



The Relationship of Cultural Investment with Development of Tourism Attractions in Tehran

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Abstract

The purpose of this study is to investigate the relationship of cultural investment with tourism development in Tehran. In this study has been used by questionnaire tool, from the kind of descriptive-correlation survey method. The statistical population of the study includes all managers, deputies and experts of Tehran Cultural Heritage, Handicrafts and Tourism Organization who served in one of the affiliated centers of Tehran in 2017-2018. According to Cochran formula, 234 managers, deputies and experts of Tehran Cultural Heritage, Handicrafts and Tourism Organization were selected as statistical sample. The findings of this study indicate that the variables of natural attraction, cultural attraction, man-made attraction and cultural investment with cultural investment variable are at the level of confidence, significant and positive (99%) in all cases. Also regression analysis about interpreting the prediction rate of development of human-made, natural and cultural attractions by cultural investment showed that cultural investment was predict 0.285, 0.26 and 0.394 respectively of changes in development of human-made, natural attractions.

Key Words: Tourism, Attraction, Cultural Investment

Introduction

The development of tourism causes cultural, economic boom and reduces poverty. It also has a significant impact on increasing income and reducing unemployment, improving people's quality of life and increasing social welfare. In addition, tourism is a factor for dialogue between cultures and civilizations, and it also makes the relations between nations and states more balanced and closer. Increasing levels of culture and people's income, increasing

population, increasing new technologies in transportation, increasing leisure time and natural human interest in amusement have led most countries around the world to seek to develop this industry. Tourism is the most important growing industries and the development of the tourism industry requires comprehensive and appropriate programs to be successful in attracting domestic and international tourists. Today one of the most important uses of cities is the provision of

modern tourism services. This is because the postmodern age has coincided by its main propositions, namely globalization, information processing and tourism, and a new era took place in human social and cultural interactions, especially in urban structures (Duffy et al., 2016). In several recent decades tourism has been called one of the largest and most diverse industries. Many countries recognize this industry as one of their main sources of income and are working to develop it. This industry is especially important for developing countries because they derive most of their revenue from the sale of natural resources. In addition to economic resources, countries also seek political, cultural and social benefits, the environment, and so on. To succeed in this industry, in addition to having tourism conditions, tourism destinations must seek to attract tourists and better introduce their facilities and conditions to the domestic and global tourism markets (Papelli Yazdi and Saghaei, 2017: 18). Tourism with today's coordinates is an emerging phenomenon that is accompanied by the technological evolution and cultural developments of modernity. Increasing leisure time or in the another word reducing office hours for workers and employees, improving the economic situation, in particular in Europe, North America and East Asia, and facilitating and accelerating services and transport has caused tourism significant growth to consolidation of position as first industry in the world. And account for a significant percentage of countries' gross national income and employment. In fact, tourism is

one of the most important growing industries and the development of the tourism industry requires comprehensive and appropriate programs to be successful in attracting domestic and international tourists. One of the most important uses of cities today is the provision of modern tourism services. Because the postmodern age has been shaped by its main propositions, namely globalization, information processing and tourism, however a new era in human social and cultural interactions has taken place, especially in urban structures (Mayer-Arendt & Liu, 2016). Everyone is aware of the promotion of firms and their impact on economic development and growth. Internet is one of the effective factors in marketing and ways to promote these activities in the current arena. With the advancement of Internet technology, because the Internet enables companies to communicate with customers better and more effectively and to tailor their products to their customers' needs, more and more companies are using the Internet for marketing and distribution channels (Chaffy Et al, 2004: 5). Internet and electronic tool by providing the area for displaying tourism products and present accurate information for tourists can make customer satisfaction and cause increasing the number of incoming tourists (Diwita & Kayawa, 2016). The present study attempts to investigate the relationship between cultural investment and the development of tourist attractions in Tehran.



Theoretical Foundations:

Tourist attractions: Any motivational phenomenon or factor that attracts people to a destination-area and leads people to travel from different places to the destination is called attraction. Tourist attractions in tourism literature are divided into three categories: cultural, natural and man-made. each of which comprises a diverse range of phenomena (Hobbes, 2016).

World Tourism Organization (WTO)

In 1991, together with the Government of Canada, they formed the "International Conference on Travel and Tourism Statistics" in Ottawa, which made decisions on their vocabulary, terminology and classification and made recommendations, and the World Tourism Organization made this definition of tourism: Things that a person does in travel and in a place outside their normal environment. This journey takes no more than a year and is a goal, recreation, business or other activity" (Meyer-Arendt & Liu, 2016). Paul Rubber opinion is that tourism is the act of traveling and traveling to from a place other than the usual place of residence in order to enjoy and fun, even if it involves a small displacement or the main purpose of this displacement would not be to have fun and enjoyable (Chaminoka et al., 2012: 169).

In the tournaments that the International Tourism Union had set out to obtain a comprehensive definition of tourism, the following definition was chosen from among the definitions. According to that, tourism defines as a set of human spatial changes

and the activities that result from them. This changes results of the realization of the desires that make a person move and have the potential to vary in intensity and weakness in each person (Rezvani, 15: 2014).

Natural Attractions

All natural elements and phenomena are called natural attractions according to the criterion of attraction which has the above values. Cultural Attractions: All the elements and dimensions of cultural phenomena that have value and are defined by the criterion of attractiveness are called cultural attractions. Man-made Attractions: All elements and phenomena of artifacts that have value and are defined by the criterion of attraction are called man-made attractions (Ibrahimzadeh et al., 2012: 99). Cultural investment: The amount of expenditure and expenses spent on investment in the field of culture, as well as the costs of training and the costs of supporting cultural tourism are called cultural investment (Faryabi and Tajvidi, 2011). Behaviors including travel, mobility to see, hear what we have not experienced or become interested in, Characteristics such as other behaviors that are cultural in nature mean that motivations, goals and behaviors Tourists and hosts vary from community to community, depending on the culture they belong to. In other words, tourism is a response to the need for human nature to discover the secrets of the past. (Maghsoudi, 2004, 41). The cultural tourism is also a kind of tourism that is used to identify civilizations, cultures, customs

and traditions of a group, community, region or a country by visiting ancient monuments and architecture of different historical periods, museums and participation in art festivals. Cultural tourism seeks to understand the culture of different regions and to explore and understand the cultural perspectives of human societies (Saei et al., 2010: 77). Cultural tourism forms an important part of the global demand for tourism. According to the World Tourism Organization, 37 percent of international tourism is culturally motivated, and demand is increasing annually. The growth of cultural tourism and heritage tourism as elements of modern tourism has attracted the attention of policymakers and scholars around the world. Cultural tourism includes all forms of tourism motivated by culture (Kazemi, 2007: 153-154). Culture can be divided into two groups which is very important in understanding tourism. In this sense, culture is divided into the traditional and the modern. What is most important in tourism is the processing of various forms of traditional culture. In the traditional world, culture is shaped by the behaviors that form the basis of life in every society and are passed down from generation to generation. Traditional culture can be appealing to tourists who want the place, customs, lifestyle of traditional culture to experience true authenticity, given the demand in the tourism market. Therefore, traditional culture that draws from the distant past in different areas that still have cultural authenticity can attract tourists. This is why the authors emphasize culture and regard its role in the development of tourism and

consider culture as the cornerstone of tourism development (Jafari, 2000, 14-1).

Research background:

Timourpour (2016) conducted a study on "Strategic Planning of Tourism Development with Emphasis on Sustainable Ecotourism for the Study of Lalezar Tourism Area". This study attempts to explore the unique strategies and capabilities of sustainable ecotourism tourism development in Lalezar tourism area, so that the results of this study can provide effective strategies and strategies for strategic planning of tourism development. And this region has become the center of tourism development. The approach of this descriptive-analytical research is based on the purpose of the applied research. The data are collected through a questionnaire and the statistical population of the study consists of 40 experts through Delphi method and 381 tourists through Cochran method. According to the results of calculating the final score of internal and external factors of tourism in Lalezar region, the total score for internal factors is 3.315 and the total score for external factors is 3.533 which are in the table (internal matrix). Located in house 2, indicating that planning strategies for the development of tourism in the area are accepted that will promote growth and recognition. In other words, now the best strategies for regional development are aggressive strategies, which in the end, use quantitative strategic planning (QSPM) out of 32 strategies out of the 12 strategies in the three priority groups from first to third as the most attractive strategies that has been



specific for the region development. Also, the results obtained through questionnaire and hypothesis testing showed that the mean of Infrastructure index (physical) was 2.55 which is lower than theoretical average (3) but the average of the other three indices natural was 4.65, Environmentalism was 4.39, cultural-social 4.44 higher than theoretical average (3) and is close to five, that indicating high potentials and power of region for ecotourism development. Zamani in a study (2015) examined "the role of local food in tourism development with a focus on marketing and economic development". In the highly competitive environment of the tourism industry, concerns for sustainable tourism development are on the rise, and tourism beneficiaries have faced the challenge of developing a distinctive product and effective marketing that will increase efficiency and promote sustainable tourism development. In this context, local food is an essential part of the tourism experience and is increasingly being used as an integral part of the tourist attraction to enrich the tourist experience. Local food as one of the distinguishing characteristics and can be considered for a role in increasing visitor, growth in other sectors of the economy and promote sustainable jobs, play. The close relationship between food and local culture promotes cultural heritage, thus linking local food and tourism to more sustainable tourism practices. This study aimed to investigate the role of local food in tourism development with a focus on marketing and economic development among people working in tourism business in Rasht. Soleimani Tafti (2013) has been studied

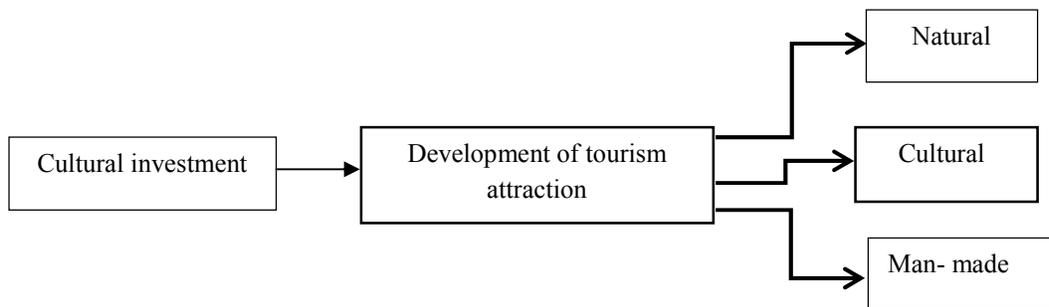
"The role of advertising media in attracting naturalistic inbound tourist with emphasis on oral advertising". This study seeks to investigate the effect of advertising on tourism destination selection. Researching the subject literature, the study found that the three factors of advertising media, verbal advertising and destination image are of particular importance in the tourism industry and can influence tourist behavior in destination selection. The statistical population of this study is tourists who traveled to Mazandaran province in March 2012 and spring 2013. Questionnaire was used as the main tool for data collection. In this study, due to the presence of latent variables, structural equation modeling and EQS software were used for analysis. Research findings showed that advertising media and verbal advertising did not influence tourism destination selection but destination image influenced destination choice. It was also found that advertising media and oral advertising had a positive and significant effect on the destination image. Lopez Gugman et al. (2015) studied community-based tourism in developing countries. Part of this study states: Community-based tourism exists in many geographical areas of the world and in particular in developing countries. This tourism is produced as a different way of looking at traditional mass tourism options, and creates an increase in the creation of specific destinations that enable wealth generation for local communities and job creation, and should be seen as an activity that completes and It can never be replaced. In a study, Vituladiti (2014) explored

"content analysis as a research tool for marketing, management and development of tourism strategies". Tourism destinations are constantly facing increasing competition. Therefore, there is a growing need to identify the strengths and weaknesses of their product as well as potential product differences. In order to reveal these elements, managers provided useful data for analysis by distributing open questionnaires to visitors. Content analysis, as a research tool for studying tourism purposes, is used to support the efforts of tourism policy

makers to further the well-being of tourists. The research findings provide tourism managers with an overview of investment priorities, product differentiation, and marketing. The use of content analysis techniques in this study helped to make this study a research field and available as a guide.

Conceptual model and research hypotheses:

Fig1. Conceptual Model of Research:



Research hypotheses

- There is a significant relationship between cultural investment and the development of Tehran-made man-made attractions.
- There is a significant relationship between cultural investment and the development of Tehran's natural attractions.
- There is a significant relationship between cultural investment and the development of cultural and historical attractions in Tehran.

Research Method

The methods of this research can be considered as descriptive correlation research in correlation type with questionnaire.

The statistical population of the study includes all managers, deputies and experts of Tehran Cultural Heritage, Handicrafts and Tourism Organization who served in one of the affiliated centers of Tehran in 2016-2017. And the statistical population of the study included 600 people. In this study,



simple random sampling method was used to select the subjects. According to Cochran formula, 234 managers, deputies and experts of Tehran Cultural Heritage, Handicrafts and Tourism Organization were selected as statistical sample. Accordingly, 234 questionnaires were distributed among the statistical samples of the research, 225 of which were correctly filled out and 9 were eliminated from the analysis cycle due to their illegibility and stylization.

Research Tool: A researcher-made questionnaire is used to measure the model variables. This questionnaire is formulated and designed based on the conceptual model extracted from the existing questionnaire. The questionnaire consists of two parts:

Accompanying letter In this section, the purpose of data collection is stated by the questionnaire and the necessity for the respondent to collaborate on the required data. For this purpose, the value of data collected from the questionnaire has been asserted responding appropriately to provide the answer.

Questionnaire Questions: This part of the questionnaire consists of two parts: **a)** General questions: General questions try to collect general and demographic information regarding the respondents such as age and gender. **b)** Special Questions: This section contains specialized questions. These instruments are scored on a 5-point Likert scale, which is one of the comparable measures. Table 1 shows the variables and research items.

Table 1: Research variables and items

rows	variables	questions
1	Natural attraction	1-5
2	Cultural attraction	6-11
3	Man-made attraction	12-16
4	Cultural investment	17-21

Reliability and Validity of Research

In this study, content validity was used by experts and experts in the field of research. Cronbach's alpha method was used to determine the reliability of the test. This method is used to calculate the internal coordination of a measuring instrument that measures different properties. In this study, alpha above 0.7 is considered as a good value for tool reliability. Therefore, reliability measurement was performed

using Cronbach's alpha method and SPSS 23 software. Therefore, using the data obtained from the questionnaire and the SPSS statistical software, the confidence coefficient was calculated using Cronbach's alpha. Table 2 reports the Cronbach's alpha coefficients of the research variables.

Table 2: Cronbach's alpha coefficients of the research variables

variables	Under the components	Cronbach's alpha
Development of tourism attraction	Natural attraction	0/82
	Cultural attraction	0/85
	Man-made attraction	0/80
Cultural investment		0/90

Method of data analysis

Descriptive, inferential and Pearson correlation coefficients were used for data analysis. In the descriptive section percent, mean and standard deviation and in the inferential section Pearson correlation and structural equation tests will be used. In the correlational section, the correlation between cultural investment and the development of tourist attractions is investigated by correlation. Finally, based on the regression of the predictive power of the variables, all the mentioned steps are performed using SPSS 23 statistical software. The correlation coefficient section is used to determine the correlation between information technology and urban tourism development.

Findings of the study

This section examines the demographic characteristics of the research sample, including gender, marital status, qualification, and age. The findings of the study showed that 34.67% of the respondents are women and about 65.33% of the respondents are men. Findings of the study showed that 84% of respondents were married and about 16% of respondents were single. The findings show that most of the participants have bachelor's degree. The findings of the study indicated that most of the participants were 30-40 years old.

Normality test of research variables

Given that the significance level for the research variables is greater than 0.05, we conclude that the collected data is normal for the research variables (Table 3).

Table 3: Kolmogorov-Smirnov test for research variables 3

(a) variables	(b) situation	(c) Kolmogorov-Smirnov	(d) sig
Natural attraction	dependent	0/836	0/487
Cultural attraction	dependent	0/934	0/357
Man-made attraction	dependent	0/987	0/266
Cultural investment	Independent	0/847	0/159



Concurrent regression of research variables: Simultaneous regression analysis of natural attraction

Table 4: Summary of the results of the simultaneous regression analysis of natural attraction

Model	R	R ²	R ² Modified	Standard Estimation Error
1	0/935	0/873	0/871	0/264

** P <0/01

Table 5: Simultaneous multiple regression results for natural gravity prediction

Source of Changes	The sum of the squares	Degrees of freedom	Mean squares	F
Predict the total debris	112/1	2	22/43	320/08
	16/26	343	0/070	
	43/128	345		

In this study, the prediction coefficient between the predictor variables and natural gravity ($r = 0.935$) and R^2 was 0.873, In order to examine the significance of the

obtained correlation coefficient, the results of analysis of variance show that the observed F value is significant.

Table 6: Coefficient of simultaneous regression analysis of natural attraction in terms of cultural investment

Predictive variables	The regression coefficient b	SE	The regression coefficients B	t
Cultural investment	0/201	0/059	0/267	4/689

Also according to Table 6, the significant test of regression coefficients shows that cultural investment can explain ($\beta = 0.276$)

the amount of natural gravity variance. Simultaneous regression analysis of performance in cultural attraction

Table 7: Summary of Conclusions Regression Analysis of Cultural Attraction

Model	R	R ²	R ² modified	Standard Estimation Error
1	0/897	0/80	0/80	0/387

** P <0/01

Table 8: Concurrent Multiple Regression Results for Predicting Cultural Attraction

Source of Changes	The sum of the squares	Degrees of freedom	Mean squares	F
Predict the total debris	3/119	2	40/21	12/254
	21/15	224	071/0	
	51/134	226		

The prediction coefficient between the predictor variables and cultural attraction ($r = 0.897$) and R^2 was 0.80, In order to examine the significance of the obtained

correlation coefficient, the results of analysis of variance show that the observed F value is significant.

Table 9: Coefficients of simultaneous regression analysis of performance on cultural attraction in terms of cultural investment

Predictive variables	The regression coefficient b	SE	The regression coefficients B	t
Cultural investment	0/347	0/059	0/394	6/740

According to Table 9, the significant test of regression coefficients shows that cultural

investment can explain ($\beta = 0.394$) the amount of variance of cultural attraction.

Table 10: Summary of the results of regression analysis of human-made attraction

Model	R	R ²	R ² modified	Standard Estimation Error
1	0/711	0/05	0/49	0/247

** P <0/01

Table 11: Simultaneous Multiple Regression Results for Predicting Human Attraction

Source of Changes	The sum of the squares	Degrees of freedom	Mean squares	F
Predict the total debris	109/1	2	18/12	227/12
	12/04	224	0/059	
	121/14	226		

The prediction coefficient between the predictor variables and man-made gravity ($r = 0.711$) and R^2 was 0.50, In order to examine the significance of the obtained

correlation coefficient, the results of analysis of variance show that the observed F value is significant.

Table 12: Coefficients of Simultaneous Regression Analysis of Man-made Attraction by Cultural Investment

Predictive variables	The regression coefficient b	SE	The regression coefficients B	t
Cultural investment	0/285	0/039	0/342	5/960

Also, according to Table 12, significant regression coefficients show that cultural investment can explain ($\beta = 0.285$) the variance of man-made attraction.



Discussion and Conclusion

The findings of the study of the first hypothesis (relation of cultural investment with the development of man-made attractions) indicate that the correlation coefficient between two variables of cultural investment with the development of man-made attractions was 301.0** indicating that There is a significant and positive relationship between variables. The sig value of the test is 0.00 and is less than 0.01. Therefore, it can be concluded that there is a significant relationship between the two variables at 99% confidence level. Also regression analysis for interpreting the rate of prediction of development of human-made attractions by cultural investment showed that cultural investment predicts 0.285 of changes in development of human-made attractions.

Research Findings are in line on the Relationship between Cultural Investment and Development of Man-Made Attractions with the Results of World Thigh Research (2009), Ibrahim et al. (2010). Sanavi Grossi (2010), Farrokhzad (2010), Bakal Azarodost (2010) hypothesis (cultural investment relationship with the development of natural attractions) indicate that the correlation coefficient between the two variables of cultural investment with the development of natural attractions was 0.314 ** indicating Significant and positive relationship between the variables. Sig test value is 0.00 and since it is less than 0.01 it can be concluded that there is a significant relationship between the two variables at 99% confidence level. Also regression

analysis for interpreting the rate of prediction of natural attraction development by cultural investment showed that cultural investment predicts up to 0.267 of variations of natural attraction development. Research findings are in line in the field of the relationship between cultural investment with natural attractions development with the results of Nouri and Norouzi Avargani studies (2007), Jahan Thigh (2009), Ebrahimi et al. (2010), Sanavi Grossi (2010), Farrokhzad (2010), Bakal Azardust (2010), Jahromi pazirae(2010), Hejazi et al (2011), Soleimani Tafti (2013), Abedi (2013), Zamani (2014), Timurpour (1395), Camp Bell (2000), Walailike (2003), Mursan (2008), Ado (2011), Martinez et al. (2014), Vituladiti (2014), and Lopez Gugman et al. (2015) are similar. The findings of study in the third hypothesis (cultural investment relationship with the development of cultural attractions) indicate that the coefficient of correlation between the two variables of cultural investment with the development of cultural attractions is 0.407 ** indicating the relationship Significant and positive are the variables. Sig test value is 0.00 and since it is less than 0.01 it can be concluded that at 99% confidence level there is a significant relationship between two variables. Also, regression analysis for interpreting the prediction of cultural attraction development by cultural investment showed that cultural investment predicts up to 0.394 of changes in cultural attraction development. Research Findings on the Relationship between Cultural Investment and Development of Cultural Attractions with the Results of

Research by Ebrahimi et al. (2011), Sanavi Grossi (2010), Farrokhzad (2010), Bakal Azardust (2010), Jahromi pazirae (2010), Hejazi et al (2011), Soleimani Tafti (2013), Abedi (2013), Zamani (2015), Timurpour (1395), CampBell (2000), Walailike (2003), Moorens (2008), Ado (2011), Martinez et al. (2014) and Vituladiti (2014) are the same.

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