

ANALYSIS OF TOURISM DEVELOPMENT IN LIBYA

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Declaration

I declare that all the work described in this dissertation was undertaken by myself (unless otherwise acknowledged in the text) and that none of the work has been previously submitted for any academic degree. All sources of quoted information have been acknowledged through references.

Khaled Omran Alfartas

22th November 2009

POSTGRADUATE STUDIES OF COLLEGE OF BUSINESS

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ABSTRACT

A destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place. The term tourism is a kind of universal remedy for some of the macroeconomic problems, as an engine for social transformation and to produce a favorable image on the global platform guide in an era giving too generous incentives to the industry. This study has provided significant needs of tourism development in Libya. Factors that affect the tourism development has examine in this study. Correlation and regression analysis had been conducted to determine the relationship among variables and tourism development. I have found that variables, accommodation development, Infrastructure development, training and education, attraction and activities, transportation facilities and tourism product are correlated to the tourism development and by regression analysis this relation have been supported.

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I owe my most sincere gratitude to Allah the almighty and the most powerful for offering me such a strength, endurance, audacity, and capability to accomplish this project.

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I would like to express deeply and sincerely my gratitude to my father's soul and I wish him all the peace and may Allah give him his mercy, in addition, I would like to present my sincere and profound gratitude to my mother for the love, affection, trust, and support she has extended to me every step of my life. I would like to present my sincere and profound gratitude to my family members, for their love, support and encouragements throughout all my life.

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CHAPTER 1

INTRODUCTION

1.0 Background

A destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place (Lawson and Baud Bovy, 1977). Destination images influence a tourist's travel decision-making, cognition and behavior at a destination as well as satisfaction levels and recollection of the experience. "Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage is both irreplaceable sources of life and inspiration. They are our touchstones, our points of reference, our identity" (WHC 1996). Heritage "means everything and it means nothing, and yet it has developed into a whole industry" (Hewison in Yale 1991:21).

Libya has a vast and verity of sources of tourism all over the country (Huda A. Megerhi 2007) with its huge land area - about one million seven hundred and seventy thousand Sq. km. - is full with all that could excite the curiosity of the tourist. Blue skies and warm weather during the desert winter days are guaranteed (Nizar Abboud2004). Tourism as an international movement can contribute to the development of a global heritage awareness, and a better appreciation of our

common values. And for that it is needed by the local private and government companies to participate in the development of the tourism (Hewison in Yale 1991). Our cultural and natural heritage is both irreplaceable sources of life and inspiration. They are our touchstones, our points of reference, our identity" (WHC 1996).

According to The Minister of Tourism Mr. Ammar Ltayef; Tourism in Libya is an industry still in its infancy but one that is gradually growing. 180,000 tourists visited Libya in 2007, contributing less than 1% to the country's GDP; there were 1,000,000 day visitors in the same year. The country is best known for its ancient Greek and Roman ruins and Sahara desert landscapes.

1.1 Introduction

The term tourism is a kind of universal remedy for some of the macroeconomic problems, as an engine for social transformation and to produce a favorable image on the global platform guide in an era giving too generous incentives to the industry. This has attracts many entrepreneurs to invest in tourism without necessarily considering internal and external factors affecting the tourism sector (Cevat and Jenkins,1996).

1.1.1 Libyan Government and Tourism development

The Libyan Government is one of the keys to tourism development, a complete contradiction to that of the essay statement, which I believe really has no ground to stand on. In this essay I will illustrate this point by showing the roles with which Libyan government plays within the

community, and the importance it has to creating a successfully developed tourism product that maximizes the benefits for not only the residences of the community but the tourist himself.

Over the past forty years, trends in the tourism industry illustrate there has been evident growth on both a regional and global perspective. Because of this increase and growth of the industry it has ultimately brought large benefits to communities, providing great opportunity, economic development, employment and social benefits. Due to this benefit it is imperative that communities capitalize on these opportunities. One of the major authorities which provides the key roles to this success is that of Libyan governments, who provide the ideal, authority, infrastructure and planning procedures to maximize the benefit for its communities, in a sustainable manner.

The regulatory role as illustrated previously illustrates the Libyan governments authority and implementation of legislation and the regulation that the community abides by with tourist development. This is an important role for the community to ensure that tourism developments are legal and abide by the law, in creating a sustainable future for the community. This legislation also creates the correct development plans for the Libyan government to implement into the community.

An important role is due to its channels of communications with its nations powers, who control the actions and decisions of the country. The government creates Libyan governments and provides the framework and influence of decisions that Libyan government makes for its community. This is initially created by government that sets the framework of legislation for Libyan government to abide by. The government then creates Libyan government to enforce the

legislature and provide a nurturing role for the community. Government can not address the problems of the entire country, so it uses Libyan government, to distribute its ideas, and hold influence over its regions and communities. This also illustrates that Libyan government plays a major role in a communities development providing the links between the people and government and implements and addresses its community's problems, frameworks and ideals, and receives the correct guidance for developing its regions product. Libyan government is ultimately created to nurture, channel and control ideas of the country into its community so as to create benefits and realization of its full potential. Basically the Libyan government is an intermediary channeling the framework of government into each individual community in order to create a beneficial outcome.

1.1.2 Role needed to play by Libyan Government for the Tourism Development

There are number of things needed to be done by the Libyan government. The roles illustrates the degree of importance that the Libyan government holds in the development of the tourism product within a community. These tourism plays an important role influencing the development and relatively hold a largest influence in the community for its future benefits and success of its tourism product. For the Libyan government a large degree of resources are actually used by themselves in order to create a safe, well maintained and attractive community for the tourist to travel.

1.1.3 Communication and Tourism

Transgression of communication worldwide has made tourism more favorable for travelers to browse for quick information where net utilization plays an important role on Tourism in promoting rapid information. Chulwon Kim defines that new technologies would be able to produce such contribution to the tourism development.

(Turban, Lee, King & Chung, 2000) defines e-commerce tourism industry as selling or exchanging of products, services and information. Internet revolution that has taken the world by storm where internet utilization plays a significant aspect on the industry:

1.1.4 Libyan Airlines and Tourism

The reign of travel agencies over air travel information and ticketing is not a new phenomenon. Due to the preference of air line companies setting up their own website citing MAS, AirAsia where consumers have easy access to the airline itself have cited many travel agents losing their commission.

Currently, MAS offers a base seven percent commission to UAE travel agents. Merina Abu Tahir, Malaysia Airlines' regional general manager, said the move to zero commission model was in line with the current business trend “where many airlines have moved towards zero percent commission levels for market fares, including in the UAE”.

Malaysia Airlines will introduce a seven percent service fee for transactions at its offices in Dubai and Abu Dhabi.

It is certainly accommodating and well-received news for any traveler but the slice of the pie that had once been a portion taken by the travel agency means negative commission equals to the reinvention of such travel agency to turn itself into a more conducive profit entity by earning commission via (i) inland bus tour operations, (ii) cruise ship, (iii) hotels and resorts etc catering for the non-flight money making acquisitions for tourists and railway cruise for countries which are inaccessible by flights.

Thus with the disengagement of travel agents that once served as intermediaries for flight bookings is a strong indication of how serious airlines wants to be independent with the e-commerce as its source of marketing tools with user friendly systems encouraging consumers to do their own e-sourcing over the net that has now become a fast growing tool of business reaching more people breaking traditional boundaries once reserved for intermediaries (Hewison in Yale 1991).

1.1.5 Consumer as Tourists

The increase in consumers becoming Libyan and international tourists contributes to the influx of foreign currencies to poorer countries for example Cambodia and lately the rise of tourists into Malaysia for example from the Middle East and China is a clear indication that tourists are driven by a number of traits namely the information about the trip on web , comparative price is a major deciding factor where the level of income earners plays an important part in decision-

making and the time taken for such tours especially in certain countries (3 month long vacation) and tourists using the opportunity to go further and spending more at a more attractive price rate.

1.1.6 Tourism and Economy

Tourism is by nature somewhat different from other sectors of the economy. The differences come from the peculiarities of tourism supply and demand. The tourism industry sells an intangible experience rather than a physical object that can be checked or tasted before purchasing. The tourism industry is dominantly a service industry. A service is relatively intangible, produced and consumed in the same time frame and place. Service production is perishable; this means that services cannot be stored. Tourism supply contains all the peculiarities of services production. For example, in 1988 tourism demand for Turkey increased at an unexpected rate which stretched accommodation and airline capacity. As a result, many tourists returned home with a negative image which caused a consequent decline in the explosive growth rate. Tourism is an amalgam of many different components that constitute a whole product; fluctuation in quality of any single component influences all elements and the whole experience. Moreover, tourism supply is rigid and inflexible. The supply capacity cannot be adjusted in the short term according to fluctuation in demand and cannot be stored for peak period demand. It also requires relatively large capital investment, hence both the levels of risk and the return on investment are of critical importance to tourism management. Tourism demand is highly elastic and 'seasonal and insecure to changes in taste and fashion'.(Moutinho, 1989).

The distinctive characteristics of tourism demand and supply emphasize the necessity for comprehensive and flexible regional planning, particularly in a developing country such as Turkey where the public administration system is not well established. There is also a lack of communication among public bodies and between public and private bodies; the central authority is the only decision-making unit. (Cevat and Jenkins,1996).

1.1.7 Local Visitor and Foreign Visitors

The tourism industry serves both visitors and local residents, and it contains many small businesses. In this sense, it is a complicated, muitisectoral and fragmented activity. Since tourism is so fragmented an integrated and comprehensive regional planning approach is essential to be sure that all the components of the tourism industry are harmoniously developed and managed to meet visitors' and hosts' needs in a particular tourist destination. (Cevat and Jenkins,1996).

1.2 Problem statement

Tourism has recently emerged as an important economic development option (Durant, R. T. 1984) in Libya. Libya is embarking on a massive plan to boost tourism. This has involved building dozens of tourism-centric infrastructure projects, and provides the means to diversify its sources of national income and reduce its high dependence on oil revenue (North Africa Times, 2007).

Libya is a country with a rich heritage in terms of culture, archaeological and historical sites, and a long Mediterranean coastline of sandy beaches. However, unlike the neighboring countries of

Tunisia and Egypt, which have similar attractions and which have capitalized upon these to develop successful tourist industries, Libya has not devoted its efforts to expand in this area, and this is partly a reflection of the fact that Libya has been an oil economy for the last forty years, and there has been no real need to attempt diversification of the economy on a grand scale; and partly a result of the political isolation of Libya (Danis, 2006). The significance of tourism as a mechanism for economic development has meant that it is an investment opportunity that few governments can afford to ignore (Chris Cooper et al, 1993).

There was an article which was published by one of the web site (source: www.tripolipost.com) Stated that as according to one to the Libyan Arabic language news paper OEA in December quoting the Libyan Investment Promotion Board (LIPB) reported that an increased number of investment projects, and specifically tourism projects were being executed in Libya. This article was presented by the Mr.Sami Zaptia.

The main objective of this article which was presented by Sami,(Dec, 2008) that the government has showed a great interest in the projects and will invest in the 82 projects around the Libya specially the construction of new hotels, tourism complexes and villages, leisure parks, tourism administration centers, leisure boats, and the refurbishment of tourism houses, homes and chalets and for that we need to adopt the latest technology as what has been used by the top 5 countries who attract the biggest share of the tourism. This will also help the government to bring in the foreign investment in order to circulate the Libyan economy other than Oil industry.

1.3 Research Question

The core research questions are given below:

1. How will tourism help in the economic development of Libya?
2. What is the significant of tourism development project in Libya?
3. What are the factors that affecting the accommodation development to develop the tourism?
4. What is the impact of training and education to develop tourism in Libya?
5. What is the need for transportation development to develop tourism in Libya?

2.4 Objective of the Study

Main purpose of this study is to analyze tourism development in the Libyan economy.

Objectives of the study are basically to identify the factors that can affect tourism development in Libya.

1. To identify the elements of to develop tourism in Libya
2. To identify the need to improve the infrastructure in Libya for developing the tourism
3. To analysis the extend of tourism contributions of the economy
4. To identify the marketing strategies to promote tourism in Libya in worldwide
5. To analyze the benefit of economic development from tourism sector
6. To analysis the extend of tourism development elements in the tourism sector

1.5 The scope of the study

In the fact, it is through working on real problems and issues in a multicultural setting using a structured framework that skills and understanding are developed. Establish quality dialog or conversation to break the ice of communication between the international or local tourist as well.

1.6 Significant of Study

There is a high importance to conduct the research under the area do Libyan tourism development industry. This study will help to find the some of the most important areas where Libyan government and the private company can work as a catalyst to increase the tourism base development project in Libya. It is also very important for the Libyan government to look for some other areas for making sustainable profits as the basic source of Libyan government is Oil, but due to the declining Oil prices and at last this stock of oil will finish or may be in 50 years time there will be a substitute of oil which is more environment friendly and cost efficient. Technology and the time are changing very rapidly. Day by day the life is becoming easier and cost effective. So this is the time for Libyan government the private companies to start the developmental project in order to have their impact after 10 to 15 years. Why this study is important? There are number of reasons. This study will contribute to help the private and government to avail the opportunities which can be accomplished in term of foreign exchange. It will help the Libyan economy to rotate. It will be a initiative to help government the private companies to do the investment in Hotel industry.

CHAPTER 2

Literature Review

2.0 Introduction

This chapter presents an overview of important aspects relating to tourism development. Then, past literature and consequences on the tourism development have been discussed. Based on the review of literature, the research framework and hypothesis has been developed.

2.1 Tourism

Definition of the World Tourist Organization (WTO): Tourists are people who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

Theories Applied

Several researchers have investigated the host community's reactions towards tourism development in the context of social exchange theory (Turner, 1986) by examining how residents assess the expected cost and benefits of tourism (Ap, 1990, 1992; Lindberg & Johnson, 1997; Perdue et al., 1990; Yoon, 1998) sought by local residents from tourism development (Akis et al., 1996; Husband, 1989; Liu, Sheldon, & Var, 1987; Ritchie, 1988; Sheldon & Var, 1984).

Accordingly, whenever scholars examine residents' perception of the effect of tourism, the perceived economic impacts are often assessed. The majority of these economic impact studies have focused on employment opportunities (Belisle & Hoy, 1980; Davis et al., 1988) and the revenues derived from tourism activities (Davis et al., 1988; Murphy, 1983). The host community's perception of social and cultural impacts of tourism development has been extensively examined by several tourism researchers. However, the findings of those studies have contradictory results. Some scholars have demonstrated that residents tend to perceive the economic impacts of tourism positively and the social, cultural, and environmental impacts of tourism development negatively (Jurovski et al., 1997; Liu & Var, 1986; Perdue, Long, & Allen, 1987; Pizam, 1978; Prentice, 1993). On the other hand, some researchers conclude that host community residents view tourism as providing various social, cultural and environmental benefits to the community. For example, tourism creates opportunities for cultural exchange, the conservation and preservation of natural areas, archaeological sites, and historic monuments (McCool & Martin, 1994; Mathieson & Wall, 1982). The existing tourism literature also discloses mixed results for host community residents' perception of the physical and environmental impacts of tourism. Tourism researchers suggest that host community residents may view tourism as having both positive and negative physical and environmental impacts (Liu & Var, 1986; Liu et al., 1987). Perceived negative physical and environmental impacts of tourism include destruction of natural resources, pollution, and deterioration of cultural or historical resources. Perceived positive physical and environmental impacts of tourism include preservation of historic and cultural resources, recreation opportunities for visitors and residents, and better roads and public facilities.

2.2 Tourism Product

In any industry, a product is developed to meet the needs of potential customers. The development of the tourism industry has triggered the development of tourism products. In the relevant literature, there is no consensus definition of a tourism product, but there is a common understanding that such a product must appeal to travelers seeking either business or leisure activities (J.B. Xu 2009). In the recently published *Tourism Product and Services* (Sharma, 2007), Bill Hardman Sr. – former president of the Southeast Tourism Society – noted that a “tourism product is whatever is put into the promotion..... it could be a whole community or an individual facility, such as a park (a site) or a hotel (a property)” (p. 23). A place marketing framework assists in understanding connections between the satisfaction of users of tourism products and the development of these products. Place marketing involves regarding places as a collection of products (Kotler, P., Haider, D. H. and Rein, 1993).

The concepts and definitions of destination, quality and value are somewhat vague in the tourism literature due to the large number and varied users of the terms, each with their respective priorities. Based on the various models of tourism development outlined by Pearce (1989), it is proposed to define a destination as an amalgam of products and services available in one location that can draw visitors from beyond its spatial confines.

2.3 Transportation

The role of transport as a significant variable in destination development, when acknowledged, is usually relegated to a minor place behind more specific geographic concepts including spatial separation and interaction, traffic flows and transit zones (Barrett, 1958).

Kaul (1985) recognizes the role of the transportation network as an essential component of successful tourism development and states that “transport plays an important role in the successful creation and development of new attractions as well as the healthy growth of existing ones.”

One obvious constraint on the development of a literature in this area is the problem of identifying tourism transport as a discrete functional entity for analytical and policy purposes (Halsall, 1992; Page, 1994, 1998, 1999, p. 2). This is indicative of the fact that: (a) tourism transport embraces a range of modes, spatial situations, and ownership patterns; (b) transport forms may be employed for tourism purposes exclusively (charter aircraft, tour coaches, cruise liners, heritage' transport), partly (scheduled air services, express buses, taxis, hire cars, long distance trains), occasionally (local public transport in a seasonal tourism destination) or never (private and public commuter transport); and (c) transport forms also may be employed for tourism purposes explicitly (charter company aircraft, touring coaches), or anonymously (hire cars, private cars).

These analytical and conceptual problems provide the context within which to identify the way transport may symbolize the inequalities - notably between guests and hosts-that international tourism can induce and amplify. However, while in less developed societies tourism transport may be seen as an instrument and/ or symbol of differentiation and inequality (e.g. Simon, 1996), in economically more developed societies the very lack of differentiation may pose practical administrative and planning problems for addressing the external costs of transport.

2.4 Impact of Infrastructure

Scholars (Chew, 1987; Gunn, 1988; Inskip, 1991; Martin & Witt, 1988 among others) have often argued that the infrastructure base of a country is a determinant of the attractiveness of a tourism destination. Prideaux (2000) defines the transport system relevant to tourism as “the operation of, and interaction between, transport modes, ways and terminals that support tourists into and out of destinations and also the provision of transport services within the destination.” The provision of transport infrastructure is a precondition for the development of tourism has also been posited by Chew (1987), Abeyratne (1993) and Prideaux (2000).

The infrastructure base of a country is a determinant of the attractiveness of a tourism (Chew, 1987; Gunn, 1988; Inskip, 1991; Martin & Witt, 1988 among others). In particular transport infrastructure, which provides the vital base for transportation services, is presumed to be an important determinant in this respect (Jameel Khadaroo & Boopen Seetanah 2007). Improved transport infrastructure, particularly for the case of road and land transport, likely leads to reduced cost of transport. Road capacity improvements (such as more lanes, improved reliability, higher quality road surfacing, improved safety through more and wider lanes and improved signage) reduce fuel consumption, wear and tear, and transit time of traffic. Such hard transport infrastructure investments do impact on the cost and quality of tourism experience. Transport infrastructure is a more sensitive factor when travelling to African and Asian destinations. (Jameel Khadaroo & Boopen Seetanah 2007).

Prideaux (2000) defines the transport system relevant to tourism as “the operation of, and interaction between, transport modes, ways and terminals that support tourists into and out of destinations and also the provision of transport services within the destination.”

2.5 Accommodation development

Tourism resort has also often been cited as an important attractor of tourism, especially for the high-class segment. Prideaux (2000) posits that a critical mass of public infrastructure (including transport) is essential for enabling the setting up of high-quality resorts in a country. If this critical mass is not available, the operators would themselves have to incur these infrastructure costs, thereby adding to the capital and operating costs of tourism development and thus reducing competitiveness. There is some uncertainty about sums raised and spent and the relative contributions of industry donors, and pledges made after disasters are not always honored in full.

Those hotels were over-staffed and employees were encouraged to take holidays, but there were redundancies and cuts in working hours. Salaries were thus reduced and staff also lost their share of the service charge and income from tips. (J.C. Henderson 2006).

Beach resorts are defined as geographic areas offering a variety of facilities, service and activities which are oriented towards seaside recreation for the accommodation, use and enjoyment of visitors the development of beach resorts is often welcomed and encouraged by governments as a means to generate larger foreign exchange earnings through growth of their international tourism industry (Mathieson and Wall, 1982).

2.6 Education and Training

Due to problems of ineffective management and poor service quality, emphasis on tourism education and training was stressed by the government (H.Q. Zhang et al 1999). Mill and Morrison (1992) and Hall (1994) have discussed that the absence of any formal education and training programs, it will be necessary for an educator's role to be played so that the skills of the

local people will be sufficient to be able to provide the necessary level of service and for some to have the necessary expertise to run and operate a tourism enterprise.

A massive educational extension policy needs to be implemented in all Saharan countries, so that peoples at all levels are made aware of their cultural heritage, why its conservation is so important and how it can be affected. For example, people need to understand why it is important to conserve the total archaeological landscape, not simply the specific sites within it. As part of these educational initiatives, there is a need, in all Saharan countries and at all levels (national, regional, local), for training in the management of both conservation and tourism.

The development of a country's human resource is crucial in achieving comparative advantage in the highly volatile and competitive global tourism industry. The tourism sector, in any destination, can greatly benefit from close integration of human resource development and national education policy and planning. (M. Mayaka & J.S. Akama, 2005).

Tourism training and education has gained accelerated momentum as evidenced by the range and diversity of training programmes available at various levels. However, by and large, this rapid growth in tourism training is driven by the fact that many governments and private institutions are increasingly recognizing the socio-economic importance of the tourism industry. Consequently, government and the private sector recognize that a professional and well trained workforce is essential in the provision of quality service and enhancing overall service delivery. Despite increased development and expansion in tourism training, there appears to be a lack of strategic plans and policy guidelines on the development of tourism training and education in many countries, especially in Africa and other developing regions of the world. Moreover, divergent and sometimes diametrically opposed curricula development viewpoints and training approaches

still exist within regions, countries or even within training institutions (Amoah & Baum, 1997; Baum, 2002; Gunn, 1998; Koh, 1995).

There are many challenges that confront the development of systematic and well-coordinated tourism training initiatives both as a field of study and as a means of acquiring vocational skills (Airey & Nightingale, 1981; Baum, 2002; Collins, Sweeney, & Geen, 1994; Cooper, 2000; Cooper & Westlake, 1992; Koh, 1995; Mayaka & King, 2002; Saayman, 2005; WTO, 1997). Tribe (2005) provides a useful documentation on historical progression of research on various aspects of tourism training and education in the past two decades including curriculum design, teaching and learning, student progression and achievement, learning resources, and quality management and enhancement.

2.7 Attractions and Activities

Attraction might be site attraction or event attraction both of which exerts gravitational influence upon non-residents (Burkart and Medlik, 1974). According to Gunn (1972) an attraction is magnetic. If it does not have the power of drawing people to enjoy its value, it fails to be an attraction. Natural and historic features have intrinsic attracting power (Gunn 1979) and tourist spots have some inherent unique quality which attracts tourists.

Attractions, regardless of ownership, are essential for tourism and generate considerable direct and indirect economic benefits (T.D. Andersson, D. Getz, 2008). The development policy for tourist attractions was mainly limited to opening up more cities for tourists, particularly where historical and cultural attractions were located. Cultural attractions have become a crucial component in constituting the attractiveness of tourism destinations (Hewison, 1987; Hughes, 1987; Prentice, 2001; Richards, 2002). Tourists who are motivated by “discovery” will look for a destination, and hence an attraction, which will increase their self-awareness and tourists who are motivated by “escape” will look for a destination, and therefore an attraction, which will allow them to escape from the state of mind which is generated by their daily routine.

This note has a number of important implications. It is of particular interest for destination management because it improves knowledge about the central element of the destination. “primary” and “secondary” attractions may provides a clearer understanding of the behavior of tourists by specifying how they actually perceive attractions (L. Botti et al.2007).

2.8 Theoretical Framework

Figure 2.1 shows the tourism development in Libya research model in this project. Based on the review of literature reviews come out the theoretical framework of the research. To find the needs to develop the tourism in Libya there is significant correlation among the variables. There are six independent variables which have the direct impact on tourism development; role of government, infrastructure, accommodation, education and training, attraction, marketing impact. The dependent variable is tourism performance.

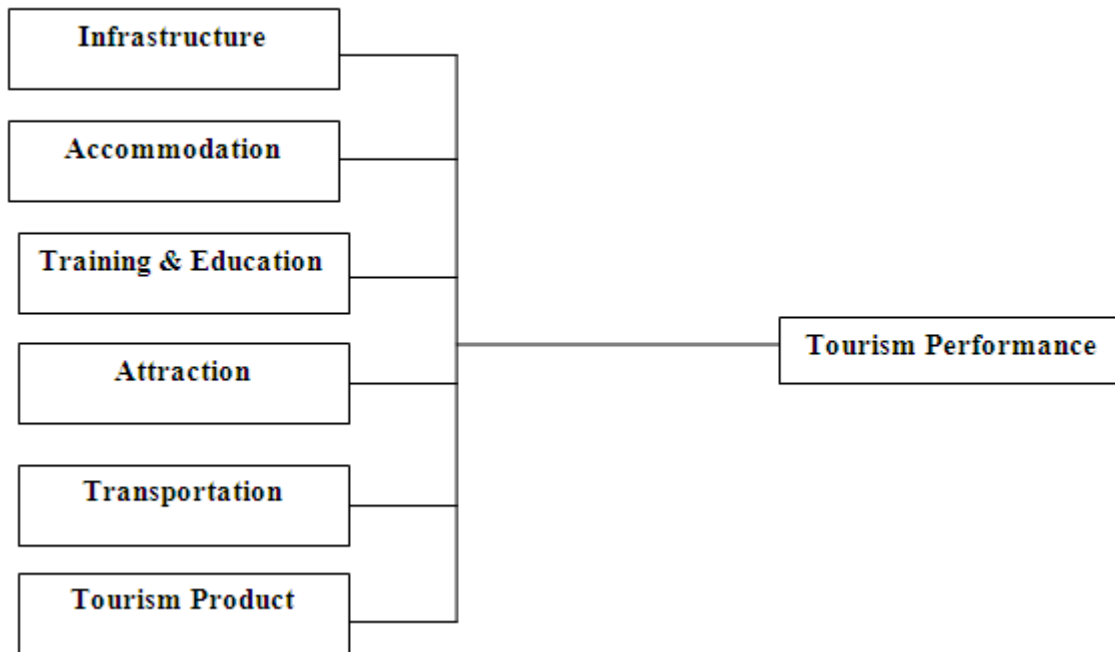


Figure: 2.1

2.9 Hypothesis Development

In this part hypothesis development will be implement based the problem and literature review.

In this paper we will try to find the correlation among the variables. Based on the theoretical framework we developed the hypothesis which will help to get conclusion about the problems.

H₁: Developing infrastructure is related to the overall tourism performance.

H₂: Accommodation facilities in Libya and tourism development are positively related.

H₃: develop the human resource and education system is positively related to the tourism performance.

H₄: selling the tourism product internationally is correlated with the tourism performance.

H₅: place and other attractive components are positively related with tourism performance.

H₆: transport facilities and tourism development are correlated

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter will be discussed the method for successfully conduct the study. Theoretical framework and hypothesis formulation will be discussed in this chapter which will help to construct the structured questioner and statistical analysis to find the solution for this study. The starting point in this chapter will be the research design. It will also covered developing questionnaire, the technique of data collection, sampling method, statistical measurement, analytical tools.

3.2 Research Design

This was a correlation study which attempted to investigate the statistical relationship between the tourism development in Libya with independent variables such as role of government, infrastructure, accommodation, education and training, attraction, selling tourism product, attraction and activities, and selling tourism product. This was a field study whereby all variables were not manipulated or controlled, thus no artificial setting was created. The sample, unit of analysis, sampling method and time horizon were discussed.

3.2.1 Sample and Unit of Analyzing

The sample for this study consisted of staff and officials involved in tourism sector either in government sector or in private sector in Libya. The unit of analysis for this study will be the individual (Sekaran, 2000).

3.2.2 The Sampling Method

The non-probability convenience sampling (Sekaran, 2000) will be chosen as the sampling design in this study. This will be because convenience sampling is most often used during the exploratory phase of a research project and in perhaps the best way of getting some basic information quickly and efficiently. One hundred personnel and staff involved in tourism sector in Libya will have been selected for the instrument presented in this project.

3.3 Variables and Measurements

This section will explain the measurement for tourism development in Libya. The questionnaire is designed from objectives, problem and hypotheses of the study to measure the relationship between dependent and independent variables. The questionnaire will measure by five point Likert scale from 1. Strongly disagree, 2. Disagree, 3. Undecided, 4. Agree, 5. Strongly agree.

3.4.0 Data Collection Technique

Data in this study was collected through individual student assessment. The initial goal is to obtain seventy five candidates to participate in the study. Two (2) people have been appointed to facilitate data collection on questionnaire distributed to the respondents in Libya. To ensure the validity and reliability of the responses, the selected people who delivered the instrument will be informed in the proper administration of the questionnaire. The data has given to the selected two people and they distributed the instrument among one hundred personnel and staff in Libya. Finally seventy five questionnaires will have been collected by appointed people in Libya.

3.5 Data Analysis Technique

Statistical Package for the Social Science (SPSS) version 14.0 will be used to analyze the data collected in this study. For data processing, four statistical techniques were used for different purposes. These included descriptive statistics, reliability test, correlation analysis and regression analysis.

3.5.1 Descriptive Statistics

Respondents' demographic variables (gender, age, education level, marital status, monthly income) have been analyzed using descriptive statistics, such as frequencies and percentages. Items in the instruments that were measured based on 5-point Likert scale.

3.5.2 Reliability Test

The reliability test is conducted to ensure the consistency or stability of the items (Sekaran, 2000). The Cronbach alpha is a reliability coefficient. The Cronbach's alpha () test was used to analyze the reliability of the instruments. According to Nunnally (1994), the reliability acceptance level should be around 0.70.

3.5.3 Correlation Analysis

To investigate whether all factors of independent and dependent variables were independent or inter-correlated; a Pearson correlation analysis will be conducted.

3.5.4 Regression Analysis

Regression analyses will be used to test hypotheses formulated for this study. Eight variables (role of government, infrastructure, accommodation, education and training, attraction, selling tourism product, attraction and activities, and selling tourism product) will be entered. Significance of the relationship will be measured by the p value.

The data will be edited to detect errors and certify that data quality standards are achieved. Proportions were the summary measures used to describe the dependent and independent variables.

Seven hypotheses generated. From the hypothesis it gives the clear direction to assess the statistical relationships between the dependent and independent variables.

Data analysis also involved the construction of a model that captured some of the major element that impact tourism and tourism development in Libya. The research questions were addressed and all the variables that impact tourism development in Libya were considered.

3.6 Summary

The sample in this study consisted of students at University Utara Malaysia from Libya. Therefore, the unit of analysis for this study was the individual. Seventy five questionnaires will be distributed to the respondents at the university level and finally received fifty questionnaires. All variables and measurement for this study were discussed in this chapter.

At the end, SPSS software will be used to analyze the data collected. Descriptive statistics, reliability test, correlation analysis and regression analysis were undertake

CHAPTER 4

FINDINGS

4.1. Introduction

This chapter presents the findings of the study. It discussed all the findings which through statistical analysis to show the analysis and discussions as the results of the data analysis. This research is conducted in term of exploratory study. Firstly, the main study construct assessment discusses respondent's demographic profiles and purification of the measurement variables. Secondly, the hypothesis testing presented through correlation, regression and regressions analysis.

This research is conducted in term of descriptive manner to determine the evidences and factor behind measures tourism development in Libya.

4.2. Profiles of Respondents

Questionnaires were distributed to 150 officials and staff involved in tourism sector in Libya. After I collected the Questionnaires from the respondents I got 100 Questionnaires those respondents have answered all the questions. For this study I will use all 100 Questionnaires from 100 respondents. In following steps I will describe the profile of respondents as I found in 100 Questionnaires.

4.2.1. The Gender of respondents

4.2.1. The Gender of respondents

Start with the Gender, from the 100 Questionnaires I found the majority of the respondents are Males, 59 (59%) male and just 41 (41%) female respondents, Those information is Shown in table 4.1 follows:

Table 4.1: The Gender of respondents

Measure	Item	Respondent (N)	Percent (%)
Gender	Male	59	59%
	Female	41	41%
	Total	100	100%

Source: Primary Data, made

4.2.2. The Age of respondents

The second Question in the Questionnaires was about the Age of the respondents. For this question I got information that is the highest frequency of Age is related to the age group 31 to 40 where they are (43%) of the respondents and the lowest frequency of Age is related to the age

groups, 21-30 (4%). which means all the respondents in period Age from 20 years old to 44 years old. Those information is Shown in table 4.2 follows

Table 4.2: The Age of respondents

Measure	Item	Respondent (N)	Percent (%)
Age	21-30	4	4%
	31-40	43	43%
	41-50	42	42%
	51-60	11	11%
	Total	100	100%

Source: Primary Data, made

4.2.3. The Level of study of respondents

Based on level of educational background, most of the respondents have Bachelor Degree (52%), where (52.0%) the respondents have Master degree and 2 of the respondents (2%) have Doctoral Degree that information is shown in table 4.3 follows:

Table 4.3: The level of education of respondents

Measure	Item	Respondent (N)	Percent (%)
Education	Certificate	0	0%
	Diploma Degree	0	0%
	Bachelor Degree	52	52%
	Master Degree	46	46%
	Doctoral Degree	2	2%
	Total	100	100%

Source: Primary Data, made

4.2.4. The Level Experience of respondents

Based on level of experience of the respondents majority of the respondents have 11-15 years (30%) experience and 16-20 years experience holders is the less portion in this study. The result of the experience frequencies and percentage are shown below in the table: 4.4.

Table 4.4: The level of experience of respondents

Measure	Item	Respondent (N)	Percent (%)
Experience	Less than 5 years	16	16%
	5-10 years	26	26%
	11-15 years	30	30%
	16-20 years	10	10%
	More than 20 years	18	18%
	Total	100	100%

Source: Primary Data, made

4.2.5. The Level Income of respondents

Based on level of income of the respondents majority of the respondents have 2001-3000 Libyan Dinar (52%) and 1% respondent have less than 1000 Libyan dinar income. The result of the experience frequencies and percentage are shown below in the table: 4.5.

Table 4.5: The level of income of respondents

Measure	Item	Respondent (N)	Percent (%)
Income	Less than 1000 LIBD	1	1%
	1000-2000 LIBD	27	27%
	2001-3000 LIBD	52	52%
	3001-4000 LIBD	12	12%
	More than 4000 LIBD	8	8%
	Total	100	100%

Source: Primary Data, made

4.3. Validity of Study Instrument Testing

Reliability tests were conducted on Role of Government, Infrastructure, Accommodation, HR Development, Selling Tourism Product, Place and Attraction, Transport Facilities and Tourism performance. The Cronbach alpha values of the study variables are shown in Table 4.6. The detail reliability analyses are given in Appendix B2. As revealed in Table 4.6, the reliability coefficient of the study variables exceeded the minimum acceptable level of 0.70 (Nunnally & Bernstein, 1994)

Table 4.6: Reliability Analysis

Variables	Number of items	Number of items included	Crobach α
Infrastructure	5	5	0.939
Accommodation	5	5	0.743
HR Development	5	5	0.864
Place and Attraction	5	5	0.91
Transport Facilities	5	5	0.749
Tourism Performance	5	5	0.783

Source: Primary Data, made

4.4 Correlations among Variables

The Pearson correlation has been used to measure the significance of linear bivariate between the independent and dependent variables thereby achieving the objective of this study (Sekaran, 2003). Variable association refers to a wide variety of coefficients which measure the strength of a relationship. Correlation is a bivariate measure of association (strength) of the relationship between two variables. It varies from 0 (random relationship) to 1 (perfect linear relationship) or -1 (perfect negative linear relationship). It is usually reported in terms of its square (r^2), interpreted as percent of variance explained (Hair et al., 2006).

Table 4.7 shows that were Role of Government significantly correlated in the strong positive correlation (0.870), Infrastructure (0.375), Accommodation (0.893), Transport facilities (0.475), Selling Tourism Product (0.948), Place & Attractions (0.886) and HR development (0.777) were significantly positive correlated with tourism performance. Pearson's r^2 is the percent of variance in the dependent variable explained by the given independent when (unlike the beta weights) all other independents are allowed to vary. A rule of thumb is that multicollinearity may be a problem if a correlation is $> .90$ in the correlation matrix formed by all the independents (Hair et al., 2006).

Table 4.7: Correlation among Variables

	Infrastructure	Accommodation	HR Development	Selling Tourism Product	Place & Attractions	Transport Facilities	Tourism Performance
Infrastructure	1	0.279(**)	0.772(**)	0.407(**)	0.158	0.621(**)	0.375(**)
Accommodation	0.279(**)	1	0.350(**)	0.814(**)	0.906(**)	0.772(**)	0.893(**)
Transport Facilities	0.772(**)	0.350(**)	1	0.509(**)	0.153	0.724(**)	0.475(**)
Selling Tourism Product	0.407(**)	0.814(**)	0.509(**)	1	0.862(**)	0.674(**)	0.948(**)
Place & Attractions	0.158	0.906(**)	0.153	0.862(**)	1	0.591(**)	0.886(**)
HR development	0.621(**)	0.772(**)	0.724(**)	0.674(**)	0.591(**)	1	0.777(**)
Tourism Performance	0.375(**)	0.893(**)	0.475(**)	0.948(**)	0.886(**)	0.777(**)	1

Source: Primary Data, made

4.5. The Description of Research Variables

The evaluations of research variables describe the responses by respondents for every variable in this study.

4.5.2. Evaluation of Impact of Infrastructure Variable

The responses of respondents on vole of infrastructure variable are shown in Table 4.9 as follows

Table 4.9: Impact of infrastructure Variable

No	Impact of Infrastructure	Response	Frequency	
			<i>Absolute</i>	<i>Percentage</i>
1	Current condition of infrastructure in the country is not well constructed to attract more tourists.	Neutral	4	4%
		Agree	48	48%
		strongly agree	48	48%
2	I think the infrastructure will be as the developed country	Neutral	1	1%
		Agree	49	49%
		strongly agree	50	50%

3	Lack of developed infrastructure is one of the reasons of fewer tourists in Libya	Neutral	2	2%
		Agree	49	49%
		strongly agree	49	49%
4	Adequate investment need to develop infrastructure in Libya	Neutral	4	4%
		Agree	57	57%
		strongly agree	39	39%
5	Infrastructure of the country was overlooked by government previously	Neutral	1	1%
		Agree	44	44%
		strongly agree	55	55%

Source: Primary Data, made

Base on table 4.9 above, can explained that majority of response from the respondents for items of impact of infrastructure in tourism development is agree until strongly agree. The responses from the respondents, every item in the Table above are as following:

1. The respond for item that, Current condition of infrastructure in the country is not well constructed to attract more tourists 48% agree, 48% strongly agree and 4% are neutral.
2. The respond for item that, I think the infrastructure will be as the developed country, agree 49%, and strongly agree 50%.

3. The respond for item that, Lack of developed infrastructure is one of the reasons of fewer tourists in Libya are, agree 49%, and strongly agree 49%.

4. The respond for item that adequate investment need to develop infrastructure in Libya are, agree 57%, and strongly agree 39%.

5. The respond for item that, Infrastructure of the country was overlooked by government previously are, 44% agree and 55% strongly agree.

We can conclude that from the respondent result that most of them are agreed upon that infrastructure has a great impact on to tourism development.

4.5.3. Evaluation Accommodation development Variable

The responses of respondents on accommodation development variable are shown in Table 4.8 as follows.

Table 4.10: Accommodation Development Variable

No	Accommodation development	Response	Frequency	
			<i>Absolute</i>	<i>Percentage</i>

1	Accommodation in Libya for tourist is not enough	Neutral Agree strongly agree	19 42 39	19% 42% 49%
2	One of the reasons for fewer tourists is lack of world class accommodation	Neutral Agree strongly agree	29 38 33	29% 38% 33%
3	More motel and hotels has to built to attract tourist	Neutral Agree strongly agree	25 37 38	25% 37% 38%
4	Private home and service should be developed in Libya	Neutral Agree strongly agree	20 30 50	20% 30% 50%
5	More Resort has to be built to accommodate tourists	Neutral Agree strongly agree	1 49 50	1% 49% 50%

Source: Primary Data, made

As we see on table 4.10 above, can explained that majority of response from the respondents for items of accommodation development in tourism development is agree until strongly agree. The responses from the respondents, every item in the Table above are as following:

1. The respond for item that, Accommodation in Libya for tourist is not enough 42% agree, 39% strongly agree and 39% are neutral.
2. The respond for item that, one of the reasons for fewer tourists is lack of world class accommodation, agree 38%, and strongly agree 33%.
3. The respond for item that, more motel and hotels has to build to attract tourist are, agree 37%, and strongly agree 38%.
4. The respond for item that Private home and service should be developed in Libya are, agree 30%, and strongly agree 50%.
5. The respond for item that, More Resort has to be built to accommodate tourists are, 49% agree and 50% strongly agree.

We can conclude that from the respondent result that most of them are agreed upon that in Libya tourism development and accommodation are important to the respondents.

4.5.4. Evaluation Transportation Variable

Table 4.11: Transportation Variable

No	Transportation	Response	Frequency	
			<i>Absolute</i>	<i>Percentage</i>
1	Transport facilities are not adequate in Libya	Neutral	1	1%
		Agree	47	47%
		strongly agree	52	52%
2	The quality of transportation has to improve	Neutral	0	0%
		Agree	26	26%
		strongly agree	74	74%
3	Invite more airlines company to operate their flights in Libya	Neutral	1	1%
		Agree	48	48%
		strongly agree	51	51%
4	Special public transportation service can be provided for tourists	Neutral	1	1%
		Agree	49	49%

		strongly agree	50	50%
5	Invite private sector to invest in transport sector	Neutral	4	4%
		Agree	44	44%
		strongly agree	52	52%

Source: Primary Data, made

As we see on table 4.11 above, can explained that majority of response from the respondents for items of transportation in tourism development is agree until strongly agree. The responses from the respondents, every item in the Table above are as following:

1. The respond for item that, Transport facilities are not adequate in Libya 47% agree, 52% strongly agree and 1% are neutral.
2. The respond for item that, the quality of transportation has to improve, agree 26%, and strongly agree 74%.
3. The respond for item that, Invite more airlines company to operate their flights in Libya, agree 48%, and strongly agree 51%.
4. The respond for item that special public transportation service can be provided for tourists are, agree 49%, and strongly agree 50%.

5. The respond for item that, Invite private sector to invest in transport sector are, 44% agree and 52% strongly agree.

We can conclude that from the respondent result that most of them are agreed upon that in Libya tourism development and transportation are related.

4.5.6. Evaluation Attraction and Activities Variable

Table 4.13: Attraction and Activities Variable

No	Attraction and Activities	Response	Frequency	
			<i>Absolute</i>	<i>Percentage</i>
1	More amusement and theme parks need to built	Neutral	18	18%
		Agree	42	42%
		strongly agree	40	40%
2	Museum and art galleries should be more standardize for tourist	Neutral	19	19%
		Agree	42	42%
		strongly agree	39	39%

3	Need to organize more cultural exhibition to attract tourist	Neutral Agree strongly agree	25 37 38	25% 37% 38%
4	More international events have to organize	Neutral Agree strongly agree	20 46 34	20% 46% 34%
5	Historical places need to keep safe and open for tourists	Neutral Agree strongly agree	28 37 35	28% 37% 35%

Source: Primary Data, made

As we see on table 4.13 above, can explained that majority of response from the respondents for items of Attraction and Activities is agree until strongly agree. The responses from the respondents, every item in the Table above are as following:

1. The respond for item that more amusement and theme parks need to built 42% agree, 40% strongly agree and 18% is neutral.
2. The respond for item that, museum and art galleries should be more standardize for tourist, agree 42%, and strongly agree 39%.

3. The respond for item that, need to organize more cultural exhibition to attract tourist, agree 37%, and strongly agree 38%.

4. The respond for item that more international events have to organize are, agree 46%, and strongly agree 34%.

5. The respond for item that, Historical places need to keep safe and open for tourists is, 37% agree and 35% strongly agree.

Base on the descriptive analysis we can see that most of the respondent either agree or strongly agree with the item in the questionnaire means that this items or attractions and activities development play a vital role to develop the tourism in Libya.

4.5.7. Evaluation Attraction and Activities Variable

Table 4.14: HR development Variable

No	Training and education	Response	Frequency	
			<i>Absolute</i>	<i>Percentage</i>
1	Human resource involved in tourism is not adequate	Neutral	4	4%
		Agree	48	48%
		strongly agree	48	

				48%
2	Most of tourist guides are not highly educated	Neutral Agree strongly agree	1 47 52	1% 47% 52%
3	People involve in tourism is not well trained	Disagree Neutral Agree strongly agree	1 2 49 48	1% 2% 49% 48%
4	Training should be provided to improve the human resource involved in tourism	Neutral Agree strongly agree	28 39 33	28% 39% 33%
5	English language is needed to be improved for tourists guide in Libya.	Neutral Agree strongly agree	14 55 31	14% 55% 31%

Source: Primary Data, made

As we see on table 4.14 above, can explain that majority of response from the respondents for items of HR development Variable is agree until strongly agree. The responses from the respondents, every item in the Table above are as following:

1. The respond for item that Human resource involved in tourism is not adequate 48% agree, 48% strongly agree and 14% is neutral.
2. The respond for item that, most of tourist guides are not highly educated, agree 47%, and strongly agree 52%.
3. The respond for item that, People involve in tourism is not well trained, agree 49%, and strongly agree 48%.
4. The respond for item that Training should be provided to improve the human resource involved in tourism, agree 39%, and strongly agree 33%.
5. The respond for item that, English language is needed to be improved for tourists guide in Libya. is, 55% agree and 31% strongly agree.

Base on the descriptive analysis we can see that most of the respondent either agree or strongly agree with the item in the questionnaire means that this items or HR development will be one of the considerations to develop the tourism in Libya.

4.6.1 Results of Hypothesis Testing

Based on the discussion made in subsection 2.9 of chapter 2, seven hypotheses were formulated. The following four hypotheses have been given below:

H₁: Developing infrastructure is related to the overall tourism performance.

H₂: Accommodation facilities in Libya and tourism development are positively related.

H₃: develop the human resource and education system is positively related to the tourism performance.

H₄: place and other attractive components are positively related with tourism performance.

H₅: transport facilities and tourism development are correlated .

Regression analysis is used to test the hypothesized relationships among the variables. The result of each hypothesis is summarized here. All result shown above measured with $\alpha = 0.05$.

4.6.2. Impact of Infrastructure on Tourism performance

The second regression analysis was carried out to determine the relationship between impact of infrastructure and tourism performance. The regression output is presented in Table 4.17 and 4.18.

The output shows the Durbin Watson value 0.464 which indicates that there was no auto-correlation problem of error terms. From the coefficient matrix of this model, Role of government and tourism performance at $t = 4.005$ and $P = 0.000 < 0.05$ which

support H2. From this model we can conclude that infrastructure development has a positive impact on tourism development in Libya.

Table 4.17 Model Summary(b)

Model	R	R Square	Change Statistics					Durbin-Watson
			R Square Change	F Change	df1	df2	Sig. F Change	
1	.375(a)	.141	.141	16.044	1	98	.000	.464

a Predictors: (Constant), infrastructure

b Dependent Variable: tourism performance

Table 4.18 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.563	.433		5.920	.000
	infrastructure	.386	.096	.375	4.005	.000

a Dependent Variable: tourism performance

4.6.3. Accommodation Facilities and Tourism Performance

The third regression analysis was carried out to determine the relationship between Accommodation Facilities and Tourism Performance. The regression output is presented in Table 4.19 and 4.20.

The output shows the Durbin Watson value 1.004 which indicates that there was no auto-correlation problem of error terms. From the coefficient matrix of this model, Role of government and tourism performance at $t = 19.610$ and $P = 0.000 < 0.05$ which support H3. from this model we can conclude that accommodation facilities has a positive impact on tourism development in Libya.

Table 4.19 Model Summary(b)

Model	R	R Square	Change Statistics					Durbin-Watson
			R Square Change	F Change	df1	df2	Sig. F Change	
1	.893(a)	.797	.797	384.545	1	98	.000	1.004

a Predictors: (Constant), accommodation

b Dependent Variable: tourism performance

Table 4.20 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.522	.193		2.702	.008
	accommodation	.889	.045	.893	19.610	.000

a Dependent Variable: tourism Performance

4.6.4. Human Resource Development and Tourism Performance

The fourth regression analysis was carried out to determine the relationship between Human Resource Development and Tourism Performance. The regression output is presented in Table 4.21 & 4.22.

The output Human Resource Development and Tourism Performance shows the Durbin Watson value is 1.1032, which indicates that there was no auto-correlation problem of error terms.

The result of Durbin Watson also indicates that there is positive serial correlation. According to the rule of Durbin-Watson, if the Durbin-Watson statistic is substantially less than 2, there is evidence of positive serial correlation. From the coefficient matrix of this model, Human Resource Development and Tourism Performance is significant at $t = 12.201$ and $P = 0.000 < 0.05$.

This result supports the H4. It means Human Resource Development and Tourism Performance is positively related.

Table 4.21 Model Summary(b)

Model	R	R Square	Change Statistics				Durbin-Watson	
			R Square Change	F Change	df1	df2		Sig. F Change
1	.777(a)	.603	.603	148.859	1	98	.000	1.032

a Predictors: (Constant), training

b Dependent Variable: tourism

Table 4.22 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.640	.301		2.129	.036
	training	.847	.069	.777	12.201	.000

a Dependent Variable: tourism

4.6.6. Place, Attraction and Tourism Performance

The sixth regression analysis was carried out to determine the relationship between Place, Attraction and other activities and Tourism Performance. The regression output is presented in Table 4.25 & 4.26.

The output Place, Attraction and other activities and Tourism Performance shows the Durbin Watson value is 0.812, which indicates that there was no auto-correlation problem of error terms.

The result of Durbin Watson also indicates that there is positive serial correlation. According to the rule of Durbin-Watson, if the Durbin-Watson statistic is substantially less than 2, there is evidence of positive serial correlation. From the coefficient matrix of this model, Place, Attraction and other activities and Tourism Performance is significant at $t = 18.927$ and $P = 0.000 < 0.05$.

This result supports the H6. It means Place, Attraction and other activities and Tourism Performance is positively related.

Table 4.25 Model Summary(b)

Model	R	R Square	Change Statistics					Durbin-Watson
			R Square Change	F Change	df1	df2	Sig. F Change	
1	.886(a)	.785	.785	358.213	1	98	.000	.812

a Predictors: (Constant), place

b Dependent Variable: tourism

Table 4.26 Coefficients(a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.421	.153		9.274	.000
	Place and attraction	.689	.036	.886	18.927	.000

a Dependent Variable: tourism

4.6.7. Transportation and Tourism Performance

The final regression analysis was carried out to determine the relationship between Transportation and Tourism Performance. The regression output is presented in Table 4.27& 4.28.

The output Transportation and Tourism Performance shows the Durbin Watson value is 0.533, which indicates that there was no auto-correlation problem of error terms.

The result of Durbin Watson also indicates that there is positive serial correlation. According to the rule of Durbin-Watson, if the Durbin–Watson statistic is substantially less than 2, there is evidence of positive serial correlation. From the coefficient matrix of this model, Transportation and Tourism Performance is significant at $t = 5.339$ and $P = 0.000 < 0.05$.

This result supports the H7. It means Transportation and Tourism Performance is positively related.

Model Summary(b)

Model	R	R Square	Change Statistics					Durbin-Watson
			R Square Change	F Change	df1	df2	Sig. F Change	
1	.475(a)	.225	.225	28.506	1	98	,000	.533

a Predictors: (Constant), transport

b Dependent Variable: tourism

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.662	.494		3.367	,001
	transport	.578	.108	.475	5.339	,000

a Dependent Variable: tourism

CHAPTER 5

DISCUSSION, CONCLUSION AND RECOMMENDATION

This case study indicated that the Libya has the elements which make a tourist's attractive place, due to the climate, beaches ... etc but these are not enough to create a serious demand on tourism. In order to have a development in this sector a demand from the people must be created and that cannot happen without developing the facilities and equipped it with the most need things such as transportation, accommodation, tourism marketing, activities etc and that cannot be done without government participation through a long term plan.

What the results show is that for governments interested in expanding their share of the growing tourism market and overall levels of regional economic development, amusements and sports offer more promise than does the building of cultural facilities and museums. Further, relative to image and identity, sports and amusements seem to have more influence and impact on household income levels and the number of businesses in an area. This does suggest where dollars targeted for tourism enhancement should be invested. However, if the goal is economic development, then any investment in a tourist or entertainment amenity must be compared to other investments. Those other commitments could create more or similar levels of return for the public sector and the region. In a developing country where resources are scarce and there is an absence of a strong and experienced private sector, government taking an active role in the development of tourism is essential (Jenkins & Henry, 1982). Without active government involvement, it is unlikely that any industry players would have been able to formulate a series

of actions to foster and promote the development of tourism. These roles will vary according to the situation and needs of the industry, and one would also expect the roles to change over time;

The government seeks a substitute for the income from oil and gas, and in many occasions politicians stated that tourism is the right and potential substitute for oil, but in order to make a tourism industry, the government must overcome the existing laws in practice.

From these results, we suggest that for effective tourism and government policies and for the economic development in Libya in the future, the following actions be taken.

Firstly, policies encouraging tourism and economic development should be further promoted.

Secondly, government responsible persons on tourism sector should take more responsibilities in carrying out practical and concrete measures for development of tourism and yearly development.

Thirdly, to develop tourism and economic development government need to explore some marketing policies such as foreign agent in abroad to make awareness about the tourism product and attractiveness in Libya.

Those Libyan students studying in abroad can be used as travel agent for Libyan tourism development and marketing activities

Finally, human development is the key determinants that deals with tourists as I recommend based on my findings that Libyan government should send some of bright staff for better training to abroad those countries is already developed in tourism.

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Appendices

Appendix A



**University Utara Malaysia
College of Management
06010, Sintok
Kedah , Malaysia.
October 2009**

Dear Sir / Madam,

On behalf of the college of business UUM, I would like to take this opportunity to thank you for taking about 10 minutes of your precious time to answer the following questionnaire. This study is conducted as part of the academic programme leading to MBA degree. The following items are an attempt to determine the steps should be taken to develop the tourism in Libyan

As a note of reassurance, all respondents in this study are kept anonymous and your responses will be kept **strictly confidential**. The opinions you give here will be used **solely** for the purpose of this academic research.

Should you have any queries or if you are interested to know the outcome of this study, please do not hesitate to contact my academic supervisor or me at 006-017-4906260 or email at ffurtas@yahoo.com Kindly return the completed questionnaire directly to me or to the contact person in your organization that had distributed it to you.

Thanking you in anticipation.

Yours truly,

Khaled

Part A

SOCIO AND ECONOMIC PROFILE

Please fill in the answer, which most describe you at the space beside the question.

1. You are: Male Female
2. Your present age : _____
3. What is your highest education level?
 - 1] Diploma
 - 2] Bachelor
 - 3] Master
 - 4] PhD
4. Your level of income:
 - 1] lower than LIBD1500
 - 2] LIBD1501 – LIBD3000
 - 3] LIBD3001 – LIBD4500
 - 4] LIBD4501 – LIBD6000
 - 5] LIBD6001 and above
5. How many years have you been working?
[1] Less than 5 year [2] 5-10 [3] 11-15 [4] 16-20 [5] More than 20 years
6. Your current job title/ position? _____
How many years have you been in your current role? _____

Part: B

Please read the description given. Then rate the frequency by circle the corresponding next to the statement. Use the following scale:

- 1 = Strongly Agree
- 2 = Agree
- 3 = Neutral
- 4 = Disagree
- 5 = Strongly Disagree

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Impact of Infrastructure:					
1	Current condition of infrastructure in the country is not well constructed to attract more tourists.					
2	I think the infrastructure will be as the developed country					
3	Lack of developed infrastructure is one of the reasons of fewer tourists in Libya					
4	Adequate investment need to develop infrastructure in Libya					
5	Infrastructure of the country was overlooked by government previously					

	Accommodation development					
1	Accommodation in Libya for tourist is not enough					
2	One of the reasons for fewer tourists is lack of world class accommodation					
3	More motel and hotels has to built to attract tourist					
4	Private home and service should be developed in Libya					
5	More Resort has to be built to accommodate tourists					
	Transportation					
1	Transport facilities are not adequate in Libya					
2	The quality of transportation has to improve					
3	Invite more airlines company to operate their flights in Libya					
4	Special public transportation service can be provided for tourists					
5	Invite private sector to invest in transport sector					

	Attraction and Activities:					
1	More amusement and theme parks need to built					
2	Museum and art galleries should be more standardize for tourist					
3	Need to organize more cultural exhibition to attract tourist					
4	More international events have to organize					
5	Historical places need to keep safe and open for tourists					
5	Ensuring the security of tourists is essential					
	Training and education:					
1	Human resource involved in tourism is not adequate					
2	Most of tourist guides are not highly educated					

3	People involve in tourism is not well trained					
4	Training should be provided to improve the human resource involved in tourism					
5	English language is needed to be improved for tourists guide in Libya.					
	Develop the tourism product in the country					
	Service providing for tourists in Libya doesn't satisfy tourists					
	Improvement of quality of service is essential in Libya					
	Need to improve the quality of accommodation and transportation					
	Management involve in tourism have to be developed					
	Ensuring the security of tourists is essential					

THANK YOU FOR YOUR COOPERATION

&

HAVE A PLEASANT DAY!

Appendix B

Frequencies

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	59	59,0	59,0	59,0
female	41	41,0	41,0	100,0
Total	100	100,0	100,0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21-30	4	4,0	4,0	4,0
31-40	43	43,0	43,0	47,0
41-50	42	42,0	42,0	89,0
51-60	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid degree	52	52,0	52,0	52,0
master	46	46,0	46,0	98,0
phd	2	2,0	2,0	100,0
Total	100	100,0	100,0	

Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 5 years	16	16,0	16,0	16,0
5-10 years	26	26,0	26,0	42,0
10-15 years	30	30,0	30,0	72,0
15-20 years	10	10,0	10,0	82,0
> 20 years	18	18,0	18,0	100,0
Total	100	100,0	100,0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1000	1	1,0	1,0	1,0
1000-2000	27	27,0	27,0	28,0
2001-3000	52	52,0	52,0	80,0
3001-4000	12	12,0	12,0	92,0
>5000	8	8,0	8,0	100,0
Total	100	100,0	100,0	

Reliability

Infrastructure:

Reliability Statistics

Cronbach's Alpha	N of Items
,939	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IN1	17,8600	3,819	,902	,913
IN2	17,8100	4,297	,740	,942
IN3	17,8600	3,819	,902	,913
IN4	17,8600	3,819	,902	,913
IN5	17,8100	4,297	,740	,942

Accommodation

Reliability Statistics

Cronbach's Alpha	N of Items
,743	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AC1	16,9600	4,241	,596	,663
AC2	17,1200	3,804	,705	,613
AC3	17,0300	4,050	,610	,655
AC4	16,8600	4,505	,444	,723
AC5	16,6700	5,880	,177	,788

Training

Reliability Statistics

Cronbach's Alpha	N of Items
,864	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TR1	18,2200	2,557	,869	,784
TR2	17,9800	4,242	-,006	,965
TR3	18,2200	2,557	,869	,784
TR4	18,2300	2,644	,889	,782
TR5	18,2300	2,644	,889	,782

Attraction

Reliability Statistics

Cronbach's Alpha	N of Items
,910	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PA1	16,5900	7,658	,643	,915
PA2	16,5900	7,658	,643	,915
PA3	16,6600	6,712	,859	,871
PA4	16,6600	6,712	,859	,871
PA5	16,6600	6,712	,859	,871

Transport

Reliability Statistics

Cronbach's Alpha	N of Items
,749	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TF1	17,0800	4,478	,287	,775
TF2	17,0200	3,919	,574	,690
TF3	17,0200	3,919	,574	,690
TF4	17,4800	3,202	,593	,675
TF5	17,4800	3,202	,593	,675

Tourism Product

Reliability Statistics

Cronbach's Alpha	N of Items
,783	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TP2	13,2600	1,932	,754	,635
TP3	13,2600	1,932	,754	,635
TP4	12,7900	3,056	,523	,769
TP5	12,8600	3,213	,409	,808

Correlations

Correlations

		infr	accomodat iom	training	place	trans	tourism
infr	Pearson Correlation	1	,279(**)	,772(**)	,158	,621(**)	,375(**)
	Sig. (2-tailed)		,005	,000	,115	,000	,000
	N	100	100	100	100	100	100
accomodat iom	Pearson Correlation	,279(**)	1	,350(**)	,906(**)	,772(**)	,893(**)
	Sig. (2-tailed)	,005		,000	,000	,000	,000
	N	100	100	100	100	100	100
training	Pearson Correlation	,772(**)	,350(**)	1	,153	,724(**)	,475(**)
	Sig. (2-tailed)	,000	,000		,128	,000	,000
	N	100	100	100	100	100	100
place	Pearson Correlation	,158	,906(**)	,153	1	,591(**)	,886(**)
	Sig. (2-tailed)	,115	,000	,128		,000	,000
	N	100	100	100	100	100	100
trans	Pearson Correlation	,621(**)	,772(**)	,724(**)	,591(**)	1	,777(**)
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
tourism	Pearson Correlation	,375(**)	,893(**)	,475(**)	,886(**)	,777(**)	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Descriptive Frequencies

Infrastructure:

IN1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	4	4,0	4,0	4,0
agree	48	48,0	48,0	52,0
strongly agree	48	48,0	48,0	100,0
Total	100	100,0	100,0	

IN2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	1	1,0	1,0	1,0
agree	49	49,0	49,0	50,0
strongly agree	50	50,0	50,0	100,0
Total	100	100,0	100,0	

IN3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	2	2,0	2,0	2,0
agree	49	49,0	49,0	51,0
strongly agree	49	49,0	49,0	100,0
Total	100	100,0	100,0	

IN4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	4	4,0	4,0	4,0
agree	57	57,0	57,0	61,0
strongly agree	39	39,0	39,0	100,0
Total	100	100,0	100,0	

IN5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	1	1,0	1,0	1,0
agree	44	44,0	44,0	45,0
strongly agree	55	55,0	55,0	100,0
Total	100	100,0	100,0	

Accomodation**AC1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	19	19,0	19,0	19,0
	agree	42	42,0	42,0	61,0
	strongly agree	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

AC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	29	29,0	29,0	29,0
	agree	38	38,0	38,0	67,0
	strongly agree	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

AC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	25	25,0	25,0	25,0
	agree	37	37,0	37,0	62,0
	strongly agree	38	38,0	38,0	100,0
	Total	100	100,0	100,0	

AC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	20	20,0	20,0	20,0
	agree	30	30,0	30,0	50,0
	strongly agree	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

AC5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	1	1,0	1,0	1,0
	agree	49	49,0	49,0	50,0
	strongly agree	50	50,0	50,0	100,0
	Total	100	100,0	100,0	

Transportation

TR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	1,0	1,0	1,0
agree	47	47,0	47,0	48,0
strongly agree	52	52,0	52,0	100,0
Total	100	100,0	100,0	

TR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid agree	26	26,0	26,0	26,0
strongly agree	74	74,0	74,0	100,0
Total	100	100,0	100,0	

TR3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	1,0	1,0	1,0
agree	48	48,0	48,0	49,0
strongly agree	51	51,0	51,0	100,0
Total	100	100,0	100,0	

TR4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid nutral	1	1,0	1,0	1,0
agree	49	49,0	49,0	50,0
strongly agree	50	50,0	50,0	100,0
Total	100	100,0	100,0	

TR5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid nutral	4	4,0	4,0	4,0
agree	44	44,0	44,0	48,0
strongly agree	52	52,0	52,0	100,0
Total	100	100,0	100,0	

Attraction

PA1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	18	18,0	18,0	18,0
agree	42	42,0	42,0	60,0
strongly agree	40	40,0	40,0	100,0
Total	100	100,0	100,0	

PA2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	19	19,0	19,0	19,0
agree	42	42,0	42,0	61,0
strongly agree	39	39,0	39,0	100,0
Total	100	100,0	100,0	

PA3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	25	25,0	25,0	25,0
agree	37	37,0	37,0	62,0
strongly agree	38	38,0	38,0	100,0
Total	100	100,0	100,0	

PA4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	20	20,0	20,0	20,0
agree	46	46,0	46,0	66,0
strongly agree	34	34,0	34,0	100,0
Total	100	100,0	100,0	

PA5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	28	28,0	28,0	28,0
agree	37	37,0	37,0	65,0
strongly agree	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Training

TF1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	4	4,0	4,0	4,0
	agree	48	48,0	48,0	52,0
	strongly agree	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

TF2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1,0	1,0	1,0
	agree	47	47,0	47,0	48,0
	strongly agree	52	52,0	52,0	100,0
	Total	100	100,0	100,0	

TF3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	1,0	1,0	1,0
	nutral	2	2,0	2,0	3,0
	agree	49	49,0	49,0	52,0
	strongly agree	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

TF4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	29	29,0	29,0	29,0
	agree	38	38,0	38,0	67,0
	strongly agree	33	33,0	33,0	100,0
	Total	100	100,0	100,0	

TF5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nutral	14	14,0	14,0	14,0
	agree	55	55,0	55,0	69,0
	strongly agree	31	31,0	31,0	100,0
	Total	100	100,0	100,0	

Regression

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,375(a)	,141	,132	,47693	,141	16,044	1	98	,000	,464

a Predictors: (Constant), infras

b Dependent Variable: tourism

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,563	,433		5,920	,000
	infras	,386	,096	,375	4,005	,000

a Dependent Variable: tourism

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,893(a)	,797	,795	,23186	,797	384,545	1	98	,000	1,004

a Predictors: (Constant), accomodation

b Dependent Variable: tourism

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,522	,193		2,702	,008
	accomodation	,889	,045	,893	19,610	,000

a Dependent Variable: tourism

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,777(a)	,603	,599	,32416	,603	148,859	1	98	,000	1,032

a Predictors: (Constant), training

b Dependent Variable: tourism

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,640	,301		2,129	,036
	training	,847	,069	,777	12,201	,000

a Dependent Variable: tourism

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	,886(a)	,785	,783	,23845	,785	358,213	1	98	,000	,812

a Predictors: (Constant), place

b Dependent Variable: tourism

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,421	,153		9,274	,000
	place	,689	,036	,886	18,927	,000

a Dependent Variable: tourism

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,475(a)	,225	,217	,45283	,225	28,506	1	98	,000	,533

a Predictors: (Constant), transport

b Dependent Variable: tourism

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,662	,494		3,367	,001
	transport	,578	,108	,475	5,339	,000

a Dependent Variable: tourism