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Role of Foreign Tourist Arrivals (FTAs) from Bangladesh in Indian Tourism Development: A Segment-wise Analysis

Rajaul Karim^A

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Abstract

Bangladesh being a neighboring country of India plays a crucial role in bringing millions of tourists every year. Bangladesh is the largest tourist generating market for India in which the India-Bangladesh relation is a key factor for this foreign tourist arrivals (FTAs) and tourism development. The main objective of this paper is to find out the trend of Bangladeshi foreign tourist arrivals in India from 2018 to 2025 with respect to observed values of foreign tourist arrivals during previous years, analysis of segment-wise growth rate of Bangladeshi tourist arrivals according to purpose of travel and to make some policy prescriptions. The research is based on secondary data by applying descriptive statistics considering the published reports of the Indian Government from the Ministry of Tourism. The findings of the present research paper show that the trend and growth rate of FTAs are rising steadily as well as the importance of Bangladeshi tourist arrivals in developing certain tourism segments of India that are lacking behind and have some potential for further expansion. Proper attention to these segments is expected to make a positive contribution towards tourism development in particular and economic development in general of India.

Keywords: Foreign Tourist Arrivals (FTAs), Bangladeshi Tourist, Tourism Potentiality, Indian Tourism Development.

Introduction

Tourism is one of the major contributors to the economy of a country especially for the developing countries like India where making a positive change in the economy is not an easy task. Balaguer and Cantavella-Jorda (2002) revealed in their analysis considering the case of Spain that relationship between economic growth and tourism exists in long run. It is also stated in their study that tourism led growth hypothesis has been supported with arguments. Witt and Turner (2002) has expected high growth rates in the coming years by forecasting inbound tourism from the source markets of China but there can be variations depending on different markets. Hyun

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Kim, Chen and Shawn Jang (2006) showed the reciprocal relation between tourism and economic development considering the case of Taiwan. The World Travel and Tourism Council (WTTC) Economic Impact India Report (2018) clearly states that the contribution of travel and tourism in India has a positive rising trend in its forecast in terms of GDP, Employment, Visitor Exports and Investment. The Annual Report (2017-2018) of the Ministry of Tourism, Government of India has made an overview that tourism has the capacity to create employment of diverse kind as well as plays a crucial role in achieving sustainable growth. International tourist arrival in India has been an important factor for employment generation and foreign exchange earnings. Bangladesh being very close and sharing the longest border with India has been a major source of tourist arrivals for India with 2156557 numbers of arrivals in 2017, having a share of around 21.49 percent out of total 10.04 million tourist arrivals in 2017. Bangladesh has also become India's largest tourist generating market holding the top position among top 15 source markets followed by United States, United Kingdom, Canada, Australia, Malaysia, Sri Lanka, Russian Federation, Germany, France, China, Japan, Singapore, Nepal, Afghanistan as per India Tourism Statistics (2018). It is mainly the International tourist arrival in a country that determines its economic development in regard to travel perspective, as more the foreign tourist arrival the more the contribution directly and indirectly to the economy. In fact Indian tourism industry has gone to new height in recent times. It is the 7th largest Tourism economy in terms of GDP according to WTTC. Both tourist arrival as well as revenue earned thereof are showing a steep hike in Indian tourism industry. As per WTTC (2018) Travel & Tourism Economic Impact Report of India, the total contribution of this sector in 2017 was INR 15,239.6bn (USD 234.0bn) which is 9.4% of GDP and is expected to rise by 9.9 % in 2028. The industry generated about 8.0% of total employment (41,622,500) jobs in 2017 and is expected to rise by 8.4% in 2028. In 2017 visitors export contributed about INR 1,777.1bn (USD 27.3bn), 5.8% of total exports and is expected to grow 5.1% in 2028. As a whole, investment in Travel & Tourism in 2017 was INR 2,706.1 billion, 6.3% of total investment and is expected to grow 6.1% of total investment in 2028. It is worth saying after looking the various reports that tourism industry has immense potentiality in creating an impact on GDP, employment, investment and visitors' exports but all these potentialities is observed when there is a rising growth as well as stable tourist inflow in a destination. Without tourist inflow in a destination the travel industry and other allied service industries related to tourism is useless. But the fact of quality and high spending tourists cannot be overlooked. It is the foreign tourists that contributes to foreign exchange earnings and has high spending capacity. Earnings from Foreign Exchange (FEEs) in 2017 accounted for INR 177874 core with a percentage change of 15.4% over previous year as per data provided on Open Government Data (OGD, 2018) Platform, Government of India.

This study was conducted to identify the role of Bangladeshi tourists' arrival in the growth process of Indian tourism. Further their segment-wise contribution in terms of arrival to understand the stability of inbound tourists for various purposes which may favorably affect the tourism of India, has also been considered.

Need for the Study

Bangladesh being the top source market for India since 2016 plays a crucial role in developing the Indian tourism industry in particular and Indian economy in general. The tourist arrivals directly and indirectly affects employment generation, hotel room occupancies, foreign exchange earnings, usages of different mode of transport facilities and medical facilities. Tourists from Bang-

ladesh form a large chunk of total tourists to India. During 2017, the percentage share of tourists from Bangladesh was around 21.49% out of total foreign tourist arrivals. Needless to say that this high percentage share of tourists plays a vital role in Indian economy. Data from a study conducted by Indian Institute of Tourism and Travel Management (IITTM) and submitted to Ministry of Tourism, Government of India regarding “Study on Visit of Nationals of Bangladesh to India” (2018) also show that these tourists spend an average of 21223 BDT which is equivalent to INR 16978 per tourist, which is a considerable amount of expenditure on Indian goods and services. This might have a favorable impact on the economic growth of India.

Tourists from Bangladesh mainly come to Kolkata or use it as transit point. However, a part of them goes to different pilgrimage destinations like Ajmer, Mumbai and Delhi etc. Another part goes to places in southern India like Bangalore, Hyderabad, Chennai and Vellore etc for medical purposes. So, such arrival of tourists must have some impact on the Indian economy as a whole. However, it may be admitted that the most important impact will be on the economy of West Bengal as a sizeable part of Bangladeshi tourist visits Kolkata in particular for treatment purpose as well as for the purpose of leisure or holiday in Eastern India. Thus the number of tourist arrivals from Bangladesh is an important factor for Indian Tourism having all India as well as regional impacts.

Literature Review

Foreign tourist arrivals play a vital role for the economic development of a country and it is such a kind of import which makes the economy of a country strong. Aliqah and Al-rfou (2010) highlighted in their study the impact of tourism sector on the economy of Jordan. They also found that the tourism sector is responsible for a significant growth in tourist arrivals along with infrastructural development, legislation, institutional framework and revenue generation. Du, Lew and Ng (2014) in their study showed that international tourism and growth have a significant association when standard income factors were not taken into account. Rout, Mishra and Pradhan (2016) pointed out the role of the Government in tourism development through trend analysis on Indian perspective. Ekanayake and Long (2012) investigated the relationship between tourism development and economic growth using Granger causality test considering annual data. The result of their study suggested that in developing countries government should focus on economic policies in favour of tourism for economic growth. Cárdenas-García, Sánchez-Rivero and Pulido-Fernández (2013) examined in their study regarding relationship of tourism activity and economic growth by using structural equation modeling (SEM). The result of their study indicated that the relationship occurs more on the developed countries but throws a question about the least developed countries and developing countries. Sinclair (1998) has made an extensive survey of literature regarding tourism and economic development, and argued the problem of the use of environmental recourses which stem the failure in the market considering the methods for increasing, sustainably and the return. As per a recent study on Visit of National of Bangladesh to India (2019) people from Bangladesh are traveling extensively especially in the South Asian regions like India, Thailand, Malaysia and Singapore. The reason behind this travel trend is due to rising per capita income, best medical facilities in the neighboring countries as well as the role of budget carriers operating in Bangladesh. The percentage of FTAs from Bangladesh has increased at an increasing rate with a share of 10.92% out of total tourist arrival from Bangladesh in 2014. Since then it has increased to 14.13%, 15.68% and 21.49% in 2015, 2016, and 2017 respectively. Ohlan (2017) has shown in his study that

inbound tourism contributes for the economic growth of India in both long-run and short-run. In the context of policy recommendations he suggested the policy-makers for encouragement of inbound tourism considering the investment goals made by the Government of India in the tourism industry for long-run economic growth. Bulgan, Maden and Yildirim (2019) made an empirical study on the effects of tourism sector on economic growth of Turkey and found a positive relationship between the variables studied upon. They found that an increase in income through tourism also contributes to per capita income and shows significant impact on Turkish economy. They highlighted the importance to support this sector due to its positive effect on macro variables. Lee and Chang (2007) applied a new type of heterogeneous panel co integration technique to investigate the long-run relation between tourism development and economic growth of OECD as well as non-OECD countries. Results indicated that development of tourism has more impact in non-OECD countries as compared to OECD countries in regard to GDP and considering the variable tourism receipts, the greater impact is in Sub-Saharan African countries. In the long-run the panel causality test showed unidirectional relation between tourism development and economic development in OECD countries as compared to non-OECD countries which showed bidirectional relationships but in Asia with a weak relationship. Cortes-Jimenez and Pulina (2010) made an empirical investigation on the tourism sector of Spanish and Italian economies. Their study is demand based using integration, co integration and multivariate Granger causality tests which showed the important role of incoming tourists for both the countries' economy. Zuruba, Ionescu and Constantina (2015) discussed the correlation between sustainable development and tourism as well as ways to measure tourism development. In their study they made a comparison taking three emergent markets from European Union with Romania. The results revealed that most of the developed economies consider tourism as a primary industry for the growth of the economy.

Methodology

Research Type

Quantitative Research Methodology has been applied for the study as the analysis is purely based on secondary data. This research study has three sections. The first section deals with the estimation and forecast of trend values of Bangladeshi FTAs to India in order to understand the growing trend. The second section deals with the analysis of growth rate of FTAs according to purpose of travel. The third section deals with the interpretation of the results based on the analysis.

Data Source

The data for the research is collected from secondary sources which include seventeen years of data. Basically India Tourism Statistics and Annual Reports data are taken for the research obtained from the publications of Ministry of Tourism, Government of India. Besides, data regarding tourism are also obtained from Open Government Data (OGD) Platform, Ministry of Statistics & Programme Implementation; Government of India websites as well as various Journals related to the study. Data for some years regarding categories of Bangladeshi foreign tourist arrivals were missing from the published government reports so those areas are not considered for the study.

Representation of Data

Both Linear and Non-Linear Trend Lines are plotted in time series data against the observed values of Foreign Tourist Arrivals (FTAs) for the estimation and analysis. Data regarding purpose of visit used to be collected earlier through disembarkation cards since 2009. But from 2014 this system of recording data was discontinued and FTAs according to Visa Type was taken into consideration instead of FTAs according to purpose of visit, both of which are very similar. The purpose of visit from the year 2009 to 2014 mainly were – Business, Leisure/Holidays, Medical, Indian Diaspora/VFR and Others but from 2014 to 2017 onwards according to Visa type are – Tourist Visa, Overseas Citizen of India (OCI), Business Visa, Medical Visa, Student Visa and Others. Among them five (5) purposes of visit as variables are considered for the research. They are - Business, Leisure/Holidays, Medical, Indian Diaspora/Visiting Friends & Relatives (VFR) and others.

Interpretation of Data

Statistical Package for Social Science (SPSS) version 25 is used for the analysis and interpretation. The statistical tools used for the study are Mean, Standard Deviation, Coefficient of Variation and R². Application of the coefficient of determination, R² is done to determine the degree of association between dependent and independent variables.

Results

Foreign Tourist Arrivals (FTAs) from Bangladesh to India

The foreign tourist arrivals from Bangladesh in numbers has been shown in the Table.1 and plotted in Figure.1 in order to understand the actual scenario of the trend.

Table 1. *Bangladeshi Tourists Arrival (2001-2017)*

Year	FTAs (Numbers)
2001	431312
2002	435867
2003	454611
2004	477446
2005	456371
2006	484401
2007	480240
2008	541884

Year	FTAs (Numbers)
2009	468899
2010	431962
2011	463543
2012	487397
2013	524923
2014	942562
2015	1133879
2016	1380409
2017	2156557

The column chart Figure.1 represents that FTAs from Bangladesh since 2001 has been rising steadily and that is why Trend Values need to be found out to determine the future prediction. The Trend values of eight years is being found out from 2018 to 2025 by applying Least Square Method (OLS) to understand whether the trend is rising or falling.

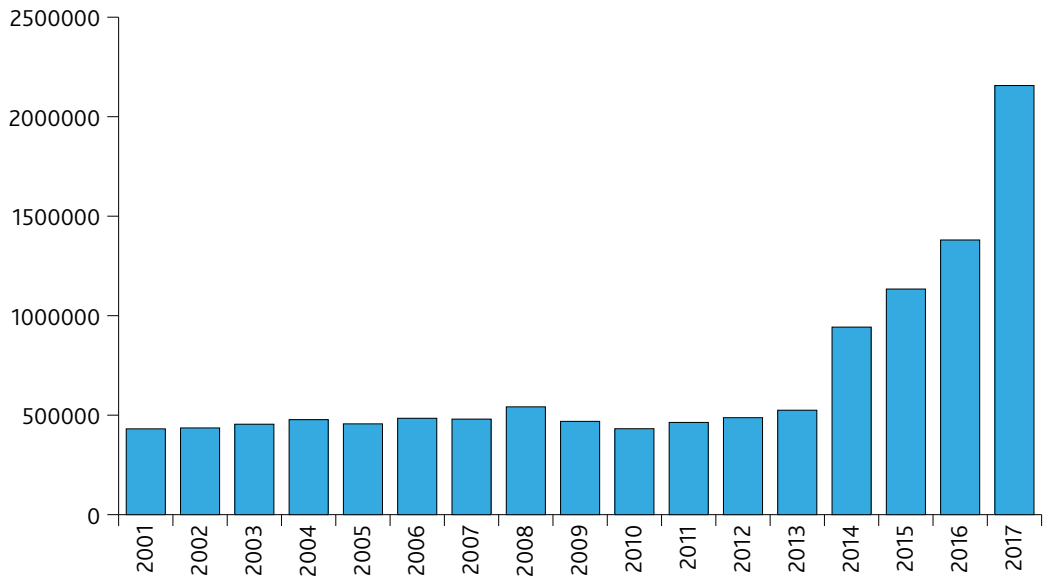


Figure 1. FTAs in India from Bangladesh (2001-2017)

Source: India Tourism Statistics, Ministry of Tourism, Govt. of India

Trend Line (Linear) on FTAs from Bangladesh- Finding the Trend Value of Foreign Tourist Arrivals from Bangladesh by Applying Least Square Method

Let the equation of Trend Line be $(y = a + bt)$, where 'a' and 'b' are two parameters. The values of a and b can be determined with the help of two normal equations:

$$\sum y = na + b \sum t \quad [1]$$

$$\sum y = a \sum t + b \sum t^2 \quad [2]$$

(n = number of years)

Using the data from Table.8, $a = 691309.58$ and $b = 66065.74$ are obtained. Now putting the values of 'a' and 'b' in Trend Equation:

$$y = a + bt \quad [3]$$

$$= 691309.58 + 66065.74t = 162783.66 \quad (2001)$$

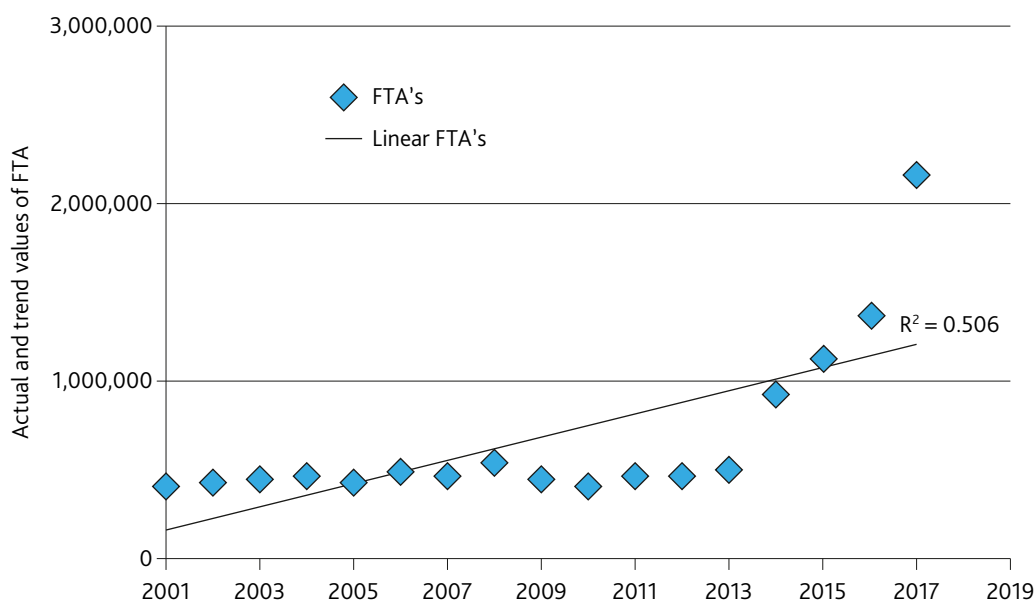
For the year 2001, $y = 162783.66$. The trend values for the years 2001-2017 have been calculated and shown in Table.2.

Table 2. Linear Trend Values (2001-2017)

Year	Trend Value
2001	162783.66
2002	228849.40
2003	294915.14
2004	360980.88
2005	427046.62
2006	493112.36
2007	559178.10
2008	625243.84

Year	Trend Value
2009	691309.58
2010	757375.32
2011	823441.06
2012	889506.80
2013	955572.54
2014	1021638.28
2015	1087704.02
2016	1153769.77
2017	1219835.51

(Base Year= 2009); Source: Author's Own Calculation

**Figure 2.** Diagram Showing Linear Trend Lines on FTAs from Bangladesh (2001-2017)

From the above Trend line graph Figure 2 it is found that the trend values from 2001 to 2017 are rising every year touching a value of **1219835.51** in 2017. The value is quite good and shows the rising trend of foreign tourists from Bangladesh to India in the coming years which may contribute to the development of Indian economy. However the estimation has some major limitations. The limitations are – the value of linear correlation in this case is $R^2 = 0.506$, which shows only a moderate correlation between year and trend values of tourists and the observed data in Figure 1 shows that the values of FTAs till 2011 are on the average constant but after that the values of FTAs have steadily increased and that is why a Linear Trend Line doesn't represent to the observed data of FTAs in Figure 2. Hence, a quadratic equation (Eq.7) is a better fit in the data, rather than a liner equation (Eq.3).

Non-Linear (Quadratic) Trend Line on FTAs from Bangladesh- Finding the Trend Value of Foreign Tourist Arrivals from Bangladesh by Applying Quadratic Equation

Let the equation of Trend Line be ($y = a + bt + ct^2$), where 'a', 'b' and 'c' are the three parameters. The values of a , b and c can be determined with the help of three normal equations:

$$\sum y = na + b \sum t + c \sum t^2 \quad [4]$$

$$\sum yt = a \sum t + b \sum t^2 + c \sum t^3 \quad [5]$$

$$\sum t^2 y = a \sum t^2 + b \sum t^3 + c \sum t^4 \quad [6]$$

(n= number of years)

Using the data from Table 9, $a = 398899.34$, $b = 66065.74$ and $c = 12183.76$ are obtained.

Now putting the values of 'a', 'b' and 'c' in Trend Equation:

$$y = a + bt + ct^2 \quad [7]$$

$$= 398899.34 + 66065.74t + 12183.76 t^2 = 650134.06 \quad (2001)$$

For the year 2001, the trend value is, $y = 650134.06$. The trend values for the years 2001-2025 are calculated taking the estimated quadratic equation and have been presented them in Table 3.

Table 3. Non-Linear Trend Values (2001-2025)

Years	Trend value
2001	650134.06
2002	533443.40
2003	441120.26
2004	373164.64
2005	329576.54
2006	310355.96
2007	315502.90
2008	345017.36
2009	398899.34
2010	477148.84
2011	579765.86
2012	706750.40

Years	Trend value
2013	858102.46
2014	1033822.04
2015	1233909.14
2016	1458363.76
2017	1707185.90
2018	1980375.56
2019	2277932.74
2020	2599857.44
2021	2946149.66
2022	3316809.40
2023	3711836.66
2024	4131231.44
2025	4574993.74

(Base Year= 2009); Source: Author's Own Calculation

These estimated values are plotted in terms of a line diagram in Figure 3. The curve has also been plotted using the estimated quadratic equation.

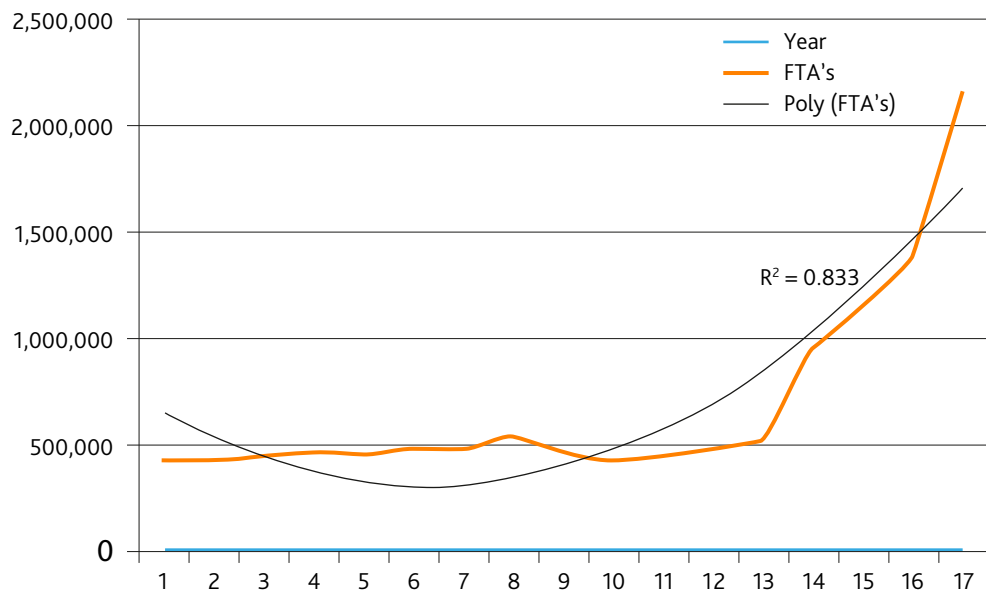


Figure 3. Line Diagram and Non-Linear Quadratic Equation Function Showing Estimated Values of FTAs during (2001-2017)

The value of non-linear correlation in this case, Figure 3 is $R^2 = 0.833$, which shows a high degree of correlation between year and trend values of tourists than the linear trend line in Figure 2.

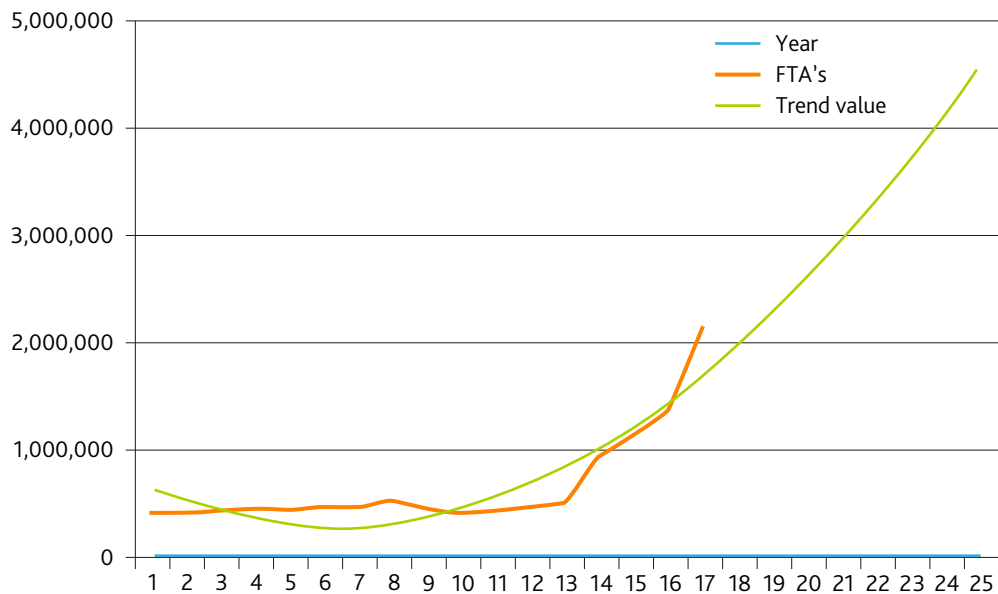


Figure 4. Figure Showing Expected Trend Values of FTAs during (2018-2025)

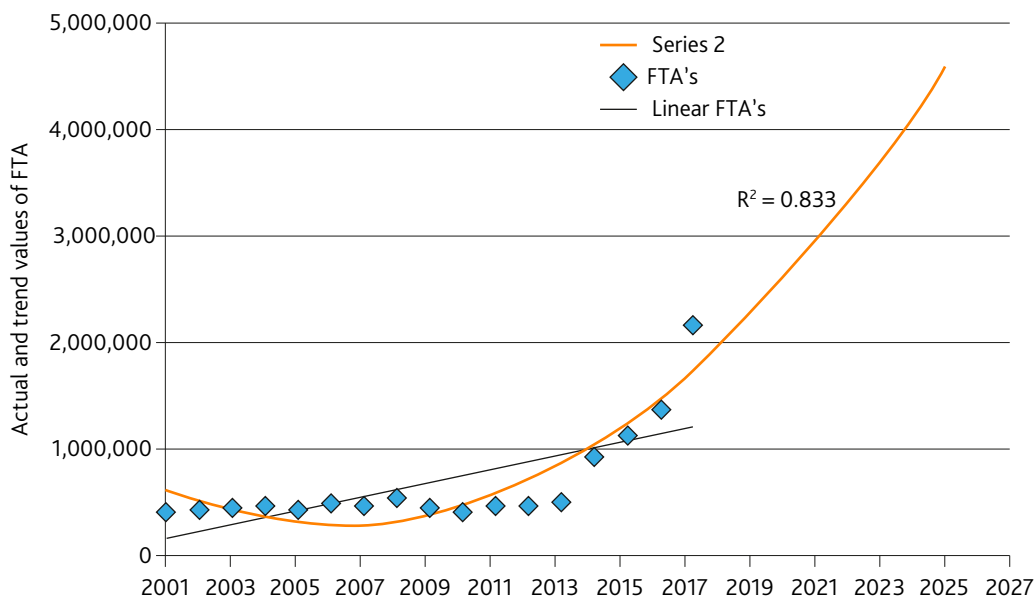


Figure 5. Figure Showing a Comparison between Linear and Non-Linear (Quadratic) Trend Lines on FTAs from (2001-2025)

The diagram above showing the comparison of linear and non-linear trend lines Figure 5 clearly demonstrates the fact that a non-linear trend line (Series 2) through quadratic equation is a better fit & giving us better results as compared to liner trend line (*Linear FTAs*) for trend and predicted values for the future years. The future trend values from 2018 to 2025 are showing a rising trend which is plotted in the diagram Figure 4 and the value of $R^2 = 0.833$ in non- linear trend line Figure 3 has a high correlation compared to linear trend line Figure 2. Given that $R^2 = ESS/TSS$, where ESS is the explained sum of squares and TSS is the total sum of squares, the quite high value of R^2 (0.833) indicates that there is a close relation between the observed values and the predicted values.

This rising trend has a possibility of positive effect on the Indian economy through tourism in the future years but the economic development through tourism is based on segment wise contribution of inflow of foreign tourists from Bangladesh. Broadly these segments are mainly classified into five as per Ministry of Tourism, Government of India (*Business, Leisure, Medical, Indian Diaspora/VFR and Others*). The decomposition of FTAs according to purpose needs to be shown to find out which segment has the highest and which segment has the lowest growth rates. The results of the decomposition may show us the way to suggest certain policy prescriptions for development of those segments which are lacking in growth rate in future years.

Growth Rate of different Categories of FTAs from Bangladesh

In this section the growth rates of foreign tourist arrivals from Bangladesh to India on the basis of their purpose of visit has been examined. The data for the period from 2010 to 2017, as collected from the published India Tourism Statistics Reports, Market Research Division, Ministry of Tourism, Government of India have been taken. The main problem in this exercise is the non-availability of some data corresponding to various categories of foreign tourists.

Table 4. Bangladeshi Tourists of Different Categories (2010-2017)

Year	Total FTAs from Bangladesh (Numbers)	Business/ Business Visa (%)	Leisure/ Holiday/ Tourist Visa (%)	Medical/ Medical Visa (%)	Indian Diaspora/ VFR (%)	Others (%)
2010	431962	5.4	11.4	8.3	19.4	55.4
2011	463543	4.4	25.4	7.5	23.8	39.0
2012	487397	6.3	38.4	7.7	27.6	20.0
2013	524923	5.5	25.5	6.8	27.5	33.9
2014	942562	3.6	88.0	7.1	N.A*	0.7
2015	1133879	N.A*	N.A*	N.A*	N.A*	N.A*
2016	1380409	6.27	78.58	13.14	1.03	0.98
2017	2156557	4.66	83.70	10.28	0.67	0.66

(VFR: Visiting Friends & Relatives); (*N.A: Not Available)

Source: India Tourism Statistics Reports, Ministry of Tourism, Govt. of India

Data regarding Foreign Tourist Arrivals (FTAs) is converted into actual numbers from corresponding percentages. Then the growth rate of tourists of different categories immediately after the relevant category has been calculated.

Table 5. Growth Rate of Bangladeshi Tourists of Different Categories (2010-2017)

Year	Business	Business Growth Rate	Leisure/ Holiday	Leisure/ Holiday Growth Rate
2010	23325.948	---	49243.668	---
2011	20395.892	-12.56135871	117739.922	139.0965718
2012	30706.011	50.5499784	187160.448	58.96090707
2013	28870.765	-5.976829748	133855.365	-28.48095501
2014	33932.232	17.53146132	829454.56	519.6647852
2015	N.A*	N.A*	N.A*	N.A*
2016	86551.644	155.0720633	1084725.392	30.77574644
2017	100495.556	16.11051068	1805038.209	66.40508482

(*N.A: Not Available); Source: Author's own Calculation

The table continued...

Year	Medical	Medical Growth Rate	Indian Diaspora/VFR	Indian Diaspora/VFR Growth Rate	Others	Others Growth Rate
2010	35852.846	---	83800.628	---	239306.948	---
2011	34765.725	-3.032174907	110323.234	31.64965064	180781.77	-24.45611316
2012	37529.569	7.949910436	134521.572	21.93403613	97479.4	-46.07896582
2013	35694.764	-4.888958357	144353.825	7.309053005	177948.897	82.55025882
2014	66921.902	87.48380575	N.A*	N.A*	6597.934	-96.29223102
2015	N.A*	N.A*	N.A*	N.A*	N.A*	N.A*
2016	181385.742	171.0409256	14218.212	-90.15044271	13528.0082	105.0340031
2017	221694.059	22.22242852	14448.931	1.622701846	14233.2762	5.213391281

(*N.A: Not Available); Source: Author's own Calculation

To have a quick look or to get some gross idea regarding the growth rate, the mean growth rate of tourists of each category has been calculated. Table 6 shows the mean growth rate and the values are plotted in Figure 6.

Table 6. Purpose-wise Mean Growth Rate (2010-2017)

Variables	Mean Growth Rate
Business	36.78763755
Leisure/Holiday	131.0703567
Medical	46.7959895
Indian Diaspora/VFR	-5.527000217
Others	4.328390529

Source: Author's own Calculation

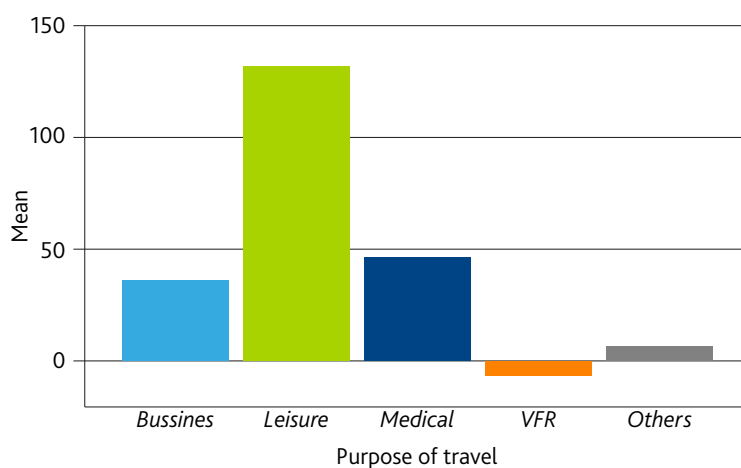


Figure 6. Growth Rates According to Purpose (2010-2017)

Using the data from Table 5, the mean, standard deviation and coefficient of variation are calculated in Table 7.

Table 7. Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation	C.V
Business	7	20395.89	100495.56	46325.4355	32802.66996	0.708091993
Leisure	7	49243.67	1805038.21	601031.0806	666252.25209	1.108515472
Medical	7	34765.73	221694.06	87692.0869	79451.17668	0.906024472
VFR	6	14218.21	144353.83	83611.0673	57608.86586	0.689010053
Others	7	6597.93	239306.95	104268.0333	96128.62351	0.92193763
Valid N (list wise)	6					

(Note: C.V: Coefficient of Variation); Source: Author's own Calculation

Discussion

The diagrams Figure 6 and Table 6 show that the mean growth rate of tourist arrival for Leisure/Holiday form of Tourism is highest followed by Medical, Business, Others and Indian Diaspora/VFR. There is a disparity between the growth rate and the coefficient of variation in the data. Although Figure.6 shows that the mean growth rate of tourist arrival for the purpose of Leisure/Holiday form of Tourism is highest but it has also the highest Coefficient of variation (**1.108515472**). It indicates that this segment has high growth rate but is also highly unstable. Tourist arrival for the purpose of Indian Diaspora/VFR has the lowest Coefficient of variation i.e., (**0.689010053**) with high stability and rigidity in this segment of tourism but with negative growth rate Figure.6, followed by Business Tourism (**0.708091993**), Medical Tourism (**0.906024472**), Other forms of Tourism (**0.92193763**) and Leisure/Holiday form of Tourism (**1.108515472**). The highest Coefficient of variation is found in Leisure/Holiday form of Tourism i.e., (**1.108515472**) which reflects that this segment is highly unstable followed by Other forms of Tourism with the 2nd highest in Coefficient of variation with the value (**0.92193763**).

Conclusion

From the above analysis it can be stated that *Leisure/Holiday form of Tourism segment* has the highest fluctuation followed by *Other forms of Tourism segment* and *Medical form of Tourism Segment*. *Indian Diaspora/VFR* is stable as compared to other three segments but has negative growth rate and so it is lacking in growth.

As these four segments are lacking behind it can be stated that these segments need to be looked after to increase the percentage share as well as to make these segments stable enough so that it may create economic benefits. Certain policy prescriptions may be made in this respect to remove the instability. The Government of India may – (1) Look after the immigration and Visa formalities like extension of E-Visa facilities to Bangladesh as has been granted to other 169 countries. (2) More humane approach towards visa extension and minor violations of rules, without compromising with national security. (3) Visa for the purpose of Medical tourism needs to be more convenient to avoid long queues and pressure of documentation. (4) Liberal approach in respect of Visa to genuine Bangladeshi businessmen especially for the investors. (5) Special consideration in respect of immigration and Visa formalities to Bangladeshi students.

As the tourist inflow in a particular destination is an important factor for tourism and economic development of that country, determining the growth according to segment is also important to trace the lacking so that other countries may follow some of these country specific policies in order to boost their tourism industry.

This research paper has certain limitations and it can act as a reference for future research. Firstly, data regarding revenue generation or tourism receipt by Bangladeshi tourists visiting India in particular are not available. Secondly, the present study is related to segment wise analysis of growth rate and stability considering the variables- Business, Leisure/Holiday, Medical, Indian Diaspora/VFR and Other forms of tourism. But indepth research is necessary to understand the growth rate and stability of revenue generation in these variables in particular which may give us a clear picture of whether there is an economic development through the arrival of Bangladeshi tourists to India or not.

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Appendix

Table 8. Calculations to Find the Values of Parameters

Years (x)	FTAs (y)	t = x-c/d	yt	t ²
2001	431312	-8	-3450496	64
2002	435867	-7	-3051069	49
2003	454611	-6	-2727666	36
2004	477446	-5	-2387230	25
2005	456371	-4	-1825484	16
2006	484401	-3	-1453203	9
2007	480240	-2	-960480	4
2008	541884	-1	-541884	1
C= 2009	468899	0	0	0
2010	431962	1	431962	1
2011	463543	2	927086	4
2012	487397	3	1462191	9
2013	524923	4	2099692	16
2014	942562	5	4712810	25
2015	1133879	6	6803274	36
2016	1380409	7	9662863	49
2017	2156557	8	17252456	64
Total	$\Sigma y = 11752263$	$\Sigma t = 0$	$\Sigma yt = 26954822$	$\Sigma t^2 = 408$

(C= Change of origin i.e., 2009; d= Change of scale i.e., 1 yr); Source: Researchers Own Calculation

Putting the value of Σy , Σt , Σyt , Σt^2 from the above table:

$$\Sigma y = na + b\Sigma t$$

$$11752263 = 17a + b \times 0$$

$$17a = 11752263$$

$$a = 691309.5882$$

$$\Sigma yt = a\Sigma t + b\Sigma t^2$$

$$26954822 = a \times 0 + b \times 408$$

$$b = 26954822 / 408$$

$$b = 66065.7402$$

Table 9. Calculations to Find the Values of Parameters

Years (x)	FTAs (y)	t = x-c/d	yt	t ²	yt ²	t ³	t ⁴
2001	431312	-8	-3450496	64	27603968	-512	4096
2002	435867	-7	-3051069	49	21357483	-343	2401
2003	454611	-6	-2727666	36	16365996	-216	1296
2004	477446	-5	-2387230	25	11936150	-125	625
2005	456371	-4	-1825484	16	7301936	-64	256
2006	484401	-3	-1453203	9	4359609	-27	81
2007	480240	-2	-960480	4	1920960	-8	16
2008	541884	-1	-541884	1	541884	-1	1
C=2009	468899	0	0	0	0	0	0
2010	431962	1	431962	1	431962	1	1
2011	463543	2	927086	4	1854172	8	16
2012	487397	3	1462191	9	4386573	27	81
2013	524923	4	2099692	16	8398768	64	256
2014	942562	5	4712810	25	23564050	125	625
2015	1133879	6	6803274	36	40819644	216	1296
2016	1380409	7	9662863	49	67640041	343	2401
2017	2156557	8	17252456	64	138019648	512	4096
Total	$\Sigma y = 11752263$	$\Sigma t = 0$	$\Sigma yt = 26954822$	$\Sigma t^2 = 408$	$\Sigma yt^2 = 376502844$	$\Sigma t^3 = 0$	$\Sigma t^4 = 17544$

Source: Researchers Own Calculation

Putting the value of Σy , Σt , Σt^2 , Σt^3 , Σt^4 , Σyt , Σt^2y from the above table:

Now putting the value of 'a' and 'b' and 'c' in Trend Equation:

$$\Sigma y = na + b\Sigma t + c\Sigma t^2$$

$$398899.34 = a$$

$$\Sigma yt = a\Sigma t + b\Sigma t^2 + c\Sigma t^3$$

$$66065.74 = b$$

$$\Sigma t^2y = a\Sigma t^2 + b\Sigma t^3 + c\Sigma t^4$$

$$12183.76 = c$$

An Overview of the Tourism Economic Effect in the European Union Member States

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Abstract

Tourism has a notable role in the economies of many countries, and particularly in the countries of the European Union, which are still one of the world's most recognized and visited tourist destinations. The paper aims to analyze the impact of the tourism industry on the economy of the European Union. In this context, the paper is based on research and literature review, in particular, statistics data of Eurostat and the World Travel and Tourism Council. The results achieved by the tourism industry are reflected through certain economic indicators: GDP, employment rate, income, the balance of payments, turnover and consumption. The research area is one of the most visited tourist destinations in the world, which generates significant tourist turnover and justifies the status of an extremely important determinant of economic development. The well managed tourism industry complements other economic activities and increases the income of each EU Member State, and the tourism industry has direct and indirect, positive and negative economic effects.

Keywords: *Tourism industry, tourist destination, economic effects, European Union.*

Introduction

Tourism, as a social and economic phenomenon, economic activity, is most directly exposed to constant and vigorous changes throughout the world. During the development, tourism simultaneously offered new forms of travel, arrangements, new destinations, and created a need for innovative forms of organizing, new resources and strategies. In addition to dynamism, another dominant feature is a mass phenomenon. Tourism is present as an occurrence in all countries but is different in its scope and effects. Petrović et al. (2016) state that tourism is an economic activity that covers the travels with no business character. Many economic activities are involved in the process of meeting the needs of tourists. Therefore, tourism is undoubtedly a significant segment of a country's economic development (Petrović et al., 2018). Besides, tourism is a fast-growing services sector in emerging countries (Faber, Gaubert, 2019; Roudi et al.,

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2019). The tourist market and tourist traffic are categories that are changing and constantly evolving and therefore, have taken on unprecedented proportions (Čerović, 2002, p. 21).

Tourism plays a vital role in the economies of many countries, and especially in the countries of the European Union, which is still one of the world's most famous tourist destinations. For a large number of European Union member states, tourism is a significant driver of the national economy. It provides economic development of countries and regions, but it also contributes to their social, cultural development and general well-being. One of the most important functions of tourism is that it, directly and indirectly, influences GDP growth. The tourism sector has significantly grown in recent decades. In this regard, the tourism industry has become one of the essential tools for achieving sustainable economic growth in most countries. The tourism sector is not only a significant contributor to the increase of GDP, but it also plays a vital role in terms of providing employment opportunities, reducing poverty, increasing of the income distribution, generating additional demand for goods and services, providing additional tax revenues and foreign exchange reserves for the governments (Taizeng et al., 2019).

Europe is the number one tourist destination in the world with a market share of 50% in 2016 (World Tourism Organization, 2017). The tourism industry generated (directly and indirectly) 10.2% of total GDP in the European Union, with a projection to grow to 11.2% of GDP by 2027 (Internet 1).

Tourism plays a significant role in the economy of the European Union. According to the European Commission, it is the third-largest socio-economic activity in the Union (after trade and distribution, as well as the construction industry) and has an overall positive impact on economic growth and employment rate. Tourism also contributes to the development of the European region and, if it is sustainable, helps to preserve and improve cultural and natural heritage (European Parliamentary Research Service, 2015, p. 5). The European Union covers 40% of international tourist arrivals and 31% of international tourism income (World Tourism Organization, 2018, p. 17). According to the statistics from 2016, the population of the European Union was estimated to be 509 million inhabitants, accounting for 7% of the world's population. The territory is after China (1.4 billion) and India (1.3 billion) the third most populous in the world (World Tourism Organization, 2018, p. 12).

It can be said that there are no specific methods and techniques of research in tourism (or tourism research) as an economic activity, but rather, general research methods and techniques are used. Research in tourism accepts the above classifications, but they also have certain specificities, since the tourism industry itself is specific. Considering that the development aspects of tourism are reflected through consumption and that tourism is essentially an economy, general tourism research uses economic analysis methods to explain and understand social and economic phenomena in tourism (Vujović, 2019, p. 4).

Most European countries have a well-established system of statistics to track tourism demand in terms of domestic and outbound travel, tourist accommodation and costs. The research in this paper presents an analysis of data for the period from 2010 to 2019 collected by Eurostat and the World Travel and Tourism Council. Additionally, their publications for 2016 and 2017, which were published in 2018 and 2019 were also used.

The main aim of the paper is to analyze the impact of the tourism industry on the economy of the European Union. In this context, the paper is based on research and literature review, in particular, statistics data of Eurostat and the World Travel and Tourism Council.

The paper has, in addition to the introduction and conclusions, thematic sections that relate to economic indicators in the tourism industry in EU countries, then spending on tourism trips in EU countries, and the impact of tourism on GDP growth. The paper is intended for the interested professional and scientific public.

Tourism industry economic indicators in European Union countries

Tourism is classified as an important economic category. Tourism is an area of the economy which includes various industries and branches. The activities are aimed at providing services that enable tourists to meet their tourist needs, and on that basis, they are given a tourism sign, and together they constitute the tourism economy (Ilić et al., 2016, p. 201). Tourism is evolving, introducing new consumer needs and preferences. The quality of marketing activities significantly influences the branding of tourism organization services (Brzaković, Brzaković, 2018). The classical division into countries of tourist supply and tourist demand has been overcome longtime ago. Many tourist demand countries earn much more from tourism than tourist supply countries. Certain elements condition the orientation of tourist movements towards particular destinations. The uneven development of tourism in different regions of the world points to the exceptional importance of Europe (Vujović et al., 2012, p. 41). The economic analysis of the tourism industry in EU countries, according to Eurostat (data for 2016, published in 2019), takes into consideration four indicators. Those are:

1. Number of enterprises,
2. Number of employees,
3. Turnover and
4. Value added at factor cost - first at EU level and second at country level.

Tourism is of particular importance, primarily because of its impact on the country's pay balance and the multiplier effects of foreign tourists' consumption. Because it is a very significant source of foreign exchange, tourism is classified as favoured export branches (Cvijanović et al., 2017). Increase in tourist traffic and consumption of foreign and domestic tourists leads to the involvement of a large number of workers in the tourism industry. Moreover, the number of employees in non-business activities, which directly participate in meeting the needs of tourists, is also increasing (Njegovan, 2016, p. 47). In 2016, 10% of businesses in the European non-financial business economy belonged to the tourism industries. In those 2.4 million enterprises, 13.6 million people were employed. Enterprises from industries related to tourism accounted for 9.5% of persons employed in the non-financial business economy and 21.7% of persons employed in the services sector. The largest number of employees in the tourism industry among EU countries is in Germany (2,452,086), the United Kingdom (2,294,679), Italy (1,498,798) and Spain (1,435,465).

Table 1. Key economic indicators for the tourism industry and percentages, EU-28 for 2016

	Number of enterprises	Turnover (million EUR)	Value added at factor cost (million EUR)	Number of persons employed
Share of total tourism industry in total non-fiscal business economy (%)	10.0%	3.9%	5.8%	9.5%
Share of total tourism industry in total services (%)	19.9%	16.3%	14.0%	21.7%
Transport related total (%)	15.9%	26%	25.7%	16.1%
Accommodation (%)	13.2%	16.8%	20.9%	19.7%
Food and beverage (total) (%)	64.0%	33.6%	35.5%	58.7%
Car and other rental (total) (%)	2.3%	7.7%	9.9%	1.6%
Travel agency, tour operator reservation service and related activities (total) (%)	4.5%	15.9%	8.0%	3.8%

Source: [Internet 2](#)

Tourism is the largest generator of wealth and employment in the world. Tourism is an economic engine for developed and developing economies around the world (Rita, 2000, p. 434). Employment in the tourism industry in the field of transport is 16.1%. Most employees among EU members are in Germany (297,070), the United Kingdom (282,110) and Italy (178,802). Employees in the accommodation facilities account for 19.7% of the tourism industry. Most of them are employed in Germany (569,418) and the United Kingdom (447,436). The food sector, by the number of employees in the tourism industry, accounts for the highest share of 58.7%. The least employees are in car rental (1.6%) and travel agencies (3.8%) (Internet 3).

Revenues are the result of regular business operations of the company, and they are generated in the market by selling products and services. The income of the company primarily depends on demand, that is, the desire and ability of consumers to buy a certain amount of products and services. For an enterprise, demanded amount of products and services is the amount that an enterprise can offer and sell on the market and generate income. Revenue is an indicator of the efficiency of the company, but it is also a condition for its survival. Without revenue generation, a company are not able to survive in the market (Pokrajčić, 2008, p. 27). In tourism, the quality of the visitor experience depends not only on the attraction of the primary attractions (beaches or historical sites) but also on the quality and effectiveness of complementary businesses, such as hotels, restaurants, distributors and transport facilities (Mirčetić et al., 2019).

Data for 2016 show that 10% of enterprises in the non-financial business economy belong to the tourism industry, which generates 3.9% of tourist turnover, 5.8% of the additional value of the non-financial business economy, which employs 9.5% in the non-financial business economy. Tourism as an economic sector belongs to the service sector, and by the number of enterprises (2,444,841) in the sector, the tourism industry participates with 19.9%.

The transport industry is vital for the functioning of tourism, and 15.9% of transport companies are engaged in the tourism industry. Among EU Member States, the most transport companies is concentrated in France (60,604), Poland (46,194), Greece (36,311), Italy (30,311) and Germany (28,022)(Internet 4). In the tourism industry, 13.2% are companies dealing with tourist accommodation. Most companies in the accommodation sector are located in France (51,583), Italy (49,417) and Germany (44,221). Most businesses are engaged in the food sector (64.0%). Italy (269,955), Spain (267,049) and France (207,138) hold a leading position among EU member states.

Least enterprises (2.3%) in the tourism industry are engaged are in renting industry (cars and other vehicles). The EU member states with most car rental companies are France (12,091), United Kingdom (5,368), Germany (5,281), Spain (4,940) and Italy (4,802).

Travel agency and tour operators account for 4.5% of the overall travel industry. In this branch, Italy (16,800), Spain (12,932) and Germany (12,339) are in the leading position among EU member countries. When it comes to the total amount of enterprises in the tourism industry (2,444,841) among the EU Member States, the leading countries are Italy (371,285), France (340,345), Spain (314,399) and Germany (258,521). Of the total number of enterprises in the tourism industry, 52.5% of tourism enterprises are located in these countries.

Tourism traffic, as an indispensable component of tourism development, represents an indicator that determines the total number of tourists and the number of their overnight stays in an area, that is, synthetically and summary indicator of extent, dynamics and structure of tourist movements. In order to get a complete picture of tourist traffic in the selected area, tourist traffic is observed through movement and staying of tourists and through the utilization of existing tourist and catering capacities (Omerović, 2014, p. 174).

The total turnover of the tourism industry in the services sector is 16.3%. Transport related turnover of the tourism industry accounts for 26%, and almost half of which is achieved by air transport (12.4%). The most substantial turnover in the tourist industry is realized through the supply of tourists with food and beverages and amounts to 33.6%, followed by the turnover through accommodation capacities (16.8%), the tourist agencies and tour operators (15.9%), while the lowest turnover is through car rental (7.7%).

The most significant turnover in the EU Member States in the entire tourism industry was in the United Kingdom (229.118 million Euros), Germany (154.367 million Euros), France (140.251 million Euros), Italy (117.382 million Euros) and Spain (104.277 million Euros), (Internet 5).

The tourism industry is involved in creating added value in the services sector by 14.0%. In the tourism industry, the transport sector achieves an added value of 25.7%, accommodation 20.9%, car rental sector 9.9%, travel agencies and tour operators 8.0%, while the highest added value in the tourism industry is achieved by the food industry (food and drink), and its share is 35.5%.

Comparing the EU Member States in the tourism industry, the highest added value is achieved by the United Kingdom (97,532 million Euros), Germany (61,023 million Euros), France (53,287 million Euros), Italy (43,795 million Euros) and Spain (37,801 million Euros). Of all EU Member States, the United Kingdom generated the highest added value in the tourism industry in several sectors, transport (18,282 million Euros), lodging (15,830 million Euros), food and drink (34,796 million Euros) and car rentals (14,366 million Euros), travel agencies and tour operators (14,258 million Euros)(Internet 6).

The most important economic characteristic of activities related to the tourism sector is that they contribute to revenue, employment and profits. In this respect, the tourism sector can play an essential role as a driving force for economic development. The impact that the tourism industry can have at different stages of economic development depends on the specific characteristics of each tourist area. Given the complexity of tourism consumption, its economic impact is widely felt in other productive sectors and undoubtedly contributes to the achievement of goals for faster development.

Tourist trips expenditures in European Union member states

Eurostat data (Internet 7) shows that in 2017 EU residents spent 467 billion Euros on tourist travel and overnight stays, of which 44% are expenses in domestic tourism and 56% of costs in tourism that takes place outside borders of the residence country. In absolute terms, German (129 billion), French (82 billion) and British (61 billion) tourists spent the most. Their expenditures total about 59%, while they account for 50% of the total number of trips and 53% of the total nights spent.

Among EU member states, residents of France spend the most on domestic tourism (54 billion Euros). They are followed by residents from Germany (42 billion Euros), Spain (25 billion Euros) and the United Kingdom (23 billion Euros). Citizens of Germany spend most outside of their borders (87 billion Euros). Residents of the United Kingdom are the next in line (38 billion Euros), followed by citizens from France (28 billion Euros) and Holland (18 billion Euros) (Internet 8).

Average tourist spending of EU residents is 377 Euros per trip, of which domestic tourists spend 223 Euros, while tourists travelling abroad spend on average 812 Euros. The aver-

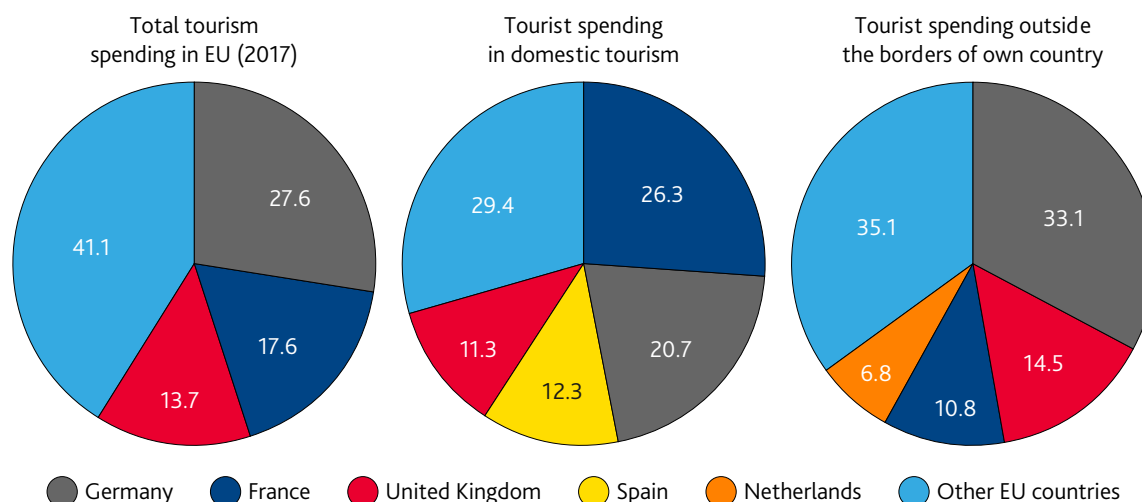


Figure 1. Total tourism spending, domestic tourists consumption and EU foreign tourists consumption in 2017 (consumption expressed in%)

Source: Author processing based on [Internet 7](#)

age spending per tourist per night is 75 Euros, where domestic tourists spend an average of 58 Euros and tourists travelling abroad spend approximately 97 Euros.

Of the total cost of tourist trips (domestic and foreign tourists), the most is spent by the citizens of Luxembourg (769 Euros), followed by Austrians (641 Euros), Maltese (633 Euros), Danes (618 Euros) and Cypriots (600 Euros). Domestic tourists' expenditure per trip is the highest among Austrians (371 Euros), Danes (351 Euros) and Italians (331 Euros). The most significant average expenditures per trip outside their home country are made by the Danes (EUR 1,279), the Cypriots (EUR 1,059) and the French (EUR 1,000).

In 2017, EU residents made 1.3 billion overnight stays, which amounted to almost 6.4 billion overnight stays. The average duration of the trip was 5.1 overnight stays. Compared to 2016, the number of tourist trips by EU residents increased by 4%. Almost three quarters (73%) of all trips were made in the country of residence (domestic travel), while slightly more than one quarter (27%) were abroad trips (abroad travel), of which 21% went to other EU countries and 6% to destinations outside the EU.

The most common mode of transport for travel were private or rented motor vehicles (predominantly cars) (64%), followed by aeroplanes (17%), trains (11%), buses (6%) and water vessels (2%). Aeroplanes served as the primary mode of transport for over half of abroad trips (56%), while for domestic trips EU residents travelled mainly by vehicles (76%), followed by trains (13%). The majority of air travel was for personal reasons (82%), while the remaining 18% of air travel was for professional purposes (EUROSTAT, 2019, p.1).

In total overnight stays (domestic and foreign tourists), the most significant average expenditures per capita are those made by residents of Denmark (162 euros), Austria (132 euros), Malta (128 euros) and Ireland (112 euros). Domestic tourists spend the most in Denmark (136 Euros), Austria (112 Euros) per overnight stay, while tourists travelling outside the borders of their country spend the most per overnight stay are from Denmark (186 Euros), Finland (148 Euros), Austria (142 Euros) and France (128 euros) (Table 1).

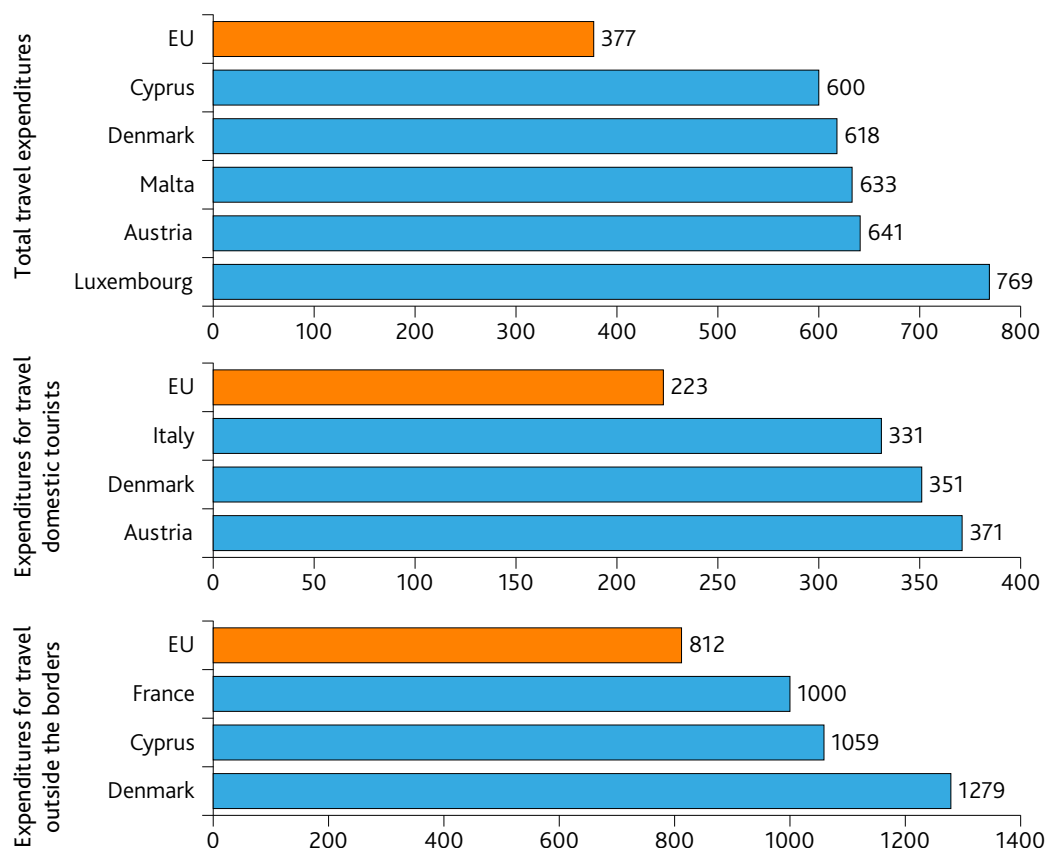


Figure 2. Total travel costs to the EU, countries spending the most per trip - costs for locals and tourists and costs for tourists traveling outside their own country

Source: Author processing based on [Internet 10](#)

In the EU Member States, of the total travel expenses for travel, the largest share in domestic tourism is achieved by Romanians 79%, Greeks 76%, Spaniards 66%, French and Portuguese 65% and Bulgarians and Italians 64%. In total travel, Luxembourg's 99%, Belgium's 93% and Malta's 92% spend the most outside their country's borders (Figure3).

"The global tourism market is experiencing strong growth along a steep upward trajectory. The World Tourism Organization predicts an unprecedented total of 1.5 billion international travelers in 2020, with European countries remaining the most visited destinations." (Sriboonjit et al., 2010, p 422). Tourism is often advocated as a tool for improvement of broader international integration in areas such as the European Union or as a catalyst for modernization, economic development and prosperity in the development of new third countries (Williams, 1998, p.1). Growth in Europe has been slower than in previous years (+ 4%), and notwithstanding, Europe continues to lead in terms of international arrivals, reporting 743 million international tourists in 2019, accounting for 51% of the global market (Internet 9). Tourism as an economic, social and cultural activity is one of the most significant activities of modern society and global economic development and is of particular importance in European countries.

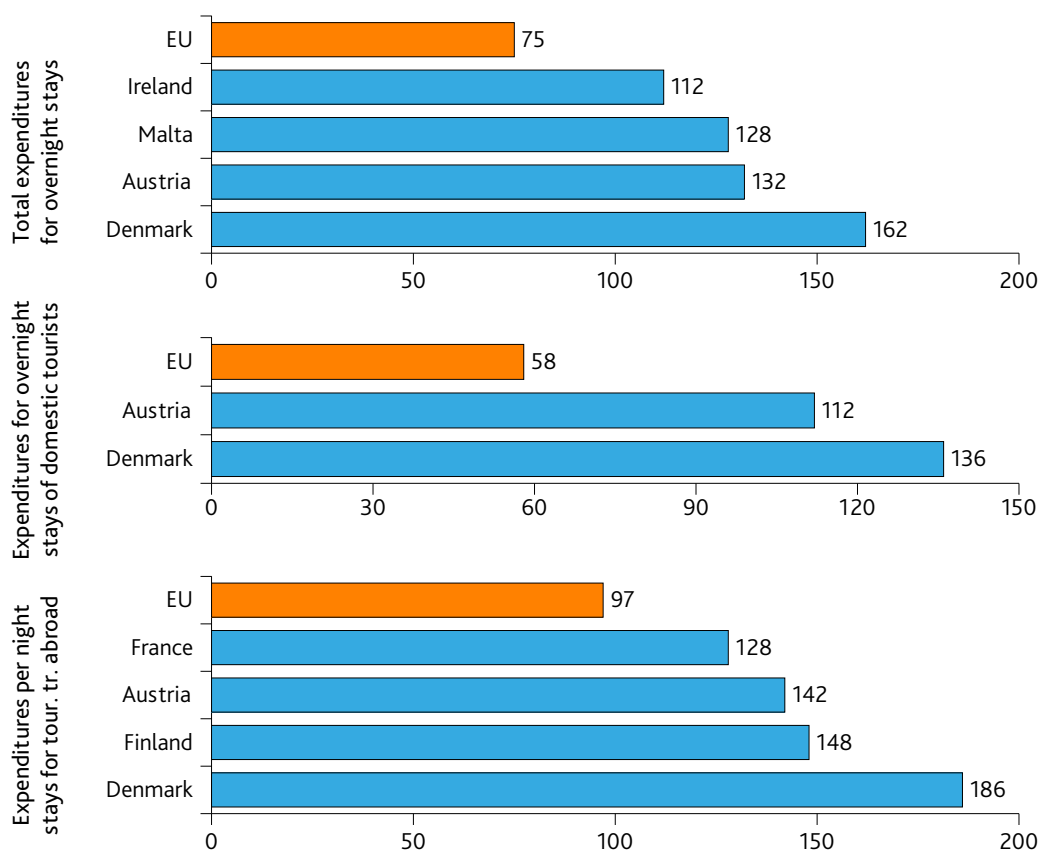


Figure 3. Total spending on overnight stay accommodation in the EU, countries spending the most per overnight stay– domestic tourists and tourists traveling abroad

Source: Data processing by authors based on [Internet 7](#)

Impact of tourism on GDP growth

The impact of tourism on economic development has led to the emergence of a concept called “tourism-driven development”. As a result, the tourism industry has become a key sector of the European economy (Lee, Brahmasrene, 2013). Roman et al. (2020, p. 1) state that “tourism is the third largest socio-economic activity in the EU, and it makes an important contribution to the EU’s gross national product and employment.” Also, it should be emphasized that the Europe is the world’s number one tourist destination (Sokhanvar, 2019).

Tourism is an essential economic activity in the EU in terms of GDP, employment and foreign trade. Statistics (Internet 10) show that the total share of the tourism sector in global GDP in 2019 was 9.4%, while the direct impact of tourism on world GDP in the same year it was 3.7%, which classifies tourism as one of the most profitable economic activity worldwide. During holidays, most countries want to profit by selling their tourism potential, therefore stimulating a large number of tourists to spend. The size of tourism and its quality contains numerous activities that are formed and linked horizontally and vertically with other sectors of the production industry, which significantly affects the growth of their economies (Zurub et al., 2015).

Table 2. *Total and direct contribution of tourism and travel to GDP in the European Union*

Tourism and travel	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total contribution to GDP(%)	8.6	8.8	9.0	9.1	9.0	9.2	9.1	9.3	9.3	9.4
Direct contribution to GDP(%)	3.3	3.4	3.5	3.5	3.6	3.6	3.6	3.7	3.7	3.7

Source: [Internet 10](#)

The particularly high indirect contribution of tourism to GDP indicates that tourism has the potential to make a significant contribution to growth in all countries. However, the extent and effectiveness of this contribution, especially where it is indirect, depends on the tourism promotion policies implemented in each country. Tourism development requires significant investments, which often leads to a comparison of tourism with heavy industry in terms of public and private investment in the infrastructure such as road and transport networks, distribution of drinking water, waste treatment, access to the electricity network and new communication systems (Petković, Pindžo, 2012, p. 119).

According to relevant sources, tourism standardly contributes to the European Union (EU) gross domestic product (GDP) by over 9%. It is one of the vital activities and has an impressive impact on the economic growth of the European Union (EU), on employment and accelerated social development, which means that it is a safe tool to combat the economic downturn, but also significantly reduce the unemployment rate (Totić, 2017, p. 399). Data from the last several years, from the World Travel and Tourism Council (WTTC), show that tourism is a growing industry. Total tourism share (Table 2) in GDP in the observation period ranges from 8.6% (2010) to 9.4% (2019). The direct impact of tourism on GDP also recorded a growth trend of 3.3% (2010) to 3.7% (2019).

The most significant direct and indirect share of tourism in GDP during the observed period (2010-2019) is in Croatia. Its direct share of tourism in GDP ranges from 8.4% (2010) to 11.0% (2019). Total tourism share is significantly higher, from 20.3% in 2010 up to 25.1% in 2019. It can be concluded that Croatia is above the EU average in terms of tourism's share of GDP, as it "continues to reap the benefits of the successful rebuilding of its tourism sector over the last decade. In 2016, arrivals grew 9% for the second year in a row, to a total of 14 million, enhanced by increased air connectivity. Receipts grew in line with arrivals (+8%) to a total of euro 9 billion." (UNWTO, 2019, p. 24).

Croatia, which is convincingly ahead of all EU member states in terms of tourism's share of GDP, is followed by Greece and Cyprus, where "arrivals in Greece grew 5% in 2016 to a total of 25 million. Growth peaked towards the end of the year, recovering from a decrease in arrivals during the first part of the year due to the refugee and migrant crisis, while tourism receipts fell by 7% to euro 13 billion. Cyprus (+ 20%) 3 million arrivals in 2016, receipts for this destination grew accordingly, with Cyprus earning euro 3 billion (+11%) (UNWTO, 2019, p. 24).

The lowest share of tourism in GDP of all EU member states, if viewed in the period from 2017 to 2019 has Lithuania (1.8-1.9%), Netherlands (1.7%) and Romania, and the least direct values are in Romania (1.4-1.5%). The lowest share of the total value of tourism in GDP has Poland (4.5%), Lithuania (4.9-5.0%) and the Netherlands (5%).

If Serbia is observed in the period from 2010 to 2019, the direct participation of tourism in GDP is increasing, but it is below the European average and ranges from 1.8% to 2.4%. Total share in GDP is also growing, ranging from 5.1% to 6.9%. Tourism is one of the important economic activities in Serbia, and its successful development represents the basis for the development of other economic activities that would contribute to its inclusion in the European and world tourist flows. Also, Serbia is rich in natural resources, which can provide an excellent comparative advantage in the tourism market (Urošević et al., 2018).

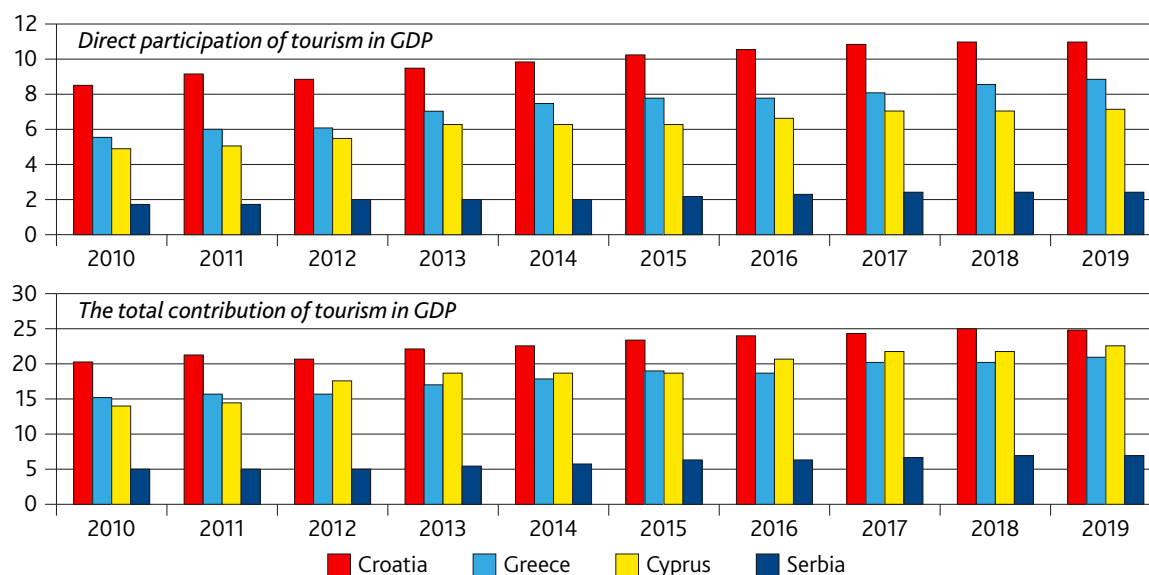


Figure 4. Direct and total share of tourism in GDP in Croatia, Greece, Cyprus and Serbia 2010-2019

Source: Author processing based on [Internet 10](#)

Conclusion

It is believed that with a higher degree of economic development in a country, the importance of the service sector is increasing. Also, the service economy is taking over and, it is becoming a reality, not only a projection. Tourism, as a complex economic activity, represents a crucial role in development for many countries in the world. The tourism sector also plays a significant role in the economic growth of the European Union, mainly in terms of revenue, GDP, employment creation and economic growth. Europe is a popular tourist destination. The whole range of natural beauties, as well as its traditional cultural heritage, plays a vital role in the further development of the tourism industry. Tourism plays an essential role in the economies of the European Union, which is still one of the world's most famous tourist destinations.

According to the European Commission, it is the third-largest socio-economic activity in the Union (after trade and distribution, as well as construction) and has an overall positive impact on economic growth and employment. In 2016, 10% of businesses in the European non-financial business economy belonged to the tourism industries. These 2.4 million businesses employ 13.6 million people. Enterprises from the tourism industry accounted for 9.5% of persons employed in the non-financial business economy and 21.7% of persons employed in the services sector.

The most employees in the tourism industry among EU countries is in Germany (2,452,086), the United Kingdom (2,294,679), Italy (1,498,798) and Spain (1,435,465).

Research shows that a considerable number of workers are involved in the tourism industry and the consumption of foreign and domestic tourists in the tourism industry. Moreover, the number of employees in non-business activities, which directly participate in satisfying the needs of tourists, is increasing.

The total turnover of the tourism industry in the services sector is 16.3%. Transport related turnover of the tourism industry accounts for 26%, and almost half of which is achieved by

air transport (12.4%). The most substantial turnover in the tourist industry is realized through the supply of tourists with food and beverages and amounts to 33.6%, followed by the turnover through accommodation capacities (16.8%), the tourist agencies and tour operators (15.9%), while the lowest turnover is through car rental (7.7%).

The most important economic characteristic of activities related to the tourism sector is that they contribute to revenue generation, so in this respect, the tourism sector plays a crucial role as a driving force for economic development. The highest added value is achieved by the United Kingdom (97,532 million Euros), Germany (61,023 million Euros), France (53,287 million Euros), Italy (43,795 million Euros) and Spain (37,801 million Euros). The impact that the tourism industry has at different stages of economic development depends on the specific characteristics of each tourist area. Given the complexity of tourism spending, its economic impact is widely felt in other sectors of the economy and contributes in any case to the achievement of the goals of faster development. In 2017, EU residents spent a total of 467 billion Euros on tourist travel and overnight stays, of which 44% are expenses in domestic tourism, and 56% are expenses of tourism outside the country of origin. In absolute amount, German (129 billion), French (82 billion) and British (61 billion) tourists spent the most. Their expenditures amount to around 59% in total, while they account for 50% of the total number of trips and 53% of total overnight stays.

Data for the period from 2010 to 2019 shows that tourism is a growing industry. In the observation period, total tourism share in GDP ranges from 8.6% (2010) to 9.4% (2019). The direct impact of tourism on GDP also recorded a growth trend of 3.3% (2010) to 3.7% (2019). The most significant direct and indirect share of tourism in GDP is in Croatia.

The global tourism market is experiencing strong growth and is moving upward. The World Tourism Organization expects a total of 1.5 billion international travellers in 2020, leaving Europe the most visited tourist destination.

As a direction for future research, econometric methods such as Granger causality test or Johansen test could be used to examine tourism economic effects in the EU.

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Using Indicators to Assess Sustainable Tourism Development - The Case of Protected Natural Areas of Vojvodina (Northern Serbia)

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Abstract

The selected protected areas represent significant examples for analyzing the tourism offer whose results largely interpret the state and the perspective of sustainable development. Considering these indicators at the level of tourism development in the analyzed protected areas can contribute to the development of planning models and strategies of sustainable development. On the other hand, with proper implementation, the values of all elements of the environment that is significant for the users of the areas are directly improved which directly enables the sustainable development of a destination. Research data have been collected through a questionnaire, processed and displayed by the Chi-Square and Friedman Tests, which identified average values and obvious differences in displayed values of sustainable tourism development indicators in selected protected areas.

Keywords: *Indicators of Sustainable Tourism, Tourism Development, Protected Areas, Ecotourism.*

Introduction

The paper begins with the main hypothesis that certain indicators of sustainable development, at the level of protected natural areas, can completely condition the management of a tourism destination on the one hand, while on the other they directly affect the quality, complete living world (Gambino, 2015; Bennett et al., 2018) and geological forms of these areas (Carr et al., 2016). All the subjects in use affect the environment, and it is necessary to include tourists as significant users (Ballantyne, Packer, 2013). It is assumed that there is a significant difference in terms of the effects of different indicators of sustainable tourism development to a destination (Oprea et al., 2015). Those indicators are possibilities for the development of different forms of tourism, contributions to better ecological, social-cultural, and economic sustainability of the destination (Richins, 2009), which is one of the basic postulates of sustainable tourism development (Stojanović, Savić, 2013; Trišić, et al., 2020a; Hoang et al., 2020). Research data have

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been collected through a questionnaire, processed and displayed by the Chi-Square and Friedman Tests, which identified average values and obvious differences in displayed values of sustainable tourism development indicators in selected protected areas.

The topic of the research in this paper is the interdependence of tourism as a social phenomenon and the environment, about sustainable tourism development and its level of implementation in 7 selected protected natural areas of Vojvodina. At the same time, the development of tourism was conditioned by the quality of areas and environmental surroundings (Whitelaw et al., 2014; Kruger et al., 2017; Trišić, 2019).

The subject of the research in this paper is the certain indicators of sustainable tourism development in 7 protected natural areas in Vojvodina, within which tourist fluctuations are carried out. Whether the indicators of sustainable tourism development can influence the management of a tourism destination and its sustainable use is the goal of this paper. Incidentally, the selected natural areas can represent a significant sample for the analysis of values regarding significant tourism development of the region as a global tourism destination (Webb et al. 2018). The goal is linking protected areas to their region in efforts to combine nature protection and sustainable tourism and recreation (Brandt et al., 2013; Ward et al., 2018).

Literature review

Protected natural areas are important tourism destinations (Hall, 2010; Trišić et al., 2020b). Tourists around the world are increasingly opting for areas where they can realize various forms of nature-based tourism (Cvijanović et al., 2020). According to Kruger et al., (2017) protected natural areas attract tourists with natural and social factors. Tourism forms that can be realized in these destinations are mostly nature-based forms of tourism, events, wine-tourism, ecotourism and others (Holden, 2016). All forms of tourism impact the natural resources of these sensitive destinations (Minin et al., 2017). One of the most used resources within protected natural areas is water (Kostić et al., 2019). Through tourist activities, water can be used and polluted uncontrollably (Stojanović et al., 2018). The land is another important resource in protected natural areas (Maksin et al., 2018). It is used for the construction of tourism facilities. Uncontrolled construction of infrastructure and traffic within nature reserves can be a significant environmental problem (Eagles, 2014). The exploitation of natural resources, plants and animals is a serious problem in protected areas around the world (Lazić et al., 2008; Buclet, Lazarević, 2015).

To avoid these problems, it is necessary to protect natural areas. This protection includes the state, the local community and tourists in the systems of protection and management of these tourism destinations (Trišić, 2019). Protection is implemented at the international and local levels (Stojanović, Savić, 2013). This refers to the adoption of various laws and measures that protect protected natural areas. Without members of the local community, a sustainable tourism destination cannot be created. A quality tourism destination is one in which the local community accepts tourists and supports the development of tourism (Ward et al., 2018). Such a tourism destination has a positive effect on tourist satisfaction (Hodder et al., 2014; McCool, 2016). Ecological and socio-cultural results in such tourism destinations impact the creation of economic results (Fennell, Weaver, 2005). Significant financial results can be achieved through mass visits to protected natural areas (Valdivieso et al., 2015). Revenues from the tourist consumption within nature reserves can be financed in protection systems of natural areas (Leković, 2020). Such a circular system represents sustainable tourism development.

Stojanović (2005) points out that the protected natural areas of AP Vojvodina have significant natural factors for the development of tourism. Such factors are landscapes, flora and fauna, rare geological forms, favorable climate, relief, favorable geographical location, diverse hydrography, vineyards and others (Lazić et al., 2008). There are also significant social factors such as settlements, monuments, events, wine routes, the folklore of the population (Pivac et al., 2020), which can be significant complementary tourism factors in Vojvodina.

Forms of tourism that can be developed within the protected natural areas of Vojvodina are ecotourism, scientific tourism, nature-based tourism, bird and animal watching, sports tourism, trips, fishing, hunting, hiking, nautical tourism, events, wine-tourism, etc. (Krstić et al., 2020).

Determining the existence of various factors within a tourism destination can be done by examining various subjective indicators of sustainable tourism development (Maksin et al., 2011). Indicators as factors can refer to certain segments within tourism planning. According to Maksin (2011) by measuring the indicators, certain impacts of tourists the area can be reduced. Indicators can indicate which factors or elements of the destination need to be strengthened to create a better quality tourism destination. In such a tourism destination, ecological, socio-cultural and economic conditions would be met, which is the basic task of sustainable tourism development (West et al., 2009).

Methods and data

Study Area

The area of the Autonomous Province of Vojvodina has 135 protected natural sites in the area of approximately 141,044.65 ha. That is 6.56% of the total area of the territory of Vojvodina (Trišić et al., 2020a). This area covers significant protected areas, many of which possess the international conservation status. The protection of nature covers 1 national park, 2 landscapes of exceptional characteristics, 16 special nature reserves, 9 nature parks, 8 strict nature reserves, 23 natural monuments, 2 protected habitats, as well as natural assets of other categories (Lazić et al., 2008; Environmental protection programme of AP Vojvodina, for period 2016-2025 – “Official Gazette of AP Vojvodina”, 10/2016; Trišić et al., 2020a).

Among the protected areas, there are seven areas selected for the analysis of relevant indicators of sustainable tourism development in managing the tourism destination (established on natural elements). Those destinations are Special Nature Reserve “Deliblatska Peščara”, National Park “Palić”, and Special Nature Reserve “Meadows of Great Bustard” (Figure 1). These protected areas can share dual mandates of providing access to recreational areas for the public and of protecting biological diversity and resources for future generations (Muñoz et al., 2019).

Methods

To determine the condition of sustainable tourism development in each of the areas, it is necessary to conduct a proper analysis and valorization of basic elements and all potential indicators of sustainable tourism development (Fennell, 2015a; Liburd, Becken, 2017). It is also important to analyze the opinions of the users of these areas, from the viewpoint of the experiences and potential suggestions towards specific interventions to improve the condition of

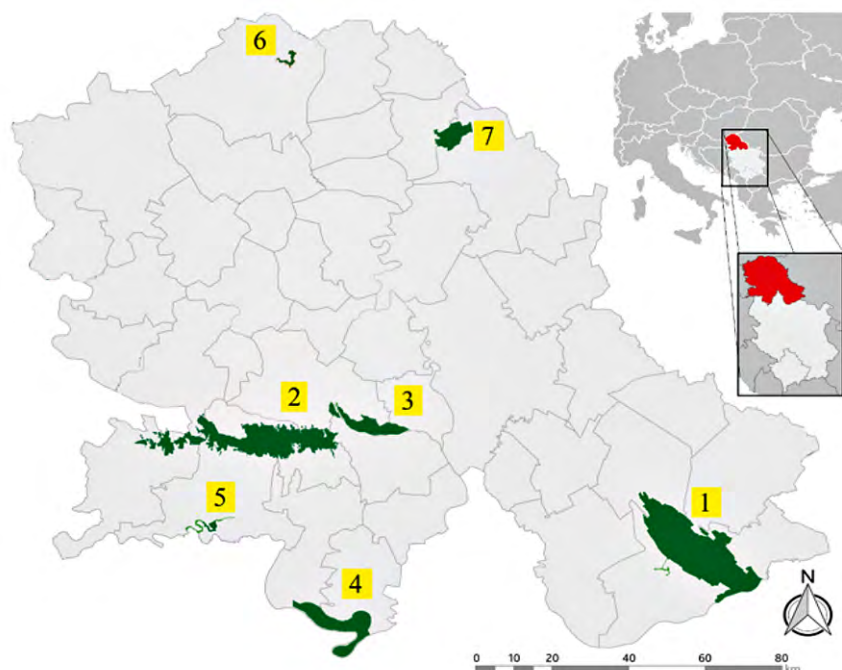


Figure 1. Map of Study Area

Legend: Special Nature Reserve "Deliblatska Peščara" (1); National Park "Fruška Gora" (2); Special Nature Reserve "Koviljsko-Petrovaradinski Rit" (3); Special Nature Reserve "Obedska Bara" (4); Special Nature Reserve "Zasavica" (5); Nature Park "Palić" (6); Special Nature Reserve "Meadows of Great Bustard" (7).

Source: Author digitalized

natural elements, statuses, and results of the area protection, which can increase benefits for all entities and users of these areas (Holden, 2016; Stojanović et al., 2018). System measures, the goals of protection, and expected results can be established when all roles of each indicator of sustainable tourism development have been defined and determined (Stojanović, 2005; Pfueller et al., 2011; Fennell, 2015b). From the above, it is important to conduct research and determine the significance of specific indicators within protected areas that affect sustainable tourism development of a destination and the level of area protection.

To determine the significance of specific indicators for sustainable tourism development in selected protected areas, the authors conducted a questionnaire between 450 users of these areas (n), during the visits, or after the completed travel. Written and online questionnaires were used in the research. For the online questionnaire, social networks and the method of a random selection of respondents were used, by sending the questionnaire to an e-mail address. A written questionnaire was used when visiting protected natural areas (Trišić et al., 2020a). The examination was performed during the fall of 2018 and the spring of 2019. As a part of the written questionnaire, they were asked 33 questions = {N₁, N₂... N₃₃}, (Table 2) regarding the opinions toward certain indicators of sustainability within the visited area. Out of the total number of questions, 6 were related to possible negative indicators that can pose a threat to sustainable tourism development within a protected area (N₂₈... N₃₃). Independent and dependent variables were examined in the study. Independent variables are indicators (33 indicators) that represent certain influences on the factors of sustainable tourism development in

protected natural areas of Vojvodina (Table 2). Dependent variables are ecological, socio-cultural and economic sustainability within protected natural areas. Dependent variables are influenced by various factors and tourist activities (Maksin et al., 2011).

Under the elements for the research and a comparative analysis of sustainable development and protection, the integral parts of the destination were taken into account, as well as the endangered representatives of flora and fauna, the reasons and requirements of protection, the level of development and vulnerability, the anthropogenic effects classified according to the levels of application, the protection improvement methods, if it is stable, the role of the local community, and the sustainable results of proper management.

Respondents answered the question regarding tourism activities, and answers were ranked by a Likert scale (Joshi et al., 2015): a very low level of accuracy, low level of accuracy, medium, high level of accuracy, very high level of accuracy. This ranking of answers is identical to the answers rated in the author's questionnaire, i.e. with the answers ranked by relevance on the following scale: 1 – I absolutely disagree, 2 – I disagree, 3 – I am not sure, 4 – mostly true, 5 – I completely agree. Research data have been collected through a questionnaire, processed and displayed by the Chi-Square and Friedman Tests, which identified average values and obvious differences in displayed values of sustainable tourism development indicators in selected protected areas.

Results

Respondents traveled at least once to certain protected areas that are the subject of the survey and they used certain services within those areas during the last 5 years. There is a claim that not all the tourists have visited all protected areas that are chosen for the survey, which will not affect average values in certain questions. The cities from which the respondents traveled to these destinations are Belgrade, Novi Sad, Kragujevac, Kraljevo, Pančevo, Zagreb, Budapest, Vienna, Zurich and Bucharest (all respondents are from the European continent). Each respondent explained which protected areas had been visited before the questionnaire. Each completed questionnaire is valid for analysis. This means that all 450 respondents validly completed the questionnaire. Each respondent was able to accurately determine the degree of influence of each indicator in the questionnaire based on their own experience. The structure of the respondents is shown in Table 1. The obtained results are shown in the form of average values (mean), according to the percentage of accuracy and representation. The answers to the questions regarding the presence of certain negative indicators of sustainable tourism development were analyzed and presented in negative values, as potential threats for management and sustainable development of the destination (Table 2).

Improving Vojvodina's tourism offer can be achieved through area protection and sustainable tourism development. For the analysis of its current condition, the selected protected areas were taken as examples in order to determine the sustainability of relevant indicators of sustainable tourism development, and which can be used for successful management of the tourism destination (Fennell, Weaver, 2005; Ghanem, Elgamal, 2016; Maksin et al., 2018). The display of average positive and negative values and conditions, obtained after the analysis of the respondents' answers, are shown in Table 2, Figure 2.

Table 1. Respondents' Profile

Gender		Frequency	%	
Male		212	47.11	
Female		238	52.89	
Total		450	100.00	
Education		Frequency	%	
Primary Education		30	6.67	
Secondary Education		184	40.89	
Higher Education		155	34.44	
High Education		81	18.00	
Total		450	100.00	
Age structure		n	Min	Max
		450	18	75
		Mean	Std. Dev.	
		34.22	16.321	
Frequency of Visits		Responses		% of Cases
		n	%	
FG	National Park „Fruška Gora“	320	21.05	71.11
PA	Nature Park „Palić“	298	19.61	66.22
ZA	Nature Reserve „Zasavica“	244	16.05	54.22
OB	Special Nature Reserve „Obedska Bara“	238	15.66	52.89
DP	Special Nature Reserve „Deliblatska Peščara“	210	13.82	46.67
KPR	Special Nature Reserve „Koviljsko-Petrovaradinski Rit“	151	9.93	33.56
MGB	Special Nature Reserve „Meadows of Great Bustard“	59	3.88	13.11
Total		1,520	100	337.78

Source: Author calculation

Table 2. Analysis of the Average Values of Sustainable Tourism Development Indicators

N	Indicators	DP	FG	KPR	OB	ZA	PA	MGB
		Mean						
1	Favorable location	4.02	4.21	2.22	3.89	2.64	4.33	1.98
2	Built traffic infrastructure	4.33	4.55	2.17	4.44	3.69	4.39	3.68
3	National protection status	3.96	3.21	3.98	4.69	4.14	4.17	4.58
4	International protection status	4.10	2.69	4.11	4.14	4.13	3.96	2.86
5	Sufficient number of supporting facilities	2.98	3.11	1.98	3.86	3.01	4.17	1.33
6	Accommodation service premises	3.67	3.15	1.96	2.11	1.11	3.22	1.23
7	The significance of protection for species sustainability	4.12	3.45	4.69	4.51	5.00	4.01	4.67
8	The role of the local community	4.22	3.15	3.98	4.11	4.66	3.89	4.49
9	Developed ecotourism	3.19	4.11	3.11	3.07	3.11	2.96	2.35
10	Potential positive social-cultural effects of tourism	4.55	3.22	4.44	3.86	4.14	4.66	1.24
11	Events	1.98	2.98	2.11	1.69	1.33	3.98	1.12

N	Indicators	DP	FG	KPR	OB	ZA	PA	MGB
		Mean						
12	Potential positive economic effects of tourism	4.59	4.66	4.62	4.74	4.15	4.19	3.56
13	Potential positive ecological effects of tourism	4.71	4.55	4.66	5.00	5.00	4.33	3.21
14	Available visitor center	4.00	3.98	1.96	4.00	4.72	4.12	3.00
15	Marked walking and educational trails	4.39	4.12	1.98	3.69	2.98	3.14	3.86
16	Eco-trails	4.12	3.89	1.33	1.76	2.36	2.96	2.69
17	The application of the carrying capacity of the area	3.19	2.11	1.17	2.03	3.14	2.89	3.22
18	Endemic species	4.77	1.98	3.96	4.11	4.66	3.11	4.12
19	The availability of excursion tourism	4.89	4.56	4.11	4.66	4.12	5.00	3.11
20	The availability of scientific tourism	4.91	4.69	4.44	4.77	4.87	4.77	4.41
21	Photographing rare birds and animals	4.33	4.29	4.13	3.11	2.47	4.03	4.66
22	Bird and animal watching	4.56	4.39	4.69	4.02	4.66	3.96	4.89
23	Eliminated the problem of wastewater from the settlements	4.21	3.11	2.69	3.66	3.16	2.89	4.42
24	Visible ecological benefits	3.11	2.98	3.77	4.11	4.12	3.69	5.00
25	Hydrographic potentials	3.17	4.56	5.00	5.00	5.00	5.00	4.40
26	The availability of ethno-villages or settlements	2.56	2.11	4.11	3.17	4.16	3.74	3.13
27	Favorable climate	4.11	4.55	4.39	4.03	3.96	4.19	4.12
28	The proximity to potential environmental pollutant	4.14	2.21	4.44	4.66	4.86	4.22	3.14
29	The use of natural resources	4.32	3.96	4.32	4.21	4.11	4.39	2.11
30	The presence of domestic animals	2.74	4.14	4.69	2.98	4.66	1.19	1.03
31	Potential negative social-cultural effects	1.11	1.96	1.22	1.39	2.11	1.39	1.11
32	Endangered species according to IUCN	4.09	3.78	4.59	4.66	4.47	4.11	5.00
33	The proximity to agricultural land	5.00	4.65	5.00	4.39	4.66	3.74	5.00
1 – I absolutely disagree, 2 – I disagree, 3 – I am not sure, 4 – mostly true, 5 – I completely agree								

Legend: DP – Special Nature Reserve "Deliblatska Peščara"; FG – National Park "Fruška Gora"; KPR – Special Nature Reserve "Koviljsko-Petrovaradinski Rit"; OB – Special Nature Reserve "Obedjska Bara"; ZA – Special Nature Reserve "Zasavica"; PA – Nature Park "Palić"; MGB – Special Nature Reserve "Meadows of Great Bustard".

Source: Author calculation

In Table 2, there is a significant frequency in stated values. Its determination is significant for the individual analysis of average indicators; in this case, the indicators that define the level of consistency of sustainable tourism development in selected protected natural areas (Figure 2). Frequencies can be displayed in Table 3, using the Chi-Square Test.

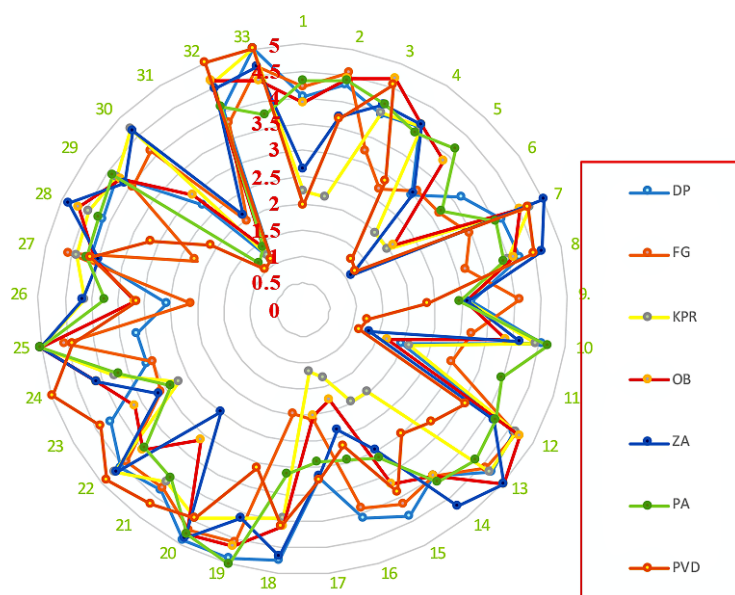


Figure 2. Zones of Average Development Indicators Values by Areas (N1, N2... N33)

Source: Author calculation

Table 3. Frequencies of Development Indicators

	DP	FG	KPR	OB	ZA	PA	MGB
Chi-Square	16.636 ^a	14.909 ^b	10.182 ^c	13.364 ^a	22.121 ^b	12.091 ^d	7.667 ^e
df	17	16	14	17	16	15	21
Asymp. Sig.	.479	.531	.749	.712	.139	.672	.996
χ^2	(χ^2 (17) = 16,636, $p < 0,479$)	(χ^2 (16) = 14,909, $p < 0,531$)	(χ^2 (14) = 10,182, $p < 0,749$)	(χ^2 (17) = 13,364, $p < 0,712$)	(χ^2 (16) = 22,121, $p < 0,139$)	(χ^2 (15) = 12,091, $p < 0,672$)	(χ^2 (21) = 7,667, $p < 0,996$)

^a18 cells (100.0%) have expected frequencies less than 5. The min expected cell frequency is 1.8;

^b17 cells (100.0%) have expected frequencies less than 5. The min expected cell frequency is 1.9;

^c15 cells (100.0%) have expected frequencies less than 5. The min expected cell frequency is 2.2;

^d16 cells (100.0%) have expected frequencies less than 5. The min expected cell frequency is 2.1;

^e22 cells (100.0%) have expected frequencies less than 5. The min expected cell frequency is 1.5.

source: author calculation

Discussion

After analyzing the assessment of indicator values and grouping them according to the sectors within selected protected areas, it is significant to examine possible differences in the assessment of the significance of certain claims within given answers. Determining the differences will influence the definition of conclusions regarding the effects of relevant indicators on tourism destination management. This can be done by the Friedman Test which can enable us to monitor the ranking of responses and the consistency of certain differences, that can be significant for reaching conclusions regarding as to what extent certain indicators influence the destination management, and how we can influence the increase in the quality of the destination by decreasing them (Tables 4, 5).

Table 4. *Analysis of Consistent Differences in Given Responses*

Protected area	N	Mean	Std. deviation	Min	Max	Mean rank
DP	33	3.885	.8811	1.1	5.0	4.55
ZA	33	3.806	1.0773	1.1	5.0	4.42
FG	33	3.618	.8907	2.0	4.7	3.65
KPR	33	3.518	1.2423	1.2	5.0	3.68
OB	33	3.779	1.0015	1.4	5.0	4.26
PA	33	3.785	.8639	1.2	5.0	4.09
MGB	33	3.294	1.3262	1.0	5.0	3.35

Source: Author calculation

Table 5. *Total Differencesa*

Analysis	Evaluation
N	33
Chi-Square	8.765
df	6
Asymp. Sig.	.187
a. Friedman Test	

Source: Author calculation

Based on the results of the Friedman Test (Tables 4, 5), it can be concluded that there is a statistically significant difference in the assessments of indicator representation of sustainable tourism development in each of the observed protected areas, estimated by tourists: (χ^2 (6)= 8,765, $p < 0,187$).

The relevant indicators for managing the tourism destination Special Nature Reserve “Deliblatska Peščara” are at the same time graded with the highest average values. The most significant indicators are the possibility of development of scientific tourism, excursion tourism, the presence of endemic plant and animal species, and others. As the lowest graded indicators from the aspect of sustainable management of this destination are the following: the absence of events such as social-cultural tourism motive, lack of ethno-villages, insufficient construction of supporting tourism facilities, and other low-graded indicators. The most significant threats are the proximity of agricultural land, the use of natural resources the proximity of potential environmental pollutants, and endangered IUCN animal species, (Table 2). Analyz-

ing the responses did not determine the presence of negative social-cultural effects of tourism, i.e. the development of tourism is widely accepted in this protected area by the local community. Sustainable development goals: the implementation of a proper management plan and protection monitoring of this protected area can influence the reduction of differences in relevant indicator values of sustainable tourism development (Ceausu et al., 2015; Romão, 2018), which can increase the total value of this protected area as a tourism destination (Selva, 2011).

National Park “Fruška Gora” has the highest graded average values in terms of the following relevant indicators: the possible development of scientific tourism, the possibility of achieving positive economic benefits from tourism, the possibility of excursion tourism development, built traffic infrastructure, possible positive ecological effects of tourism and favorable climate, observing birds and animals, favorable geographical and tourism position, and other values. As the lowest graded indicators of sustainable tourism development are: endemic plant and animal species, the application of the carrying capacity of the area and the availability of ethno-villages and settlements, eliminated the problem of wastewater, and other low graded indicators. As the most significant threats are: the proximity of agricultural land, the presence of domestic animals, the use of natural resources, and endangered IUCN animal species. Sustainable development goals: with a proper plan of area management, the strivings should be directed to the reduction of differences in average values of these indicators. Sustainable tourism development, ecotourism, and area protection should exist in the most significant potentials of this protected area as significant tourism destinations (Eagles, 2014; Janssen, 2009; Geneletti et al., 2018), and those are as follows: the existence of national and international protection frameworks, the activity of the local community (Shafer, 2015), the availability of events, and the possibility of the promotion of social values, the zoning of the area (Price, 2006; Lehtomäki, Moilanen, 2013), relict plants was recorded (Savić et al., 2008) and other values presented in Table 2.

In the management of a protected area as a tourism destination, Special Nature Reserve “Koviljsko – Petrovaradinski Rit”, the following significant indicators that the respondents graded with the highest average values should be considered: the existence of water as a valuable resource, i.e. wetlands, the significance of protection for species sustainability, the possibility for the development of tourism based on observing birds and animals, endemic species and the possibility of the achievement positive ecological benefits from tourism development. The planning of the use of these values should be managed with caution because this is a very fragile destination due to its specific elements (Tisdell, Wilson, 2005). The negative high-graded indicators that are threatening to this destination are the proximity of agricultural land and the constant activities of domestic animals. The respondents stated that there are no negative social-cultural effects of tourism in this destination, i.e. the visitors were accepted by the local community. Sustainable management of this destination should improve the values such as strengthening and expanding visitor centers and observation posts, as well as basic facilities for accommodation services (Table 2). This would reduce potential differences in the average values of sustainable tourism development indicators. The presence of a great number of high-graded average values indicates that the Special Nature Reserve “Koviljsko – Petrovaradinski Rit” is an exceptional area for creating a high-quality ecological and sustainable tourism destination. Environmental indicators are crucial for the understanding and the promotion of psychological positivity.

Among significant indicators of sustainable tourism development in Special Nature Reserve “Obodska Bara” the highest graded are following indicators: hydrographic potential as a basic resource and potential ecological effects of tourism, the possibility of the scientific tourism

development, the adequate status of area protection, and other low-ranked average values that are presented in Table 2. The proximity to a potential environmental pollutant (the indicators near Šabac city), endangered species according to IUCN, and the proximity to agricultural land should be distinguished as the most significant threats in this destination. The implementation of a proper plan for the management of this protected area, along with protection monitoring, can reduce the differences in the values of the relevant indicators of sustainable tourism development (Kar, 2013).

By analyzing the data in Table 2, it is concluded that there are more significant differences in average values of the indicators of sustainable tourism development in Special Nature Reserve “Zasavica”. Here, the respondents emphasized the significance of the protection for species sustainability as the highest values, potential positive ecological and tourism benefits, as well as hydrographical potential as the basic resources. Sustainable development goals: the reduction of current differences in stated values of the mentioned indicators should be achieved through the increase in lower values, such as accommodation facilities, the availability of events, and eco-trails, as well as through the elimination of potential threats for sustainable management of this protected area, as follows: the proximity to a potential pollutant, the presence of domestic animals, and the proximity to agricultural land, (Table 2).

By analyzing the graded values of the indicators of sustainable tourism development in Nature Park “Palić”, (Table 2), some significant differences in presented average values can be seen. Among high graded values are as follows: the possibility for the development of excursion tourism and the present hydrographical potential, potential social-cultural benefits from tourism, and other values. As the most significant threats, the respondents emphasized the use of natural resources, the proximity to potential pollutants, and endangered species according to the IUCN category. Sustainable development goals: by implementing the proper management plan for this protected area, and by protection monitoring, it may be possible to reduce the differences in the values of the relevant indicators of sustainable tourism development. The goal is to favor the conservation of natural resources in this protected area, which contributes to a growing global awareness of the need to protect biodiversity.

By analyzing the data in Table 2, the consistency of the differences in graded values of the sustainable development indicators in Special Nature Reserve “Meadows of Great Bustard”, but also the lowest total average value. Among the most significant potentials, the respondents emphasized notable ecological protection benefits, observing birds and animals, the significance of the protection for species sustainability, the possibility of enjoying and photographing nature, and other lower values. Among the most significant threats to the management and protection of this area, the respondents emphasized the following: endangered species according to the IUCN and the proximity of agricultural land. A relatively lower overall average value, gathered by the respondents’ grading of the indicators of sustainable development, can be related to the fact that this nature reserve represents still insufficiently exploited tourism destination, visited by only 59 respondents (Table 1). Sustainable development goals: total protected species. The most effective and sustainable way of managing natural systems involves ‘working with nature’ (Gordon et al., 2018). Ecotourism is a possible approach to addressing both biodiversity conservation (Castro et al., 2015).

Conclusion

The seven selected protected areas in the AP of Vojvodina represent a significant sample for the analysis of tourism offer at the level of the region. Within these areas, 450 respondents ranked their answers in 33 questions regarding the presence and effects of sustainable tourism development indicators. At the same time, the questions were identified with these indicators. By analyzing the answers, significant differences were found in the average values among the graded indicators (Tables 2, 3, and 4). Protected areas with the highest average values are the Special Nature Reserve “Deliblatska Peščara”, the Special Nature Reserve “Zasavica”, and Nature Park “Palić” (Table 4). In these protected areas, even the smallest differences are present in the respondents’ answers. By minimizing, or eliminating the negative indicators as the threats for a protected natural site (the questions N28 ... N33), (Table 2), it is possible to increase the total value of these tourism destinations, and, therefore, the value of the area at the level of the overall tourism offer. As the most significant threats for each destination, the respondents noted the endangered species according to the IUCN category, the proximity of the agricultural land with chemically treated crops, the proximity of significant pollutants, and the presence of domestic animals.

The analysis of the research results concludes that significant natural factors are present within the selected protected natural areas. Respondents pointed out the importance of geographical location, favorable climate, rich flora and fauna, wetlands and other factors for tourism. The results can benefit to tourism planning. Forms of tourism that can be developed within these tourism destinations are natural forms of tourism, ecotourism, bird and animal watching, sports tourism, scientific tourism, excursions, wine tourism, events, nautical tourism and other forms based on nature. For social factors, the greater involvement of the local community in the systems managed by protected natural areas and planning the development of tourism within these destinations is significantly greater. It is necessary to reduce the negative human impacts on the environment of these destinations. The results of the research also indicated the exploitation of natural resources within the reserve. This must be prevented by certain measures and management activities. Implementation of the management plans of these protected areas, proper monitoring and the improvement of protection can minimize negative tourism impacts or even eliminate them. It is tourism that can be a catalyst for these activities. In addition to the elimination of the negative effects of the area users, overall ecological, economic and social-cultural benefits for the destination can be achieved through tourism.

By directly increasing the values of sustainable tourism development indicators, reducing the differences in current values, and reducing or eliminating the indicators that pose a threat to protected areas, the significance of the tourism destination, as an overall spatial unit (Hall, 2010), increases, which confirms the basic hypothesis in this paper. The extent, to which the entities in the protection systems are involved in all of this and how great the financial values are needed to be for establishing such models of management will be discovered by some future research.

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Effect of Job Involvement, Organizational Commitment and Satisfaction on Turnover Intention: A Research in the City of Antalya

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Abstract

Today like other establishments, touristic establishments are trying to survive under conditions of high-level competition among their rivals. The diversity aspect of jobs in touristic establishments needs analysis to determine operational aspects and outcomes. In this context, to sustain satisfaction and motivation of employees there are critical factors. In this paper, the possible relationships among job involvement, commitment, satisfaction and turnover intention levels of employees were investigated. As a result of the regression analysis, it was concluded that at least one of the independent variables of the model, which were job involvement, organizational commitment, and job satisfaction levels, had an impact on intention to turnover. The findings of the research are important both from theoretical and practical perspectives. From a theoretical perspective, this research shows the possible effect of job involvement, commitment, and satisfaction on turnover intention. From a practical perspective, the results would be of help for tourism sector professionals, researchers and decision makers.

Keywords: Job Involvement, Commitment, Satisfaction, Turnover Intention, Antalya, Turkey

Introduction

According to the latest statistics from United Nations World Tourism Organization (UNWTO), international tourist arrivals (overnight visitors) worldwide grew 4 % in 2019 to reach 1.5 billion. All regions in the world (from the Middle East to the Americas) enjoyed an increase in arrivals (World Tourism Barometer, 2020:1). With its financial and employment possibilities, the tourism industry has ranging effects on national economies. In order to meet the needs and expectations of this huge industry, retention of current employees is very important.

Within the labor-intensive aspect of the tourism industry, to realize establishment goals, both finding and selecting the right employees and having continuous relations with them are essential to survive. Today like other establishments, touristic establishments are trying

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to survive under conditions of high-level competition among their rivals. Satisfied and motivated employees comprise a major factor for successful competition among establishments. To motivate employees, satisfying them and making them contented are important. Customer desires will be met by providing goods and services that meet or exceed their expectations. This requires a lot of work provided by satisfied and motivated employees. The diversity aspect of jobs in touristic establishments needs analysis to determine operational aspects and outcomes. In this context, to sustain satisfaction and motivation of employees there are critical factors. In this paper, the possible relationships among job involvement, commitment, satisfaction and turnover intention levels of employees were investigated. Job involvement, commitment and satisfaction levels can be seen as three major reasons in quitting the work.

Literature Review

Job Involvement

Referencing Kanungo (1982), Lambert et al. (2015) define job involvement as an employee's psychological identification showing the importance of their job. Citing Word, Park (2009), Caillier (2012) is underlining that job involvement shows the satisfaction levels of the needs of employees. If establishments create involved and committed employees, they will increase their chances in tough competition (Selvanayagam, Thiagarajan, 2019). Job involvement levels of employees will be affected from their working conditions. If the employees have enough involvement, they will be happy to work and show participation (Widodo et al., 2019: 282) in the decision-making process. According to Pelkey (2017:39), in order to have more involvement, it is suggested for employees to see their jobs as central concerns in their working life. In this way, it is also possible to integrate both individual and organizational goals.

Organizational Commitment

Inside the definition of organizational commitment employees' identification and involvement can be found (Brooke et al., 1988:139). Citing Mowday et al. (1979), Schwepker (2001:41) stated that commitment occurs when employees believe and accept establishment goals, values, continue to work and give their maximum energies. Feeling attachment to the goals and values can be given as examples in organizational commitment (Markovits et al., 2015:79). Among the possible expected results of organizational commitment; increased performance, quality and satisfaction (Lim et al., 2017:30) and decreased labor turnover can be given. Among types; continuance, affective and normative can be given. Continuance commitment means benefits (monetary benefits like salary and so on.) against costs (costs of leaving) during recruitment. Affective commitment represents strong beliefs regarding establishment goals, values (priorities) and normative commitment means to act suitable to establishment goals (as expected by employers) (Cailler, 2012:345). With the evaluation of organizational commitment levels, it is possible to have better understanding about what is going on in establishments. Due to tough competition among touristic establishments, tourism professionals are trying to learn something new about their employees by observing and calculating their organizational commitment levels. Today, it is worldwide well-known that more support coming from employers resulted with more satisfaction and commitment of employees to the establishments. Academic studies showed that committed employees have more desires for their jobs (Demir,

2020:208) and try to solve the current problems of their establishments. Committed employees may even take needed responsibilities and try to do their best with decreased turnover intention (Derakhshide, Kazemi, 2014:19).

Satisfaction

In the written literature regarding satisfaction there are numerous studies both investigating job satisfaction and employee satisfaction. Emerging satisfaction of employees is very important. Satisfied employees will feel themselves loyal to their establishments and not interested in looking for other employment alternatives (DiPietro, Bufquin, 2017:2). Due to general characteristics of tourism industry (labor intensive, consists of goods and services, time selling and so on.) creation of satisfied employees are more important and difficult when it is compared with other industries (Azic, 2017:106). Citing Chi, Gursoy (2009), Abdullah et al. (2017:4) have underlined the importance of satisfied employees in offering exceeding services to guests at hotels. In one hand tourism industry pulls lots of talents due to its exciting career field (Selvanayagam, Thiagarajan, 2019:56), on the other hand it may face high labor turnover because of dissatisfaction of both employees and/or employers.

Turnover Intention

Turnover intention can be seen as final step before leaving the establishment. It starts with the feeling of dissatisfaction of employees with the current working conditions. Coming late to the work, checking-out earlier than expected, searching for other employment alternatives are possible turnover intention related actions (DiPietro, Bufquin, 2017:7). Facing continuous dissatisfaction will be resulted with separating from the establishment (turnover). In other words, turnover intention can be used to guess real turnover of employees. In today's world employee turnover is one of the biggest problems in tourism industry. This problem makes it difficult to realize establishment goals (Widodo et al., 2019:281). Because of this fact, managers are trying to develop new tactics (increasing payment levels, giving promotion, establishing socialization etc.) to decrease employee turnover rates. If countries or establishments experience labour shortages (Batt, Valcour, 2003:189), then turnover problem becomes more important. Recruiting new employees, giving training (Akgunduz, Sanli, 2017:118) and facing productivity loss during orientation periods of new comers are possible processes after someone quits. The tourism industry involves high levels of employee-customer interactions and high turnover rates, which may have a negative result in terms of costs and revenues.

Researches About Job Involvement, Commitment and Satisfaction on Turnover Intention

Regarding job involvement, Pelkey (2017:38) has underlined that in case of feeling support and orientation towards establishment's goals, employees have high involvement and motivation to be in working environment. Related with satisfaction, different studies are showing that job satisfaction has positive results on different variables such as motivation, job involvement and negative results with turnover. Referencing Kinichi et al. (2002) and Brown (1996), Demir (2020:207) has underlined the results of two different studies regarding satisfaction. From hospitality industry by citing Chow et al. (2007), another study result was given by DiPietro, Bufquin (2017:6) as manager's intent to be with their company because of their overall satisfaction.

As Culibrk et al. (2018:132) have stated there is a bond between satisfaction and commitment, but the direction of the relationship differs from one study to another. For some studies, job satisfaction comes first and vice versa. Citing Hom, Griffeth (1995), DiPietro, Bufquin (2017:7) have underlined that employees quit due to dissatisfaction and loss of commitment to the work. Referencing Yamagucci (2013), Zhou et al. (2014:220) stated that for knowledge workers the more work satisfaction means the more organizational commitment. When satisfaction and organizational commitment are compared it can be concluded that emotion levels of employees are higher in organizational commitment (Culibrk et al., 2018:3). According to the literature, both job involvement and satisfaction related outputs are all human resources related practices and additionally, organizational commitment has negative results on turnover (Widodo, et al., 2019:285).

Citing Rahman, Nas (2013), Lim, et al. (2017:28) have underlined that turnover intention has a direct effect on the turnover decisions. Even in casino industry, perceiving more supervisor support results with a decreasing turnover of employees working in casinos (Li, et al., 2017:197). In fact, perceiving a problem in terms of commitment lead employees to turnover intention (Chen, Wu, 2017:1916). Chen, Wu (2017:1927) carried out a research on 226 front-line employees in a hotel in Taiwan and investigated that leader-member exchange levels will decrease the turnover intention of employees.

Methodology

For the research, Zopiatis and et al. (2014) study (which investigated job involvement, commitment, satisfaction and turnover relations) was used. All items in their questionnaire were used for this study. The research sample consists of 238 employees working in 5-star hotels (Totally 4 hotels operating in the city of Antalya/Turkey). A variety of analyses were conducted for the statistical analysis of the data collected through surveys including frequency analysis performed to determine the characteristics of the sample and their opinions about the research variables, factor analysis to determine construct validity, correlation analysis to figure out the direction and level of the correlation between the research variables, regression analysis to determine the impact of employees' job involvement, organizational commitment and job satisfaction levels on their intention to turnover, and t-test and ANOVA analyses to determine whether there was a significant difference between the research variables based on certain demographic characteristics of the participants.

Findings

It was found that the majority of the participants were primary school/secondary school graduates with 39.9% (95 people) while another group of participants were mostly high school graduates with 38.7% (92 people). Finally, the majority of the participants were entry level employees with 63.9% (152 people).

Table 1. Details of Participants

	Number of Participants (N)	Percentage (%)		Number of Participants (N)	Percentage (%)
Gender			Age		
Female	124	52.1	18-30	88	37
Male	114	47.9	31-40	103	43.3
			41-50	44	18.5
			50+	3	1.3
Total	238	100	Total	238	100
Educational Background			Job level		
Primary/Secondary School	95	39.9	Entry level	152	63.9
High school	92	38.7	Intermediate level	77	32.4
University(two-year degree)	22	9.2	Senior level	9	3.8
University(Bachelor)	26	10.9			
Postgraduate	3	1.3			
Total	238	100	Total	238	100

The summary of the factor analysis is demonstrated in detail in Table 3.

Table 2. KMO and Bartlett's Sphericity Test for Job Involvement

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.879	
Bartlett's Test of Sphericity	Approx. Chi-Square	1095.786
	df	28
	Sig.	.000

Table 3. Summary of the Explanatory Factor Analysis Results for the Job Involvement Scale (N = 238)

	Job Involvement	Communalities
I think my job is very central and important to my existence.	.848	.719
I have very strong bonds with my current job.	.834	.696
I live, eat, and do my job very willingly.	.800	.640
Most of my interests are centred on my job.	.779	.606
Most of my personal life goals are business oriented.	.769	.592
My current job is the most important thing that has ever happened to me.	.755	.570
I'm very interested in my job.	.728	.529
Most of the time I like to pay full attention to my job.	.672	.451
Eigenvalues	4.804	
% of Variance	60.049	
Cronbach's Alpha	0.903	

According to reliability analysis the scale has high reliability. Factor analysis results are presented in detail in Table 5.

Table 4. KMO and Bartlett's Sphericity Test Results for the Organizational Commitment Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.878	
Bartlett's Test of Sphericity	Approx. Chi-Square	1149.653
	df	28
	Sig.	.000

Table 5. The Summary of the Explanatory Factor Analysis Results for the Organizational Commitment Scale (N = 238)

	Organizational Commitment	Communalities
It wouldn't be morally right for me to leave my company now.	.821	.674
Even if it's to my advantage, I don't think it'll be right to leave my company now.	.809	.654
If I was offered a better job elsewhere, I would think it was not right for me to leave my company.	.808	.653
I feel personal responsibility to continue working for my company.	.796	.633
I feel like the problems of this company are my own.	.771	.594
I would be very happy to spend the rest of my career in this company.	.760	.578
This company has a lot of personal meaning to me.	.760	.577
I feel guilty if I leave my current company.	.747	.558
Eigenvalues	4.920	
% of Variance	61.502	
Cronbach's Alpha	0.910	

The Kaiser Meyer Olkin sample value for the Organizational Commitment Scale was found to be 0.878 ($p < 0.001$) and the proportion of variance explained was calculated to be 61.502%. According to the reliability analysis, Cronbach's Alpha value was 0.810. Factor analysis results are demonstrated in detail in Table 7 below.

Table 6. KMO and Bartlett's Sphericity Test for the Intention to Turnover Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.751	
Bartlett's Test of Sphericity	Approx. Chi-Square	414.740
	df	3
	Sig.	.000

Table 7. The summary of the Explanatory Factor Analysis Results for the Intention to Turnover Scale (N = 238)

	Intention to leave	Communalities
I often think of leaving this job.	.911	.829
I'll probably look for a different job next year.	.908	.824
Next year, I will actively look for a new job.	.906	.820
Eigenvalues	2.473	
% of Variance	82.442	
Cronbach's Alpha	0.893	

The Kaiser Meyer Olkin sample value for the Intention to Turnover Scale was determined to be 0.751 ($p < 0.001$) and the proportion of variance explained was revealed as 82.442%. According to the reliability analysis, Cronbach's Alpha value was 0.893. Since the factor loading of the item "I have a chance to be someone in the society" is 0.200 and that of the item "My job contains a suitable environment for a stable work" is 0.293, these items were excluded from the analysis. The summary of the analysis is given in detail in Table 9 below.

Table 8. *KMO and Bartlett's Sphericity Test for the Job Satisfaction Scale*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.939	
Bartlett's Test of Sphericity	Approx. Chi-Square	2672.296
	df	91
	Sig.	.000

Table 9. *The summary of the Explanatory Factor Analysis Results for the Job Satisfaction Scale (N = 238)*

Job Satisfaction	Internal	External	Communalities
I have a chance to tell people what to do.	.823		.734
I have the freedom to implement my own decision.	.815		.745
I have a chance to choose my own ways of doing my job	.801		.741
I have a chance to do something in which I can use my skills.	.791		.754
I have a chance to achieve a sense of success from my job.	.755	.448	.771
I have a chance to do something for other people.	.729		.665
I take credit for doing a good job.	.684	.448	.669
I have a chance to do things that do not contradict my conscience.	.666		.479
I have a chance to make progress in my career in this job.	.653	.504	.681
I have a chance to do different things from time to time.	.615		.535
My manager has decision-making competence.		.864	.821
My manager's style of managing his/her employees is appropriate.		.855	.784
The way company policies are implemented is appropriate.	.443	.725	.722
My salary and the work I do are in harmony with each other.	.469	.615	.597
Eigenvalues	8.633	1.065	
% of Variance	42.622	26.646	
Cronbach's Alpha	0.944	0.870	

Looking at the common variance values and other analyses, some items were excluded from the analysis and the Job Satisfaction Scale consisting of 20 items was rearranged as a scale with 14 items. The Kaiser Meyer Olkin sample value of the study was determined to be 0.939 ($p < 0.001$) and the proportion of variance explained was found to be 69.268%. According to the analysis, Internal Job Satisfaction explained 42.622% of variance while External Job Satisfaction explained 26.646% of variance. Considering the sample size, factor rotation, and Kaiser criterion values, a

2-factor structure was decided. As a result of the reliability analysis, Cronbach's Alpha value was found to be 0.951. Cronbach's Alpha value was 0.944 ($p < 0.001$) for Internal Job Satisfaction and 0.870 ($p < 0.001$) for External Job Satisfaction. For each scale used in the study, normality of the data was checked. When Table 2, Table 3 and Table 4 are examined, kurtosis and skewness values were within ± 1.5 range, which indicate that the data had normal distribution. Whether the data was normally distributed or not was checked for each scale used in the study. Skewness and Kurtosis values of each scale were examined for normality test. The findings obtained are illustrated in detail in Table 10. When Kurtosis and Skewness values are between -1.5 and +1.5, it is concluded that data show normal distribution (Tabachnick, Fidell, 2013). According to Table 10, kurtosis and skewness values are within ± 1.5 range, indicating that the data had normal distribution.

Table 10. *Frequency Details*

		Job Involvement	Organizational Commitment	Intention to Turnover	Job Satisfaction
N	Valid	238	238	238	238
	Missing	0	0	0	0
Mean		3.6853	3.5675	2.3949	3.1912
Median		3.8750	3.6250	2.3333	3.0714
Std. Deviation		.85148	.89742	1.13902	.89041
Skewness		-.679	-.439	.333	-.150
Kurtosis		.351	-.009	-.831	-.555
Minimum		1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00

As a result of the analysis performed, the minimum value of the Job Involvement Scale was 1.00 and the maximum value was 5.00. The mean value of the scale was 3.68 and the median value was 3.87. In the present study, whether the groups showed normal distribution was investigated. Skewness and Kurtosis values were examined for normality test. While the skewness value of the scale was $-.679$, the kurtosis value was found to be $.351$. When Kurtosis and Skewness values are between -1.5 and +1.5, it is concluded that data show normal distribution (Tabachnick, Fidell, 2013).

The minimum value of the Organizational Commitment Scale, which is another scale of the research, was 1.00 whereas the maximum value was 5.00. The mean value of the scale was found to be 3.56 and the median value was 3.62. The skewness value of the scale was $-.439$ while the kurtosis value was $-.009$. According to these values, it is concluded that the data had normal distribution.

The minimum value of the intention to turnover scale was 1.00 and the maximum value was 5.00. The mean value of the scale was 3.19 and the median value was 3.07. In the present study, whether the groups showed normal distribution was investigated. Skewness and Kurtosis values were examined for normality test. The skewness value of the scale was $.333$ while the kurtosis value was $-.831$. In line with these values, it is concluded that the data had normal distribution.

Finally, the minimum value of the Job Satisfaction Scale was 1.00 and the maximum value was 5.00. The mean value of the scale was 2.39 and the median value was 2.33. The skewness value of the scale was $-.150$ whereas the kurtosis value was found to be $-.555$. In line with these values, it is concluded that the data showed normal distribution.

As a result of t test, a significant difference was revealed only between the organizational commitment levels of the employees and their gender.

As a result of the t test a statistically significant difference was revealed between the organizational commitment levels of females and males ($t(236) = -3.077$, $p < 0.05 = 0.002$). Accordingly, females' organizational commitment levels ($\bar{X} = 2.549$) were higher than those of males ($\bar{X} = 2.227$). According to the results, the research hypothesis was supported. All details can be seen in Table 11 below.

Table 11. *T-Test Results by Gender*

	N	Mean	Standard Deviation	t	df	P
Female	124	2.5490	1.10658	-3.077	236	.002
Male	114	2.2274	1.15489			

As a result of Anova Test, a significant difference was detected only between the job satisfaction levels of the employees and their ages.

Regarding the homogeneity of variance, significance value was found to be $p < 0.05 = 0.312$. When the ANOVA table is examined, significance value is $p < 0.05 = 0.021$.

Table 12. *ANOVA Table for Job Involvement*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.598	3	2.533	3.287	.021
Within Groups	180.302	234	.771		
Total	187.900	237			

Table 13. *Descriptive Statistics for Job Involvement*

	N	Mean	Standard Deviation
18-30	88	3.3186	.08724
31-40	103	3.2326	.08709
41-50	44	2.8979	.14906
50+	3	2.3333	.22713
Total	238	3.1912	.05772

Table 14. *Multiple Comparisons for Job Involvement*

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-30	31-40	.08597	.12742	.907	-.2437	.4157
	41-50	.42071*	.16207	.049	.0013	.8401
	50+	.98527	.51536	.226	-.3483	2.3188
31-40	18-30	-.08597	.12742	.907	-.4157	.2437
	41-50	.33474	.15809	.151	-.0743	.7438
	50+	.89930	.51412	.301	-.4310	2.2296
41-50	18-30	-.42071*	.16207	.049	-.8401	-.0013
	31-40	-.33474	.15809	.151	-.7438	.0743
	50+	.56456	.52379	.703	-.7908	1.9199
50+	18-30	-.98527	.51536	.226	-2.3188	.3483
	31-40	-.89930	.51412	.301	-2.2296	.4310
	50+	-.56456	.52379	.703	-1.9199	.7908

As a result of the ANOVA analysis, it was found that job satisfaction levels of the employees differed between those aged between 18 and 30 and those aged between 41 and 50, and job satisfaction levels of the employees who were in the 18-30 age range was higher than those who were in the 41-50 age range.

As a result of ANOVA test, no statistically significant difference was revealed between the variables and the educational background of the employees.

According to ANOVA test, a significant difference was found only between the job satisfaction levels of the employees and their job level in the company.

As a result of the ANOVA analysis, a significant difference was observed between the job levels of the employees and their job satisfaction levels ($F(237) = 4.246$, $p < 0.05 = 0.015$). Post-Hoc test results are given in Table 17.

Table 15. *ANOVA Table for Job Involvement*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.553	2	3.276	4.246	.015
Within Groups	181.347	235	.772		
Total	187.900	237			

Table 16. *Descriptive Statistics for Job Involvement*

	N	Mean	Standard Deviation
Entry level	152	3.1135	.86977
Intermediate level	77	3.2547	.89374
Senior level	9	3.9603	.89508
Total	238	3.1912	.89041

Table 17. *Multiple Comparisons for Job Involvement*

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Entry level	Intermediate level	-.14124	.12288	.485	-.4311	.1486
	Senior level	-.84684*	.30136	.015	-1.5577	-.1360
Intermediate level	Entry level	.14124	.12288	.485	-.1486	.4311
	Senior level	-.70560	.30946	.061	-1.4355	.0243
Senior level	Entry level	.84684*	.30136	.015	.1360	1.5577
	Intermediate level	.70560	.30946	.061	-.0243	1.4355

As a result of the ANOVA analysis, it was found that the job satisfaction levels of the employees differed between senior level employees and entry level employees, and that the job satisfaction levels of senior level employees were higher than those of entry level employees. Additionally, correlation analysis results are given in Table 18.

Table 18. *Correlation Analysis between Job Involvement, Organizational Commitment, Intention to Turnover and Job Satisfaction*

		Job Involvement	Organizational Commitment	Intention to Turnover	Job Satisfaction
Job Involvement	Pearson Correlation	1	.761**	-.204**	.217**
	Sig. (2-tailed)		.000	.002	.001
	N	238	238	238	238
Organizational Commitment	Pearson Correlation	.761**	1	-.200**	.374**
	Sig. (2-tailed)	.000		.002	.000
	N	238	238	238	238
Intention to Turnover	Pearson Correlation	-.204**	-.200**	1	-.199**
	Sig. (2-tailed)	.002	.002		.002
	N	238	238	238	238
Job Satisfaction	Pearson Correlation	.217**	.374**	-.199**	1
	Sig. (2-tailed)	.001	.000	.002	
	N	238	238	238	238

According to the results, a significant relationship was observed among job involvement, commitment, turnover and satisfaction.

Regression analysis are given in Table 19.

Table 19. *The Impact of Job Involvement, Organizational Commitment and Job Satisfaction on Intention to Leave*

Dependent variable	R ²	Independent variable	B	t	P	VIF
Intention to turnover	0.067	(Constant)	3.891	10.395	.000	
		Job Involvement	-.197	-1.501	.135	2.404
		Organizational Commitment	-.038	-.292	.771	2.663
		Job Satisfaction	-.199	-2.272	.024	2.404

Discussions and Conclusions

In this study, which consisted of the employees of 5-star hotels operating in the region of Antalya, 52.1% (124 people) were female and 47.9% (114 people) were male.

Based on the results obtained from the analyses, it was concluded that females had higher levels of organizational commitment to their establishments ($\bar{X} = 2.549$) than males ($\bar{X} = 2.227$), the employees aged between 18 and 30 ($\bar{X} = 3.318$, $Sd = .872$) had higher levels of job satisfaction than the employees aged between 41 and 50 ($\bar{X} = 2.879$, $Sd = .227$), and senior level employees had higher levels of job satisfaction than entry level employees ($\bar{X} = 3.113$, $Sd = .869$). As it can be seen from the results, the employees' commitment to the establishment where they work and their satisfaction levels could differ by gender, age and job level of the employees.

In addition, correlation analysis was conducted to figure out whether there was a relationship between the employees' job involvement, organizational commitment, intention to turnover, and job satisfaction levels. According to the analysis, all variables were concluded to be interrelated. Sample size and time pressure during research are limitations of the study.

Recommendations

The findings of the research is essential especially for hotels which employ too many workers to carry out the necessary steps and continuously improve their current working conditions in order to help their employees get involved in their job and be satisfied with their job and increase their organizational commitment to their establishments.

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