

## **EFFECT OF TOURISM DEVELOPMENT ON POVERTY REDUCTION IN CROSS RIVER STATE**

**Nnebuchi, Peace**

Department of Marketing,  
Faculty of Administration and Management Sciences,  
University of Calabar, Nigeria.

### **Abstract**

The study examined the effect of tourism development on poverty reduction in Cross River State, Nigeria. Specifically the study analysed the effect of employment generation, tourism infrastructure development, tourism policies and regulations, and tourism community empowerment on poverty reduction in the Cross River State economy. A survey research design with a census sample of 45 staff was adopted in the study. The data were analyzed with the use of descriptive statistics, and the hypotheses were tested using Multiple Regression Analysis. The finding revealed that employment generation has a positive effect on poverty reduction (Beta = 0.674,  $P < 0.05$ ). Tourism infrastructure development has a positive effect on poverty reduction (Beta = 0.652,  $P < 0.05$ ). Tourism policies and regulations positively affect poverty reduction (Beta = 0.764,  $P < 0.05$ ). Lastly, Tourism community empowerment has a positive effect on poverty reduction (Beta = 0.637,  $P < 0.05$ ). Based on these outcome, it is recommended among other things, that the management of the Cross River State Tourism Bureau should improve employment-generation in the State through tourism, as this will enhance socio-economic development, and helps to reduce poverty. They should also prioritize investment in tourism infrastructure projects to ensure the long-term success of the tourism sector.

**Keywords:** Tourism Development, Employment Generation, Tourism Infrastructure, Tourism Policies, Tourism Regulations, Poverty Reduction.

### **1.0 Introduction**

#### **1.1 Background to the Study**

Tourism remains one of the largest and most dynamic global industries, contributing significantly to national income, employment generation, and foreign exchange earnings. Beyond hospitality, the sector integrates transportation, accommodation, recreation, information services, and cultural industries, forming a broad economic network that stimulates multiple sectors simultaneously (Turan & Abdiu, 2024; Ovat, 2023). Its developmental relevance is particularly evident in both developed and emerging economies where tourism-driven inflows strengthen balance of payments and local enterprise growth.

Scholarly debates persist regarding tourism's capacity to reduce poverty. While some studies affirm its strong pro-poor potential through job creation and local income expansion (Pham & Nugroho, 2022), others caution that poorly managed tourism may exacerbate inequality and vulnerability (Lagos & Wang, 2023). In Nigeria, tourism holds considerable promise as a poverty-reduction strategy through employment creation, foreign exchange generation, and stimulation of micro and small enterprises (Gana, 2019). However, maximizing its impact requires strategic infrastructure investment, inclusive policy frameworks, environmental sustainability, and active community participation.

Nigeria's tourism sector encompasses accommodation, restaurants, transportation services, travel facilitation, and heritage-based attractions (Echeta, 2024). Globally, tourism has been recognized as a strategic development instrument capable of enhancing welfare and

accelerating regional growth (Brida et al., 2020; Moenir et al., 2021). Increased tourist spending typically stimulates demand in complementary industries and improves public infrastructure.

In Cross River State, tourism plays a visible developmental role, contributing to employment, infrastructure expansion, revenue generation, and cultural promotion. Flagship events such as the Calabar Carnival have enhanced the state's cultural visibility and attracted domestic and international visitors. Revenue from tourism supports road improvements, park development, and other public amenities (Imikan & Ekpo, 2022). Given these contributions, tourism is widely regarded as a catalyst for socioeconomic transformation, women and youth empowerment, and environmental conservation within the state. This study therefore examines the extent to which tourism development contributes to poverty reduction in Cross River State.

### **1.2 Statement of the Problem**

Despite its potential, tourism development faces sustainability challenges shaped by economic, environmental, political, and socio-cultural constraints. Overdependence on tourism can expose destinations to economic shocks, while uncontrolled expansion may strain ecosystems and disrupt local communities.

In Cross River State, structural challenges limit tourism's poverty-reduction capacity. These include weak employment generation, inadequate infrastructure, ineffective policy implementation, and limited community empowerment. Local enterprises often source inputs externally, reducing multiplier effects within host communities. Deficient transport systems, accommodation standards, utilities, and visitor facilities further constrain sectoral growth and discourage investment.

Although tourism policies exist, weak enforcement, funding gaps, and outdated regulations undermine implementation. Moreover, many communities lack access to capital, technical skills, and institutional support necessary to participate meaningfully in tourism ventures. These constraints reduce tourism's inclusiveness and its capacity to alleviate poverty. This study addresses these gaps by evaluating how tourism development influences poverty reduction in Cross River State.

Employment generation, tourism infrastructure development, tourism policies and regulations, and tourism community empowerment on poverty reduction in the Cross River State

### **1.3 Objectives of the Study**

The broad objective is to examine the effect of tourism development on poverty reduction in Cross River State, Nigeria. Specifically, the study seeks to:

1. Assess the influence of tourism employment generation on poverty reduction in Cross River State, Nigeria.
2. Examine the impact of tourism infrastructure development on poverty reduction in Cross River State, Nigeria.
3. Evaluate the role of tourism policies and regulations in promoting community empowerment in Cross River State, Nigeria.
4. Determine the effect of tourism community empowerment on poverty reduction in Cross River State, Nigeria.

#### **1.4 Research Questions**

1. What's the influence of tourism employment generation on poverty reduction in Cross River State?
2. To what extent does tourism infrastructure development affect poverty reduction in Cross River State?
3. To what extent do tourism policies and regulations promote community empowerment in Cross River State?
4. Do tourism tourism community empowerment significantly contribute to poverty reduction in Cross River State?

#### **1.5 Research Hypotheses**

The following null hypotheses were tested in the study:

1. Tourism employment generation does not significantly influence poverty reduction in Cross River State.
2. Tourism infrastructure development does not significantly affect poverty reduction in Cross River State.
3. Tourism policies and regulations do not significantly promote community empowerment in Cross River State.
4. Tourism community empowerment does not significantly contribute to poverty reduction in Cross River State.

#### **1.6 Scope of the Study**

The study focuses on four dimensions of tourism development: employment generation, infrastructure expansion, policy and regulatory frameworks, and community empowerment. The unit of analysis comprises staff of the Cross River State Tourism Bureau, Calabar, given its strategic role in tourism management and policy direction. Geographically, the research is confined to Cross River State. The time frame covers the year 2025 to ensure current and relevant data.

### **2.0 Literature Review**

#### **2.1 Theoretical Framework: Modernization Theory**

This study is anchored on the Modernization Theory as advanced by Walt Whitman Rostow (1960). The theory postulates that transition from traditional agrarian systems to modern industrial economies is motivated by infrastructural growth, technological advancement, and urbanization. Under this premise, tourism is seen as one of the key transformative sectors capable of stimulating socio-economic development through foreign investments, foreign exchange earnings, and structural economic changes.

This is because tourism development enhances transportation facilities, communication systems, accommodation facilities, and sanitation services, thereby strengthening the people's productivity and socio-economic development. However, critics argue that modernization theory often overlooks structural inequalities and local socio-cultural realities. According to Buiyan et al. (2024); and Maziliauske (2024), tourism-led modernization may also encourage cultural commodification, potentially eroding authentic development. Despite these criticisms, the framework remains useful for explaining how tourism-driven investment, infrastructure, and employment can contribute to poverty reduction in an area.

#### **2.2 Conceptual Framework**

Tourism development is conceptualized as a multidimensional process operating through four pathways: employment generation, infrastructure development, policy and regulatory effectiveness, and community empowerment. These elements collectively influence income distribution, welfare improvement, and sustainable livelihood outcomes (Andolina et al., 2021).

### **2.3 Concept of Tourism Development**

Tourism development involves strategic planning to enhance destination attractiveness, visitor experience, and long-term sustainability. It encompasses transport, accommodation, recreation, marketing, and service delivery systems. Tourism contributes to foreign exchange earnings, SMEs' growth, and foreign investments attraction (Ruan & Zhang, 2021).

However, unregulated tourism may generate environmental degradation, inequality, and social displacement (Son et al., 2021). Consequently, sustainable planning and inclusive governance are essential for ensuring equitable development outcome.

### **2.4 Poverty Reduction**

Poverty is a multidimensional condition characterized by limited access to income, education, healthcare, and basic services (Bhuiyan et al., 2024). Tourism can reduce poverty through direct employment (income channel), government redistribution of tourism revenue (tax channel), and conservation-linked opportunities (risk channel). Nonetheless, rising prices and environmental degradation may offset gains if governance is weak (Blake et al., 2018). Thus, tourism's poverty impact depends largely on sustainability and policy effectiveness.

### **2.5 Employment Generation and Poverty Reduction**

Tourism is labor-intensive and capable of creating jobs for women, youth, and rural populations (Lee & Chang, 2018). Direct and indirect employment across hospitality, retail, transport, and entertainment enhances household welfare and stimulates economic multipliers. Yet, in Nigeria, infrastructural deficits and weak policy coordination have constrained tourism's employment potential (Yusuff & Akinde, 2015). Sustainable employment strategies are therefore central to tourism-driven poverty reduction.

### **2.6 Tourism Infrastructure and Poverty Reduction**

Infrastructure—including roads, airports, electricity, water supply, and ICT—is fundamental to tourism competitiveness (Apriyanti et al., 2024). Improved accessibility attracts visitors and investment, expands local business opportunities, and increases rural participation (Imikan & Ekpo, 2022). Conversely, poor infrastructure discourages domestic tourism and limits income generation (Egere & Anunobi, 2022). Inclusive infrastructure development ensures that benefits extend beyond investors to host communities.

### **2.7 Tourism Policies, Regulation, and Poverty Reduction**

Effective tourism policies provide strategic direction for growth, sustainability, and cultural preservation (Okpoko & Ezeadichie, 2020). Regulatory frameworks enhance quality assurance, safety, and environmental protection. In Nigeria, institutional reforms have sought to diversify tourism products, yet implementation challenges persist due to bureaucratic inefficiencies and limited funding (Adedoyin et al., 2023). Strong governance is therefore essential for translating policy intent into poverty-reduction outcomes.

### **2.8 Community Empowerment and Poverty Reduction**

Community empowerment ensures that local residents participate actively in tourism planning and benefit directly from tourism revenue. Through entrepreneurship, cultural

festivals, handicraft production, and homestay initiatives, communities can retain economic value locally. Empowerment involves capacity building, financial support, and institutional mentorship (Hikmawati, 2022). Sustainable tourism depends heavily on resident support and participation, making empowerment a critical strategy for long-term poverty alleviation (Dia et al., 2021).

### **3.0 Research Methodology**

#### **3.1 Research Design**

This study employed a cross-sectional survey design consistent with its objectives. The design enabled the collection of quantitative data from personnel of the Cross River State Tourism Bureau regarding key tourism development indicators and their influence on poverty reduction. The approach was appropriate for examining relationships among multiple variables within a defined timeframe.

#### **3.2 Study Area**

The research was conducted in Calabar Metropolis, Cross River State. Calabar represents the administrative and tourism hub of the state and reflects its broader tourism landscape, including hospitality services, cultural festivals, and government-led tourism initiatives.

#### **3.3 Population of the Study**

The study population comprised all administrative and operational staff of the Cross River State Tourism Bureau, who are directly involved in tourism planning, implementation, and service coordination. The total population was 45 staff members, including 11 administrative and 34 operational personnel (Field Survey, 2025).

#### **3.4 Sampling Technique and Sample Size**

Given the relatively small population, a census approach was adopted. This ensured complete representation of all staff members and eliminated sampling bias. Accordingly, all 45 personnel constituted the study sample.

#### **3.5 Data Sources and Collection Procedure**

Primary data were collected using a structured questionnaire designed on a five-point Likert scale. The instrument was personally administered to respondents to ensure clarity and confidentiality. Completed questionnaires were retrieved after a two-week interval.

#### **3.6 Research Instrument**

The data collection tool, titled Tourism Development and Poverty Reduction Questionnaire (TDPRQ), comprised two sections. Section A captured demographic characteristics, while Section B measured employment generation, infrastructure development, tourism policies and regulations, community empowerment, and poverty reduction using scaled response options ranging from Strongly Agree to Strongly Disagree.

#### **3.7 Validity and Reliability**

Face and content format were used to validate the instrument, through expert evaluations and necessary revisions (Trochim et al., 2015). Reliability was done through the Cronbach's Alpha method, based on a pilot study of 12 staff members analyzed with SPSS Version 22. All constructs recorded coefficients above the acceptable threshold of 0.70 (Hair et al., 2014), confirming internal consistency: employment generation ( $\alpha = 0.770$ ), infrastructure

development ( $\alpha = 0.821$ ), tourism policies and regulations ( $\alpha = 0.757$ ), and community empowerment ( $\alpha = 0.822$ ). See table 1 below on this:

**Table 1: Cronbach's Alpha Reliability Scores**

S/N	Independent Variable of Study	Reliability Coefficient
1	reliability coefficient	$\alpha = 0.770$
2	Tourism Infrastructure Development	$\alpha = 0.821$
3	Tourism Policies and Regulations	$\alpha = 0.757$
4	Tourism Community Empowerment	$\alpha = 0.822$

### 3.8 Data Analysis Technique

Data were screened for completeness and analyzed using descriptive statistics (frequencies, percentages, means, and standard deviations). Hypotheses were tested using Multiple Regression Analysis at a 5% significance level with SPSS Version 22. This technique was suitable for assessing the joint influence of multiple predictors on poverty reduction.

### 3.9 Model Specification

The study estimated the following regression model:

$$PR = \beta_0 + \beta_1EG + \beta_2TID + \beta_3TPR + \beta_4TCE + \epsilon$$

Where:

PR = Poverty Reduction

EG = Employment Generation

TID = Tourism Infrastructure Development

TPR = Tourism Policies and Regulations

TCE = Tourism Community Empowerment

$\beta_0$  = Constant;  $\beta_1$ – $\beta_4$  = Coefficients;  $\epsilon$  = Error term

## 4.0 Data Analysis and Results

### 4.1 Response Rate and Demographic Profile

Out of 45 distributed questionnaire copies, 41 were completed and returned (91.1% response rate), providing adequate data for analysis. The demographic analysis indicated that 65.9% of respondents were male and 34.1% female. Most respondents (39%) were between 30–39 years, suggesting a predominantly active workforce. Regarding experience, 39% had 11–20 years of service, reflecting substantial institutional knowledge. Educational qualifications were high: 34.1% possessed MBA/MSc degrees and 24.4% held PhDs. Staff distribution showed 46.3% junior, 29.3% supervisory, and 24.4% senior personnel.

### 4.2 Descriptive Analysis

Mean scores across all constructs exceeded 3.5, indicating strong agreement that tourism development contributes to poverty reduction. Standard deviations were below 1.0, suggesting response consistency. Employment generation (mean range: 3.69–3.91) was perceived to stimulate job creation and entrepreneurship. Infrastructure development (3.59–3.83) was linked to improved accessibility and welfare. Tourism policies and regulations (3.62–3.76) were considered supportive of investment, safety, and cultural preservation. Community empowerment (3.52–3.81) was viewed as enhancing participation and sustainability. Poverty reduction recorded the highest mean values (4.51–4.84), reflecting a strong perception of tourism's developmental impact. Multicollinearity diagnostics confirmed model robustness, with tolerance values above 0.1 and VIF values below 5.

### **4.3 Hypotheses Testing**

Regression analysis revealed a strong positive relationship between tourism development variables and poverty reduction ( $R = 0.823$ ). The  $R^2$  value of 0.754 indicates that 75.4% of the variation in poverty reduction is explained by employment generation, infrastructure development, policies and regulations, and community empowerment. The model was statistically significant ( $F = 184.361$ ,  $p < 0.05$ ). All the four predictors had significant positive effects: Employment generation ( $\beta = 0.674$ ,  $p < 0.05$ ), Infrastructure development ( $\beta = 0.652$ ,  $p < 0.05$ ), Tourism policies and regulations ( $\beta = 0.764$ ,  $p < 0.05$ ), and Community empowerment ( $\beta = 0.637$ ,  $p < 0.05$ ). Hence, all the null hypotheses were rejected, while the alternative hypotheses were accepted.

### **4.4 Discussion of Findings**

The findings demonstrate that tourism development significantly drives poverty reduction in Cross River State. Employment creation emerged as a major pathway, reinforcing tourism's capacity to generate direct and indirect income opportunities across hospitality, transport, and retail sectors, consistent with Orekoya (2018) and Madhumini (2024). Infrastructure development also showed a substantial positive effect, underscoring the importance of transport networks, utilities, and communication systems in enhancing tourism competitiveness and local business growth, aligning with Apriyanti et al. (2024).

Tourism policies and regulatory frameworks were found to enhance equitable benefit distribution, environmental protection, and investor confidence, supporting prior arguments on the role of governance in sustainable tourism growth. Community empowerment significantly influenced poverty reduction by fostering entrepreneurship, preserving cultural heritage, and strengthening local participation. This finding reinforces the view that inclusive tourism planning is essential for long-term socioeconomic transformation.

Overall, the results confirm that employment generation, infrastructure investment, effective regulation, and community empowerment collectively strengthen tourism's poverty-reduction capacity in Cross River State.

### **5.1 Summary of Findings**

The study established that:

1. Employment generation through tourism significantly enhances income levels and economic growth.
2. Infrastructure development improves accessibility, visitor satisfaction, and local welfare.
3. Tourism policies and regulations promote equitable benefit sharing and environmental sustainability.
4. Community empowerment strengthens participation, cultural preservation, and inclusive development.

### **5.2 Conclusion**

Tourism development represents a strategic instrument for poverty reduction in Cross River State. By fostering employment, improving infrastructure, strengthening policy implementation, and empowering host communities, tourism contributes meaningfully to economic growth and social welfare. Its developmental role lies in the effective circulation of tourism-generated income within host communities, thereby supporting inclusive and sustainable development. Hence, tourism development presents a viable pathway for poverty

reduction in Cross River State when supported by effective policies, adequate infrastructure, employment generation, and community empowerment.

### **5.3 Recommendations**

1. The Tourism Bureau should intensify job-creation initiatives within the sector to strengthen income generation and socioeconomic development.
2. Priority should be given to sustained infrastructure investment to enhance destination competitiveness and community benefits.
3. Tourism policies and regulatory mechanisms should be effectively implemented to ensure equitable distribution of benefits and environmental protection.
4. Community empowerment programs should be expanded to promote local entrepreneurship, cultural preservation, and active participation in tourism activities.

### **References**

- Adebayo, A. K., & Iweka, A. C. (2024). Optimizing the sustainability of tourism in Nigeria through design for deconstruction framework. *American Journal of Tourism Management*, 3(1), 13–19. <https://doi.org/10.5923/s.tourism.201401.03>
- Adedoyin, F. F., Seetaram, N., Disegna, M., & Filis, G. (2023). The effect of tourism taxation on international arrivals to a small tourism-dependent economy. *Journal of Travel Research*, 62(1), 135–153. <https://doi.org/10.1177/00472875211053658>
- Adetola, B. O., Akinola, O. O., & Ayeni, D. A. (2024). Tourism policies and performance of Nigerian heritage sites. *Advances in Research*, 25(3), 227–240.
- Andolina, C., Signa, G., Tomasello, A., Mazzola, A., & Vizzini, S. (2021). Environmental effects of tourism and its seasonality on the Mediterranean islands project. *Environment, Development and Sustainability*, 23(6), 8601–8612.
- Apriyanti, M. E., Sumaryoto, F., & Meirinaldi, U. (2024). The importance of tourism infrastructure in increasing domestic and international tourism. *International Journal of Research in Vocational Studies*, 3(4), 113–122. <https://doi.org/10.53893/ijrvocas.v3i4.46>
- S.M. Asif Ehsan, Mazharul Hoque Bhuiyan, Mashnur Rahman, Md Saifur Rahman Sayeef, Marufa Ferdousi, Md Sajadul Alam, Abdul Hannan Chowdhury, Md. Jakariya, *The World Development Perspectives*, Volume 39,2025, <https://doi.org/10.1016/j.wdp.2025.100725>
- Blake, A., Arbache, J. S., Sinclair, M. T., & Teles, V. (2018). Tourism and poverty relief. *Annals of Tourism Research*, 35(1), 107–126.
- Brida, J. G., Gómez, D. M., & Segarra, V. (2020). On the empirical relationship between tourism and economic growth. *Tourism Management*, 81, 104131.
- S.M. Asif Ehsan, Mazharul Hoque Bhuiyan, Mashnur Rahman, Md Saifur Rahman Sayeef, Marufa Ferdousi, Md Sajadul Alam, Abdul Hannan Chowdhury, Md. Jakariya, *The World Development Perspectives*, Volume 39,2025, <https://doi.org/10.1016/j.wdp.2025.100725>

- Dia, M., et al. (2021). Community empowerment and tourism-led poverty alleviation. (*Journal details not provided in original text*).
- Echeta, S. O. (2024). Impact of tourism industry on poverty eradication in southern Nigeria. *Global Scientific Research, 12*, 15–27.
- Egere, C. A., & Anunobi, H. N. (2022). Assessing the impact of infrastructure development on domestic tourism in Lagos State. *Journal of Tourism and Heritage Studies, 11*(1), 100–114.
- Gana, M. A. (2019). Tourism as a strategy for poverty reduction in rural Nigeria: A study of Kutigi traditional hat and fan making. *Journal of Research in Forestry, Wildlife and Environment, 11*(3), 23–36.
- Hair, J. F., et al. (2014). *Multivariate data analysis* (7th ed.). Pearson.
- Hikmawati, N. (2022). Community empowerment in tourism development. (*Journal details not provided in original text*).
- Imikan, A. M., & Ekpo, K. J. (2022). Infrastructure and tourism development in Nigeria. *International Journal of Economic Development Research and Investment, 3*(2), 53–60.
- Lagos, K., & Wang, Y. (2023). International tourism and poverty alleviation: Cross-approach. *Journal of Travel Research, 62*(6), 1347–1371. <https://doi.org/10.1177/004728752211199>
- Lee, C., & Chang, C. (2018). Tourism development and economic growth: A closer look at panels. *Tourism Management, 29*(1), 180–192. <https://doi.org/10.1016/j.tourman.2007.02.013>
- Madhumini, T. R. P. (2024). Impact of tourism employment on economic growth. *International Journal of Research and Scientific Innovation, 11*(3), 240–246.
- Maziliauske, E. (2024). Innovation for sustainability through co-creation by small and medium-sized tourism enterprises: Socio-cultural sustainability benefits to rural destinations. *Tourism Management Perspectives, 50*, 101–111. <https://doi.org/10.1016/j.tmp.2023.101201>
- Moenir, H. D., Halim, A., & Maharani, A. M. R. (2021). Implementasi ASEAN tourism strategic plan (ATSP) dalam pengembangan pariwisata Sumatra Barat. *Jurnal Kepariwisata Indonesia, 15*(1), 49–63.
- Muhaimin, M., & Abbas, E. W. (2022). Effort management tourism objective through the existence of social groups in the community. *Indonesian Journal of Business and Entrepreneurship, 8*(3), 407–412. <https://doi.org/10.17358/IJBE.8.3.407>
- Okpoko, A. I., & Ezeadichie, E. U. (2020). Cultural heritage and sustainable development in Africa. *Nsukka Journal of the Humanities, 12*(3), 1–8.

- Omisore, L. (2017). World tourism day: Minister makes case for sustainability in tourism development. *Journal of Economic Development Research and Investment*, 18(4), 34–54.
- Orekoya, I. (2018). Nigerian tourism industry: A key value driver in employment generation. *Journal of Tourism, Hospitality and Sports*, 36, 12–19.
- Ovat, O. O. (2023). Tourism and economic development in Nigeria: An empirical investigation. *Global Journal of Social Sciences*, 2(1), 33–44.
- Oyetunji, O. M., Egbefo, D. O., & Ahmed, A. S. (2025). The role of tourism for sustainable poverty alleviation and national unity in 21st-century Nigeria. *International Journal of African Research and Sustainability Studies*, 8(2), 58–72. <https://doi.org/10.70382/caijarss.v8i2.021>
- Pham, T., & Nugroho, A. (2022). Tourism-induced poverty impacts of COVID-19 in Indonesia. *Annals of Tourism Research Empirical Insights*, 3(2), 101–113. <https://doi.org/10.1016/j.annale.2022.100069>
- Richards, G. (2020). Designing creative places: The role of creative tourism. *Annals of Tourism Research*, 85, 102–122. <https://doi.org/10.1016/j.annals.2020.102922>
- Rostow, W. W. (1960). *The stages of economic growth: A non-communist manifesto*. Cambridge University Press.
- Ruan, W.-Q., & Zhang, S.-N. (2021). Can tourism information flow enhance regional tourism economic linkages? *Journal of Hospitality and Tourism Management*, 49, 614–623. <https://doi.org/10.1016/j.jhtm.2021.11.012>
- Son, I. S., Huang, S., & Padovan, D. (2021). Realising the goals of event leveraging: The tourism and hospitality SME perspective. *Journal of Hospitality and Tourism Management*, 49, 253–259. <https://doi.org/10.1016/j.jhtm.2021.09.018>
- Trochim, W. M., Donnelly, J. P., & Arora, K. (2015). *Research methods: The essential knowledge base*. Cengage Learning.
- Turan, G., & Abdiu, H. (2024). The relationship between economic growth, exports, transport, tourism, and financial development: Dynamic panel data estimations for the Western Balkans. *Reference Module in Social Sciences*, 78–82.
- Yusuff, M. A., & Akinde, M. A. (2015). Tourism development and economic growth nexus: Nigeria's experience. *European Journal of Hospitality and Tourism Research*, 4(10), 1–10.