



A Comparative Analysis of Tourism Factors Affecting Sustainability in Laem Phak Bia Sub District, Phetchaburi Province, Thailand

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Key words: Tourism factors, tourist attraction, tourism sustainability, environmental science, determine

Abstract: The aims of this study are the determination of the tourism factors affecting sustainability and analysis and comparison of the determining factors. The study used a qualitative approach to determine the tourism factors according to tourism in Laem Phak Bia, Phetchaburi province. It surveyed and reviewed the information in documents. After that it determined the factors and criteria based on environmental science and considered specialist opinions as proof. As a result, we determined seven tourism factors based on environmental science as follows: Tourism Sources (TS), Tourist Attraction (TA), Risk (RK), Facilities (FT), Services (SV), Pollution Management (PM) and Helpfulness (HN). The researcher compared the methods that identify tourism factors affecting sustainability including the described advantages and disadvantages of the methods that could be verified and not verified. After the analysis and comparison, the key factors that determine tourism factors were identified as follows. The methods for identifying factors should determine the context and principle of the area. Tourism factors could be assessed according to expert opinions. Tourism factors lead to the collection of data and can be applied for all tourism types. Thus, this study has indicated that factors that lead to sustainability and contribute to the perspectives of tourists can ensure that the tourism factors contribute to sustainability.

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INTRODUCTION

Tourism is a big industry and has an important role that creates benefits and mechanisms for developed countries^[1]. Moreover, tourism is the fastest growing industry in the world. According to the United Nations' world tourism report in 1950, there were 525 million tourists/year in 2010 there were 800 million; in 2018,

there were 1.4 billion tourists/year^[2]. Furthermore, the United Nation's world tourism report forecasted that the number will reach 1.8 billion tourists/year in 2030. Thus, related parties have accelerated their development of tourism supports for the future by evaluating the patterns, factors and elements of tourism.

The tourism organization in Thailand has developed tourism under the national economic and social

development plan, No. 2, 2017-2021. The development plan has guided tourism processes to enhance the quality of tourist attractions, enhance the capabilities, enhance the balance of the tourism industry and distribute income and benefits in local areas for sustainable tourism^[3]. Therefore, the guideline of the national economic and social development plan is to enhance the structure and function of tourism processes to improve benefits, quality and sustainability.

The Laem Phak Bia sub district, Phetchaburi province, Thailand is one of the areas that is chosen by tourists. Each year, many tourists travel to Laem Phak Bia for their recreation such as cruising for Bryde's Whale, studying and learning about the King's royal projects and other purposes. Therefore, Laem Phak Bia sub district has been added to the "Phetchsamutkhiri" government project. The project located in lower central provincial cluster 2 includes the following 4 provinces: Phetchaburi, Samutsakhorn, Samutsongkram and Prachuabkhirikhan. The objective of the government project is to encourage and create potential management for tourism that is consistent with environmental sustainability. However, the problem of Laem Phak Bia sub district is that it does not have a direction to develop capabilities and its actions are not consistent with the national economic and social development plan and environment. The number of tourists has increased every year. The number of visitors to The King Royally Initiated Laem Phak Bia Environmental Research and Development Project (attraction) has increased 36%, since, last year, which means that the tourists need to use tourism factors in this area, according to Kim *et al.*^[4] Nimboonjat^[5] Ntibanyurwa^[6] Wilson *et al.*^[7]. The factors in the tourism process are the part of the environmental system that is needed for tourism. According to the relationship between humans and the environment, a variety of factors exist such as the population, natural resources, waste, technologies and species. Humans today use approximately 50% more natural resources than only 30 years ago, thus, the basic component of tourism is the ability to create pressures on the nature, culture, environment, resources, social structures, patterns, economy and activities in local communities.

Thus, the goal of this study is to determine the tourism factors that support tourism sustainability in Laem Phak Bia sub district and analyze and compare the determining factors and methods for sustainability in tourism processes. This is done by analyzing the advantages and disadvantages that can be verified and not verified according to the factors that cover and benefit local destinations and by studying the methods that are applied in other types of tourisms that lead to tourism sustainability.

Literature review: Tourism factors are an important part of tourist attractions for tourists who travel to destinations. Tourism factors will indicate the sustainability of the tourism processes in the local area. Many researchers applied tourism factors and methods to determine tourism sustainability and thus, they created the tourism factors and criteria for this study.

According to the UNWTO, tourism is a major source of income for many countries and it affects the economies of both the source and host countries. However, tourism can also cause environmental problems such as social dislocation, the loss of cultural heritage, economic dependence and ecological degradation. Tourism factors affecting and influencing tourism include biotic and abiotic factors such as construction works, infrastructure development, waste disposal and visitor's behaviors and attitudes towards nature and the wildlife^[8]. Tourism is an industry that can provide much needed benefits to communities in rural and remote areas that take part in tourism development.

According to the UNWTO^[9], sustainable tourism is defined as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry and the environment and host communities"^[10, 11]. Sustainability indicators often meet only some of the requirements listed and thus a new integrated index of sustainable development was developed with the aim of ensuring a comprehensive evaluation of sustainability performance, with a focus on local situations. The Sustainable Performance Index (SPI) is an integrated index composed of indicators concerned with demographic dynamics, the economic and social conditions of local communities, environmental factors and tourism characteristics.

Tourism factors are related to environmental, social, and economic situations and affect the sustainable development of items such as the environment, socioeconomic items, accessibility, accommodations, amenities, services, history, culture, religion and others^[12]. Among the various impacts of tourism activities on the environment, tourist behaviors play an important role in aggravating the impacts on the environment. Past studies revealed that there was less focus on obtaining the perceptions of tourists on the environmental impacts. A survey conducted to elicit the perceptions of tourists on the impacts of tourism on the environment found that tourists believe that tourism activities, development and infrastructure have significant effects on the environment. According to the conducted research, more than half of the respondents think that Bangladesh has great potential to be one of the major sustainable tourism destinations in the world.

According to Jahan and Rahman *et al.*^[13] factors have been found from the factor analysis of the data collected by a survey. Among those eight factors, top three factors can announce as the most important factors

that influence the potential of a major sustainable tourism destination. Those three factors explain 40.517% of the variance and they are purchasing preferences (17.582%), the condition of major support services (12.414%) and the quality of the service demanded (10.494%). Thus, according to the findings from the factor analysis in order to develop sustainable tourism destinations, policymakers have to undertake strategies that foster environmentally friendly businesses and encourage local communities to develop products and services that do not hurt nature to develop accommodations, transportation and other support services for tourism and to implement rules in order to maintain the desired quality of the supporting services. The most important factors that influenced tourists were the condition of the structures, the facilities at sites and transportation to sites^[14].

According to the above literature, tourism processes are a factor in the sustainability of tourism destinations. **Simple Summary:** This study is conducted to determine the tourism factors in Laem Phak Bia Sub District, Phetchaburi Province, Thailand, that contribute to tourism sustainability. The study is divided into two parts as follows. We determine the tourism factors based on environmental science and the principle of the area by surveying and reviewing the existing research. After that we determine the related factors and criteria and consider them according to the opinions of specialists. The results of part 1 identified the following seven factors: Tourism Sources (TS), Tourist Attraction (TA), Risk (RK), Facilities (FT), Services (SV), Pollution Management (PM) and Helpfulness (HN). We analyze and compare the determination methods for sustainability in tourism and compare the advantages and disadvantages of these methods. The results of part 2 show the key determinants of tourism factors as follows. The methods for identifying factors should be determined according to the context and principle of the area. Tourism factors could be evaluated by expert opinions. The tourism factors lead to collection of data and can be applied for all tourism types.

MATERIALS AND METHODS

This study is a qualitative study that was conducted to determine the tourism factors and analyze and compare the determining tourism factors and methods. The study was divided into 2 sections as follows.

Design the tourism factors according to the principles of tourism in Laem Phak Bia sub district by surveying and reviewing the information in research documents. After that we determined the factors using criteria based on environmental science and considered the factors through science and tourism academic specialist's opinions (Fig. 1 and Table 1).

After determining the factors, the researchers compared and analyzed the determining tourism factors and methods for sustainability from other studies and described the advantages and disadvantages of the chosen methods that were verified and not verified as follows.

First method: Tuan and Rajagopal^[15] analyzed the factors affecting tourism sustainable development in Vietnam in the new era. They collected and discussed expert's opinions and presented a scale to measure the factors. Then, they used a quantitative method to verify the reliability of the scale and test whether the three factors and observed variables should be grouped into each factor or whether there is another latent factor. They also tested the reliability of the research model. The factors that they were concerned with include 3 issues Tourism development has to protect the environment, Tourism development should provide economic benefits for the locals and tourism development has to ensure society. The advantages and disadvantages are follows.

The advantage is that the researcher chose an easy method to collect the data and proved the reliability using expert's opinions and discussing the factors. In addition, this study could be applied to plan and implement policies to develop Vietnamese tourism.

The disadvantage is its limited time. The researcher conducted qualitative assessments of the research model and presented the scale for the observed variables according to the expert's opinions. However, the researcher did not conduct any quantitative research using the collecting data to survey and verify the model using this method.

Second method: Vengesai *et al.*^[16] study the influences of tourist attractions, destination support services and people related factors on the attractiveness of a tourism destination. The researcher used a sample of 275 tourists who visited tourist attraction through a moderated regression of models. The study was conducted by asking 12 questions on how attractive various aspects of a tourist attraction were relative to the tourists. The advantages and disadvantages of the method are as follows:

The advantages are that it used a self-completed questionnaire as an instrument and it measured the issue by asking 12 questions on how attractive various aspects of the destination were relative to alternative that the tourists could have chosen. The disadvantage of this study is that the researcher chose a sample group of only international visitors. Therefore, the results of the area do not cover all groups of tourists.

Third method: Jahan and Rahman^[17] identified the key factors influencing sustainable tourism to assess the potential of Bangladesh at becoming one of the major

Table 1: Tourist Attractions in Laem PhakBia sub district

| Tourist attraction | -----Type of tourist attraction----- | |
|---|--------------------------------------|-----------------------------|
| 1 Bryde’s Whales | Natural resources | Marine Science |
| 2 Fishing lifestyle | Folkway | Knowledge |
| 3 The King’s Royally-Initiated Laem Phak Bia environmental Research and Development Project | Man-made resources | Science and Applied Science |
| 4 Salt farming | Folk ways | Knowledge |
| 5 Plab-Pla of the Sirindhorn princess | Man-made resources | History |
| 6 Grape Seaweed Farm | Folk ways | Knowledge |
| 7 Horse crabcommunity bank | Folk ways | Knowledge |
| 8 Laem Luang viewpoint | Natural resources | Sightseeing |

Fig. 1: Map of Laem Phak Bia Sub District; Google Earth

sustainable tourism destinations of the world. The sample group is the tourists who have visited at least one tourist destination (both domestic and international). The researcher designs a questionnaire-based survey for the target population and applied it to 329 respondents residing temporarily or permanently in any of the seven divisions of Bangladesh. These included Divide Dhaka division, Chittagong division, Rajshahi division, Khulna division, Barisal division and Sylhet division and Rangpur division. This research was done on the basis of a descriptive research method. It refers to the type of research question, design and data analysis along with descriptive statistics; meanwhile, inferential statistics try to determine the cause, solution and effect. The advantages and disadvantages are as follows.

The advantages of this study include the collected data on tourists both domestic and international and they found many important variables influencing the future potential of Bangladesh to be a sustainable tourism destination.

The disadvantage, due to financial and time constraints was that the research was limited to the tourists staying in hotels located in Dhaka only. Therefore, an appropriate ratio of domestic to international tourists could not be achieved.

Fourth method: Rodriguez and Espino^[17] determined the key factors in achieving the sustainability of a tourism

destination. The method was a stakeholder survey in the tourism destination of Gran Canaria which was based on expert or stakeholder opinions and 55 respondents (7 Groups). The variable of the method is related to the environmental principles of the destination and is measured using regression analysis. The advantages and disadvantages are as follows.

The advantage of the study is that they used a method that is widely used for tourism destination research and determine the related factors such as environmental resources, security, etc. These factors contribute to the key factors in the sustainability of a tourism destination.

The disadvantage of this study is the interview. They finally achieved 55 complete surveys because approximately 20% of the possible responders did not want to fill out the survey.

Figure 1 shows the location of Laem Phak Bia sub district in lower central area of the province with an area of 10.57 km² (13°02' 32.9"N 100°04' 13.6"E). Laem Phak Bia sub district is divided into 4 villages, the population is estimated at 2,360 people and there are 8 tourist attractions. Laem Phak Bia has been called one of the 10 best bird watching places in Thailand.

Table 1 shows 8 attractions in Laem Phak Bia sub district where tourists can travel to and their activities and experiences^[18]. Tourist attractions are often the reason for visiting a particular destination. They

provide activities and experiences at the destination and a tourist attraction is a system comprising three elements as follows: a tourist or human, a center and information. A tourist attraction comes into existence when the three elements are connected.

RESULTS AND DISCUSSION

The results obtained in this study are qualitative data divided into two parts as follows. In the first, we show the results that were obtained from determining the tourism factors based on environmental science and principles of the area and in the second part, we discuss, compare and analyze the methods.

Determination of tourism factors: The results were obtained and considered after a survey and analysis of the scientific academic and tourism academic documents. The data of the study were classified into tourism factors and criteria statements. The researcher had determined that the factors and criteria consist of 7 tourism factors and 20 indicators as described in Table 2-8.

As shown in Table 2, the tourism sources in Laem Phak Bia sub district include 8 attractions and the definition of a tourism source is a location that has the abilities to respond to the target group to fulfill their experiences and activities at tourism sites^[19]. Tourism sources are perceived through trip quality and the behavioral intentions at the destination.

According to Table 3, tourist attractions are related to tourism sources and the point is motivating the tourists who travel to Laem Phak Bia. The attractions in the area include the following: natural resources, Folkway and Man-made resources. Tourist attractions are niche resources that motivate and impress tourists and visitors who travel to the destinations. They can be beautiful, unseen and others. These things impress a tourist and fulfill their experiences^[20]. Travel motivations, tourist destination images, sources of information and crises in tourism all influence this.

The risk (rk) in Table 4 is related to impacting tourism processes such as resources and humans. The impacts of risk are divided into 2 characteristics. Natural risk is the risk from natural phenomenon at tourist attractions that impacts tourism elements such as resources, facilities, transportation, accommodations, security and others.

Human risk is the risk from humans that occurs at tourism sources and directly impacts tourists, the problem of human risky destroy image, reliability and security in the destinations. Risk is related to tourists who travel to destinations and their need for security for their property

and life and it influences a number of tourists at destinations^[21]. The tourism research recognizes tourism risk as critical attributes influencing tourist's behavioral intentions.

Tourism processes need facilities (ft) to meet the needs of tourists from the beginning until the end as shown in Table 5. Facilities are necessary and related with the services at tourist attractions. Tourists and visitors need basic facilities for their activities such as accommodations, restaurants, public toilets and accessibility. Some tourists need all facilities but some do not^[16].

A sample consisting of tourists visiting major tourism destinations found that the core determinants of the attractiveness are the facilities and services and people-related factors are the secondary determinants in tourism processes.

The services (sv) are given in Table 6. Services are a part of tourist attractions that are necessary for tourists who travel to destinations. They provide information and knowledge as a type of service and they can be related to facilities such as tourist service points, CCTV/Security and souvenir shop. The services are designed impress to tourists and visitors who travel to destinations. The services are products for tourism processes^[20]. Regarding the facilities and recreation during their travels, tourists have expectations regarding the services on their trips. Some companies conduct services that are practically distributed over the tourist market. Tourists who travel to an area chosen as a destination may engage in sightseeing or leisure and need a place to stay. This is the reason why services are the most important feature for tourism.

A problem in tourism processes is the pollution such as waste and wastewater that has been identified as a significant problem for the environment^[23]. Pollution occurs everywhere in tourist attractions. Thus, both direct and indirect management are important factors in tourism processes. Waste impacts both tourists and local communities because waste occurs from activities in tourism processes. It is divided into 2 categories: Waste and wastewater. Thus, waste management is a measure that protects tourist attractions and prevents deterioration to normal structures.

Helpfulness (hn) in Table 8 is the characteristics of the environmental systems that are grouped together. An environment system coexists under natural and manmade rules and regulations and shows a common behavior within the boundary. These environments are called ecosystems or environmental systems. Helpfulness coexists through solitary, Mutualism, make income, Unique and Commensalism.

Table 2: Tourism Sources (ts) and statements

| Factors | Indicators | Statement |
|-----------------|-------------------------|--|
| Tourism sources | Type of tourism sources | The structure of the tourism source is necessary to have resources for abilities to respond to these target group to fulfill their experiences and activities. The, carrying capacity of resources and the abilities to respond to tourists are a main factor for the tourism process and impact the potential of the tourism source |

Table 3: Tourist attraction (ta) and statements

| Factors | Indicators | Statement |
|--------------------|---|--|
| Tourist attraction | Natural resources Folkway Man-mad resources | Tourist attractions are niche resources that motivate and impress tourists and visitors who travel to the destinations. They can be beautiful, a natural resource, unseen, folkway, man-made and others. These things impress tourists and fulfill their experiences |

Table 4: Risk (rk) and statements

| Factors | Indicators | Statement |
|---------|--------------|--|
| Risk | Natural risk | Natural risk is the risk from natural phenomenon at a tourist attraction that impact tourism elements such as resources, facilities, transportation, accommodations, security and others |
| | Human risk | Human risk is the risk from humans that occur at tourism sources and directly impact tourists. The problem of human risk is that it destroys the image, reliability and security of destinations |

Table 5: Facilities (ft) and statements

| Factors | Indicators | Statement |
|------------|--|--|
| Facilities | Accommodations Restaurants Public toilets Accessibility | Facilities are necessary for all travel, facilities related with the services required by tourists and visitors at tourist attractions include accommodations, restaurants, public toilets, and accessibility. Some tourists need all facilities but some do not |

Table 6: Services (sv) and statements

| Factors | Indicators | Statement |
|----------|---|---|
| Services | Tourist service points CCTV/security Souvenir shops | Services are a part of the tourist attraction and are necessary for tourists. They, provide information and knowledge as a type of service and they can be related to facilities such as tourist service points CCTV/Security and souvenir shops. Services are designed to impress the tourists who travel to destinations |

Table 7: Pollution management (pm) and statements

| Factors | Indicators | Statement |
|----------------------|---|--|
| Pollution management | Wastewater management Waste management | Wastes at tourist attractions impact both tourists and local communities because waste occurred from the activities in tourism processes. Waste is, divided into 2 components: (1) Waste and (2) Wastewater. Thus, waste management is a measure to protect tourist attractions and prevent their deterioration into normal structures |

Table 8: Helpfulness (hn) and statements

| Factors | Indicators | Statement |
|-------------|------------------------|--|
| Helpfulness | Solitary | An environment system coexists with natural and manmade rules and regulations, environmental coexistence will show a common behavior within the boundary and these environments are called ecosystems or environmental systems. Helpfulness coexists through solitary, mutualism, make income, unique and commensalism |
| | Mutualism | |
| | Make income | |
| | Unique Commensalism | |

Comparative analysis: Next, we compare the determining tourism factors^[24-27]. This study used the aspects of method one by conducting a survey, reviewing the results, designing factors and proving the results using expert's opinions. The advantage of this study is that the researcher will verify the methods using an experiment in the next step. Regarding method two, we used the same primary unit of analysis of a tourist. They studied the tourist attractions and destination support services that accord with the direction of this study but the disadvantage of method two is that they chose a sample group including only international visitors. Regarding method three, it follows the same direction by identifying the key factors influencing sustainable tourism such as

natural resources, accommodations, facilities environmental pollution protection, etc. The results are shown and formed on the basis of a descriptive research method. However, different from this study, they used 7 divisions to collect data. Regarding method four, we determine the factors related to environmental resources to analyze the future performance of tourism destinations and collect data using a questionnaire to measure sustainability factors. They find the sustainability factors using regression analysis which is the same as the measurement of this study.

However, the difference in this study is that they use only expert's opinions to identify the key sustainability factors at destinations.

CONCLUSION

Tourism in Laem Phak Bia sub district has been growing rapidly and many factors have been considered from the beginning to the end of the tourism process. According to the study principles for the area and the factors based on environmental science, the researchers used a qualitative approach by using scientific and tourism academic specialist opinions as proof. The findings show that 7 factors affected the sustainability of tourist attractions and the factors indicated the relationship to sustainability and could support tourist attractions in Laem Phak Bia. Additionally, the 7 factors contribute to the tourist perspective to ensure that the factors lead to tourism sustainability. After determining the factors, the researchers used analytical methods to determine the sustainability factors for tourism processes. Compared with their methods, defining the factors is important. The researchers adopted 3 methods as follows. The methods for identifying factors should be determined by the context and principle of the area. Tourism factors could be proved by expert's opinions. Tourism factors can lead to collecting data that can be applied for all tourism types. Thus, future studies can apply these factors to collect data and implement a sustainable tourism model.

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