

# FACTORS INFLUENCING TOURISM DEVELOPMENT: A COMPREHENSIVE REVIEW

## Abstract

This paper explores the various factors that influence tourism growth by examining multiple research publications from different countries and authors. The research articles were collected from various web sources, including academia.edu, research gate, science direct, and Google Scholars. The reviews included both empirical and conceptual research, conducted in diverse locations, and identified different findings based on the area's nature, respondents, and activities undertaken by stakeholders for tourist development. The primary goal of this study is to gain insights into the chosen variables from previous research and identify any research gaps. The selected variables for the study are Infrastructure, Cleanliness, safety & security, Technology development, and Promotional Activities, which are used to assess Tourism Development.

**Keywords:** Tourism Development, Infrastructure, Cleanliness, Technology, Safety and Security and Promotional Activities.

## Authors

### Dr. L Kanagalakshmi

Assistant Professor  
Department of Management Studies  
University of Madras  
Chennai.  
lakshmibabumsu@gmail.com

### E Irene Preetha

Research Scholar  
Department of Management Studies  
University of Madras  
Chennai.  
kirenpreetha@gmail.com

## I. INTRODUCTION

According to the United Nations World Tourism Organization (2008), tourism is defined as a "social, cultural, and economic phenomena that involves individuals traveling to nations or locations beyond their typical surroundings for personal or business/professional reasons. These individuals are known as visitors (tourists or excursionists; residents or non-residents), and tourism is concerned with their activities, some of which involve tourism spending." The process of building and maintaining a tourist sector in a specific place is known as Tourism Development, described as formulating strategies and plans to increase, develop, or encourage tourism in a certain destination. Tourism is the study of individuals away from their native environment, the businesses that cater to their desires, and the consequences that both the person and the industry have on the host socio-cultural, economic, and physical surroundings (Jafari, 1981).

Tourism has emerged as a vital economic and social force, driving growth and prosperity for destinations worldwide. As the global travel industry continues to expand, understanding the key factors that shape Tourism Development becomes crucial for policymakers, stakeholders, and industry practitioners alike. This paper aims to present a comprehensive literature review on the factors influencing Tourism Development, shedding light on the diverse elements that contribute to the growth and success of tourist destinations.

The multifaceted process of Tourism Development is influenced by a myriad of factors that vary across regions and contexts. This research focuses only on five elements namely Infrastructure, Cleanliness, Safety and Security, Technology development, and Promotional Activities that plays a pivotal role in shaping the attractiveness and competitiveness of destinations for travelers. A comprehensive examination of the existing research is essential to identify critical insights and bridge the gaps in our understanding of these factors.

In this study, we delve into the wealth of research publications from various countries and authored by diverse experts in the field of tourism. The integration of both empirical and conceptual research in our review ensures a well-rounded understanding of the topic, as it combines real-world data with theoretical frameworks that underpin Tourism Development.

The selection of research articles was drawn from reputable sources such as academia.edu, research gate, science direct, Google Scholars, and other reliable platforms, ensuring the credibility and robustness of the information presented in this review.

By synthesizing the findings from different studies, this paper aim to identify patterns, trends, and significant relationships among the factors that drive Tourism Development. Additionally, this also seek to identify research gaps, providing valuable insights to guide future investigations in this dynamic and ever-evolving field.

The search through this literature review embarks on a journey that navigates through the complexities of Tourism Development. Ultimately, the paper attempts to contribute to the enrichment of knowledge in the domain of tourism and enable future researchers to gain insights in this field.

## II. INFRASTRUCTURE

Infrastructure plays a vital role in the progress of tourism across diverse regions. James & Essien (2019) brought attention to a significant deficiency in available Infrastructure within surveyed tourist areas, with over 50% lacking crucial transportation, health services, and accommodations for tourists. Blazeska et al. (2018) conducted a study on tourist satisfaction in Orhid, revealing that tourist Infrastructure exerts a considerable influence on the contentment of visitors with a particular place. Mandic, Mrnjavac & Kordić (2018) explored the correlation between the Tourism Area Life Cycle (TALC), visitor arrivals, overnights, and the current state of amenities and Infrastructure, indicating that tourism Infrastructure has a direct impact on tourist arrivals and overall development. Jovanović, S & ILIC, I. (2016) stressed the significance of tourism Infrastructure for expanding tourism and making the most of destination resources. They observed that an increase in hotel room numbers positively contributed to the competitiveness of Southeast European countries under investigation. Abdullah et al. (2014) discussed the challenges encountered in developing and maintaining public tourism Infrastructure, particularly regarding quantity, quality, and the competence of public agencies involved. Seetanah et al. (2011) examined the influence of Infrastructure on visitor visits, especially from Asian and European/American countries. The research also revealed widespread support for the government's policy of implementing large-scale marketing initiatives to promote tourism products on the international stage. In a dual approach study, Seetanah et al. (2011) reported that public utilities, such as power and water, were recognized as crucial elements of tourism Infrastructure, with soft Infrastructure receiving significant value from visitors. Drăghici et al. (2010) conducted a case study on the influence area of Râmnicu Vâlcea city and concluded that the availability of suitable accommodations forms a critical component of tourism Infrastructure, significantly influencing visitor satisfaction.

**1. Cleanliness:** In their pursuit of sustainable coastal Tourism Development in Ghana, Eshun et al. (2019) identify crucial policy measures to maintain clean beaches, particularly in Accra. However, they highlight the need to address challenges like low local participation in beach cleaning, negative perceptions due to poor sanitation, inefficient stakeholder cooperation, and inadequate facilities for long-term sustainability. Mensah & Enu-Kwesi (2018) emphasize the far-reaching implications of environmental sanitation management in the catchment area of Benya Lagoon, impacting livelihoods in tourism, salt production, and fishing. Alananzeh (2017) investigates the impact of safety issues and hygiene perceptions on customer satisfaction in four and five-star hotels in Aqaba, Jordan, revealing privacy as the most influential factor followed by hotel Safety and Security, with hygiene being rated third and dissatisfaction expressed with bathroom and room Cleanliness. Jovanović et al. (2015) stress the significance of health and hygiene in enhancing tourism sector competitiveness in Serbia and Southeastern Europe. Ryglova et al. (2015) identify Cleanliness, natural attractions, and security issues as crucial elements influencing destination quality and competitiveness. Suanmali (2014) highlights the importance of protecting natural and cultural resources and improving restroom Cleanliness in Chiang Mai, Thailand, to enhance its tourism competitiveness. Seetanah et al. (2011) employ econometric analysis to establish a positive association between Infrastructure capital and overall tourist visits, emphasizing the vital role of Infrastructure in Tourism Development and attracting visitors.

- 2. Technology:** Wahab (2017) emphasized the vital role of information Technology in the tourism industry's growth through applications like e-commerce, e-marketing, e-accounting, and e-HRM, facilitating data processing, storage, and dissemination, thereby reducing costs and overcoming time and distance barriers. Boopen et al. (2016) found that tourists highly valued communication facilities and security in Mauritius Island, but perceived soft Infrastructure as less responsive compared to transportation, tourism, and hotel Infrastructure. Roland Atembe (2015) revealed the transformative potential of wearable devices in tourism, enabling tourists to access information, communicate, share experiences, overcome travel obstacles, and actively co-create their value, becoming active explorers. Husseinetal.(2010) stressed the close relationship between the tourism industry and E-Tourism in Indonesia, identifying the lack of tourism information as a weakness, and highlighting the benefits of using ICT in E-Tourism for expanding the tourism sector and promoting local Tourism Development, with potential to enhance the welfare of individuals engaged in tourism SMEs and overall Tourism Development in Indonesia.
- 3. Safety and Security:** Findings from the studies reveal various aspects of Safety and Security in the tourism industry. Mataković and CunjakMataković (2019) highlight the macro and micro-level impacts of crime on tourism, with negative destination image and reduced tourist demand being significant consequences. Owiyo and Mulwa (2018) find that Safety and Security positively moderate the relationship between destination management and attractors. Peng and Wu (2017) emphasize the importance of enhancing safety measures, emergency response capabilities, regulations, and insurance coverage for tourism security in Jiangxi province. Tan et al. (2017) link Safety and Security concerns to Malaysia's ranking in the Global Peace Index, impacting its perception as a tourist destination. Brondoni (2016) stresses the responsibility of tourism planners in managing security, particularly in response to crises and negative events. Mawby et al. (2016) underscore the significance of multi-agency collaboration and local resident participation for security in tourist destinations. Amir et al. (2015) analyze the safety perception of international women travelers in Kuala Lumpur, indicating their concerns and preferences for safe environments. MohdAyob and Masron (2014) highlight the challenges related to terrorism, health, food safety, natural disasters, and crime rates in the Malaysian tourism industry, with media playing a role in shaping tourists' perceptions. Mansour Ghazi (2014) reveals the potential for improvement in Safety and Security measures in Egyptian hotels, particularly in guestroom security, medical preparedness, and emergency response.

### III. PROMOTIONAL ACTIVITIES

Findings from the studies suggest various important aspects in the tourism industry. Aung et al. (2019) found that women-headed households in a village tourism destination in Myanmar were mainly engaged in farming, but believed tourism could offer more revenue and employment opportunities. Sofronov (2019) highlighted the changing landscape of tourism marketing, with digital interactions through booking applications and search engines playing a significant role. Thetsane (2019) emphasized the desire of local residents in Lesotho to be actively involved in Tourism Development, urging policymakers to consider stakeholders' needs. Briandana et al. (2018) identified challenges in promoting marine tourism in Indonesia and emphasized the role of pricing and distribution strategies. Armenski et al. (2017) highlighted key dimensions of destination competitiveness in Serbia, including

sustainable development, innovation, and networking. Vieira et al. (2016) suggested that local government management of tourism impacts residents' perceptions and support for sustainable Tourism Development. Zadel et al. (2016) found that marketing investment in tourist destinations contributes to tourist inflow in Croatia. Jannat Nipa (2015) stressed the importance of private-public partnerships in strengthening the tourism industry in Bangladesh. Lai and Vinh (2013) revealed the influence of online promotion on destination awareness and loyalty in Vietnam. Quaian (2010) emphasized the essential role of government-led strategies in tourism marketing for driving Tourism Development and regional growth.

#### IV. CONCLUSION

In conclusion, the studies demonstrate the significant role of Infrastructure in the progress of tourism, with deficiencies in essential transportation, health services, and accommodations affecting tourist destinations. Cleanliness and environmental sanitation are critical for sustainable coastal tourism in Ghana, with poor sanitation and inadequate facilities posing challenges. Information Technology is vital for tourism growth, facilitating data processing, and reducing barriers in various countries. Safety and Security are paramount concerns in the tourism industry, impacting destination image and tourist demand, and necessitating improvements in emergency response and regulations. Effective Promotional Activities, such as digital interactions and private-public partnerships, play a pivotal role in attracting tourists and supporting sustainable Tourism Development across different regions.

The research gap lies in the need for more comprehensive studies that delve into the specific strategies and interventions required to address deficiencies in tourism Infrastructure across diverse regions. While the mentioned studies shed light on the deficiencies in Infrastructure and their impact on tourism, there is a lack of in-depth analysis on how to effectively improve and develop Infrastructure to enhance tourist experiences, attract more visitors, and foster sustainable tourism growth. Understanding the best practices, policies, and investments needed to bolster Infrastructure in various destinations is crucial for maximizing their tourism potential and overall development. Additionally, comparative studies between different regions and countries could provide valuable insights into successful approaches to overcome Infrastructure challenges and promote tourism competitiveness on a global scale.

Another research gap is related to the perceptions and behaviors of tourists regarding Safety and Security in different destinations. While some studies discuss the impact of crime on tourism and the importance of safety measures, there is limited research on tourists' actual experiences and how their perceptions of safety influence their travel decisions. Understanding tourists' concerns and preferences for safety could help destination managers and policymakers develop targeted strategies to enhance security and ensure a positive visitor experience.

Additionally, there is a research gap in exploring the potential of wearable Technology in the tourism industry beyond the specific case study mentioned. More research is needed to investigate the wider adoption and impact of wearable devices on tourist behavior and experiences in different tourism contexts.

Moreover, regarding Promotional Activities, the studies mainly focus on the importance of marketing and branding in attracting tourists. However, there is a lack of

research on the effectiveness of specific marketing strategies and the most suitable approaches for different types of tourist destinations. A deeper understanding of how to tailor Promotional Activities to target markets and increase tourist visits would be valuable for tourism stakeholders.

## REFERENCES

- [1] Abdullah, S., Abdul Razak, A., & Jaafar, M. (2014). Public tourism Infrastructure: Challenges in the development and maintenance activities. *SHS Web of Conferences*, 12, 01096. <https://doi.org/10.1051/shsconf/20141201096>
- [2] Aung, M., Raju, V., Bhaumik, A., & Alrajawy, I. (2019). Women Role Development of Tourism Business in Myanmar. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8, 547-552.
- [3] Armenski, T., Dwyer, L., & Pavluković, V. (2017). Destination competitiveness: Public and private sector tourism management in Serbia. *Journal of Travel Research*, 57(3), 384-398. <https://doi.org/10.1177/0047287517692445>
- [4] Alananzeh, OA. (2017). Impact of safety issues and hygiene perceptions on customer satisfaction: A case study of four and five-star hotels in Aqaba, Jordan. *Journal of Tourism Research & Hospitality*, 06(01), 1-7. <https://doi.org/10.4172/2324-8807.1000161>
- [5] Boopen, S., Kesseven, P., Sannasee, R. V., & Juwaheer, R. (2016). Soft Infrastructure in Tourism Development. *International Academic Research Conference in Milan*, 342-372.
- [6] Blazeska, D., Strezovski, Z., & Klimoska, A. M. (2018). The Influence of Tourist Infrastructure on Tourist Satisfaction in Ohrid. *UtmsJournal of Economics*, 9(1), 85-93.
- [7] Briandana, R., Caturida, & Sukmajati, D. (2018). Promotion analysis of marine tourism in Indonesia: A case study. *European Research Studies Journal*, XXI(Issue 1), 602-613. <https://doi.org/10.35808/ersj/973>
- [8] Brondoni, S. M. (2016). Global Tourism and Terrorism. *Safety and Security Management. Symphonia. Emerging Issues in Management*, (2), 7. <https://doi.org/10.4468/2016.2.02brondoni>
- [9] Drăghici, C. C., Peptenatu, D., Pintilii, R. D., Peptenatu, A., & Stoian, D. (2010). The Role of Infrastructure in Generating Multiplying Effects for Tourism Development. *Case Study the Influence Area of the City Râmnicu Vâlcea. The Annals of Valahia University of Târgoviște, Geographical Series, Tome.*
- [10] Eshun, G., Tichaawa, T. M., & Appiah, D. O. (2019). Towards sustainable coastal Tourism Development in Ghana. *African Journal of Hospitality, Tourism and Leisure*, 8(4), 1-18. <http://www.ajhtl.com>
- [11] Hussein, A. S., Widagdo, U., & Asriwulan, Y. (2010). The Application of E-Tourism in Small and Medium-Scale Tourism in Indonesia: A Strategic Management View. *Journal of Indonesian Economy and Business*, 25(2), 190-200.
- [12] Jafari. (1981). *Social Change and The Growth of Tourism.*
- [13] James, E. E., & Essien, A. U. (2019). Infrastructure and Sustainable Tourism Development in Nigeria. *IOSR Journal of Humanities and Social Science*, 24(1), 72-80. <http://www.iosrjournals.org/>
- [14] Jannat Nipa, N. (2015). Prospect of private-public partnership in tourism of Bangladesh. *Journal of Investment and Management*, 4(3), 73. <https://doi.org/10.11648/j.jim.20150403.11>
- [15] Jovanović, S., Janković-Milić, V. and Ilić, I. (2015). Health And Hygiene Importance For The Improvement Of Tourism Sector Competitiveness In Serbia And The South-Eastern Europe Countries. [online] Science Direct. Available at: <<https://pdf.sciencedirectassets.com/282136/1-s2.0-S2212567115X00037/1-s2.0-S2212567115000386/main.pdf?X-Amz-Security->
- [16] JOVANOVIĆ, S., & ILIĆ, I. (2016). Infrastructure as An Important Determinant of Tourism Development in the Countries of Southeast Europe. *Ecoforum*, 5(1), 288.
- [17] Lai, W., & Vinh, N. Q. (2013). How Promotional Activities and evaluative factors affect destination loyalty: Evidence from international tourists of Vietnam. *International Journal of Marketing Studies*, 5(1), 70-85. <https://doi.org/10.5539/ijms.v5n1p70>
- [18] Mandić, A., Mrnjavac, Ž., & Kordić, L. (2018). Tourism Infrastructure, Recreational Facilities and Tourism Development. *Tourism and hospitality management*, 24(1), 1-22. <https://doi.org/10.20867/thm.24.1.12>
- [19] Mansour Ghazi, K. (2014). Safety and Security measures in Egyptian hotels. *Journal of Hotel & Business Management*, 04(01), 2-11. <https://doi.org/10.4172/2169-0286.1000116>
- [20] Mataković, H., & Cunjak Mataković, I. (2019). The impact of crime on security in tourism. *Security and Defence Quarterly*, 1-20. <https://doi.org/10.35467/sdq/115539>

- [21] Mensah, J., &Enu-Kwesi, F. (2018). Implications of environmental sanitation management for sustainable livelihoods in the catchment area of Benya lagoon in Ghana. *Journal of Integrative Environmental Sciences*, 16(1), 23-43. <https://doi.org/10.1080/1943815x.2018.1554591>
- [22] MohdAyob, N., &Masron, T. (2014). Issues of Safety and Security: New Challenging to Malaysia Tourism Industry. *SHS Web of Conferences*, 12, 01083. <https://doi.org/10.1051/shsconf/20141201083>
- [23] Owiyo, V., &Mulwa, J. M. (2018). Safety and Security in Tourism Destinations: Its moderating role in the Destination Competitiveness Determinants and Destination Competitiveness Nexus in Western Kenya Circuit. *International Journal of Research in Management & Business Studies (IJRMBS 2018)*, 5(3), 30-33. [www.ijrmb.com](http://www.ijrmb.com)
- [24] Peng, Y., & Wu, M. (2017). Research on the theory and practice of tourism security -A case study for Jiangxi province. *Proceedings of the 2017 3rd International Conference on Economics, Social Science, Arts, Education and Management Engineering (ESSAEME 2017)*, 1321-1329. <https://doi.org/10.2991/essaeme-17.2017.271>
- [25] Quian, S. (2010). Research on Behaviors of Government's Tourism Marketing. *UTMS Journal of Economics*, 1(1), 99-106.
- [26] Roland Atembe. (2015). The Use of Smart Technology in Tourism: Evidence From Wearable Devices. *J. of Tourism and Hospitality Management*, 3(11-12), 224-234. <https://doi.org/10.17265/2328-2169/2015.12.002>
- [27] Ryglova, K., Vajnerova, I., Sacha, J., &Stojarova, S. (2015). The quality as a competitive factor of the destination. *Procedia Economics and Finance*, 34, 550-556. [https://doi.org/10.1016/s2212-5671\(15\)01667-6](https://doi.org/10.1016/s2212-5671(15)01667-6)
- [28] Seetanah, B., Juwaheer, T., Lamport, M., Rojid, S., Sannassee, R., &Subadar, A. (2011). Does Infrastructure Matter In Tourism Development? *University of Mauritius Research Journal*, 17(1). <https://doi.org/10.4314/umrj.v17i1.70731>
- [29] Seetanah, B., Padachi, K., Juwaheer, R., Sannassee, R. V., Lamport, M., Subadur, U., &Matadeen, J. (2011). Infrastructure and Tourism Development: A Dual Approach.
- [30] SOFRONOV, B. (2019). "The Development of Marketing in Tourism Industry." *Annals of SpiruHaret University. Economic Series*, 19(1), 115-125, doi: <https://doi.org/10.26458/1917>
- [31] Suanmali, S. (2014). Factors affecting tourist satisfaction: An empirical study in the northern part of Thailand. *SHS Web of Conferences*, 12, 1-9. <https://doi.org/10.1051/shsconf/20141201027>
- [32] Tan, C. H., Chong, X. W., & Ho, S. B. (2017). Significance of Safety and Security Issues on Tourism Industry in Malaysia. *Sci.Int.(Lahore)*, 29(2), 4501-4505.
- [33] Thetsane, R. M. (2019). Local community participation in Tourism Development: The case of Katse villages in Lesotho. *ATHENS JOURNAL OF TOURISM*, 6(2), 123-140. <https://doi.org/10.30958/ajt.6-2-4>
- [34] Vieira, I., Rodrigues, A., Fernandes, D., &Pires, C. (2016). The role of local government management of tourism in fostering residents' support to sustainable Tourism Development: Evidence from a Portuguese historic town. *International Journal of Tourism Policy*, 6(2), 109. <https://doi.org/10.1504/ijtp.2016.077967>
- [35] Wahab, I. N. (2017). Role of Information Technology in Tourism Industry: Impact and Growth. *International Journal of Innovative Research in Computer and Communication Engineering*, 5(2), 260-263. <http://www.ijirce.com/>
- [36] Wen-Hsiang Lai & Nguyen QuangVinh, 2013. "Online Promotion and Its Influence on Destination Awareness and Loyalty in the Tourism Industry," *Advances in Management and Applied Economics*, SCIENPRESS Ltd, vol. 3(3), pages 1-2.
- [37] Westcott, M. (2021, June 4). 1.1 What is Tourism? – Introduction to Tourism and Hospitality in BC – 2nd Edition. *Pressbooks*. <https://opentextbc.ca/introTourism2e/chapter/what-is-Tourism/>
- [38] What is Tourism Development | IGI Global. <https://www.igi-global.com/>. <https://www.igi-global.com/dictionary/the-engineering-of-territorial-Tourism-study-case-of-algeria/49800#:~:text=Tourism%20development%20is%20the%20process%20of%20establishing%20and,plans%20to%20increase%2Fdevelop%2Fencourage%20Tourism%20in%20a%20particular%20destination.>
- [39] Zadel, Z., Gregorić, M., &Haleuš, J. (2016). Analysis of Promotional Activities in Tourism of Zagreb County and Krapina-Zagorje County in Croatia. *Tourism & Hospitality Industry*, 517-533.