Infrastructure as Drivers for Economic Growth: A Way to advancing Tourism

Olasunmbo Adhuze^{1*}, Adebayo Adewole², and Olawale Adeaga³

¹Department of Architectural Technology, The Federal Polytechnic, Ado-Ekiti, Ekiti State, Nigeria ²Department of Estate Management, The Federal Polytechnic, Ado-Ekiti, Ekiti State, Nigeria ³Department of Architectural Technology, The Federal Polytechnic, Offa, Kwara State, Nigeria

*Corresponding Author

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Abstract: Tourism contributes significantly to economic growth in many countries and is an important source of foreign exchange. Infrastructure development is important for developing tourism activities and the economy of the country seeks to optimize the use of tourism. This study examines the role of infrastructure in advancing tourism as a driver of economic growth. It argues that infrastructure is essential to improve tourism and drive economic growth, emphasizing the importance of infrastructure in attracting tourists and creating an enabling environment for businesses to thrive. This study explores the relationship between infrastructure development, tourism, and economic growth, using an in-depth literature review of existing research on infrastructure development and its impact on tourism and economic growth. The relationship is assessed using multivariate analysis. This study examines various studies that have been conducted on the subject and synthesizes the findings to provide a comprehensive overview of the relationship between infrastructure development, tourism, and economic growth. This paper highlights the importance of investing in infrastructure to attract tourists and create an enabling environment for businesses to thrive. This paper highlights the importance of investing in infrastructure development as a means of advancing tourism and driving economic growth.

Keywords: Economic Growth; Foreign Exchange; Infrastructure Development; Tourism.

I. Introduction

One of the major attractiveness of a tourism site is its infrastructural base, which is the facilities that support tourism activities on a site (Adhuze, 2023). Infrastructure facilities present at a tourist destination or tourist sites are one of the basic determinants of the popularity and patronage of a tourist site as they mark the level of tourist satisfaction and the degree of a visitor's trip experience. (Smith, 1994; Jovanović and Ilić, 2016). These infrastructures represent part of the pull factors to the site, and their availability and maintenance determine to a large extent the level or frequency of patronage of the tourist site. Infrastructural facilities at a tourist destination, otherwise called tourism infrastructures, are one of the major consumables at a tourist location. Ayeni (2012) posited that infrastructure has the tendency to attract tourists who in turn will use such facilities and create a lasting memory, and whether to visit again or not. Hamzar (2009) stated that high-quality infrastructure will create a high-quality tourist experience, which will increase the attractiveness of a tourist product as well as the level of visitation.

Tourism infrastructure is the basis of tourism development and use of existing destination resources, as these are tourist experience enriching facilities. The tourism infrastructure includes many services necessary to meet the needs of tourists and increase satisfaction during their stay at the destination. It can also be regarded as the physical elements that are designed and erected to cater for the visitor's experience and satisfaction. Awaritefe (2004) and Khadaroo and Seetanah (2008) argued that the attractiveness of the destination, quality services, facilities or amenities, favorable location, and accessibility of centers also emerged as important considerations in tourist destination choice. Therefore, improving infrastructure increases the attractiveness of a destination. The Tourism Task Force (2003) of Australia asserted that infrastructure is a big part of the tourist equation.

There is an association between infrastructure and tourism development that has been theoretically established. The authors have underlined the special role of tourism in modernizing infrastructure as demanded, and the generation of multiplication effects of infrastructure development on tourism has been analyzed (Gunn and Var, 2002; Eagles and Mc Cool, 2002).

Tourism can have a significant impact on the economy of a nation. It can boost the revenue of the economy by creating jobs, developing the infrastructure of a country, and promoting cultural exchange between foreigners and citizens (Yehia, 2019). The tourism industry is one of the largest industries in the world, and its economic potential is indisputable. In fact, it is because of



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the positive economic impact that most destinations embark on their tourism journey. Considering the above, this paper was conceived to investigate the relationship between tourism infrastructure development and economic growth with a view to determining the relevance of infrastructure in the economic advancement of the nation. To realize this goal, the following hypotheses are proposed.

Ho1. There is no significant relationship between tourism infrastructure and economic growth.

II. Literature Review

Infrastructure is a key driver of economic growth and development, which provides the foundation for businesses and a quality standard of living for people to live healthy and productive lives. In the context of tourism, infrastructure plays a crucial role in attracting visitors and providing them with the necessary amenities and services to enjoy their stay. According to Mamirkulova et al. (2020), recent studies have shown that tourism infrastructure has a positive impact both directly and indirectly on the quality of life of residents through sustainable tourism development. Tourism infrastructure consists of facilities and services performed within a particular locality to meet the needs of residents and specific purposes (Goeldner and Ritchie 2009). "It is considered as the physical element that is designed and erected to cater to visitors" (Jovanovi'c and Ili'c 2016). As posited by Suleiman and Albiman (2014), tourism infrastructure can increase competitiveness and promote tourism by providing travel facilities for tourists. These facilities and services are designed to meet the needs of residents and cater to specific purposes, such as attracting tourists. This means that having a well-developed tourism infrastructure can help attract more tourists to a particular area, which can have a positive impact on the local economy.

Infrastructure development can have a significant impact on tourism. Infrastructure, including air, water and ground travel, electricity, social services such as accommodation and restaurants, recreation, and so on, all serve as arteries of the tourism industry promoting increasing competitiveness. A good infrastructure in a destination can attract more tourists by providing them with the necessary amenities and services to enjoy their stay. For example, investments in transportation infrastructure such as airports, ports, rail, and roads can improve accessibility to a destination and make it easier for tourists to travel there. Several studies have proven that tourism is a profitable venture, and with the increase in Nigeria 's population and the economic challenges that it faces, a developing country such as Nigeria can leverage tourism for income from foreign exchange, job creation, and above all, a means of diversification from over-dependence on oil (Ayeni, 2012; Awaritefe and Ejemeyovwi, 2019 and Ejikeme et al., (2020). These benefits can be achieved where the tourism industry is consciously developed, and the environment protected to support the endeavor harnessing its rich cultural heritage to support tourism. Hence, where nature has provided raw materials, the stakeholders must develop and harness them for the benefit of all, that is, humans and the environment in which they live.

Tourism, according to the United Nations (1998), is "a form of recreation, which implies leaving home for another place whether near or far. The World Tourism Organization (WTO) argues that tourism embodies personal travel activities and staying in places outside one's usual environment for a period of not more than one consecutive year for leisure, business, or other purposes that are not remunerated (WTO, 2001). This view is also supported by Jafari (2003), who posited that tourism is an activity focused mainly on travel pursuits of leisure and pleasure (Law, 1993). Tourism is concerned with providing goods and services. The concept of tourism service is multidimensional and difficult to define and evaluate. Reisinger (2001) defined tourism service as an amalgam of deliverables offered to tourists by different sectors of the tourism industry to satisfy tourist needs while they are away from home. This includes services, and other related services. The commercial provision of these services is a crucial aspect of tourism, as it allows tourists to use established systems of provision and benefit from the infrastructure that has been put in place to support their needs. This can include everything from transportation and accommodation to entertainment and cultural experiences, including the landscape and people (Ayeni, 2012). Tourism can bring money to a destination through employment, currency exchange, imports, and taxes. The tourism economy represents 5 % of world GDP and contributes 6-7 percent of total employment (source). International tourism ranks fourth (after fuels, chemicals, and automotive products) in global exports (Source). The sector's recovery is expected to drive growth in every region of the world (UNWTO).

2.1 The Economic Value of Tourism

One way in which the tourism industry is globally recognized as the most important sector in generating a country's income as well as economic growth is through its exponential growth in tourism receipts, as reported by the United Nations World Tourism Organization (UNWTO, 2019). It reported that international tourist receipts of approximately USD2 billion were generated in 1950 from the tourism industry and rose to USD104 billion in 1980, USD495 billion in 2000, and 220 billion in 2016. These figures show that in terms of annual growth rate, tourist arrivals grew at 6.1% per annum during the 1950–2016 period and tourism receipts grew by 10.2% per annum in more than 6 decades. In 2017, tourism revenue in developed countries totaled \$ 870 billion, up 4.2% from a year earlier. A rise was also experienced in the developing economies as they also experienced an upward trend in tourism



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revenue. In 2015, tourism revenues in developing economies totaled \$ 423 billion, rising to \$ 431 billion in 2016, an increase of 3.9%. The African continent generated 32.2 billion in tourism revenue in 2015, and in 2016, revenues amounted to \$ 33 billion, an increase of 4.9%. Revenue growth was also achieved in 2017, when it amounted to \$ 37.3 billion, an increase of 8% (UNWTO, 2019). Tourism is a significant source of foreign exchange, with foreign exchange inflows being one of the most important items in the balance of payments and a very significant factor in the overall economic development of countries (Pjanić, 2019).

Tourism is a commercial activity that has the effect of increasing employment, foreign exchange earnings, and improving the living standards of people in the host country. In addition, tourism enables the realization of certain infrastructure projects, socio-economic benefits for the local community, in terms of faster economic growth, more jobs, balanced development of weaker areas, and higher government revenue (Pjanić, 2019). It is very important to emphasize the importance of tourism for the public economy, especially at the local level (Dritsakis& Athanasiadis, 2000). Tourism has various economic impacts by contributing to sales, profit, tax revenue, and so on. Direct effects are realized in primary tourism sectors such as hotels, restaurants, public and private transport, entertainment, and retail. Through secondary effects, tourism affects most sectors of the economy. Analysis of the economic impact of tourism activity usually focuses on changes in sales, revenue, and employment in the region resulting from tourism activities (Pjanić, 2019). Tourism impacts are not only economic, social, or environmental, but there are many interconnected levels.

Direct, indirect, and induced effects are all ways that tourism influences the economy. Activities related to tourism have immediate implications (tourism spending, employment in the tourism sector and taxes paid by tourism activities). Through the impact of tourism on other economic sectors, indirect impacts are demonstrated (hotels that buy goods from merchants or procure food from producers). Because of households profiting from the tourism industry, there are changes in economic activity known as induced effects (tourism employes paying tax or buying local goods and services and general improvement in quality of life of the residents) (Pjanić, 2019; Nor, Salleh, and Falatehan, 2021). These effects, along with the sector 's organizational structure, determine a country 's economy (Lemma, 2014).

However, tourism can also have negative economic impacts. For example, on the social side, it can lead to an increase in the cost of living for residents and can cause inflation, security issues such as kidnaping terrorism, arson, and infiltration of foreign cultures. Environmental aspects, such as pollution and other forms of degradation. Overall, the positive economic impacts of tourism outweigh the negative economic impacts.

2.2 The Dubai and Singapore Experience

The Dubai Development is a group of tourist attractions in Dubai initiated in 2017 designed to highlight the city's diverse history, culture, and innovative spirit.as a part of the Dubai Tourism Vision 2020. This plan sought to draw 20 million tourists annually by 2020, it used Al Shindagha Museum, Dubai Sustainable Tourism, Futurism Program, Al Marmoom Desert Conservation Reserve, Digital Audio Tours, Attractions B2B Platform, and Tourism Analytics App as a few of the initiatives under the Dubai Development initiative (Abbas, 2021) Dubai has used infrastructure to develop its tourism by investing in various projects that enhance its attractiveness, accessibility, and sustainability, showcasing its rich heritage, culture, and innovation. The Dubai development attracted 15.92 million international visitors in 2018, making it the fourth most visited city in the world. Dubai also ranked first in terms of visitor spending, with an average of \$553 per day (Abbas, 2021, WTO, 2020), generating about AED 150 billion (\$40.8 billion) to the UAE's GDP in 2019, accounting for 11.5% of the total GDP. These efforts also supported 325,000 jobs in 2019, representing 10.1% of total employment. (Government of Dubai, 2021)

Dubai also used 2040 Urban Master Plan another strategic plan that outlines the vision and goals for Dubai's urban development until 2040. The plan focuses on upgrading Dubai's urban areas, improving the efficiency of resource utilization, developing vibrant, healthy, and inclusive communities, and doubling green and leisure areas, providing a healthy environment to residents and visitors and providing sustainable and flexible means of mobility which will also support its tourism promotion initiative (Bloomberg News). Dubai Expo 2020 was another mega-event that showcased Dubai's achievements and aspirations to the world. The expo, which was originally scheduled to take place between October 20, 2020, to April 10, 2021, was postponed due to the COVID-19 pandemic and then took place October 1 2021 to March 31, 2022. It featured pavilions from more than 190 countries, as well as exhibitions, entertainment, and cultural activities. The expo attracted 25 million visitors and generated \$23 billion for the economy. With these ingenuities and more, Dubai has been able to transform itself from a desert city to a global hub of tourism, commerce, culture, and innovation by leveraging its infrastructure and creating world-class attractions and experiences for its visitors.

The tourism sector's contribution to Dubai's GDP exceeded 17 per cent and its indirect impact reached a whopping 28 per cent, (Government of Dubai, 2019). The tourism sector contributed about \$41 billion in 2017 to the GDP, making up 4.6% of the GDP, and provided some 570,000 jobs, accounting for 4.8% of total employment (Bloomberg News, 2018, Dubai tourism, 2023). With places like the Burj Khalifa, the world's tallest building; the Palm Jumeirah, an artificial island shaped like a palm tree; the Dubai



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Mall, the world's largest shopping mall; the Dubai Museum, which showcases the history and culture of Dubai; the Dubai Frame, a giant picture frame that offers panoramic views of the city; the Dubai Miracle Garden, the world's largest natural flower garden; the city has been transformed to a beehive of tourist activities with economic benefits to show for it.

Singapore is a small city-state that has developed its tourism industry as part of its economic and urban planning strategy. Singapore has seen success as an international destination with a steady rise in arrivals since it became an independent republic in 1965 (CLC, 2015). Singapore invested heavily in building and upgrading its tourism infrastructure, such as hotels, resorts, airports, roads, and public transport. The Changi Airport is one of the world's best airports, serving over 60 million passengers annually. The airport also features attractions such as the Jewel Changi Airport, a mixed-use complex with a rainforest-themed garden, a waterfall, and retail outlets. The Mass Rapid Transit (MRT) system is a convenient and efficient way of getting around the city, connecting various tourist attractions and districts. The MRT also offers free tours for transit passengers who want to explore the city during their layover (CLC, 2015).

With a wide range of tourist attractions that cater to different tastes and preferences, such as cultural, historical, architectural, entertainment, and natural attractions. Some of the examples are the Marina Bay Sands, a integrated resort with a hotel, casino, museum, and observation deck; the Gardens by the Bay, a futuristic park with giant supertrees and domed conservatories; the Singapore Zoo, a wildlife park with over 2,800 animals in naturalistic habitats; the Sentosa Island, a resort island with beaches, theme parks, golf courses, and museums; and the Orchard Road, a shopping and entertainment district with over 5,000 retail outlets. (CLC, 2015). Singapore has constantly upgraded and invested in its tourism sector to keep up with changing trends and demands. One element of this strategy is to revitalize existing attractions and districts by adding new features or experiences. For example, the Chinatown Heritage Centre was revamped in 2015 to offer more immersive and interactive exhibits on the history and culture of Chinatown. Another element is to reinvent tourism by creating new attractions or events that showcase Singapore's innovation and aspirations. For example, the Singapore Night Festival was launched in 2008 to transform the Bras Basah.Bugis precinct into a nocturnal wonderland of light installations and performances (CLC, 2015).

III. Methodology

This study adopted an approach to test the relationship between tourism infrastructure and tourism development (dependent variable) and economic (independent variable). The data for the study were collected using a structured questionnaire administered to 384 residents of Osogbo, Osun State, Nigeria. A cluster-sampling strategy was used to obtain a representative sample of the population. The metropolitan area of Osogbo (comprised of Osogbo and Olorunda local government areas) was divided into 26 political clusters or wards (i.e., 15 in Osogbo and 11 in Olorunda) according to the classification by the Independent Electoral Commission of Nigeria (INEC). Wards were randomly selected using a random number table, and at that point, every fourth house was selected within each ward. The data obtained were then analyzed using the descriptive method to get the frequencies and percentages, while multiple regression analysis was used to deduce from the data the respondent's perception of the effects of tourism and infrastructure development on the economy. Regression analysis was used to test the relationship between tourism and infrastructure development on the economy to determine whether it indicated the real relationship between the variables or whether it may be attributed to chance.

The internal consistency of the questionnaire with a reliability of 0.879 is recorded for Table 4.1., thisshowed that the instrument will achieve the desired result. The questionnairedeals with the infrastructure development for tourism and economic growth. This has a Cronbach Alpha of 0.890 which depicts that the questions are consistent and reliable.

IV. Analysis of Findings

Respondents were asked to give their opinion on the effects of infrastructure development on tourism and the economy. The responses received are summarized below. The development of infrastructure for tourism was the main subject of this study and how it can be used to improve the economy. When asked if infrastructure development can improve the physical environment, 25% of the respondents strongly agreed 48.4% agreed, and 7.8% indifferent, while 4.6% and 13.9% disagreed and strongly disagreed, respectively. Regarding whether infrastructure development can improve the attractiveness of the environment, 24.9% strongly agreed, 52.8% agreed, 11.5% were indifferent, 7% disagreed, and 3.7% strongly disagreed. Further, respondents were asked to rate their opinion on the statement that infrastructure development can bring foreign exchange earnings through tourism, 24.9% strongly agreed, 49.1% agreed, 12.4% were indifferent, 9.6% disagreed, and 3,7% strongly disagreed. Infrastructure development can improve tourism growth in the locality, 27.7% strongly agreed with this statement, 49.3% agreed, 8.5% were indifferent, 9.1% disagreed.

Regarding the statement whether infrastructure development can support local technological development for tourism, 24% strongly agreed, 49.3% agreed 12.1% were indifferent, 8.2% disagreed, and 6.2% strongly disagreed. Furthermore, respondents



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were asked to provide their opinion on the statement, tourism can have a positive impact on economic development, 25.3% strongly agreed, 45.8% agreed, 13.2% were indifferent, 12.3% disagreed, and 3.4% strongly disagreed. Regarding the statement whether tourism can support job creation for the locals 24.4% strongly agreed, 44.5% agreed, 16.5 were indifferent, 10% of the respondents disagreed, and 4.6% strongly disagreed. Tourism can support local earnings to improve, which improves the earnings of the state. Of the respondents, 27.7% strongly agreed, 44.6% agreed, 13.7% were indifferent, 9.8% agreed, and 4.6% strongly disagreed. Additionally, respondents were asked to supply their perception on whether tourism infrastructure development can help improve the overall quality of life of the citizens. In this regard, 28% of the respondents strongly agreed, 44.5% agreed, 11.8% were indifferent, 10.5% disagreed, and 5.2% strongly disagreed. Finally, the statement that "Infrastructure development is a key to unlocking the possibilities of the positive impacts of tourism" attracted 39.8% of respondents in strong agreement, the same 39.8% agreeing and 7.9% indifferent to the statement. 8.5% disagreed and 3.9% of the respondents were in strong disagreement with the statement.

Variables	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
Infrastructure development can improve the physical environment	93 (13.9)	31 (4.6)	52 (7.8)	323 (48.4)	169 (25.3)
Infrastructure development can improve the attractiveness of the environment	25 (3.7)	47 (7.0)	77 (11.5)	353 (52.8)	166 (24.9)
Infrastructure development can generate foreign exchange earnings through tourism	27 (3.7)	64 (9.6)	83 (12.4)	328 (49.1)	166 (24.9)
Infrastructure development can improve tourism growth in a locality	35 (5.4)	61 (9.1)	57 (8.5)	329 (49.3)	185 (27.7)
Infrastructure development can support local technological development for tourism	42 (6.2)	55 (8.2)	81 (12.1)	330 (49.4)	160 (24.0)
Tourism has a positive impact on economic development	23 (3.4)	82 (12.3)	88 (13.2)	306 (45.8)	169 (25.3)
Tourism can support job creation for locals	31 (4.6)	67 (10.0)	110 (16.5)	297 (44.5)	163 (24.4)
Tourism can support local earnings to improve, which improves the earning of the state	42 (6.2)	72 (10.8)	90 (13.5)	291 (43.6)	173 (25.9)
Tourism infrastructure development can help improve the overall quality of life of citizens.	31 (4.6)	65 (9.7)	92 (13.8)	298 (44.6)	182 (27.2)
Tourism infrastructure development can support technological development.	35 (5.2)	70 (10.5)	79 (11.8)	297 (44.5)	187 (28.0)
Infrastructure development is the key to unlocking the possibilities of the positive impacts of tourism	26 (3.9)	57 (8.5)	53 (7.9)	266 (39.8)	266 (39.8)

Table 4.1: Infrastructure Develo	mment for Tourism	and Economic Growth
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4.1 Hypothesis Testing

 H_01 . There is no significant relationship between infrastructure, tourism, and economic growth.

Multiple regression analysis was used to determine the significant relationship between tourism infrastructure and economic growth. The null hypothesis states that there is no significant relationship between infrastructure, tourism, and economic growth at 5% level of significance. Therefore, because the p-value of 0.0000 < 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. More so, the R² value in the regression model in Table 4.2(0.6486) indicated that factors raised here for tourism infrastructure contribute 64% of the variations in economic growth. The implication is that infrastructure is a major determinant of tourism and economic growth of a nation.



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 Table 4.2: Regression Analysis Table Testing the Significant Relationship Between Infrastructure Development, Tourism, And Economic Growth.

		Df		F (19, 677)	Р	R-squared	Root MSE
Model	451.394303	19	23.7575949				.60109
Residual	244.605696	677	.361308266	65.75	0.0000	0.6486	
Total	695	696	.9999999999				

where the highlighted value indicates a P-value < 0.05 (5% significance level)

4.2. Findings And Implications

According to the results, most respondents concur that infrastructure development can enhance the physical environment, increase the environment's attractiveness, generate foreign exchange through tourism, boost local tourism growth, support local technological development for tourism, have a favorable effect on economic development, support job creation for locals, and support local earnings to increase, which enhances the state's earning potential. Additionally, the findings imply that respondents are less likely to agree that infrastructure development is the essential to maximizing the potential benefits of tourism.

These findings imply to policymakers that infrastructure improvement can benefit tourism and economic growth. When making decisions about the development of infrastructure and tourism, policymakers should consider these results in addition to other criteria. Regarding investors, people who make investments in infrastructure development and tourism may find the poll results interesting. The findings imply that infrastructure development can have favorable effects on tourists and economic growth, which may result in more chances for investment in these sectors. However, when making investment decisions, investors should also take other aspects into account, such as political stability, the regulatory environment, and market conditions. It is also important to note that when making investment decisions, investors are becoming more concerned with environmental, social, and governance (ESG) issues. Investors can therefore also be interested in the environmental impact of infrastructure development and the social impact of tourism.

Residents might experience a variety of effects from infrastructure development, depending on the project at hand and the neighborhood in question. Benefits from infrastructure development include better access to services, improved mobility, and job possibilities. Therefore, it is crucial that decision-makers consult with the community and local citizens when preparing infrastructure development initiatives. This can ensure that the wants and issues of the local populace are taken into consideration and that the advantages of infrastructure development are distributed fairly.

V. Conclusion and Recommendations

The effects of tourism infrastructure on the economy are discussed in this article, revealing that tourism can have direct, indirect, and induced effects on the economy. Tourism spending, employment in the tourism sector, and taxes paid by tourism activities being the direct, the impact of tourism on other economic sectors such as suppliers or merchants selling to hotels and restaurants as indirect impacts, and tourism employees paying taxes or buying local goods and services and general improvement in the quality of life of the residents as induced effects. Furthermore, the article presents the results of a survey that asked respondents to give their opinion on how tourism infrastructure development can influence various economic indicators and aspects, such as GDP, employment, foreign exchange, and quality of life.

The main findings from this study reveal that most respondents had a positive view of tourism infrastructure and its impact on the economy. They agreed that tourism infrastructure can improve the physical attractiveness of the environment, generate foreign exchange earnings, support local technological development, enhance tourism growth, and improve the overall quality of life of the citizens. They also agreed that tourism can positively affect economic development, job creation, and local earnings. The document concludes that infrastructure development is the key to unlocking the possibilities of the positive impacts of tourism. The paper hereby makes the following recommendations:

The article suggests that tourism infrastructure is a key factor in attracting visitors and enhancing their satisfaction and experience. Therefore, governments at all levels should invest more in developing and maintaining basic, complementary, and superstructure facilities that support tourism activities and services, such as transportation, accommodation, entertainment, cultural, natural, health, and sports.



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It indicates that tourism infrastructure has a positive impact on various economic indicators and aspects, such as GDP, employment, foreign exchange, and quality of life. Therefore, it is imperative for the government to adopt effective policies and strategies to stimulate the demand for tourism` and increase the revenue from tourism. Some examples include diversifying tourism products and markets, improving the marketing and branding of the state as a tourist destination, enhancing the security and safety of tourists and the environment, and encouraging the participation and collaboration of local communities and stakeholders in tourism development.

Finally, this article has shown that there is a research gap in the literature on the comprehensive and comparative analysis of tourism infrastructure and economic growth across different levels of development and geographical areas. Therefore, researchers should conduct more empirical studies using panel data analysis and various econometric models and techniques to examine the causal relationship between tourism infrastructure and economic growth in different regions of the country based on their tourism potential. This would provide more insights and evidence for policy makers and practitioners to design and implement effective tourism development plans.

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