honduras and Saint Lucia but El Salvador and Dominica display an opposite trend with a positive variation between the first and last available values around 2.2% and 1.9% respectively. Guatemala and Nicaragua are the only countries that present values that are almost constant (12% for Guatemala and 13-14% for Nicaragua) while Belize, Panama, the Bahamas and Dominican Republic record very oscillatory values during the entire analyzed time period.

Table 3 is a compact review of the information in the measures introduced in section 2 concerning the tourism industry contribution to economic growth. From this table both Caribbean and Central American countries display several similarities concerning the results obtained.

Table 3. Contribution of tourism to economic growthomy (rate of variation)				
Central America	**1991**	**1995**	**2000**	**2007**
Belize				
Growth of all sectors (a)	-0.11%	-2.49%	9.09%	-0.89%
Growth of tourism sector (b)	-4.28%	-3.49%	8.63%	0.19%
Tourism contribution	-0.86%	-0.64%	1.71%	0.03%
Costa Rica				
Growth of all sectors (a)	-0.23%	1.41%	-0.46%	5.50%
Growth of tourism sector (b)	-2.24%	0.95%	-0.76%	4.88%
Tourism contribution	-0.40%	0.18%	-0.13%	0.78%
El Salvador				
Growth of all sectors (a)	1.65%	4.16%	0.17%	2.93%
Growth of tourism sector (b)	5.04%	7.60%	1.58%	3.59%
Tourism contribution	0.89%	1.46%	0.30%	0.71%
Guatemala				
Growth of all sectors (a)	1.28%	2.55%	1.19%	3.10%
Growth of tourism sector (b)	1.79%	3.62%	1.71%	1.43%
Tourism contribution	0.22%	0.46%	0.22%	0.18%
Honduras				
Growth of all sectors (a)	0.44%	1.58%	3.56%	4.18%
Growth of tourism sector (b)	-0.59%	3.06%	1.54%	2.94%
Tourism contribution	-0.09%	0.44%	0.23%	0.40%

Nicaragua				
Growth of all sectors (a)	-2.54%	3.62%	2.43%	2.40%
Growth of tourism sector (b)	2.33%	2.49%	0.04%	3.29%
Tourism contribution	0.32%	0.34%	0.01%	0.47%
Panama				
Growth of all sectors (a)	7.20%	-0.27%	0.76%	9.41%
Growth of tourism sector (b)	12.91%	-2.70%	1.84%	7.62%
Tourism contribution	2.03%	-0.47%	0.29%	1.31%

Caribbean	**1991**	**1995**	**2000**	**2007**
The Bahamas				
Growth of all sectors (a)	-6.02%	2.51%	2.92%	1.53%
Growth of tourism sector (b)	-16.56%	5.97%	-4.35%	7.09%
Tourism contribution	-3.99%	1.25%	-0.98%	1.54%
Dominica				
Growth of all sectors (a)	2.16%	3.35%	2.11%	3.26%
Growth of tourism sector (b)	4.91%	3.19%	4.24%	4.53%
Tourism contribution	0.53%	0.38%	0.51%	0.57%
Dominican Republic				
Growth of all sectors (a)	-0.97%	3.58%	3.90%	6.91%
Growth of tourism sector (b)	-0.98%	8.74%	2.70%	7.67%
Tourism contribution	-0.14%	1.40%	0.45%	1.17%
Saint Lucia				
Growth of all sectors (a)	-1.35%	1.00%	-1.50%	0.45%
Growth of tourism sector (b)	2.08%	-3.07%	-3.26%	-2.72%
Tourism contribution	0.49%	-0.71%	-0.72%	-0.58%

(a) Growth of per capita GDP in constant prices
(b) Growth of per capita GDP in the tourism industries

In general, each year is characterized by a strong prevalence of either negative or positive growth values of the tourism sector which consequently affects tourism's contribution to the economy. With regard to the Central American countries, it can be noted that during the years 1997, 1998, 2005, 2007 all the countries recorded positive values of (g_r^T) . The same can be observed for the Caribbean countries during the years 1994, 1996, 1998, 1999, 2005 and 2006. Although the values did not record a similar negative tendency during the analyzed years, we can note that the years 1999, 2001 and 2002 were characterized by a negative or weak tourism performance among the analyzed countries. As displayed by Table 3, most of the Central American countries and in particular Costa Rica, El Salvador, Honduras and Panama present some negative values of (g_r^T), therefore the contribution of tourism on economic growth during those years was negative. Furthermore, during the years 2001 and 2002 three out of four of the analyzed Caribbean countries recorded alarmingly negative values in the growth of the tourism sector. A noteworthy fact is that although the events of September 11th 2001 had an obvious impact on tourism, destinations such as the Dominican Republic and Saint Lucia presented declining values in indicators such as tourist arrivals and amount of tourism receipts prior to September 11th 2001 (CTO, 2007). Thus, according to the concept of the Tourism Area Life Cycle (TALC) developed by Butler in the 1980s (Butler, 1980), this might be a sign that the destination has reached its stagnation phase. The theory also suggests the need of urgent remedial actions in order to avoid a fall into the decline phase. For these reasons the tourism industry needs to be reinvented and transformed in a way that allows a continuous growth of the sector. The time period from 1991-1992 displays some contrasting results among the different countries. The negative values from the Bahamas and Belize should be noted because these two countries rely on the American market for the majority of their tourists. During 1991-1992 the US was in an economic recession and this could be a possible explanation for the decrease in the growth of the tourism sector. In particular during 1991 the growth of Belize's tourism sector measured a decrease of 4.28% (g_r^T = - 0.86%), while the Bahamas recorded a corresponding value of -16.58% (g_r^T = - 3.99), which becomes even worse the year after. Since the highest drops in tourism related values are found in countries that rely on only one main market for generating tourists, it can be concluded that a more diversified composition of tourist might be indispensable in limiting the negative effects of a decline in the sector.

The results summarized in Tables 1 to 3 confirm the fact that tourism's contribution to the economy crucially depends on the way that it is measured. Thus, a high percentage of tourism's contribution on the economy is measured with so-called "conventional" or "share measures" which do not necessarily reflect high values for its corresponding "performance measure". In this paper "share measures" estimate the weight of the tourism sector on the economy, while the "perfor-

mance measures" reflect the contribution of tourism to the economy's growth rate. The lack of correlation between the two measures is particularly true in the case of the Bahamas and Saint Lucia, where tourism's contribution to GDP is the highest of all the analyzed countries. The Bahamas however recorded the lowest value concerning tourism's contribution to economic growth, averaging only 0.04% during the analyzed period. Saint Lucia's corresponding value was only slightly higher at 0.20%, however this is still low when compared to the other analyzed countries.

The application of this methodology by other authors allows for the comparison of the obtained results with other nations. When comparing results of this paper with the ones obtained by Ivanov and Webster (2007) and Brida et al. (2008a, 2008b, 2009), we can immediately notice that the contribution of tourism to economic growth of Central American and Caribbean countries is generally higher. This is true for both "established" and "emerging" destinations that are analyzed in the paper. In particular the first group comprises countries such as the United States, Spain, France, Italy and the United Kingdom, while the second group is made up by Uruguay, Argentina, Brazil, Mexico and Colombia. Generally the contribution of tourism to economic growth in Central American countries is often higher than in the countries analyzed in the previously mentioned papers. For instance, in 1995 the GDP per capita of Colombia increased by 3.4%, and only 0.09% of this was directly attributable to the tourism industry. On the other hand during the same year Dominica recorded the same increase of 3.4% in the overall economy, but 0.38% was the percentage generated by tourism. Similar comparisons could be done between Guatemala and Colombia in 1992, Honduras and Brazil in the year 2004.

4.Final conclusions

This paper utilizes a methodology proposed by Ivanov and Webster (2007) and applys it to a selection of counties in Central America and the Caribbean. The general aim is to contribute to expand the framework for the assessment of the economic impacts of tourism, from the conventional demand-oriented short run to the supply-conditions conscious long run. In general terms, it is believed that the contribution of tourism if evaluated in terms of economic growth in the countries of the sample is less relevant than it is generally supposed. The more so if such contribution were measured in local terms and not for the economy as a whole as it has been forced to do.

The obtained results confirmed the fact that tourism continues to constitute a vital source of economic growth and development for both Caribbean and Central America. In order for these countries to benefit from the economic benefits of tourism however, these destination need to manage and plan their futures.

Central America's and the Caribbean's tourism industry is faced with challenges arising from increasing competition and a rapidly changing global tourism industry. The potential of positive results that characterized the final analyzed years shows that is an ongoing need to explore new tourism niches and to differentiate each country's tourism product in order to stay competitive in the tourism market. In all the countries, with exception of Belize in 2006 and Saint Lucia in 2007, tourism had positive contributions to economic growth during the last three analyzed years. This highlights the importance of tourism as a source of economic growth and development for these destinations. For these reasons Central American and Caribbean countries should plan for the economic long run when developing and implementing policy measures in order to enhance and extend tourism's positive effects.

In order to continue the growth of GDP resulting from tourism, a country's tourism industry must be managed with a plan for the economic long run due to the combined nature of tourism's contribution to GDP. Tourism's contribution to GDP results from the combined "direct", "indirect", and "induced" effects of tourism in a country and the problem is that the majority of the "indirect" and "induced" contributions to a country's GDP occur in the economic short run. For example, a new tourism destination in developing country needs to build a tourism infrastructure such as airports, seaports, hotels, shops, restaurants, roads, and tourist sites all of which employ local labor and purchase local natural resources. In order for this new industry to operate then a trained labor force is needed which will employ more local labor and require the services of educators but once this tourism infrastructure is completed and operating then the "indirect" and "induced" contributions of tourism to GDP growth decrease dramatically in the following years due to new hotels/building projects not being built every year, workers being content with their jobs, etc. Thus if the growth of GDP resulting from tourism is to continue beyond the economic short run then developing tourism destinations need to manage the growth of their tourism industries in order to keep the "indirect" and "induced" effects contributing to GDP beyond the economic short run. Undoubtedly this will involve numerous trade-offs (i.e. sustainable development vs. rapid economic growth) and tourism policy makers and managers should familiarize themselves with sustainable tourism and development that coincides with the goals local community who will be directly affected by developing the tourism industry.

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