



LEISURE TOURISM A VITAL TOOL FOR THE DEVELOPMENT OF HOSPITALITY INDUSTRY IN NIGERIA

Lawal Yazid Ibrahim

Department of Human Kinetics & Health Education
Faculty of Education
Bayero University, Kano
E-mail: ilyazid65@gmail.com

Abstract

Hospitality industry can be described as the section of the service industry concerned with guests' reception and the provision of pleasant guest experiences and it involves the operation of accommodation, restaurants and entertainment facilities. Hospitality can be identified as a place where meals, beverages, lodging and entertainment are provided to travelers and guests for profit. Leisure is free time when you are not meeting social or bodily needs and comprised of activities, time and freedom to take an active part in the leisure activities for example; going on a game drive, swimming, fitness/Gym, mountain climbing and sporting activities. Hospitality and leisure industry provides all the services for these activities and supplying the tourist with their basic needs. The focus of this paper therefore is to find out and ascertained how leisure Tourism activities could drive the development of hospitality sector through the type of services provided. Hospitality industry is a business sector, consisting of such types of services that are based on the principles of hospitality, characterized by generosity and friendliness toward visitors, providing added services at no cost, others at a costs to develop the sector. The paper concludes that a good way to think of hospitality is to view it as providing a home away from home for people to enjoy and doesn't only mean a place that serves as accommodation, but also offers various leisure experiences to its clientele. The paper recommends that Leisure tourism attraction should be promoted with hotel characteristics using unique sceneries and should be closely linked to tourist attraction or customer equity.

Keywords: Role, Tourism, Leisure & Recreation

Introduction

Leisure tourism, a popular form of travel, it refers to the act of taking a trip for the purpose of relaxation, recreation, or enjoyment and it involves participating in activities typically done during one's free time, such as sightseeing, shopping, dining out and engaging in cultural events Kim,Woo, and Uysal, (2015). It often involves participating in activities typically done during one's free time, such as sightseeing, shopping, dining out, and engaging in cultural events Kim,Woo, and Uysal, (2015). Leisure then is a block of

unoccupied time, spare time or free time when we are free to rest or do what we choose and is beyond that which is required for existence as the things we do biologically to stay alive eat, sleep, eliminate, medicate among others it's a time when our feelings should be minimal its discretionary time, the time to be used according to our judgment or choice (Page, and Connell, 2015). Leisure tourism can take many forms, it is often associated with vacations and getaways, allowing individuals to escape the stress of everyday life and explore new places (Gowreesunkar,



& Soteriades, 2015) Leisure tourism can take many forms, including social tours, cultural tours, religious tours, family tours, sports tours, medical tours and often associated with vacations and getaways, allowing individuals to escape the stress of everyday life and explore new places (Gowreesunkar, and Soteriades, 2015).

It is a type of travel that involves exploring new destinations, engaging in recreational activities relaxing and unwinding. For the person traveling, leisure travel can provide a wide range of benefits, including learning about different cultures, making new friends, and creating lasting memories (Gowreesunkar, and Soteriades, 2015). Additionally, leisure travel can help reduce stress levels and improve mental health by providing a break from the daily routine and is characterized by staying in nice hotels or resorts, relaxing on beaches or in a room, or sightseeing and experiencing local tourist attractions (Gowreesunkar, and Soteriades, 2015). Most people nowadays have more leisure time and there is also a greater emphasis on health and fitness, this has influenced the increase in the number of places providing sporting and recreational facilities Sharpley, and Telfer, (2015). According to (García, García, 2016) this has led to an increase in the number of hospitality outlets required to meet this demand such as food kiosks in leisure Centre's or juice bars in gyms. As well as personal fitness there has been an increase in the number of people attending large sporting events, these are often held at large venues where all types of food and drink outlets are available (Hall, 2020). The hospitality industry is vital to the success and enjoyment of these occasions for example leisure sector provide Gym/fitness centre, leisure centre, swimming pool and Cinema theatre, while hospitality outlet provide, food kiosk, Juice bar, hot drinks machines, bar restaurant, snacks and drinks

counter (Hall, 2020). In a study conducted in Oman, researchers found that the development of the hospitality industry has led to an increase in leisure tourism, which has in turn contributed to the economic growth of the country (Al-Hawiti, Al-Shaibani, Al-Sinawi, Al-Busaidi, Al-Kindi and Faarrell, 2019). Also in another study by (Goeldner & Ritchie, 2019) of the Caribbean hospitality industry, researchers found that leisure tourism has driven the development of all-inclusive resorts, which offer guests a range of services and amenities in one package. The study suggested that all-inclusive resorts are popular among leisure tourists due to their convenience and the perceived value for money

Concept of Leisure Tourism

The concept of leisure tourism is described as the time an individual voluntarily creates within the framework of his/her daily, weekly, monthly or yearly activities; outside his/her usual business, domestic and other engagements, to enable him/her relax and do other things that bring pleasure to him/her (Wilmott, 2016). It is also a lifestyle is a situation whereby an individual engages in the set of activities that allow individuals to escape from the daily problems in their social lives and tiresome working life (Wilmott, 2016). Leisure tourism development could influence recreational behavior positively because it enables tourists to look for an alluring destination that has viable facilities to meet their needs and satisfaction during their visits (Shaw, Hoeber and Vong, 2019). Leisure tourism is defined as un-coerced, contextually framed activity engaged in during free time, which people want to do and, using their abilities and resources, actually do in either a satisfying systematic pursuit of an amateur, hobbyist, or volunteer activity sufficiently substantial, interesting, and fulfilling for



the participant to find a (leisure) career there acquiring and expressing a combination of its special skills, knowledge, and experience. The term was coined by Anugwom, and Okoroji, (2017) Examples include amateur musicians, athletes, scientists, and entertainers. Among the hobbyists are collectors and people who make things (e.g., quilts, furniture, pastries). Serious leisure volunteers are found, among other places, serving in hospitals, nonprofit organizations, museums, and zoos, broken into five (5) categories namely: serious leisure; is the systematic pursuit of an amateur, hobbyist, or volunteer core activity that is highly substantial, interesting, and fulfilling and where, in the typical case, participants find a career in acquiring and expressing a combination of its special skills, knowledge, and experience (Anugwom, & Okoroji, 2017).

Amateurs are found in art, science, sport, and entertainment, where they are inevitably linked, one way or another, with professional counterparts who coalesce, along with the public whom the two groups share, into a three-way system of relations and relationships.

Hobbyists are classified according to five categories: 1) collectors, 2) makers and tinkerers, 3) activity participants (in noncompetitive, rule-based, pursuits such as fishing and barbershop singing), 4) players of sports and games (in competitive, rule-based activities with no professional counterparts like long-distance running and competitive swimming) and 5) the enthusiasts of the liberal arts hobbies, which are primarily reading pursuits Tribe, (2017).

Volunteers, whether pursuing serious, casual, or project-based leisure, offer uncoerced help, either formally or informally, with no or, at most, token pay, for the benefit of both other people (beyond the volunteer's family) and the volunteer.

Occupational devotees are people who are inspired by "occupational devotion," by a strong, positive attachment to a form of self-enhancing work, where the sense of achievement is high and the core activity (set of tasks) is endowed with such intense appeal that the line between this work and leisure is virtually erased (Tribe, 2017).

This form of tourism offers tourist entertaining activities for relaxation, rest and enjoyment which are the experiential products of amusement park. For its entertaining activities Tribe, (2017) maintains that the amusement park is quite durable considering the rides it offers, its picnic areas and the occasional events and performances of various kinds. With the availability of amusing facilities, an amusement park remains an international favorite as rides are taking advantage of technological innovations to offer visitors thrilling experiences. In view of these innovations, Tribe, (2017) asserted that the visitors demand for amusement parks has been increasing rapidly in recent years, and as a result amusement parks have had their impact on leisure tourism in the UK. The increase in demand for leisure recreation activities to a large extent brought about the explosion of amusement parks in many nations of the globe (Tribe, 2017).

Leisure tourism play an important role in social wellbeing by providing people with a sense of identity, personal autonomy and is a crucial components of a balanced and healthy lifestyle. It's a time when people can do what they want away from work and their commitment (Hall, 2020). It is also an act selected by the individual during his or her leisure time to meet their personal needs, wants or desires primarily for his/ her own satisfaction (Hall, 2020). According to (Hall, 2020), there are many examples of leisure tourism, as it encompasses many activities and destinations. Some examples of leisure tourism include:



1. Beach tourism – visiting coastal destinations for sun, sand, and water activities.
2. Adventure tourism – engaging in activities such as hiking, skiing, and whitewater rafting in natural environments.
3. Cultural tourism – visiting destinations to learn about the local culture, history, and customs.
4. Health and wellness tourism – traveling to destinations that offer specialized programs and services to improve physical, mental, and emotional well-being.
5. Ecotourism – visiting natural environments to observe and learn about the local flora and fauna while minimizing environmental impact.
6. Rural tourism – visiting rural destinations to experience rural life and engage in farming, fishing, and hunting activities.
7. Wine tourism is visiting destinations known for their wine production and touring vineyards and wineries.
8. Sports tourism – traveling to participate in or observe events such as marathons, golf tournaments, and soccer matches.
9. Food tourism – traveling to destinations to experience local cuisine and food traditions.
10. Educational tourism is traveling to destinations to learn about specific subjects, such as art, history, or language.

Overview of Hospitality Industry

The word 'hospitality' itself has emerged from the Latin word 'hospes', which means 'visitor', 'guest', or 'stranger', and this is a good starting point when creating a working hospitality definition Latin definition for hospes, hospitis (2014). Essentially, hospitality is the reception of visitors, guests, or strangers and it refers to the provision of hosting services Latin definition for hospes,

hospitis (2014). It describes a positive relationship between the host, acting with goodwill, and the guest, who most commonly seeks food, shelter, safety, and/or entertainment (Discover hospitality, 2015). According to Discover hospitality, (2015) three types of hospitality can be identified:

- i. Private hospitality provide by individuals toward individuals in a private setting such as the home or guest house.
- ii. Accommodations for travelers provided by noncommercial organizations, primarily religious and governmental institutions, in the social interest.
- iii. Commercial hospitality provide meals, beverages, lodging and entertainment provided to travelers and guests for profit.

Discover, (2015) Hospitality is about extending a welcome to a visitor and providing them with some form of comfort and can be described as the section of the service industry concerned with guests' reception and the provision of pleasant guest experiences and in a broad category, includes the provision of temporary guest accommodation, as well as the provision of food and drink services (Zhang, Fu, Zhan, & Song, 2017). However, beyond this, the hospitality industry also includes events, attractions and tourism agencies, which means that hotels, bed and breakfasts, restaurants, bars, nightclubs, cafes, cruises, tour operators, catering businesses and travel agents can all be described as part of the hospitality industry (Tribe, 2017). The hospitality industry is a broad category of fields within the service industry that offer products and services to people for recreation and well-being (Modo, 2018).



The hospitality industry includes businesses such as hotels, bars, restaurants, event planning, theme parks, travel agency, tourism and the main goal of the hospitality industry is to provide service and customer satisfaction and hotels or 'lodging and boarding' is only a part of the vast gamut of services offered under the umbrella term 'hospitality' (Modo, 2018). The service offerings in hospitality industry can be segmented as follows:

1. Lodging and boarding – right from five-star and boutique hotels to home sharing and student hostels; this segment provides the tourists with the place to stay
2. Food and Beverages, this segment also occupies a lion's share of revenues in 'hospitality industry, it covers fast food joints, fine dining restaurants, and even street food, vendors
3. Transport – Under this segment come luxury liners, airlines, luxury coaches for tourists, and other allied transport services. Any type of feature the destination has, including places, venues or activities which lure tourists, can be classified as attractions (Tribe, 2017).

According to Modo, (2018) the aims of attractions are to:

- i. Attract visitors, including locals and tourists, and manage them accordingly;
- ii. Provide pleasurable and enjoyable experiences for visitors to spend their leisure time;
- iii. Develop an attraction which is inviting and for the enjoyment of visitors; and provide facilities and services to meet and cater to the needs of visitors.

Sharpley, and Telfer, (2015) pose that attractions are the main motivators for travel; if not for attractions luring tourists to

destinations, there would be little need for any other tourism services such as accommodation and transportation. Ancillary services in tourism are services that are provided to tourists to increase their comfort ability and enjoy ability of the travel experience. (Mathieson, & Wall, (2016) state that ancillary services are the foremost destination attributes that significantly influence destination image and revisit intentions of tourists. Ancillary services include all the services provided to the tourist that do not usually form part of the original product, eg provision of leisure tourism facilities in the hospitality industry, such ancillary services can be classified as the augmented part of the tourism service (Mathieson, & Wall, 2016). The purpose of leisure tourism is to provide individuals with opportunities for relaxation, entertainment, personal enrichment and encompasses various activities and destinations, from beaches to educational tourism (Uysal, Perdue, & Sirgy, (2017). Hospitality is full of indoor and outdoor recreation that consists of bars, nightclubs, theaters, stadiums, museums, zoos, and other attractions often act as special event venues and tourist attractions, helping to drive a destination's economy (Uysal, Perdue, & Sirgy, (2017). Whether providing a memorable meal or a relaxing day at the spa, the true purpose of hospitality is to ensure that the customer has an enjoyable experience in whatever they do (Uysal, Perdue, & Sirgy, 2017).

Development of hospitality industry through leisure tourism in Nigeria

The word hospitality predates the use of the word tourism, and first appeared in the 14th century and the name is derived from the Latin hospes, which encompasses the words guest, host, and foreigner (Latin definition for hospes, hospitis 2014). The word tourist appeared in print much later, in 1772 Page, and Connell, (2015) suggests that the word tour comes from Greek and



Latin words for circle and turn, and that tourism and tourist represent the activities of circling away from home, and then returning (Discover Hospitality, 2015). Hospitality is “the business of helping people to feel welcome and relaxed and to enjoy themselves” and simply the hospitality industry is the combination of accommodation and food and beverage groupings, collectively making up the largest segment of the industry (Weaver, and Lawton, 2014).

According to García, and García, (2016) the growth of the hospitality industry as significantly dependent on the tourism industry and that tourism is the major driver of growth leisure. Discover Hospitality (2015) has uncovered that the most momentous factors affecting development issues of hospitality and tourism are strategies for growth and crisis management. Leisure tourism are highly social activities, which help to generate positive emotions and build social relationships and the positive roles of leisure tourism activities in improving quality of life have been confirmed by many scholars (Weaver, and Lawton, 2014). Tourism behavior and experience play important roles in affecting the overall quality of life in the tourism industry and how high involvement of leisure activities contributes to people’s quality of life in the leisure industry (Uysal, Perdue, and Sirgy, 2017). Leisure and tourism activities are social activities that are highly connected with the people’s intimate relationships family and neighborhood relationships. In many developing countries of the world where people work every day just to survive, the concept of leisure tourism time is not always well understood nor is it a priority and many activities that are considered recreational in high-income countries are considered a means of livelihood in low-income countries, e.g. fishing and handicrafts Abosag, Yen, and

Baabdullah, (2015). A component of tourism and hospitality is recreation and leisure Abosag, Yen, and Baabdullah, (2015). Resorts are areas where people go on vacation and participate in recreational activities and are popular vacation spots that have been upgraded to boost tourist satisfaction (Bazley, Tan, & Theodoulou, (2018). There are numerous resorts throughout the world that provide a variety of tourist experiences they also differ in terms of nature, size, and amenities (Bazley, Tan, & Theodoulou, 2018). Recreation is described as the practice of leisure activities in one’s spare time, and can encompass a wide range of activities such as golfing, sport fishing, and rock climbing whale watching, bird watching, or self-propelled travel like hiking (Banerjee, & Voninski, 2017) and the natural environment has an impact on resort tourism experiences, either directly or indirectly (Aouani, & Khlil, 2020)

According to, (Banerjee, & Voninski, 2017) nature-based tourism includes pursuits like whale watching, bird watching, or self-propelled travel like hiking (Banerjee, & Voninski, 2017). It is a form of outdoor leisure that entails pursuits that occur in an environment that is more naturally occurring than one that has been intensively constructed or maintained, such as a playing field or golf course (Ashamu, & Ogbeide, (2018). Adventure tourism is defined as “a journey that contains at least two of the following three elements: physical activity, natural environment, and cultural immersion” by the United Nations World Tourism Organization (UNWTO) (2015). The number of tourists who visit accessible recreational amenities such as resorts, attractions, drinking spots, restaurants, and hotels in most host towns has been recognized as a means of overcoming barriers to community development (UNWTO) 2015). In recent years, Nigeria



has recorded an increase in the establishment of purpose-built attractions as result of the influence of technological advancement and one of such attractions is the amusement park recreational centre which was designed to provide entertaining activities to visitors. The entertaining activities offered by an amusement park, according to the Anugwom, & Okoroji, (2017) are one of the component elements of a tourism destination which appeal to tourists/visitors of all ages children, teens and adult. Considering its appeal, it has become a favorite means of mass entertainment in Nigeria since its inception in the 1980s. The explosion of the amusement parks in the country has expanded the tourism industry and created a new marketing niche in tourism leisure (Ashamu, & Ogbeide, (2018)

This form of tourism offers tourist entertaining activities for relaxation, rest and enjoyment which are the experiential products of amusement park. For its entertaining activities (Adebola, & Salami, 2016) maintains that the amusement park is quite durable considering the rides it offers, its picnic areas and the occasional events and performances of various kinds. With the availability of amusing facilities, an amusement park remains an international favorites as rides are taking advantage of technological innovations to offer visitors thrilling experiences. In view of these innovations, Hall, (2015) asserted that the visitors demand for amusement parks has been increasing rapidly in recent years, and as a result amusement parks have had their impact on leisure tourism in the UK. The increase in demand for leisure activities to a large extent brought about the explosion of amusement parks in many nations of the globe (Hall, 2015).

The proliferation of amusement parks is of great benefit to leisure tourism promotion Hall, (2015). In Nigeria, these parks, both

government and privately owned, are dotted all over the states especially in Abuja and are offering a wide variety of entertainment (Adebola, & Salami, (2016). However, the investment in amusement parks does not only provide entertainment opportunities but also enhances the tourism image of the country and consequently, increases tourist expenditure (Adebola, & Salami, 2016). As Hall, (2020) rightly observed, the development of these attractions are a means to exploit the opportunity of rising visitor spending ability. Therefore, having seen the benefits that accrue to the economy of many Western nations from amusement parks; many Nigerians are investing in the industry, this is to provide equivalent entertaining centres that would promote domestic tourism by establishing unique attractions for family leisure and vacation (Adegoke, 2020). Buttressing this view, Adegoke, (2020) asserted that the whole idea behind the creation of Hi-Impact Planet, a private owned amusement park and resort in 2015 was to make available to Nigerians what many often rush to see and experience in Europe and America. As a result of this, in the last few years the amusement park has gradually evolved in Nigeria as one of the major purpose-built attractions for leisure tourism (Adegoke, 2020).

Conclusion

Tourism industry is highly fragmented with a number of sectors and sub-sectors serving the need of visitors and visitors interact with a number of service providers. To draw a conclusion, hospitality industry is a business sector, consisting of such types of services that are based on the principles of hospitality, characterized by generosity and friendliness toward visitors and

Hospitality is made up of 2 (two) distinct services, which are the provision of



overnight accommodation for people staying away from home and the provision of sustenance for people eating away from home. Hospitality is viewed as providing a 'home away from home' for people to enjoy. Hospitality doesn't only mean a place that serves as accommodation, but also offers various leisure recreational experiences to its clientele.

These experiences may include rock shows, performances by renowned artists, various events, resorts and spas at exotic locations, theme parks and sporting activities etc.

Recommendations

The recommends that:

1. Leisure tourism attraction should be promoted with hotel characteristics using unique sceneries.
2. Product diversifications should be closely linked to tourist attraction or customer equity.
3. Brand performance should be moderated by franchising brands in tourism, and brand perceptions enhance hotel attraction variations in the ridge.
4. There is need to manager tourist promotion sites for tourist attraction in the ridge
5. There are many types of leisure tourism, all of them share a common goal of providing individuals with a break from their daily routines and an opportunity to have fun and create memorable experiences.

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