



Tourism Industry Growth during the Period of the Development: Xaythany District Vientiane Capital, Lao PDR

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Abstract:- Xaythany is a small town in Vientiane Capital that consists of many tourist attractions. There are some top destinations for domestic and foreign arrival such as Manichan Lao Cooking Garden House, Soi Voi waterfall, and Tad Xai Kao Waterfall, which contribute more income to the district and Vientiane Capital. This result acts as evidence of an increase in the tourism business in the period of development. This study focused on the changes or growth of the tourism industry in the Xaythany district, Vientiane Capital. Qualitative methods (Documentary Research Method) and interviews were used in this research. The study found that from 1999 to early 2020, the tourism industry of Xaythany has changed and grown constantly, especially accommodation and restaurants, growing 6.30%, and 4.40% respectively. The highest growth rate of the industry was in 2004 by 200%; the number of travel agencies had increased by 0.16%; and tourism destination was growing and developing in this decade. For the number of tourist arrival, the data was not available, because the tourism authorities did not have any records, only the statistical center of Xaythany district illustrated that in 2017 total of 3,102 tourists visited Xaythany district, including 30 foreigners. On the other hand, the growth of the tourism industry is not balancing between accommodation and the number of tourists, because some hotels and guest houses were announced for sale. Regarding income, there had no specific information about the income of tourism from the relevant sectors, it was included in the revenue of the commercial and service sector, which was the second earning after the industry and construction sector. For the souvenir sector, the product was not enough and it needed to be developed. In addition, the authority of Xaythany planned to promote tourism by creating tourism activities for increasing the number of tourists by organizing traditional festivals and caravans to activate the Xaythany economy in the future.

Keywords: Growing; Tourism Industry; Period of the Development.

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Introduction

The growth of the tourism industry is very important for creating benefits and bringing commercial activities that lead to more demand and cause other industries to grow and improve the country's economy. It is regarded as an export product that brings foreign currency into the country easily. It plays a massive role in developing the nation. International tourist traveling brings foreign currency to the tourist destination, especially the community, where the tourists visit can cause the development of such places, as well as the development of facilities to accommodate tourists to be comfortable while traveling (New Delhi Kshitiz Thakur, 2019).

Xaythany is one of the municipalities of Vientiane Capital which is situated in southeast Asia. It is a city located along the 13th South Road and No.10 road on both sides of the Nam Ngum River. It is one of the 9 cities under Vientiane Capital that the tourism industry has been developing, which includes tourist sites, hotels, guesthouses, tour services, and souvenirs. Although the tourist service sector in the district is not a big business yet, it supports the growth of international tourists from big cities and domestic tourists. In the past, the city's tourist attractions attracted the attention of international tourists

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and important national guests; especially the guests of ASEM 9 in Vientiane Capital also paid attention to the tourist spots along the Nam Ngum River or floating restaurant Information, Culture, and Tourism Office of Xaythany District (2019). This information shows the positive change in the tourism sector of the city. In addition, other tourist destinations have become interesting places for domestic tourists, such as Watphabath Alkhlan, Xang waterfall, Hadsaykhao, and Tad Soyvoy. Since the tourist spots are popular with both domestic and foreign tourists, as a result, restaurants, hotels, guesthouses, entertainment venues, and souvenirs are more developed. However, this growth has been neglected by researchers in the field. Therefore, the research team has interested in studying how Xaythany has developed the tourism sector, starting from the beginning of the first year of tourism in Laos (1999) until the beginning of 2020, and to what extent the growth of the tourism sector in Xaythany has not clearly explored yet. How much has tourism grown? What were the problems of tourism development and how to develop it in the future? The results of this study will be a testing model to apply for research and develop tourism in small towns in other places. It is for tourist attractions and can generate income for the city and move forward with the implementation policy of the survival city itself in the future (The Major of Xaythany district, 2020).

A few studies have done research on tourism growth in Laos and other countries. A documentary study done by Yamauchi, S., & Lee, D., (1999) was on tourism development in Lao PDR using a qualitative method. The results of the study showed that Laos opened international tourism in 1989, and since then tourism had grown significantly becoming one of the country's largest earners of foreign currency. Kuangvichit (2010) studied the socio-economic transformation and gender relations in Lao PDR taking Vang Vieng as a case study and using a qualitative method study. The research results show that since the 1990s Vang Vieng has become an attractive tourist destination, and the number of domestic and international tourist arrivals has increased steadily. This rapid increase in tourism has provoked a quick and profound transformation in this small town. This is also noticeable that income per capita has increased parallel to the development of tourism. Other research on tourism growth conducted in other countries that are closely related to this is done by Holik (2016) on the Relationship of Economic Growth with the Tourism Sector. This research aimed to analyze the impact of foreign tourists on economic growth through 17 years starting from 1995 to 2012 conducted in five ASEAN member countries: Indonesia, Malaysia, Thailand, Philippines, and Singapore by using the quantitative method. The result has shown that there was evidence that international tourism can increase economic growth and have a positive and significant impact on the dependent variables in those countries.

The mentioned studies clearly show that since tourism opening it has contributed to the growth of development, particularly national economic growth, as much as offering more income to the community too. However, almost all mentioned studies have not conducted research into the growth of tourism in a small town, especially a town with many tourist attraction sites located suburban. This study, therefore, aims to close this research gap and it expects to contribute to the research community with the implication as a model for further studies in a similar context, and adding to the theory of change and development.

The Purpose of the Research

To study the growth of the tourism industry in the Xaythany district from 1999 to 2020.

Literature review

Tourism is a large industry and covers a variety of businesses such as tour operators, travel agencies, accommodation, food and beverage, entertainment, souvenir, and including transportation business. Steven mentioned that tourism compounds a wide range of industries including both public and private organizations that provide services and supply the needs of tourists relating to the production, consumption, and distribution of products using the marketing system (Steven, 1990).

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The industry refers to any action transforming resources to become a commodity, including the system of production activities in any field. The tourism industry is the operation of various tourism establishments such as tour operators, restaurants, accommodations (hotels, resorts, guest houses), and other additional tourism services. They are operating for profit, which heavily relies on labor, and requires high investment in using special technical skills, with planning organization, and marketing strategy to control many types of business effectively, both directly and indirectly (Tourism of the World, 2019).

In general, the theory of change is developed from evaluation concepts. Then the theory continued to develop. Evaluators and developers of community development projects employed the theory to evaluate complex community initiatives known as the community-building method of change theory (J.P and Kubisch, A.C. Connell, 1998). Other theorists have contributed to developing the theory of change by adding concepts relating to planning, evaluating, and indicating results (or change). This is because these concepts determined the achievement of long-term goals together. It also determined methods to achieve these goals and indicators that are used to measure the progress of the effort in community development during the project period (ANNIE, 2004). The theory of change is considered as a tool because it is recognized as a result-oriented approach that uses critical thinking as the main method in the design, implementation, and evaluation of initiatives and programs that are intended to support change in that context (Vogel, 2012).

The theory of development and its meaning has changed from time to time until now. The European-American development model focuses on the economy. It means that when the national economy is better, it boosts national development. Since 1960, the tourism industry has been the main industry in the economic development of the country (Telfer, 2008). Todaro and Smith emphasized that development can be seen as a multi-stage process that has important changes in economic growth and national institutions as well as opportunities for all and individual needs and the elimination of poverty at the regional and national levels (Todaro & Smith, 2012). Khamboun (2013) also said development means change little by little through a sequence of steps to a level that can grow to make changes for the better and is satisfied with the changes that have occurred, which is a qualitative comparison between the conditions of something at different times. It means that if the condition of that thing is better, more complete, it is shown as development. The development of tourism is to make tourism change in a better way and to satisfy the change in the place of development. Change in tourism, hospitality, and entertainment development refers to the design, implementation, and evaluation of initiatives and programs designed to support change in that context. The planning of tourism development projects, hotels, and entertainment must be evaluated, and indicated the results (or changes) which means a long-term commitment, there must be a way to achieve these goals, and indicators used to measure the progress of the efforts of the community that developed the project throughout the duration of the project (Khamboun, 2013).

Conceptual framework

According to the theory of Change and Development, and the concept of tourism industry components, it can be summarized that the tourism industry consists of various aspects that play an important role in tourism development that are taken into consideration in this study, as shown in the diagram below.





Tourism Industry Growth during the Period of the Development: Xaythany District Vientiane Capital, Lao PDR

The growth of the tourism industry of the Xaythany district from 1999 to 2020 on:

- Tourist Attractions
- Tourist Arrival
- Revenue from Tourism
- Accommodation
- Tour Companies
- Restaurants and Bars
- Souvenir Production

Figure 1 Conceptual framework

Research Methodology

Research design

The study was mainly using quality methods including the document study method, interview with the relevant authorities, and observation technique for collecting data from the relevant places. The construction interview was used for collecting in-depth data to clarify the number of tourists increasing from relevant authorities such as Xaythany Information, Cultural and Tourism office; Xaythany Commercial-Industry office, and Xaythany Statistical Information Center, and also the observation method to get more supporting detail data. Moreover, the important technique to conduct this research was documentary methods, particularly to require historical data and information from 1999 until the beginning of 2020.

Data collection

Key respondents

Documentary Study: This research was conducted from the relevant sources of documents such as:

Tourism report of Xaythany Information, Cultural and Tourism Office from 2001 to 2018

The statistic information report in 2017 of Xaythany Statistic Information Center.

The highlight information from the newspapers issued between 2001 and 2018.

The information from the website of the Tourism Development Department of the Ministry of Information, Culture, and Tourism

Key information of interview: The key informants in this study were 7 people including a head, a deputy-head, and a staff of Xaythany Information, Cultural and Tourism Office; a head and a staff of Xaythany Commercial-Industry Office; a head and a staff of Xaythany Statistical Information Center. Important data collection process: the approval document from the Faculty of Social Sciences, National University of Laos was used as an official letter to get permission from different offices and key informants to interview during the fieldwork to collect data from the relevant authorities. The data collection was done during 2017-2018.

Research data analysis

The content analysis method was applied for data analysis such as analyzing documentary data, interviews, and observations to get clarification and explanation of the changing in tourism development in the district by looking at the number of increases. In addition, the summary method was

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used for the data analysis by using information about the number of increasing with the use of Excel program.

Research Results and Conclusions

The research results found that:

Revenue from Tourism: Xaythany district has income from 3 main parts: 1) the Department of Agriculture - Forestry and Fisheries, 2) the industry and construction sector, and 3) the service sector including tourism. The economy of the Xaythany district was continuously growing and stable during the years 2006-2010. The income from the service sector was 33.4%, which was the second source from the industry and construction sectors. During 2011-2015, income from trade - services accounted for 42. 19%, almost equal to the industrial and construction sectors for 42. 29%. During 2015-2019, the income from the service sector accounted for 43.23% which was the second income source from the industrial and construction sector (Xaythany District Administration Office, 2019).

According to the summary of the tourism statistical system of the Department of Tourism Development (Available on the website www.tmd.gov.la) and the statistical documents of the Information, Culture and Tourism Office of Xaythany District, the results of the study of the growth of the tourism industry can be obtained as follows (Department of Tourism Development. 2020).

Tourist Arrival: The information on tourists' arrivals in Xathany District was not available for analysis of the growth of tourist arrival because of lacking information, the Statistical Center of Planning and Investment Office of Xaythany just set up in 2015 and the Information, Culture and Tourism Office of Xaythany did not collect data before, it just started to collect data in 2017. The information was collected on the arrival of tourist attractions and hotel stays of tourists who come to use the services in the Xaythany district, there were 3,102 tourists only 30 foreign tourists (Statistics Center of Xaythany District, 2018).

Tourist Attractions: Xaythany district has started to operate tourism services since 1990. There are 3 types of tourist attractions: natural, cultural, and historical tourist attractions. The government was an initiator of the tourist attraction development. Since then, tourist attractions have developed more and more until now.

Table 1 : Type and number of tourist attractions in Xaythany District.

Type of tourist attractions	Amount	No	The name of the tourist destination	Discovery year	Open year
Natural tourist attractions	7	1	Nong Ngom tourist attraction	1990	1991
		2	Nong Seum Restaurant	1991	1992
		3	Nam Ngum Floating House	2000	2001
		4	Soi Voi waterfall	2000	2001
		5	Tad Xai kao Waterfall	2002	2003
		6	Champa Garden Restaurant	2005	2006
		7	The coffee garden is 23 kilometers	2019	2020
Cultural tourist attractions	7	1	Phabad Al Khan	1990	1992
		2	Vern Village Forest Reserve Tourism related to culture	1990	1992
		3	Dan Chang Village Art Center	2003	2004
		4	Phankor Bamboo Garden	2004	2005
		5	Tha Champa Village Cultural Heritage Hall	2013	2014
		6	Manichan Lao Cooking Garden House	2016	2017
		7	Contemporary Vientiane Museum	2018	2019

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Type of tourist attractions	Amount	No	The name of the tourist destination	Discovery year	Open year
Historical tourist attractions	2	1	Kaison Phomvihan Museum	1990	1992
		2	Nong Kan tourist attraction with historical traces;	1990	1991

Source: Summarized from related documents (Xaythany Tourist Attractions Statistics and website www.tmd.gov.la)

In addition, there is a project directed by the Ministry of Information, Culture, and Tourism to create a landmark in Xaythany and Vientiane Capital named Lan Chang Cultural Park Project and there are some tourist activities there that can attract tourists both internal and external tourists. Moreover, the authorities have created various caravans and ceremony traditional festivals to motivate tourist attractions, for example, the Khamu tribe festival in Lat Kwai village, the Thai Deang tribe festival in Kok Sa Ard village, and the Hmong festival and tourist caravans to the natural tourist spots of Xaythany and Pak Nghem District.

Accommodation: Xaythany is a city in Vientiane Capital that has developed accommodation in many forms such as hotels, guest houses, and resorts, which have been built since 2002. Until now, Xaythany has a total of 95 accommodation facilities: 39 hotels, 51 guesthouses, and 5 resorts (Table 2). But, from the observation, some accommodation businesses are announced for sale which shows that the number of tourists has not increased in line with proportion to the growth of the number of accommodations.

Table 2: Accommodation established each year and the rate of growth

Growth rate formula = (current year - previous year) / previous year¹

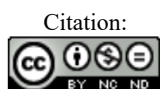
Calculate the average annual growth rate = (last year / first year) * (1 / interval of years) - 1

Year	Hotel	Guest house	Resort	Included in the year	All-inclusive	Rate of growth
2002	0	1	0	1	1	
2006	1	0	0	1	2	100%
2008	1	1	0	2	4	100%
2009	3	4	0	7	11	175%
2010	6	5	1	12	23	109%
2011	2	3	1	6	29	26%
2012	6	6	0	12	41	41%
2013	5	8	1	14	55	34%
2014	2	10	1	13	68	24%
2015	4	3	1	8	76	12%
2016	3	6	0	9	85	12%
2017	3	1	0	4	89	5%
2018	3	3	0	6	95	7%
The annual growth rate of						
Total	39	51	5	95		6.30%

Source: Summarized from related documents (Xaythany Tourism Statistics and website www.tmd.gov.la)

The result reveals in Table 2 shows the accommodation established each year and the rate of growth, this means from 2002 to 2018 accommodation increased steadily by an annual growth rate of 6.30%. The year of highest accommodation growth was 2009 with a rate of change of 175 % and 2010 with a rate of change equal to 109 % because during this year held the 9th Asian Games which was

¹Phamana Vananaxay (2018), Faculty of Science and Accounting, Chulalongkorn University





hosted by Lao PDR and the national sports stadium is located in Saythany district, so many people are interested in building accommodation to accommodate tourists who come to visit this sport. While the year with the lowest growth rate was 2017, only 5% (shown in table 2).

Tour Companies: The tour companies in Xaythany have grown considerably with an annual rate of 0.16%. Currently, there are 21 tour companies. The year with the highest growth rate was 2011-2013, equal to 100 %, and the year with the lowest growth was 2015, only 8 %. (Table 3)

Table 3: The growth of tour companies in Xaythany District

Year	Increase in number	Total amount	Growth rate
2000	2	2	
2002	1	3	50%
2011	2	5	67%
2013	5	10	100%
2014	3	13	30%
2015	1	14	8%
2016	2	16	14%
2018	2	18	13%
2019	3	21	17%
Annual growth rate			0.16%

Source: Summarized from related documents (Xaythany Tourism Statistics and website www.tmd.gov.la)

The Restaurants and Bars:

Restaurants: Xaythany has considerable growth in the restaurant business with an annual growth rate of 4.40 %. The year with the highest growth rate was 2004 with 200 %, followed by 2007 with a growth rate of 125 %. Since then, the restaurant business has been established gradually. it was because of the government's policy to promote small investment (SME). Another reason is that the restaurant business requires little investment, and the service is easy to reach customers due to an increase in the number of consumers in the city together with the tourist population in Xaythany (Table 4)

Table 4: The growth of restaurants in Xaythany

Year	Increase in number	Total amount	Growth rate
2003	2	2	
2004	4	6	200%
2006	2	8	33%
2007	10	18	125%
2008	7	25	39%
2009	14	39	56%
2010	12	51	31%
2011	6	57	12%
2012	14	71	25%
2013	8	79	11%
2014	8	87	10%
2015	19	106	22%
2016	18	124	17%

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Year	Increase in number	Total amount	Growth rate
2017	25	149	20%
2018	19	168	13%
2019	5	173	3%
Annual growth rate			4.40%

Source: Summarized from related documents (Xaythany Tourism Statistics and website www.tmd.gov.la)

In addition, Xaythany still has restaurants, entertainment venues, and conference facilities, such as the Cosmo Hotel and the Keomeexay Hotel, where tourists come to relax their tension and enjoy entertainment. It includes entertainment like bars, Karaoke, and cinemas. Currently, there are 4 entertainment venues: PanaiKham Restaurant at Phakao Village, Vai Van restaurant and entertainment at Nathom Village, and Taven Deang bar at Thongmung Village. Moreover, there are 10 Karaoke restaurants and a cinema (City Plex Dong Dok) which was opened at the end of 2018, located in Dong Dok Village, Xaythany District. Therefore, the main national stadium 16 kilometers from Dong Xang Hin Village, Xaythany District is one of the reasons why the tourism of the city is growing which is a place to support and organize important sports events of the nation and the capital.

The Souvenir Production

The majority of the Xaythany district population are farmers who have engaged in agricultural activities and can produce handicrafts to serve their own city. These products are not only exported as goods in Vientiane Capital, they can be exported to other provinces and also abroad. The main products of the district “One District One Product (ODOP)” consisting of 5 units, namely: wine products “NamMarkYor” brand, rice products “Phayanark” and “Dokchampa” brand, carved wood products, and handicraft products. In addition, a number of Xaythany residents have engaged in weaving traditional clothes such as cotton trowels, Lao skirts, scarves, etc. Some pieces of jewelry are made from diamonds and precious stones. These things are products of the city that are regarded as souvenirs of the city. Tourists who travel to Xaythany can buy these products at the fresh market and all the supermarkets for agricultural products, but handicraft products can be bought with service units in places.

Discussion

The results of the study indicate that the tourism industry of the Xaythany district is growing comprehensively, including tourist attractions, accommodation, restaurants, entertainment facilities, production of souvenirs, and the development of other facilities. This finding has consistently shared similarity with the theory of Steven who said that the tourism industry is a wide industry; both public and private organizations have been built to provide services to meet the needs of tourists relating to the production, consumption, and distribution of output using the marketing system. To support the ideas of Kuangvichit who said that change must occur with action; the change in tourism in Vang Vieng led to a change in the socio-economic condition of the city; after the wide opening of tourism, people's living conditions had been positively changed; these led to a change in the cultural and social environment. All these results from the main actors of tourism, such as tourists and tour operators. And in accordance with Vogel who said that we will know about any growth or change based on the results of the implementation and evaluation of the initiatives, and projects set up to support the change in that condition.

The result of previous research such as Yamauchi, S., & Lee, D., on tourism development in Lao PDR support this research finding as Xaythany District tourism growth as Lao PDR tourism growth and the result of Kuangvichit that researched on socio-economic transformation and gender relation in Lao PDR, the tourism growth can contribute to socio-economic growth too. Moreover, Holik reseach results are also constant with this research that shows the Asian Area of five countries as Indonesia,

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Malaysia, Thailand, Philippines, and Singapore there was evidence that international tourism can increase economic growth too.

Conclusion

The tourism industry of Xaythany district has grown up, based on the evidence from the tourism statistics showing an increase in the number of tourist destinations, accommodation businesses, tour operators, restaurants and drinks, and souvenirs in the city. However, there is a disproportion between the growth of accommodation and number of tourists visiting the city due to the fact that there were some hotels announced for sale and rent out their businesses, showing that the number of tourists is not growing in accordance with proportion to the growth rate of the number of accommodation. However, the tourism office manager of the district and the private sectors have worked together to create a campaign to promote tourism, and entrepreneurs have invested in creating activities to attract both internal and external tourists, which eventually increases income to the city.

Recommendation

The limitation of this research is the difficulty in data collection due to the fact that some information could not be collected because of unavailable data in the past periods, so some problem respects could not be expressed in this research. Therefore, the researchers would like to propose to the relevant parties, especially the Office of Information, Culture, and Tourism of Say Thany District, to collect the tourism information of the city in more detail and to keep the documents systematically, both in a form of hard copy and soft copy documents.

In particular, the registration of business establishment, dissolution or change of business related to tourism, information on business operations and business development, etc to obtain the activities of related businesses along with tourist services, statistics of the length of tourist stays, nationalities, and types of tourists.

Data relating to the behavior of tourists should be collected in order to use it to determine the direction of development and improvements in the weaknesses of the administration, and tourism services, which could support the sustainability and stability of tourism development as well as create careers and income for the city and the community.

Suggestions for those interested in further studies.

This study is still lacking information on the number of tourists and the income directly offered by tourism to the city, so topics that should be considered for the next study are as followings:

- To study the growth of income provided directly by the tourism industry of the Xaithany district during the period of development.
- To study the behavior of tourists who come to Xaythany for a period of time
- To study the improvements in the quality of tourism services in Xaithay



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