

# Social and Cultural Impact of Tourism

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**Abstract:-** The tourism sector offers job opportunities and serves as a source of information for the general public. This study examined social and cultural effects of tourism in the Basantapur area. Interviews with respondents and key informants were part of the research technique. According to the study, the Basantapur area has seen both beneficial and detrimental effects on the social and cultural facets of the local population's lives. Within the research region, dietary habits have evolved, with a greater emphasis on Western lifestyle influences these days. Local customs are fighting to survive. Growing numbers of visitors have also led to a sharp rise in the smuggling of various valued commodities, drug addiction, abuse, and prostitution, as well as pollution, ecological dominance, and cultural exploitation.

**Keywords:-** Tourism, Social, Cultural, Positive Impact, Negative Impact.

## I. INTRODUCTION

The way of life of people can be significantly impacted by tourism. There may be both favorable and unfavorable effects. The residents Basantapur would profit from the favorable effect. Positive effects could, for instance, improve their standard of living, career prospects, status, and ability to create wealth, market expansion, and mobility. However, the adverse effects could make people's lives worse. A person's social and cultural standing could be ruined. For instance, if their neighborhood is contaminated or has a high concentration of smugglers. Thus, this section aims to discuss the effects that the tourism industry has had, both good and bad.

In Nepal, one of the sectors with the fastest growth is tourism. It's been accurately described as a service sector. Anything that is offered to a tourist and engaging to tourist in tourism activities is considered a service. The tourism industry's history demonstrates the wide range of reasons people have taken trips. The largest industry in the world is thought to be the tourist sector. The term "tourism" refers to a wide range of activities, such as travel agencies, hotels, airlines, and tour operators that involve large numbers of people traveling across national or international borders. In general, there are four primary features of tourism: Perishable ability, intangibility, inseparability, and variability.

Another major source of income of Nepal is tourism. Being one of the biggest industries, tourism contributes significantly to foreign exchange earnings, as was previously discussed. Tourism is another form of employment that has helped many people, both skilled and unskilled. Tourists from

abroad and those from within the country should both visit Nepal. The primary attractions for tourists are the plants and animals, rivers, lakes, snow-capped mountains, historical sites, and religions.

A society's shared beliefs, values, attitudes, customs, and behavioral patterns that are carried down from one generation to the next are referred to as its culture. Nepal is a linguistically, ethnically, spiritually, and geographically diverse country, home to 59 different ethnic groups and caste groups in terms of religion, language, culture, and geography. In Nepal, there are many different rules, values, and customs followed. The primary medium of communication between people and cultures is language. Nepal is a cosmopolitan, multilingual, and multiethnic nation. It is also said of Nepal that it is the garden of all ethnic groups and castes.

Participating in cultural events while away from home is referred to as cultural tourism. This covers history, multicultural and ethnic events, visual arts, performing arts, and certain attractions. Tours to locations with a rich cultural heritage are associated with cultural tourism. Among the major destinations for cultural tourism are Kathmandu, Bhaktapur, Patan, Bouddha, Pashupati, Swayambhu, etc.

Nepal, the world's youngest republic, is a landlocked nation in South Asia formally known as the Federal Democratic Republic of Nepal. The People's Republic of China borders it to the north, and the Republic of India borders it to the south, east, and west. Nepal is the 41st most populous country in the world, with an area of 147181 square kilometers and a population of over 28 million, making it the 93rd largest country by land mass worldwide.

The capital of the country is Kathmandu. Nepal is a nation rich in varied cultures, religions, and topography. Maybe no other nation, a truly diverse globe itself, can claim such extreme diversity all inside such a little territory. Eight of the world's fourteen highest mountains, including Mount Everest, are found in the rugged north. The three physiographic regions of Nepal are typically referred to as the Terai, Hill, and Mountain Regions. The majestic hills in the middle are carved by the melted white water of the Himalayan Glaciers, which also brighten the high Himalayas. The resulting fertile southern plains are subsequently fed, enhancing the diversity of plant and wildlife. Though the majority of people in the country are Hindus, there is also a significant Buddhist tradition, and for ages the perfect union of Buddhism and Hinduism has been nurtured here. Other religions like Islam, Christianity, and the prehistoric Bonpo faith exist (Ghimire, 2012).

For generations, Hindus and Buddhists have coexisted peacefully in Nepal, the sacred land of Gautam Buddha and Lord Pashupatinath. Pashupatinath Temple is one of the four most revered holy sites in the world for followers of Shiva and the scariest Hindu shrine in Nepal. Because Lumbini, in the southern plains of Nepal, is the birthplace of Lord Buddha, the light of Asia, Buddhists also consider Nepal to be a sacred place of pilgrimage. The first place to visit before embarking on a spiritual journey to four extremely important Buddhist pilgrimage sites is Lumbini. Nepal's history is vibrant and ever-changing.

In rural parts of Nepal, people still engage in shamanism and old rites. Devotees can be found in plenty in temples, shrines, monuments, and monasteries, where they play drums, chant hymns, burn butter lamps, and chime temple bells. Nepal is a genuinely remarkable country, the only one where the goddess "Kumari" is still alive. As one of the most exotic adventure locations, Nepal is well-known for offering a variety of activities like trekking, tours, rafting, jungle safaris, and expeditions. You can experience these things as you wish, but what you will experience is a heavenly discovery and a veritable paradise on earth. One can bask in the lushness of nature at this enchanted place. A walk over the hills can provide an opportunity to witness the diversity of cultures that are still preserved, but a half-day flight to another part of the world would require more travel time. For those interested in culture, trekking, and mountaineering, Nepal is the "Land of Paradise". One way to describe Nepal would be to say that it is a mosaic of culture, tradition, adventure, and it's perpetually happy people snuggled beneath the majestic Himalayas, adorned with unusual flora and animals (Bajracharya, 2012).

Additionally, especially during the busiest times of the year, tourism may drive up the cost of goods and services in the area (Vanhove, 2005). Due to adverse economic effects, the local populace is compelled to bear the increased costs. In instance, rising real estate costs are driving out the local people from established areas; this is a phenomenon known as tourism-driven gentrification (Cocola-Gant, 2018).

The negative aspect Crowding-out effects account for the majority of the economic effects of events on tourism in general and sporting events in particular (Schwark, 2016). When private consumption falls relative to the staging of events, there are usually financial repercussions. These are known as crowding-out effects. When it comes to tourism, these can be frequent travelers who decide not to go to the location because of an event going on, or locals who decide to leave the area to avoid the event. Furthermore, the host region may incur financial costs as a result of large public spending on infrastructure and public services (such as coordination, safety, and communication) (Schwark, 2016).

The economic or monetary magnitude of tourism activities must be calculated using demand-side consumption patterns, which is why national accounts do not take specific tourism sectors into account (Hara, 2008). Nonetheless, a wide range of goods and services that are also in demand by the local and regional populace, who are not tourists, are also consumed by them. Due to this, measuring the economic effects of tourism is more difficult than just examining balance sheets for industry sectors that are included in national accounts (Dwyer, 2013).

#### ➤ *Objectives*

The study's goals are to ascertain how tourism affects Basantapur area society and culture. Similarly, the primary goal of the study is to investigate how tourism affects the way of life of the local population.

## II. METHODOLOGY

The study depends on both primary and secondary data. Primary data were collected from interview schedules and observation and secondary data were collected from published books, other relevant literature, and earlier researches were used to prepare this study.

The Basantapur area was considered a universe. Purposive sampling method was used to select 40 respondents as the sample. Because the respondents' employments are so diverse, the researcher utilized purposeful sampling to ensure that every respondent who is connected to the tourism business was represented. Information was gathered through interviews and key informants interview.

## III. RESULTS AND DISCUSSION

#### ➤ *General Characteristics of the Respondents*

This section mainly discuss about the information on the respondents. Since the features of each individual reflect their background, the specific information provided by the respondents is important. The respondents' understanding of the social and cultural impact of tourism is ascertained by examining their demographic behavior, which includes age, caste/ethnicity, and occupation status.

#### • *Age and Sex of the Respondents*

In order to conduct research, the researcher has made an effort to interact with a wide range of individuals across sex, occupation, and age groups. People at all levels have been impacted by tourism. To get the data needed for the study, 40 respondents who were older than 16 were gathered. Table 1 displays the participation of individuals in the tourist industry by age and gender.

Table 1 Respondents by Age and Sex Group

Age	Male		Female		Total
	Number	Percentage	Number	Percentage	
16-25	1	2.5	1	2.5	2
26-35	9	22.5	4	10	13
36-45	11	27.5	2	5	13
46-55	7	17.5	1	2.5	8
56 & above	3	7.5	1	2.5	4
Total	31	77.5	9	22.5	40

(Source: Field Survey, (2024))

The majority of young people involved in the tourism industry are between the ages of 26 to 45. Naturally, it's possible that people in this age range are active and vivacious when it comes to earning a living. Similar to how some adults like begging, some teenagers enjoy giving tours to tourists. In addition, women are perceived as being less involved in the tourism industry than men. As per the above figure, 77.5 percent of men work in the tourism sector, whereas just 22.5 percent of women do activities related to tourism.

- *Caste/Ethnicity of the Respondents*

As everyone knows, Nepal is home to a diverse range of castes and ethnic groups. During the research process, the respondents' caste and ethnicity were also important considerations. Throughout the research process, several castes and ethnic groupings have been discovered. To determine the current caste or ethnicity situation in the specific research location, data gathering on these topics is necessary.

Table 2 Distribution of Respondents by Ethnic Composition

Caste/ Ethnic Group	No. of Respondents	Percentage
Brahmin/ Chhetri	13	32.5
Newar	16	40
Tamang	6	15
Other *	5	12.5
Total	40	100

(Source: Field Survey, 2024)

According to the above table, Newars make up the majority of the involved group's households (40%) while other groups make up the least (12.5%). The Rai, Limbu, Sherpa, and Magar are among the other caste group. As we can see, 32.5 percent of the population in this area consists of Brahmin and Chhetri people. In this area, the Tamang caste has also grown, accounting for 15% of the population among 40 respondents.

- *Occupational Status*

Even still, the majority of the population in the district consists of businesspeople, government employees, farmers, and other professionals in the central region. The tourism industry has grown to be the area's main source of employment. Additionally, company owners who own a variety of retail stores rely solely on tourists. They came from a farming background as well, but they now consider tourism to be their primary career. Tourism has also had an impact on school-age and college-bound kids. They quit their studies, however, because they work in tourism and make good money doing so.

Table 3 Occupational Statuses of Respondents

Occupation	No. of respondents	Percentage
Handicraft	14	35
Wood Carving	2	5
Small coffee/ Bakery shop	3	7.5
Restaurant/ Hotel	10	25
Service (Govt./ Private)	2	5
Small Business *	5	12.5
Others **	4	10
Total	40	100

(Source: Field Survey, 2024)

It was discovered that people's occupations had changed as tourism increased. The majority of individuals work in industries related to tourism. Prior to tourism, people created handicrafts, pots, and images of God for their own use. People were also engaged in agriculture. However, following the

tourism industry, they began producing these items for commercial use.

They now no longer work in agriculture and instead focus mostly on tourism-related businesses. For business

purposes, several responders have relocated from other locations. In addition to working in cottage industries, restaurants, and hotels, they also do other jobs.

Similarly, anyone walking through the town will notice the large number of street vendors chasing after visitors in an attempt to persuade them to purchase their wares. Handicrafts, items made of clay and brass, and Thanka paintings are the main things that make up a significant portion of trade.

There are also amenities for communication, dining, shopping, cybercafé, and pashminas accessible. On the one hand, handicrafts promote travel and on the other, they distribute the traditional items across the globe.

- *Social Impacts*

The host societies are greatly impacted by tourism in a social perspective. Both international amity, peace, and understanding can come from tourism, as well as from it destroying and corrupting indigenous cultures, destroying the

environment, and attacking people's privacy, dignity, and authenticity. Developing pleasant attitudes toward one another and learning about one another's cultures and customs are some potential benefits of tourism. Some good effects of tourism include lowering unfavorable impressions, appreciating, comprehending, respecting, and tolerating one another's cultures; raising the self-esteem of both hosts and visitors; and enhancing psychological happiness with contact.

The enhancement of social infrastructure like as libraries, schools, health care facilities, internet cafés, and so on is made possible by tourism, which benefits the local community. Furthermore, if local culture serves as the primary draw for tourists to the area, it aids in the preservation of customs and handicrafts that were in danger of disappearing. Tourism has an impact on all kinds of ecosystems, from the littoral areas devastated by concrete walls to the mountains where ski resorts are located or where thousands of hikers descend upon the Alps. Today, golf courses are among the most popular tourist destination, which has a significant impact because of the extensive use of pesticides and water consumption.

Table 4 Social Impacts of Tourism

Social Impacts	No. of Respondents	Percentage
Yes	25	62.5
No	15	37.5
Total	40	100

(Source: Field Survey, 2024)

Socially, people think that tourism has a big impact on communities, particularly in urban areas. Travel can foster peace, harmony, and understanding between nations. Developing positive attitudes toward one another, lowering negative perceptions and stereotypes, friendships, learning about one another's cultures and customs, pride, appreciation, understanding, respect, and tolerance for one another's cultures are just a few of the positive social effects of tourism. The major objective of tourism and the community is mutual appreciation and understanding, which can be achieved through social contacts between tourists and locals.

The negative social effects that tourism has on the community may even outweigh the benefits of turning the hosting town into a ghost town. Negative effects might be viewed as a threat to people's privacy, dignity, and authenticity, as well as a destroyer and corruptor of indigenous traditions and ecological degradation. Additionally, it's believed that crime may be the most damaging tourist trend overall. It can ruin the reputation of a place. Within the research field, the social impact of tourism can also be examined. Because of the economic uplift and increased awareness among people, the state of health and education is also improving. Compared to before visitors started to come here, people are now more aware of their health and hygiene.

The local government plays a significant role in keeping the surrounding area clean. The people's knowledge led to the installation of both public restrooms and toilets within every home. Additionally, it has reduced the previously existing

disparity between boys' and girls' educational level. Based on records from the municipality, almost 100% of the children are enrolled in school. Owing to increased public awareness, women are now working in the tourism industry. Similarly, when they have various diseases, individuals visit hospitals, clinics, and health posts. In the same way, travelers expect mineral water, cold beverages, packaged meals, and continental fare.

Additionally, hosts are attracted to these things as well. For this reason, we can observe that a large number of industries have been formed in Nepal to meet public demand. The local population benefits greatly from the employment opportunities these businesses provide. Thus, it is reasonable to predict that these industries will grow as tourism develops. The respondents from the Basantapur area claim that other industries, like as the media, advertising, and education, are just as important in bringing about social change as tourism. However, given that the location is a popular tourist destination, it might be argued that tourism has increased public awareness.

- *Cultural Impacts*

The subset of tourism that is focused on a nation or region's culture, particularly its arts, is known as cultural tourism. Urban travel that takes advantage of cultural attractions like theaters and museums is referred to as cultural tourism. This is especially true of historic or major cities. It can also refer to rural tourism that showcases the customs, values, and way of life of indigenous cultural communities, such as festivals and rituals. Everyone agrees that cultural



tourists spend a lot more money than regular tourists. Additionally, this type of travel is getting more and more well-liked globally.

The migration of people to cultural sites away from their usual places of residence with the goal of gathering new knowledge and experiences to meet their cultural requirements is known as "cultural tourism." Living cultural zones are one kind of destination for cultural tourism. There are benefits and drawbacks to tourism for an indigenous community that has remained mostly isolated from the surrounding majority. Positive aspects include the distinctive cultural practices and artistic creations that pique visitors' interest and present chances for travel and economic growth. The problem of managing tourism to prevent the destruction of these same cultural assets and the violation of people's rights is one of its negative aspects. Other locations include country clubs and theme parks, historical sites, present cities, island or coastal ecosystems, and interior natural areas.

A few examples of positive changes in one's quality of life include rising personal incomes, raising living standards for those who work in the industry more directly, supporting a variety of dining establishments and other forms of cultural entertainment, influencing the selection of goods available in many local shops that would not be there as much if tourism didn't exist to support them, frequently improving park areas, introducing street furniture and design standards, paying more attention to environmental quality overall, creating new opportunities, etc. On the other hand, unfavorable alterations in living standards could include local stores overcharging, minor theft from vehicles and lodging, more severe physical attack, etc.

Cultures may change as a result of tourism. A resource's successful development may have a number of unfavorable effects. Overdevelopment, assimilation, warfare, and artificial reconstruction are a few of these. A culture's ability to survive may be enhanced by tourism, but it may also be undermined or diluted by it. The goal is to increase tourism in the area in order to generate revenue and foster appreciation for regional customs and culture. The demand for local goods increases the motivation for local enterprises and crafts as well as the artistic talent of the populace, all of which contribute to tourism's cultural role. Because tourists are interested in them, folklore, traditional ceremonies, art, and industry are all being revitalized.

One of the most powerful platforms for promoting cultural revival anywhere in the globe is tourism. The locals in this area have also become more aware of the essence of their culture as a result of tourism. The first stage of cultural regeneration is the restoration of temples, monuments, and other culturally significant buildings. In addition, there have been modifications to eating and clothing patterns. The older people in the neighborhood are accustomed to wearing traditional clothing, therefore they are not aware of the change in style. However, alterations in language and behavior are discernible. Instead of wearing traditional garments like Daura-Surwal, the younger person wore modern clothing like shirts, paint, half paint, suits and frocks,

kurta-surwal, lehenga chholi, etc. Traditional crafts including creating clay pots, carving wood, creating metal idols, painting garments, and paper crafts, among others, are still flourishing as important cottage industries related to tourism.

It has brought about both beneficial and negative changes in people's attitudes and behaviors, such as hawking, thieving, and begging. The most notable shift noted throughout the field study was the young people's abandonment of their ancient traditional songs and music in favor of contemporary Western pop songs and music. However, as was once shown in the area during a field survey, the elder have continued to perform and sing their traditional music and melodies. The observable shifts in cultural perceptions.

In terms of the food that individuals consume, foreign cuisine such as sandwiches, pizza, burgers, momo, chowmein, coffee, cold beverages, and mineral water are becoming more and more popular. The region of the Himalayas and mountains, where finding raw materials for food products is extremely difficult and transportation is quite challenging. However, we may also locate international culinary items in these areas. We can sample meals from other countries that are represented in Nepal in this manner. Everybody can see the changes in dietary patterns in the research area as well. Before the advent of tourism, the residents of the Basantapur area would only eat Newari and other Nepali food, but because there are now a lot of restaurants and hotels in the area, eating habits have also changed. Similarly, the national clothing of Nepal is the Daura-Surwal-Dhaka Topi for men and the Gunyo-Cholo for women. However, the younger generation adopted modern clothing instead of our traditional attire, such as shirts, half-painted walls, suits, Kurta surwal, lehengas, and so on, due to the influence of foreign tourists.

The Basantapur area is a street of beautiful arts, as is well known. This place offers a variety of handicrafts, such as wooden masks and images of God crafted from brass, metal, and silver, along with various paper paintings. Prior to the rise of tourism, many artistic endeavors were created for personal use, such as interior design or religious devotion. However, these artworks and artifacts were made for commercial purposes when tourism developed. They switch to making handicrafts as their primary job in this way, leaving behind their previous employment.

English is considered a universal language. People are now motivated to study English because they believe it will benefit them in all facets of their lives. We can plainly observe that the people living in the research region are Newar. Prior to the introduction of tourism, the locals spoke Newari, specifically, but today the majority of those working in tourism-related industries speak English. As we move more into the city, we can observe that even the illiterate speak English. In this sense, the language of the locals has also altered as a result of tourism.

The culture and traditions of the host communities also have an impact on the visitors, who in turn have an impact on

the host communities' culture and traditions. Though tourists are also impacted by Nepali culture, western culture has a strong influence on Nepalese society, particularly in urban areas. The tourists who are dressed in traditional Nepali attire, such as Gunyo-Cholo, Daura-Surwal, Dhaka Topi, Chura, Pote, and Nepali Khukuri, are also demonstrating an interest in learning the language. Exchange of cultures is known as acculturation. Such exchanges of cultures contribute to the

global dissemination of a given society's or nation's culture. As a result, travel is the primary means of cultural interchange. Therefore, it may be said that tourism helps to alter a society's culture. Since everything has both positive and negative effects, surveyors attempted to compare the effects of tourism's expansion before and after it began. They identified the following significant changes.

Table 5 Impact on Social and Cultural Aspects

S.N.	Impacts	Before	After	No. of Respondents	%	Conclusion
1	Food Habit	Traditional	Westernized	27	67.5	Positive Impact
2	Dress Pattern	Traditional	Westernized	35	87.5	Negative Impact
3	Abuse/ Prostitute	Normal	Highly Increased	30	75	Negative Impact
4	Social Life	Harmony	Disturbed	25	62.5	Negative Impact
5	Alcoholism	Normal	Highly Increased	23	57.5	Negative Impact
6	Security Threat	Minimum	Maximum	25	62.5	Negative Impact

(Source: Field Survey, 2024)

The aforementioned table illustrates how negatively tourism generally affects social and cultural aspects. The most unsettling facts are the variations in clothing styles. The impact, in the opinion of the respondents, is bad. In a similar vein, there has been a significant increase in social unrest, prostitution, abuse, and security threats in the research area. Although eating habits have become more westernized, respondents believe this has had a good effect.

#### IV. CONCLUSION

The study reveals a growing tendency of tourists coming to the Basantapur Area from all over the world. In addition to bringing cash, tourists also bring a distinct and noticeable way of life with them. Their manner of dressing, eating, and celebrating feast and festivals have both beneficial and bad effects. Socially, tourism has many positive effects, such as fostering positive attitudes toward one another, lowering prejudices and stereotypes, forming friendships, learning about one another's cultures and customs, and fostering a sense of pride, appreciation, tolerance, understanding, and respect for one another's cultures. In the same way, the detrimental effects might be seen as an assault on people's privacy, dignity, and authenticity, as well as a destroyer and corruptor of indigenous traditions.

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