

THE ROLE OF THE GOVERNMENT AND COMMUNITY PARTICIPATION TO THE QUALITY OF TOURISM DESTINATION MANDAILING NATAL REGENCY

Nurhamidah Pulungan¹, Firwan Tan², Ma'ruf³, Pebriandi Prima Putra⁴
¹²³⁴**Universitas Andalas Indonesia**

Abstract

Increasing the quality of destinations cannot be separated from the role of the government and community participation. As a government regulator, the government can formulate policies to regulate tourism development activities in an area, as well as its function as a facilitator, the government can facilitate this development by providing the necessary infrastructure, building infrastructure and public facilities, and making various trainings and providing financial assistance in the framework of development. human Resources. The quality of tourism destinations will guarantee the sustainability of tourism in the region because more and more tourists will visit, longer tourist stays, and higher tourist spending, so that the community will get economic benefits, in this case entrepreneurship will emerge along with the growth of business activities. from society and will affect the socio-economy of the community which in turn will lead to a better level of social welfare. In this study briefly will discuss the role of government, community participation which has an influence on the quality of tourism destinations in Mandailing Natal Regency.

Keywords: The Role of Government, Community Participation, Quality of Tourism Destinations

Introduction

In the current era, the tourism sector is one of the largest contributors in increasing regional income. Based on the Regional Regulation of North Sumatra Province number 15 of 2015 concerning the Master Plan for Tourism Development of Sumatra Province 2015-2025, it states that regional autonomy regulations provide freedom for each region to manage existing resources in the area, for example the development of natural resources and human resources. Development planning can begin by recognizing the area that will be used as a location for tourism development. This is intended to increase the role and welfare of the community as widely as possible and the preparation of human resources who have high competence in the field of tourism services is also something that needs to be done and needs to be equipped with technical, operational and managerial capabilities in the provision of tourism goods/services. Tourism development in Mandailing Natal Regency has very strategic potential, because this sector is one of the sectors that is expected to support the development of regional development by means of multi-sector regional economic efforts, as well as empowerment and improvement of community welfare, because this sector will be able to increase local revenue, improve community welfare, open employment opportunities and make a large contribution to regional income.

The role of government is very important especially in protecting tourists and enriching or enhancing the travel experience. The implementation of all government regulations and

applicable laws is absolutely implemented by the government. In improving the quality of tourism destinations must be a comprehensive development plan, so that optimal benefits can be obtained for the community, both in terms of economic, social, and cultural. The planning must integrate tourism development into an economic, physical, and social development program of an area. In addition, the plan must be able to provide good infrastructure, management, and security in the process of tourism development to create attractiveness and marketability both domestically and abroad. In line with (Pongponrat, 2011) tourism development requires a planning and implementation process through a bottom-up approach as well as contributions to stakeholders and the community.

Tourism through Law Number 10 of 2009, which states that the tourism sector is an integral part of national development that must be carried out in a structured, systematic, integrated, responsible manner, and emphasizes the principles of sustainability by not ignoring religious values, socio-cultural conditions, environmental sustainability, and national interests. This affirmation shows the importance of planning and managing existing tourism resources so that tourism can be sustainable and provide optimal benefits to the community. Towards tourism development should be based on the efforts of the role of government, empowerment efforts, both in the economic, social, and cultural sense which is a model of tourism that is able to stimulate the growth of a socio-cultural and economic quality of society and ensure environmental sustainability.

Research method

This research uses Structural Equation Modeling (SEM) analysis. According to (Kline, 2016), SEM is a popular analytical tool, which is a combination of factor analysis and regression analysis. The SEM model consists of 2 (two) types of models, namely measurement models and structural models. The structural model is the relationship between independent and dependent constructs, while the measurement model is the relationship (loading value) between indicators and latent constructs / variables, the advantage of using SEM is that researchers can produce various kinds of structural equations because they are able to test a combination of several analytical methods (multiple analysis and factor analysis) together. By using this method, on the one hand, one is able to measure the accuracy of the index or observed variables, and on the other hand, it is able to investigate the causal relationship between latent variables and the amount of explicated variance (Joseph F.Hair JR. William C.Black, Barry J.Babin, 2009). According to (Creswell JW, 2014) SEM is the best tool for research analysis where the observed variables have measurement error and the relationship between variables is complex. This research leads to (Kline, 2016) which states that SEM consists of two measurement models and a structural model. In addition, variables in SEM are divided into two categories of variables and latent. The latent variables used in this study are the role of government and community participation, the quality of tourism destinations because these variables are variables that cannot be measured directly. Thus, the use of SEM model with Amos software will be able to get the relationship between 3 (three) latent variables to be studied.

Research Design

The research design is to explain and answer the main objectives of the research by using a good procedure (Alegre & Cladera, 2009). This research aims to understand how the role of government and community participation on the quality of tourism destinations. The approach used in this research is quantitative which is a measurable phenomenon in order to test the

suitability of the model that explains the relationship between variables. The aspects that become the object of this research are the role of government, community participation and the quality of tourism destinations. This research adopts quantitative methods. The questionnaire as one of the research instruments that guides to achieve the main objectives in this study with a location in Mandailing Natal Regency. This research is connecting several variables, namely the role of government, community participation and the quality of tourism destinations in Mandailing Natal Regency. All these variables are connected using 4 (four) hypotheses, namely seeing the relationship between the role of government and community participation, the role of government with the quality of tourism destinations, community participation with the quality of tourism destinations, the role of government and community participation on the quality of tourism destinations.

Result and Discussion

Tourism Destinations

Destination is an important concept that can be developed through research. Destinations are defined as perceptions owned by tourists with a specific purpose (Jalilvand & Samiei, 2012; Fadzlillah et al, 2011). According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. Tourism is the overall activity of government, business, and society to organize, manage and serve the needs of tourists (Jamal, T. Stronza, 2009). Tourism is a series of activities carried out by humans both individually and in groups within the territory of another country. These activities use facilities, services and other supporting factors provided by the government and / or the community, to realize the wishes of tourists. Leiper (in Pitana I. G, 2005) suggests that a tourist destination is a systematic arrangement of three elements. A person with travel needs is the core / base (what features or characteristics of a place they will visit) and at least one marker (core information). A person traveling on a tour is influenced by factors that become an attraction that makes a person willing to travel far and spend considerable funds. An area must have a large potential attraction so that tourists want to make the place a tourist destination.

Initially, tourism was carried out by nature-loving tourists who wanted the tourist destination to remain intact and sustainable, in addition to the culture and welfare of the community being maintained. But in its development, it turns out that this form of tourism is growing because it is much favored by tourists. In 1995 The Tourism Society then defined tourism as a new form of responsible travel in unspoiled areas or areas managed by natural rules where the aim is not only to enjoy its beauty but also involves elements of education, understanding and support for nature conservation efforts and increasing the income of local communities around tourism destinations.

A tourism destination must have various facilities needed by tourists so that a tourist visit can be fulfilled and feel comfortable. The various needs of tourists include transportation facilities, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenir items (Saraniemi & Kylänen, 2016). The availability of various necessary facilities will make tourists feel comfortable, so that more tourists will visit (Judisseno, 2017).

One of the biggest attractions in a tourism destination is an attraction, be it in the form of artistic performances, recreation, or the presentation of a typical and preserved local cultural package. Attractions can be in the form of the overall daily activities of the local population along with the physical setting of the location that allows the integration of tourists as active participation such as learning dance, batik, language, chanting, weaving parompa sadun (ulos), Tor-tor Mandailing, playing traditional musical instruments (Gordang Sambilan), plowing rice fields, planting rice (Marsialap ari), Marpokat, Marmalim-malim, Naposo Nauli Bulung as in Mandailing Natal Regency (Luthan, 2015).

Government Role

Talking about the development of tourism destinations cannot be separated from the role of the government, especially in protecting tourists and enriching or enhancing the travel experience. The implementation of all government regulations and applicable laws is absolutely implemented by the government. In the development of tourism must be a comprehensive development plan, so that optimal benefits can be obtained for the community, both in terms of economic, social, and cultural. The plan must integrate tourism development into an economic, physical, and social development program of an area. In addition, the plan must be able to provide good infrastructure, management, and security in the process of tourism development to create attractiveness and marketability both domestically and abroad. In line with (Pongponrat, 2011) tourism development requires a planning and implementation process through a bottom-up approach as well as contributions to stakeholders and the community.

One of the factors of the government's role in making regulations is to make tourism laws and regulations related to the protection of tourists, especially for travel agencies, regulations on retribution and other regulations. With this regulation or law, of course, all activities related to tourism will run in an orderly and smooth manner in accordance with what is expected.

Facilities and infrastructure are one of the most important elements or supporting factors to attract tourists such as providing tables, chairs, resting places, toilets, installing lights and so on. Facilities are learning equipment that can be moved, while infrastructure is a basic facility for carrying out school functions. Sararana include buildings, rooms, classrooms, tables, chairs and learning media tools. Infrastructure includes courtyards, parks, fields, roads to locations and so on. With adequate infrastructure facilities, this will attract tourists to visit the Mandailing Natal area tourist attraction.

Facilities and infrastructure are one of the most important elements or supporting factors to attract tourists such as providing tables, chairs, resting places, toilets, installing lights and so on. Facilities are learning equipment that can be moved, while infrastructure is a basic facility for carrying out school functions. Sararana include buildings, rooms, classrooms, tables, chairs and learning media tools. Infrastructure includes courtyards, parks, fields, roads to locations and so on. With adequate infrastructure facilities, this will attract tourists to visit the Mandailing Natal area tourist attraction.

Supervision is one of the most important things to link the target with the realization of each activity program that must be implemented by the government. If a job is to run efficiently and effectively, it needs to be supervised. If supervision is not carried out, the work will not be completed on time. According to (Csapo, 2012), the supervisory function can be carried out at any time, both during the management or administrative process, and when it has ended. This is done to determine the level of achievement of the goals of an organization and activities in

a work unit. Therefore, supervision is very important to be able to control a job to make it more effective. If supervision or an activity is not controlled, the work given will not be realized according to the specified time. Therefore, the implementation of all applicable government regulations and laws is necessary for the government to implement. With the role of the government mentioned above, the community will feel proud of its natural wealth. Mandailing Natal is an area that has many amazing tourist attractions, so there needs to be a government role to improve the regional economy through the tourism sector.

Community Participation

Community participation to support the existence of the tourism destination in question is also still passive, this is due to several causes, one of which is the level of community education, (Eshliki & Kaboudi, 2012) According to (Muganda, Sirima, & Ezra, 2013) one of the core elements of tourism development is to encourage community participation.

Participation is defined as an effort to participate in an activity both in the form of statements and activities. Community activities as a supporter of the existence of destinations can provide benefits (Bello et al., 2018). Furthermore, it is explained that participation is the participation of the community in development programs. From various community participations, many things can be absorbed, including a sense of competition, a sense of responsibility and solidarity. The more people benefit from tourism, the higher their concern in order to participate in protecting and maintaining nature conservation, preserving local culture, and actively overseeing the future of the tourism service business (Timothy, 2004).

Community participation in the development of tourism destination quality can be seen from two perspectives, namely participation in the decision-making process and participation related to the benefits received by the community (perceived benefits) from the development of tourism destinations in the region (David Simmons, 1994, Tosun, 2006, Saufi, O'Brien, & Wilkins, 2014). This participation can be realized in the form of the ability to participate in activities; contribute thoughts, energy, time, expertise, and various forms of material; and enjoy the results of this participation. Community participation can be carried out individually, in groups, or in a community unit in a process where the community is involved starting from the stages of policy formulation, decision making, decision implementation, program preparation, planning and development, and evaluation of activities. In addition to being involved in the decision-making process, the participating community must participate in ownership (sharing benefits) and as a beneficiary of development results (Tosun & Timothy, 2003).

Community participation has such an important role in the development of tourism destination quality for various reasons, including: (1) the community has a historical understanding of how their area adapts to change; (2) the community will be one of the closest groups to be influenced by tourism activities; (3) the community is expected to be an integral part of the tourism product that will be offered by the destination. The local community in the location of the tourism destination will become an integral part of the tourism product that is formed, provided that the community is involved from the beginning in the discussion and planning process. This is because community participation in the tourism industry can protect tourism products through management collaboration that leads to a more community-based planning approach to ensure strong support from the community so that tourism destination development can be successful (Novelli & Scarth, 2007). In addition, community participation in the process of developing

quality tourism destinations can support and uphold local culture, traditions, knowledge and skills, and can create pride in cultural heritage (Palmer-Jones, 2003).

Economic value-added community participation must also be considered by looking at how much access the community can participate in the tourism industry sector, so that the presence of the tourism sector can provide benefits to the community which is realized in the activity of opening up jobs and the formation of community income related to the presence of tourism. Community participation is a determining component in the development of tourist areas (Isye, Nava & Citra, 2017). The more tourists who visit, the more types of businesses that grow in tourist areas, so that more jobs are created.

The role of the community can determine the success of tourism development, where community involvement will cause support for tourism by the community so that tourism will continue to grow (Mak'rifatul Kholifah, 2015). Community involvement in development can be started from the planning, implementation, supervision and preservation stages, (Snyman, 2012) concluded that the local community is a strategic component that functions to carry out: (1) services, (2) accommodation providers, (3) transportation providers, (4) preservation of the natural environment, and (5) provide cultural support, in addition, the community can also take the role as a promotional agent to build interaction and participation in decision making (Isma & Fredian, 2011).

In terms of economic aspects, tourist destinations can open up jobs, the desire to have a business that is related to tourism, such as a culinary business, vehicle rental, a regional souvenir product gallery business, and possibly increase income for families that can be used for household needs, education costs, health costs, and savings for future needs (Dritsakis, 2004; Eeckels, Filis, & Leon, 2012). Entrepreneurial behavior was also developed by (Gowreesunkar & Séraphin, 2015) which states that entrepreneurs must have a creative and innovative attitude in developing their business so that it becomes more competitive. This attitude needs to be developed by entrepreneurs because the needs, desires, and demands of consumers are always changing (Calero-Lemes & García-Almeida, 2020). For this reason, it is hoped that the creative and innovative attitudes and behaviors possessed by the community can be an important factor in the success of realizing the quality of tourism destinations, community participation can be an important factor in the success of realizing quality tourism (Mary and Patrice, 2018).

Furthermore, the complex socio-economic phenomenon is undoubtedly one of the most important forces that shape community participation, tourism is also an important instrument for rejuvenation and economic development as well as for improving and preserving the heritage of an area (Bowitz & Ibenholt, 2009). In terms of economic aspects, tourism destinations can open up jobs, the desire to have a business that is related to tourism, such as a culinary business, vehicle rental, regional souvenir product gallery business, and possibly increase income for families that can be used for household needs, education costs, health costs, and savings for future needs (Dritsakis, 2004; Eeckels, Filis, & Leon, 2012).

Conclusion

Tourism can be expected to have a significant influence and can be used as a catalyst to develop the development of other sectors in increasing regional income. Tourism destinations also require other supporting facilities and infrastructure, such as terminals, airfields, bridges, post offices and telecommunications, sports facilities, banks, money changers and other facilities. Tourism, not only can bring changes to the environment, social and economic benefits but also

large costs (Bramwell, 2011). Based on the description above, it can be concluded that the quality of tourism destinations is an interaction between various elements. With the role of the government and the participation of the community, several components that must be managed properly such as tourists, the region, and information about the region and other supporting facilities will be able to create a quality tourism destination.

REFERENCES

- Alegre, J., Garau, J. (2009). *The Factor Structure of Tourist Satisfaction at Sun and San Destinations*.
- Aleksandra Vujko And Tamara Gajic. (2014). *the government policy impact on economic development of tourism. Economics of agriculture journal*. Ep 2014 (61) 3
- Arturo Molina, Margomez, David Marten-Consuegra: “*Tourism Marketing Information And Destination Image Management* “ (March, 2010) 722-272, <http://www.academicjournals.org/AJBM>
- Bill Bramwell. (2011). *Government, The State And Sustainable Tourism, : A Political Economic Approach. Journal Of Sustainable Tourism*, vol.19 (4/5), pp, 459-477
- Csapo, J. (2012). *The Role and Importance of Cultural Tourism in Modern Tourism Industry, Strategies for Tourism Industry – Micro and Macro Perspectives*.
- Cooper, et al, 1995, “*Tourism Principles and Practice, England Pearson Education.*” Edinburg Gate Harlow. Essex CMZOJE
- Creswell, J.W. (2008). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches, 3rd Edition*. London Sage
- Damanik, Janianton dan Weber, Helmut. (2006). *Perencanaan Ekowisata dari Teori ke Aplikasi*. Yogyakarta: Puspar UGM dan Andi
- Felix G Bello, Brent Lovelock, Neil Carr (2016). “*Enhancing Community Participation In Tourism Planning Associated With Protected Areas In Developing Countries*” Lesson From Malawi, 1-12. Doi:10.1177/1467358416647763
- Fiore, DQ., Marie, FA. (2016). *Wine Tourism Suppliers and Visitors Experiential Priorities*. International Journal of Contemporary Hospitality Management, Vol.28 Iss 2 pp.397-417.
- Hall, Colin Michael, 2000, *Tourism Planning: Policies, Processes and Relationship, England: Pearson Education*. <http://onlinelibrary.wiley.com>. Diakses pada tanggal 28 Maret 2017
- Homer, S., Swasbrooke, J. (2007). *Consumer Behavior in Tourism Second Edition*. Oxford: Elsevier Ltd.
- Huang, H., Lunhua, L, Junqi, M., Zhang, W. (2015). *Assessing The Relationships Between Image Congruence, Tourist Satisfaction and Intentions To Revisit In Marathon Tourism: The Shanghai International Marathon*. International Journal of Sports Marketing and Sponsorship, Vol.16 Iss 4 pp. 46-66
- Isma Rosyda Dan Fredian Tonny Nasdian, 2011, *Partisipasi Masyarakat Dan Stakeholder Dalam Penyelenggaraan Program Corporate Sosial Responsibility (CSR) Dan Dampaknya Terhadap Komunitas Perdesaan*. *Jurnal Transdisiplin Sosiologi, Komunikasi Dan Ekologi Manusia*. Issn: 1978-4333.vol.05. N0. 01 April 2011.hlm. 51-70

- Isye Susana Nurhasanah, Nava NeilulfarAlvi dan Citra Persada. 2017. “Perwujudan Pariwisata Berkelaanjutan Melalui Pemberdayaan Masyarakat Lokal Di Pulau Pahawang, Pesawaran, Propinsi Lampung”. P issn 0852-7458-e issn2356-0266. Vol. 19. No. 2 Mei 2017. 117-128
- Jamal T, Stronza, 2009, “*Collaboration Theory And Tourism Practice In Protected Areas: Stakeholders, Structuring And Sustainability.*” Journal of Sustainable Tourism. Vol.17: 169-189
- Jalilvand M.R. & Samiei N. (2012). *The Impact of Electronic Word of Mouth on a Tourism Destination Choice*, 22(5) 591-612.
- Jamilena, DM., Garcia, SD., Moreno, LL. (2012). *Determinants of Satisfaction with Holidays and Hospitality in Rural Tourism in Spain: The Moderating Effect of Tourists' Previous Experience*
- Khuong, MN., Ngoc, NT. *Factors affecting Tourist Destination Satisfaction Through Mediating Variable of Perceived Service Quality – A Study In Ho Chi Minh, Vietnam.*
- Kline. R.B. (2005). *Principle and Practice of Structural Equation Modelling (3th. ed)*. New York: Guilford Press
- Kotler, P., Bowen, JT., Makens, J. (2014). *Marketing For Hospitality and Tourism Sixth Edition*. United Kingdom: Pearson Education.
<https://doi.org/10.1108/10662241211271563>
- Kozak, M., Andreu, L. (2006). *Progress in Tourism Marketing*. Oxford: Elsevier Ltd.
- Luo, SJ., Hsieh, LY. (2013). *Reconstructing Revisit Intentions Scale in Tourism. Department of Tourism and Leisure Management, China University of Technology*. Journal of Applied Science 13 (18): 3638-3648
- Luthan, P.L.A. (2015). Pengembangan Konsep Rumah Tinggal Tradisional Mandailing di Sumatera Utara. PESAT Volume 6. ISSN : 1858-2559
- Madhumita Das, Bani Cahatterjee, 2015, *Tourist Management Perspective ; Ecotourism; A Panacea Or A Predicament ?* Journal homepage
- Mara Ursache, 2015,” *Tourism Significant Driver Shaping A Destination Heritage*” 130-137.
<http://creativecommons.org/licenses/by-nc-nd/4.0/>
- McMillan, J.H. & Schumacher, S. (2001). *Research in Education a Conceptual Introduction (5th ed)* New York, Longman
- Medik, S. (2003). *Dictionary of Travel Tourism Hospitality Third Edition*. Great Britain: Butterworth-Heinemann.
- Michael C. Shone, David G. Simmons & Paul Dalciel “*Evolving Role For Local Government In Tourism Development: A Political Economy Perspective*” (may 2016) 1-17
<http://dx.doi.org/10.1080/09669582.2016.1184672>
- Middleton, V., Clarke, JR. (2001). *Marketing in Travel and Tourism Third Edition*. Oxford: Reed Educational and Professional Publishing Ltd.
- Miller. D. 1983. *The correlates of entrepreneurship in three types of firms, management science*
- Neto, Fredesico., (2003). *a New Approach to Sustainable Tourism Development Moving Beyond Environmental Protection. Desa Discussion Paper*. Nomor 29
- Pendit, N. (2002). *Ilmu Pariwisata Sebuah Pengantar Perdana*. Jakarta: PT. Pradnya Paramita.
- Pitana, I.G. & Gayatri, P.G. (2005). *Sosiologi Pariwisata*. Yogyakarta: Penerbit Andi

- Quintal, VA., Polczynski, A. (2010). Factors Influencing Tourists Revisit Intentions. *Asia Pacific Journal of Marketing and Logistics*, Vol.22 Iss 4 pp. 554-578
- Raza, MA. (2012). *Relationship Between Service Quality, Perceived Value, Satisfaction And Revisit Intention in Hotel Industry*. Institute Of Interdisciplinary Business Research, Vol.4, No.8
- Sekaran, U., Bougie, R. (2006). *Research Methods for Business: A Skill Building Approach*. Published by John Wiley and Sons, Inc. 2006. 4th edition.
- Som, A., Marzuki, A., Yousefi, M., Abukhalifeh, N. (2012). *Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia*. *International Journal of Marketing Studies*, Vol.4, No.4; 2012
- Song, H., Cheung, C. *Factors Affecting Tourist Satisfaction with Theatrical Performances: A Case Study of The Romance Of The Song Dynasty in Hangzhou, China*. *International Journal of Tourism Research*
- Stronza, A (2007) *The Economic Promise Of Ecotourism For Conservation Journal Of Ecotourism*, 6(3), 210 – 221
- Timothy D.J. (2004). “*Tourism and Community Development Issues*.” In. R. Sharpley &D.J. Terfer (eds) *Tourism and Community Development, Concept and Issues*. Cledon, Buffalo, Toronto, Sydney. Channel
- Tussyadiah, IP., Fesenmaier, DR. *Interpreting Tourist Experiences From Firstperson Stories: A Foundation For Mobile Guides*.
- Uber, S. (2012). *Metode Penelitian Sosial*. Bandung: PT. Refika Aditama.
- United Nations Environment Programme (UNEP) and World Tourism Organization (UNWTO) 2012.” *Tourism In The Green economy Background Report*”
- Uriely, N. (2005). *The Tourist Experience Conceptual Development*. *Annals Of Tourism Research*, Vol.32, No.1, pp. 199-216, Elsevier Ltd.
- Valle, P. (2006). *Tourist Satisfaction and Destination Loyalty Intention: A Structural And Categorical Analysis*. *Int. Journal of Business Science and Applied Management*, Volume 1, Iss 1
- Wahab, S. (1975). *Tourism Management*. London: Tourism International Press
- World Tourism Organization and European Travel Commission. (2005). *City Tourism and Culture – The European Experience* 137 p
- Wunder, S (2000) *ecotourism and economic incentives-An empirical approach ecologicaeconomics*,32(3), 465-479 (www.ecotourism.org.)
- Yuksel, A. (2000). *Managing Customer Satisfaction And Retention: A Case of Tourist Destinations, Turkey*. Department of Tourism and Hospitality Management, Zeithaml, VB., Gremler. (2013). *Services Marketing Integrating Customer Focus Across The Firm Sixth Edition*. New York: McGraw Hill.
- Zikmund, W.G. (2003). *Business Research Methods*. 7th Edition. Published by Thompson Southwestern Publication