

The Relation Between Tourism and Economic Development- A Review

Karuna Kalita

PhD Scholar, Economics

Email-karunakalita48@gmail.com

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Abstract

Tourism development has become one of the top priorities for many countries - due to potential economic benefits. Moreover, the causal link between tourism and economic growth has long been of interest in many studies, without a consensus on the direction of reason between these two changing factors. The key issues that have been prioritized in addressing the cause are: First, that tourism contributes to economic growth (tourism-led hall); and second, that economic growth leading to the growth of the tourism industry (a vision driven by tourism growth). In this paper, we review some of the previous studies conducted, to assess the risk between tourism industry development and economic growth in both developed and developing countries. These studies used time series data analysis, panel/data class analysis, and input/output analysis. Our environmental reviews show that the causal relationship between tourism and economic growth varies from country to country; and depends on the method used. On average, however, we find that most of the previous studies reviewed in this paper support the growth theory led by tourism.

Keywords: *Tourism, Economic Growth, Granger-Causality*

INTRODUCTION

Tourism development has become one of the top priorities for many countries - due to potential economic benefits. Tourism has been widely discussed in terms of growth, trade, sustainability, income, employment, cultural heritage, infrastructure development, poverty reduction, and environmental and social impacts. One of the roles of tourism, according to Croes and Vanegas (2008), lies in the richness and transfer of income from residents of developed and developing countries to residents of developing and less developed countries. The use of tourism funds can be considered as an alternative means of export, which means that the export of other products

leads to positive impacts on the quality of life of the locals and improves the development of small businesses (Ardahaey, 2011). The tourism sector has an impact on other sectors of the economy. . This contributes to the balance of the country, which leads to the creation of more jobs and tax revenue for the government. Through tourism, incomes and living standards in developing countries can be increased (Croes & Vanegas, (2008). In accordance with Mathieson and Wall Tourism (1992) is a separate product and exports that are riskier than logical exports, prices, and more flexibility and depend on seasonal changes. In some countries, tourism and exports are considered to be interdisciplinary channels that promote economic growth, and therefore this

should be taken into account in strategic and promotional policies adopted by governments and policymakers (Cortés-Jiménez et.al, 2009).

The tourism industry has changed over the years. Globally, data from the United Nations World Tourism Organization (UNWTO) shows that the number of tourists crossing international borders increased by 4% between January and June 2016 compared to the same period last year. According to the UNWTO World Tourism Barometer, global destinations received more than 21 million international tourists (night visitors) in 2016 than in 2015 bringing the total number of world tourists to more than 561 million tourists in 2016. In the region, in 2016 Asia and the Pacific had the highest growth rate for international tourists (9%) followed by Africa with growth (+ 5%), the United States (4%), and Europe (+ 3%). The Middle East, however, reported an estimated 9% decline in international arrivals over the six-month period from January to June 2016 (UNWTO World Tourism Barometer, 2016). Global development and tourism development indicators indicate that in 2013, global tourism receipts reached more than US \$ 1.381 billion; and account for 6.1% of total remittances (World Bank, 2015). As an export sector, the UNWTO promotes the ranking of tourism in the fourth place in the world, after oil, chemicals, and food (WTO, 2015).

The commonly accepted debate on the impact of tourism on economic development has been widely confirmed around the world. Art texts in the causal relationship between tourism and economic growth, in particular, have quadrupled. The first is the tourism-led growth hypothesis, which maintains that tourism is a major driver of economic growth. The second is the growth-driven tourism hypothesis, which holds the view that economic growth has a significant impact on growth in the tourism sector. The third view is that there is a cross-sectoral relationship between

tourism and economic growth. A final notion of neutrality, where tourism and economic growth do not cause Granger-causes. Although many studies have explored the causal relationship between tourism and growth, few studies have reviewed existing literature, to determine whether most previous studies support the theory of tourism-led growth or tourism-led growth theory. Accordingly, the rest of this paper will discuss the role of tourism in economic growth followed by a review of the international literature on the causal relationship between tourism and economic growth; and finally, draw out important lessons and recommendations from the study.

ECONOMIC DEVELOPMENT AND TOURISM

The relationship between tourism and economic growth is defined in different ways. The theory is that the number of tourists entering the country is critical to economic growth; because the use of tourism offers foreign exchange benefits. These proceeds are used to import large quantities of goods and services, thus leading to the growth of the host nation (McKinnon, 1964; Balaguer & Cantavella-Jorda, 2002). The tourist demand for accommodation, food, transportation and entertainment, and entertainment, leads to increased productivity of goods and services, income, and job creation - all of which have positive effects on the economy (Balaguer & Cantavella-Jorda, 2002).

Tourism has a powerful impact on the entire economy through overspending in and out of other sectors of the economy (Marine, 1992). This means that growth in the tourism industry acts like an engine the growth of other sectors that supply or consume products in the tourism sector (Marine, 1992, pp. 678-688). Tourism can also encourage investment in new infrastructure and competition, create quality economies, and allow the spread of technology (Brida et. al 2008, p. 12).

According to Ashley and Mitchell (2006), tourism development also plays a key role in reducing poverty. The authors argue that this could be through the promotion of unskilled jobs and the provision of part-time jobs or jobs - which could help bring people into long-term jobs. The tourism industry also contributes to economic growth by increasing the competitiveness of domestic and international tourist companies (Bhagwati & Srinivasan, 1979; Krueger, 1980). The impact of tourism on economic growth is also recognized in

the UNWTO report (2011). The UNWTO prioritizes other factors that link the tourism industry to economic growth. One such factor is the development of specific, indirect types based on local employment in tourism. Specific work is done by those who work in tourism-related institutions, such as hotels, restaurants, tourist shops, etc.; while creating indirect employment in industries that provide goods and services in the tourism sector, for example, agriculture, fishing, etc.

Tourism in Economic Development
Source- (WTTC, 2012)

Direct Contribution of Tourism	<i>Industries</i>	<ul style="list-style-type: none"> • Accommodation Services • Food & Beverage Services • Retail Trade • Transportation Services • Cultural, Sports & Recreational Services
	<i>Commodities</i>	<ul style="list-style-type: none"> • Accommodation • Transportation • Entertainment • Attractions
	<i>Sources of Spending</i>	<ul style="list-style-type: none"> • Resident's Domestic Spending • Business Domestic Travel Spending • Visitor Exports • Individual Government Tourism & Travel Spending
Indirect Contribution of Tourism		<ul style="list-style-type: none"> • Private tourism investment spending • Government collective tourism spending • Impact of Purchases from Suppliers
Induced Contribution of Tourism (spending of direct and indirect tourism employees)		<ul style="list-style-type: none"> • Food & Beverages • Recreation • Clothing • Housing • Household Goods

Although the view may be inspired by the original work of tourism economists (Guthrie, 1961; Gerakis, 1965; Gray, 1966) the UNWTO has recently strongly encouraged the effects of the recurrence of tourism in the economy by the presence of another country - a source of revenue. Another factor was put forward by UNWTO (2011) is that tourism also raises government revenue from hotel tax and other types of tourist taxes. These include airport departures, tourism industry import duties, tourist and staff revenue taxes, and levies on tourist assets. Figure 1 summarizes the channels of tourism that affect economic growth, as discussed by Vellas (2011).

TOURISM AND ECONOMIC DEVELOPMENT- EMPIRICAL EVIDENCE

Although the view may be inspired by the original work of tourism economists (Guthrie, 1961; Gerakis, 1965; Gray, 1966) the UNWTO has recently strongly encouraged the effects of the recurrence of tourism in the economy by the presence of another country - a source of revenue. Another view was put forward by UNWTO (2011) is that tourism also raises government revenue from hotel tax and other types of tourist taxes. These include airport departures, tourism industry import duties, tourist and staff revenue taxes, and levies on tourist assets. Figure 1 summarizes the channels of tourism that affect economic growth, as discussed by Vellas (2011).

Balaguer and Cantavella-Jorda (2002) used three dynamic Spanish models from 1975-1997 that include real GDP, global tourism receipts, and real exchange rates, to assess the causal relationship between tourism and economic growth. The authors found that there was an integrated relationship between the two variables and the Granger-causality test (a statistical hypothesis test for defining that whether one time series is useful in forecasting another) confirmed the growth driven by tourism. Chen and Chiou-Wei (2009)

also validate the tourism-led growth hypothesis in the case of Taiwan and South Korea. The study used the EGARCH-M model with uncertainties to assess the causal relationship between tourism expansion and economic growth. Durbarry (2004) evaluated actual shipment and real GDP in Mauritius using VECM and Granger-causality tests between 1952 and 1999. The author found that tourism development — triggers economic growth. Hye and Khan (2013) used a window-crossing approach in the Pakistani context and identified long-term relationships between tourism and economic growth. Obadijah et al. (2012) use time-stemmed data from Kenya and the ARDL cross-border assessment method to assess the link between tourism and economic growth in a multivariate trading environment as a variance. The findings of the study are a causal flow from tourism development to long-term and short-term economic growth. Gunduz and Hatemi-J. A. (2005) used Turkey's bootstrap causality tests conducted from 1963-2002. The study confirmed the flow of cooperation from tourism to economic growth. Akinboade and Brahoh (2010) examined a critical link between the earnings of international tourism and the long-term economic growth in South Africa using the Granger tests. Results from the study show that the global Granger in tourism generates real GDP in the short and long term. Kreishan (2015) investigates the hypothesis of Bahrain-led tourism growth using the Autoregressive Distributive Lag Model (ARDL) from 1990 to 2014 and finds an unusual flow of non-tourism from tourism to economic development. In Tang and Tan (2013), the tourism-led growth hypothesis in Malaysia was confirmed in eight of the 12 tourism markets, after undergoing a repeated Granger-causality test. Mishra et al. (2011) use data from the annual series of Indian and Granger-causality experiments and obtain evidence of the flow of unconventional claims from tourism activities to economic growth. Jalil et al. (2013) used the

Autoregressive Distributed Lag (ARDL) model in Pakistan during the period 1972 to 2011 and found that non-specific approaches range from tourism to economic development. Risso and Brida (2008) examined the contribution of tourism to economic growth in Chile using the Johansen integration test and the modified version of the Granger-causality test. The results show that, over time, economic growth in Chile has been driven by an increase in international tourism and thus supports the idea of tourism-led economic growth. Brida et al. (2008) in the case of Mexico, between 1980 and 2007, use Granger causality tests to analyze travel costs, actual exchange rate, and actual GDP. The study finds an unintelligible flow that flows from tourism development to economic growth. Bento (2016) uses the methods to compile a quarterly series from 1995 to 2015 to explore the interrelationships that occur between tourism and economic growth in Portugal. The study distinguishes between domestic and foreign tourists. The study finds that in sustainable tourism development it precedes economic growth and confirms the vision for tourism-led growth. Brida et al. (2016) examine the ownership of the offline items in the relationship between tourism and economic growth in Argentina and Brazil. Following the results of a study that confirmed the growth hypothesis led by tourism by Brida et al. (2015) Argentina and Brazil, Brida et al. (2016) add a way to clarify the nonlinearity format in the Brazilian context but no model has been found to properly mimic Argentina's total incompatibility. However, in general, the results found in this paper are consistent with those of the previous one.

Sharma and Banningidadmth (2013) use a predictable data prediction model in Pacific Island countries from 1985-2010 and find inconsistent flow from tourism to growth. Sequiera and Nunes (2008) also validated the tourism-led growth hypothesis in the international context from 1980 to 2002 using panel retrospect. The study

examines individual GDP, average visitor arrivals, tourism receipts such as the percentage of years of exports, and the percentage of GDP and other variables. Although the unpredictable flow of tourism from tourism to economic growth is found in all countries, the study also finds a decline in the impact of tourism on economic growth in small countries. Atan and Arslanturk (2012) use input analysis to assess tourism connectivity and economic growth based on the 2002 input-output table in Turkey. Research shows that tourism has a huge impact on economic growth. Cárdenas-García et. Al (2015) examined whether tourism growth contributed to economic development in the 144-nation team. The study grouped countries into two groups according to their different social and economic structures such as individual income levels, infrastructure, training, or economic activity instability. The first group of countries includes countries that showed the highest number of indicators of economic development performance in 1991, in which it was shown that tourism growth has led to the development of economic development. The second group of countries had the lowest level of economic development performance indicators in 1991 when tourism growth did not affect their economic development. The study concludes that tourism only contributes to economic growth in those countries with high levels of development since the increase in tourism travel leads to increased tourism and, consequently, to tourism growth, in addition, contributing to improved social and economic conditions. In other countries, however, with low levels of economic development, although tourism growth has had a positive impact on the country's economic growth, it has by no means created economic growth and has not been a powerful tool for increasing its prosperity. Chiu and Yeh (2016) examined the parameters of the effects of tourism-led growth-driven tourism of 84 countries. The study investigates tourism development and economic

growth and finds a positive positive impact of global tourism receipts on economic growth, confirming evidence of a growth-driven growth hypothesis. De Vita and Kyaw (2016) investigated the relationship between tourism specificity and economic growth while calculating the potential to absorb host countries (tourism), defined by financial system development. The study used the standard time-measurement method (SYS-GMM) to investigate these 129 countries' relationship in the period 1995-2011. The results of the study conclude that the relationship between tourism specialties and economic growth is found to be positive and important in low- and middle-income countries as they appear to benefit more from tourism education than in other low-income countries. In addition, the potential for increased technological growth in tourism is concentrated in countries with a highly developed financial system that is able to support the capabilities of these countries from foreign tourism but at higher technology levels, their impact on GDP growth begins to decline.

Some studies are in line with the growth-driven tourism hypothesis regarding the causal relationship between tourism and economic growth. This vision furthers tourism development; policies must focus on increasing economic growth. For example, studies that used time analysis and validated growth-driven tourism hypothesis include Oh (2005) which examined the South Korean-led tourism-led growth hypothesis between 1975 and 2001. Using the bivariate model as well as the VAR and Granger causality test, the study found that there was an inconsistent flow of growth from economic development to tourism. Payne and Merva (2010) used the Toda-Yamamoto test in Croatia and found a completely inconsistent flow of GDP to tourism receipts. Katircioglu (2007) uses cross-border and Granger trials to investigate the long-term equality relationship between tourism, trade, and income growth and the direction of the Cyprus cause.

Research finds that GDP growth causes the arrival of visitors. Odhiambo (2011) uses ARDL boundary assessments and finds that over time, the economic growth drives the development of the tourism industry in Tanzania. For Suresh and Senthilnathan (2014) the causal relationship between economic growth and tourism leadership in Sri Lanka during 1977-2012 is assessed using Granger-causality experiments using seasonal series data. The results reveal that there is an inconsistent flow of economic development toward tourism. Another study found evidence of a two-pronged relationship between tourism and economic growth in various countries. Dritsakis (2004) used Johansen's association with error correction and Granger-causality testing in the Greek context from 1960 to 2000 and confirmed the cooperative relationship between international tourism and economic growth. Demiroz and Ongan (2005) also used a similar approach in the Turkish case between 1980 and 2004 and reaffirmed the theory of response. Lee and Chien (2008) examined structural breaks in establishing the long-term relationship between tourism development and real GDP in Taiwan in 1959-2003. The study strongly investigates the movement and causal relationship between real GDP, tourism development, and the actual exchange rate in the multivariate model. Strong evidence suggests that the risk of tourism and economic growth is doubled. Kim et al. (2006) assessed the arrival of international tourists and GDP in Taiwan using quarterly data from 1971 to 2003 and annual data from 1956 to 2002. The Granger-causality study reveals that in Taiwan, tourism and economic development are reinforcing in the form of bi-directional causal relationships. Cortés-Jiménez et al. (2009) examined Italy and Spain in the period 1954 to 2000 the causal relationship between exports, tourism, and economic growth. The study uses a series of Granger-causality methods and finds a

link between economic growth, exports, and increased tourism in both countries.

Finally, the neutral view states that there is no cause between tourism and economic growth. For example, Brida et. al (2011) also found no evidence of a causal link between GDP and tourism in Brazil between 1965 and 2007 after using two different methods of economic time on different data sets. Arslanturk (2011) examined the causal link between tourism receipts and Turkey's GDP using the Rolling Window and various methods of measuring coefficients. The study analyzed Granger-causality based on the Vector Error Correction Model (VECM). The findings of the study indicate the absence of the Granger during the series. Katircioglu (2009) also did not find a causal link between tourism and economic growth in the Turkish state between 1960 and 2006 after implementing a border test with a widely distributed independent measurement of international tourists, real exchange rates, and real GDP. Kasimati (2011) used the VECM and Granger tests in Greece from 1960 to 2010 and found no difference between tourism and economic growth after international immigration testing, actual effective exchange rate, and real GDP.

THE CONCLUSION

The relationship between tourism and economic development has been discussed extensively in previous publications of developed and developing countries. The tourism industry can drive economic growth through various channels. These channels have direct, indirect effects, and are due to the economic and social impact of the economy. On the other hand, economic growth can boost tourism through the construction of tourist facilities and infrastructure. Currently, there are four key views on the causal relationship between tourism and economic growth. First, there is a cohesive flow from tourism to economic

growth (tourism-led growth hypothesis). Second, there is an inconsistent flow of growth from economic growth to tourism (growth that has led to tourism thinking). Third, a mid-term cooperative relationship exists between tourism and economic growth, known as the feedback hypothesis. The fourth theory is the hypothesis of neutrality, in which no change influences the other. Findings from the literature reviewed in this study show that the relationship between tourism and economic growth varies from country to country; and depends on the method used. In moderation, the paper finds that most of the previous studies on the causal relationship between tourism and economic growth tend to support tourism-led growth perception. In addition, many of these studies tend to use time series analysis, rather than panel / data classification data analysis. The basis for further research could be to analyze the causal relationship between tourism and economic growth through the lens of refined strategies.

ACRONYMS AND ABBREVIATIONS

GDP: Gross Domestic Product

LDC: Less Developed Countries

NGO: Non Governmental Organization

UNCED: United Nations Conference on Environment and Development

UNTWO: United Nations World Tourism Organization

WTTC: World Travel and Tourism Council.

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