UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

MSc in Tourism Transport and Environmental Economics

EXPLORING ALTERNATIVE METHODOLOGIES TO UNDERSTAND THE ROLE OF CROWDING IN TOURISM DESTINATION CHOICE

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1. INTRODUCTION

While tourism has been increasing since 1960's year, oppositely destinations had to strengthen their competitiveness. One of the most important keys to raise the competitiveness in the tourism destination lead to the quality of the visitor experience provided to the customer. Quality in the destination consist of many factors namely poor service, bad accommodation condition, unclean site and crowding effect.

Crowding is basically characterized consumer on-site behaviour in the destination as well as environmental impact. Stokols (1972) claimed that crowding is a stressed condition in the destination and it lead to less satisfaction in different activities. In some researches, it was described and related to tourist experience (Choi et al, 1976).

The thesis emphasizes a crowding with related to tourists satisfaction. Besides, there is a significantly link between quality of a destination and country's GDP, which crowding effect can define how well this relationship connected. Next, we describe these links separately into macro and micro framework.

The importance of the topic is that crowding at destinations make an impression on the visitor's experience. As a consequence of crowding effect, most of tourists may feel themselves in an uncomfortable circumstance. It encourages visitors not to come back or recommend their friends to travel to the destination. Tourism crowding has been a very important factor for the tourism area and manager at the destinations. Crowding has direct economic and social influences for environment of a destination. If natural and cultural heritage destinations need to be sustainable, decision makers must undertake or minimise its effect. For these reasons, correct estimates of crowding effect are of great importance to destination managers.

The goal of the master thesis is to explore the links of crowding on the economy of a country among competitiveness and quality of the destination, consumers satisfaction, Gross Domestic Products (value added) and employment. Besides that, in this research alternative methodologies (Travel cost method, contingent valuation, choice modelling) will be discussed to understand and measure the relevance of crowding in destination.

The main tasks of the thesis are (i) to monitor the role of crowding among competitiveness and quality of the destination, GDP and employment, (ii) to reveal the crowding effect and consumer's satisfaction on saturated tourist experience, (iii) to indicate the advantages and limitations of alternative methodologies for realizing the relevance of crowding by estimating visitor's satisfaction and WTP.

Structure of the paper. The thesis consist of introduction, framework, methodology and conclusion-discussion. The part of framework is divided into macro and micro. Macro framework shows the connection between crowding and GDP as well as employment. Besides, in this section there is a discussion about competitiveness and quality of a destination regarding to crowding. Crowding effect may affect consumer's satisfaction with heterogeneity. In the methodology section, three methods are explored to estimate the crowding effect. The advantages and limitations are analysed for all these methods. Conclusion and discussion part summaries and wraps up this work.

2. MACRO FRAMEWORK

2.1 Competitiveness and quality

Crowding is a key term, whereas it has a major influence on several economic factors, for instance there is a direct affect to quality and after to competitiveness of a destination with congestion of people. Crowding level determines the quality of a site. The more level of congestion, on the contrary, the less quality image of a site. As it is so, crowding can be considered one of the main part of destination quality. Crowding, consequently, makes destination competitiveness improve, because it affects consumer's satisfaction in a poor attitude, by this way the number of visitors coming to a site fall dawn.

Improving in quality and competitiveness of a destination cause to be high satisfaction of visitors in the destination as well as make a repeat visit again (Figure 1). On the other hand after all crowding lead to increase GDP and employment, macro framework of a destination, which highlighted in the next sector.
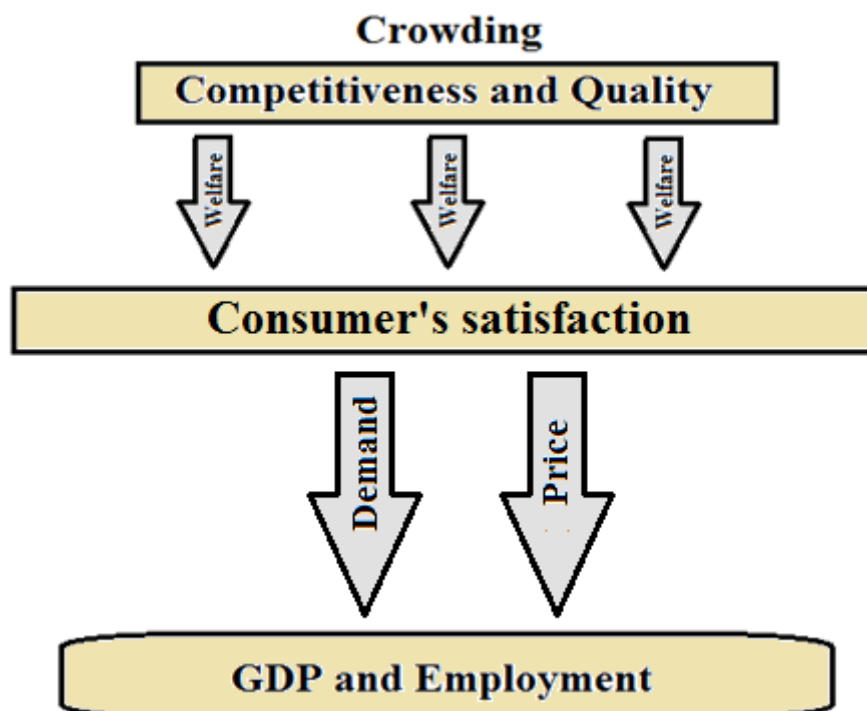
Figure 1. Framework on measuring crowding effect

Tourism can be considered as an essential business field in almost all countries. It provides income and jobs to small business owners as well as large companies. It is also important in showing country's cultural, economic and political aspects to other countries and affects internal policies. As it covers wide sphere and affects in different levels it is hard to analyse competitiveness in this field.

Having reliable data in competitiveness to create policies to improve tourism is key factors, while providing reliable data itself can sometimes be difficult. Different methods and indexes exist today giving the same information in diverse ways, however this is no universal structure used to assess competitiveness.

As Ireland and Hitt (1999) predicted tourism industry became more competitive in the 21st century, yet we don't have enough research dealing with competeiveness for example comparing

regional with national, or national with international (Briguglio and Vella 1995; Edwards 1993). Competitiveness of touristic sites is not widely discusses topic in the business literatures (Pearce 1997). As Table 1 indicates primary data collection as well as secondary method is used in the research. Secondary mainly addressed figures and their study, likewise, Primary paid close attention to visitors' attitude of touristic site.

Table 1. Overview of previous destination competitiveness research

Writers	Method	Criteria
Webster and Ivanov (2014)	Secondary data	Growth decomposition methodology; Tourism and economic growth; Travel and Tourism Competitiveness Index; World Economic Forum; competitiveness; economic growth; global economy; tourism economics; tourist destination
Pulido-Fernandez et at (2014)	Primary data	Destination competitiveness; Mediterranean countries; Tourism competitiveness
Schalber and Peters (2012)	Primary data	Competitiveness of destinations; Health tourism; Medical wellness; Alpine destination
Currie et al (2012)		Generating marine-based tourism; destination competitiveness; economic impact of tourism
Wang et al (2012)	Secondary data	China; service quality; Tourism destination competitiveness; tourism destination management
Krešić and Prebežac (2011)	Secondary data	Destination attractiveness; Destination competitiveness; Dubrovnik-Neretva County; Index of destination attractiveness; Tourism destination
Mazanec and Ring (2011)	secondary	Destination competitiveness; competitiveness; least squares method; modeling; tourism economics; tourism management; tourist destination
Omerzel (2011)	Primary data	Competitiveness; Slovenia; Tourism destination; Tourism destination models; Tourism stakeholders

Croes and Rivera (2010)	Secondary data	cointegration analysis; competitiveness; empirical analysis; error correction; Granger causality test; numerical model; tourism; tourism economics
Dong et al (2012)	Primary data	Cooperation mode, profit allocation, tourism development, tourism supply chain.
Kozak et al (2010)	Primary data	Competitiveness; tourism demand, multiple segments of the market
Dwyer et al (2004)	Secondary data	Destination competitiveness, factor analysis, tourism industry.
Gomezelja and Mihalic (2008)	Secondary data	Competitiveness indicators, competitiveness model, tourism destination, tourism destination competitiveness, tourism value added.
Muller and Berger (2012)	Primary data	Benchmarking, destination management organizations, European foundation for quality management model, public finance, qualitative research, validity.
Ritchie and Crouch (2003)	Primary data	A framework for understanding the complex and multifaceted nature of the factors that affect destination competitiveness, the importance of sustainability for long-term success.
Zainuddin et al (2014)	Secondary data	Behavioural intention, competitive advantage, competitiveness, critical issues, integrated approach, perceived destination, tourist.

Details proving that individuals answering visited the particular touristic sites are absent in the primary method, and up to now the research is not adequate to draw conclusions about competitiveness (Driscoll et al, 1994; Javalgi et al, 1992). We have to assume that the individuals have visited the sites and their information is correct.

As today's world is more global than it used to be, cities are competing harder and cities became focus spot for touristic site research related to competition. (Dwyer and Kim, 2003; Faulkner et al, 1999; Crouch and Ritchie, 1995, 1999, 2006; Dwyer et al, 2000; Pearce, 1997; Hu and Ritchie, 1993; Ritchie and Crouch, 1993, 2000b, 2003).

Lately, we have seen rapid increase in the level competition. Therefore, touristic site need find out about their strong and weak points in order to create their path for the following years and decades.

Competitive strategy can be explained as struggle to gain dominant position in the industry and having qualities to sustain that position. This includes how industry itself is coping and what position the object holds in the industry and what equivalent actions can be conducted.

"Competitive strategy aims to establish a profitable and sustainable position against the forces that determine industry competition" (Porter, 1985).

Bordas (1994) created a method of assessing competitiveness of a touristic site by basing the structure on demand and supply; also a number of factors outside the particular site. Ritchie and Crouch (1993) model, shown in Figure 2, is one of the well-designed models in determining the competitiveness.
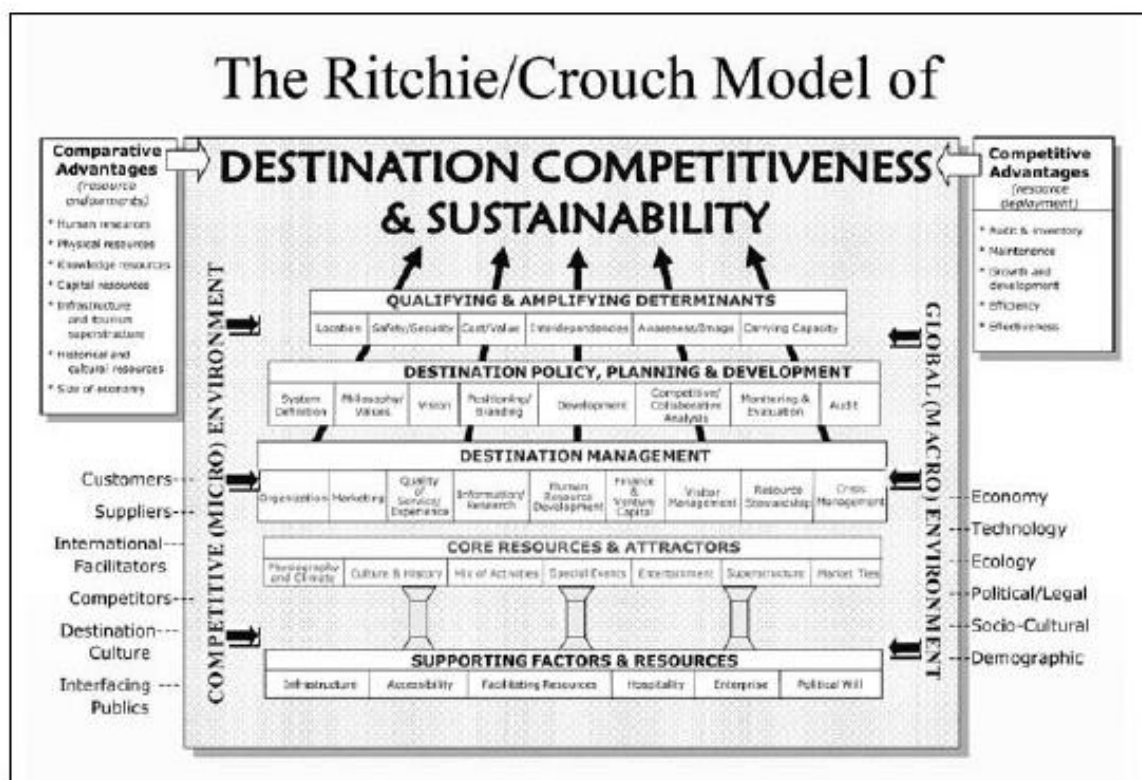
Figure 2. The Ritchie and Crouch model of competitiveness in Tourism

Source: Ritchie and Crouch (1993)

Ritchie and Crouch (1993) illustrated 5 constructions, which in turn comprises several site related indicators. It can be observed in Figure 3. Ritchie and Crouch tried to distinguish factors into the ones that bring more tourists while others push them away. If we state a few of plus factors: Natural– geography and climate, Social – culture, people characters and attitude towards tourists, Infrastructure – transport, touristic facilities (hotels, services), Economic – prices, economic stability. On the other hand the negative factors: Political and legal instability, Health problems – diseases, hospitals, low sanitation. They may serve as obstacle for tourists.

Figure 3: Ritchie and Crouch model for tourism destination competitiveness

Source: Adapted from Ritchie and Crouch (1993)

However, competition model can be seen as separate 4 areas: main resources (core resources and attractors), secondary factors (supporting factors and resources), management (destination management) and driving qualities (qualifying determinants) (Crouch and Ritchie, 1999). Main resources would be history and related cultural elements, events that take place, relations with international market. If we state secondary elements, they are infrastructure, namely transports, public services (the elements, which almost any city would need even without tourists) Management analyses and uses main resources and secondary elements to create attractive touristic site. Driving qualities can be characterized as qualities either bad or good, which distinguishes the site from other sites.

The model states that development of tourism in the site requires bettering of all spheres. If we study more deeply in the idea, we can say that competitiveness comes from applying several factors in the right order in the right time, meaning better management. Model shows that there are many forces affecting tourism, which come from inside and outside.

However, the contribution of the model to the research in general is the thoroughness and broadness of all the factors and forces considered. The models point out that if all the factors work as a whole it will bring results and the fact that they should work interconnected to create attractive touristic site. Tourists may not pay attention to some drawbacks if they are filled with other factors, for instance if there are more people that wanted people can endure it as long as they hold low price services. Overall, we say that competitiveness comes from the capability to improve each factor in itself and their combination.

If we speak in broad terms, Ritchie and Crouch (1993, 2000a, 2000b, 2003) tried to analyse studies in other fields in order to apply those models and frameworks in tourism sites, they tried competitiveness of companies, products, national systems and other service industries. Ritchie and Crouch (2003) stated that, "What makes a tourism destination truly competitive is its capacity to enlarge tourism expenditure, to increasingly attract visitors at the same time as providing them with satisfying unforgettable experiences". They mention that the highest level

of being competitive is the site that provides well-being to the individuals in an ongoing strategy. They proposed that one of the key aspects of competitiveness is that the site must have sustainability both from economic and environmental point of view and social, cultural and political perspectives.

Another model was proposed by Dwyer and Kim (2003) which included 6 categories that is required for the competitiveness. First category endowed resources included nature and heritage resources. Second is created resources consist of activities. Supporting factors are a general infrastructure, quality of service. Crowding impact directly to this supporting factors. The other categories are destination management, situational conditions, market performance.

Unlike others, a model proposed by Hassan (2000) is mainly concerned with environmental sustainability in the touristic sites. Whereas Enright and Newton (2004) claimed that, we should not just focus on general touristic site features, but also bring the well-developed common elements of business competition.

When we analyse studies in the sphere we can see that it includes research on competitive advantage and comparative advantage (Porter, 1990). However, if we study the literature on this topic we will find that there is no precise difference between these two terms (Ritchie and Crouch, 2003). Moreover, most of the research is considered not to be addressing service industries. We can find a lot of explanations about competitiveness in different sources, still there is no universal clear definition for it (Porter, 1990).

Let us consider some of the definitions, d'Hauteserre (2000) states that competitiveness is "*the ability of a destination to maintain its market position and share and/or to improve upon them through time*". While Forsyth and Rao also in 2000 claimed "*tourism competitiveness is a general concept that encompasses price differentials coupled with exchange rate movements, productivity levels of various components of the tourist industry and qualitative factors affecting the attractiveness or otherwise of a destination*"

We can understand that the definition of the OECD (Organisation for Economic Co-operation and Development) is mainly lies on the basis of major factors of competitiveness in the sites: "*Tourism competitiveness for a destination is about the ability of the place to optimise its attractiveness for residents and non-residents, to deliver quality, innovative, and attractive tourism services to consumers and to gain market shares on the domestic and global market places, while ensuring that the available resources supporting tourism are used efficiently and in a sustainable way.*"

According to the definition study, these studies resulted in the formation of main elements indicating the general obstacles that a touristic site may face: They are gathered in 4 groups:

Group one measures performance and impacts;
Group two monitors the ability to deliver quality and services;
Group three controls the attractiveness of a destination;
Group four describes policy responses and economic opportunities.

After finding the similarities and differences, we can say that quality is essential element of the whole system, as it involves efforts of all the subjects in the system with their efforts directly resulting the betterment or drawback potential aims of the touristic site.

One of the key factors influencing tourist's satisfaction is the level of quality that is provided by the services. This factor is the driving force to be distinguished from other sites. A few region and national systems formed a standard level for the certain spheres and services, which they contain, for examples hotels and level of qualified personnel. We can also find that some agencies in some countries try to apply national methods to analyse competitiveness of the

touristic sites and services inside the site. However, each country can form their own system, but it is very troublesome to create a universal method in all the member countries.

Systems and the level of quality differ from country to country and some of the systems definitely cannot be applied to other touristic sites. Analysing each country individually and trying to create specific standards for the quality and services is an essential in order to further strengthen the competiveness and bringing more money to the site. Setting a grading system and constantly applying them into practice may result in improvement of the hotels' accommodation facilities, resorts' service assets, travel agencies' more packages and cheaper prices and so on. We can go further and try the system in the training in the sector and grading the efficiency of the work of individuals and organisations. There does exist plans to create general quality standard, which uses international systems as ISO 9001 or ISO 14001.

If we take away some barriers caused by bureaucracy, we increase the level of quality and overall competitiveness of the touristic site (Keller and Smeral, 1997).

Keller and Smeral (1997) state that the local factors of the touristic site like nature, culture, finance, transport/communication and other essential systems, high qualified personnel influence the competitiveness of the touristic site. Their studies show that they support three elements for quality: natural – which includes environmental matters, material – meaning accommodation, restaurants, shopping and non-material – services, which does not have material form – like check-in checkouts in hotels.

Quality itself can be found in various topic used in various meaning in various studies. Quality has been proposed as correlated with service, auditing, quality on organisational level, and on a product basis (Jennings, 2006). However, more common usage of the term is its relation with what customer, in this case tourist, wants/wishes and what kind of beneficial services they gain.

2.2 A link between destination competitiveness and quality

If we put it simply, tourism can be defined as linking the origin and the touristic site. The key element of the tourism was derived from the how consumers behave and how the companies provide their service and products (Gunn, 1994; Mill and Morrison, 1985). In this case, origin is explained as the tourists themselves and their wishes while the touristic site portrays services and products provided, in other words it is supply and demand. Additionally, we can see relation of tourists and touristic site in the service, for example infrastructure such as transports and information and marketing/promotion the site is doing make the purchase of the services of the site easier. The relations are used to influence tourists before they decide something, advertisements, discounts, other marketing tools are used. The relation is two-sided and not only the site affects tourists but also tourist affect the site and intensity rises (Formica and Uysal, 2006; Uysal, 1998).

Based on the studies we can say that touristic site is the total gathering of all the serviced provided whether they have material form or not. All these services can be defined as the one final experience that a tourist had. It is difficult to research all those services as one, as competitiveness of the touristic site comes from that total gathering of services (Dwyer et al, 2004). The touristic site is the ultimate product that a tourist want to buy, that product comes with a number of other sub-products, namely attractions, sightseeing - both ancient and modern, food – dining centres and other. Tourist's touristic experience is a sum of everything from the first moment of the site until the last: adventures, talking with people, having meal, watching the show, everything, their sum is what affects the competitiveness.

Coasts can be easily said as centres in a number of thing: population density – most of the people in the world leave nears the costs (as long as 60 km from the sea). It is also a centre of natural treasures like coral reefs.

Moreover, compared to other places coasts are visited by more people, and tourism play essential role in the economy of cities situated in coasts.

Crowding, among other things, has an essential influence on whether tourist becomes satisfied with the site or not. The influence will determine the idea of the tourist about the quality of the touristic site. Crowding may be considered as low quality, so in order to eliminate the problem we need apply the competitiveness model. Crowding may be eliminated by creating new institutions (hotel, restaurant), training the staff (they will serve more customers), extra work hours (of course for extra payment). This action will result in higher demand and consequently affect to the rise of Gross Regional Product/Gross Domestic Product.

2.3 GDP and Employment

Importance of tourism in the global economy can be seen through following statistics: every 12th person is employed in tourism, more than third of the services exported. If we consider the rise it would be on average 9 percent growth in GDP every year for the past 30 years The US is the first on the list of top countries regarding expenditure of tourists (holding 15 percent), but 125 out of 170 countries considers tourism as their important sector.

Although developed countries benefit from tourism a lot, developing and less developed countries also benefit from tourism significantly: 70 percent of exports of the Least Developed Countries come from tourism, tourism has a share of 83 percent in developing counties and 40 in poorest countries regarding foreign exchange earnings. Tourism and oil industries hold the two highest foreign exchange earners.

One of the important statistical data in the area is Tourism Direct Gross Domestic Product (TDGDP). If we closely observe its changes over the years, we will be able to follow level of competiveness and it also promotes usage of TSA. The thing that it pays close attention is influence, internal (interregional) and the ones coming from abroad. The problem that may arise is analysing direct and indirect influence. TDGDP can be considered as the most important data to give references and use as basis for theories and frameworks.

All the researchers claim the importance of constant gathering of information of contribution of tourism on GDP. Just like the TSA structure, this index shows straight influence. Indirect influence on GDP is essential, but it very hard to gather relevant data and follow it.

For many years and almost in every country growth of Gross Domestic Product has been considered as the most important indicator of the development and was the basis for the future plans and economic politics. GDP is Gross Domestic Product, which can be defined as sum of all goods and services produced inside the country in the considered time period.

Also, GDP plays important role in showing economic stability and potential of the country to international organizations and companies as well as other countries. Which may result in their attitude: investment, trade and other type of cooperation.

Today several processes are going on at the same time: overall demand in rising, share of tourism in GDP is rising, however demands for competitiveness is also rising because as developing countries starting to gain more share on tourism and this is affecting tourism in already developed countries.

TSA explains that touristic activities coincides with share of tourism in GDP as shown in National Accounting: Recommended Methodological Framework by TSA which includes housing, meals and drinks, transportation system, touristic agencies and other services, which has direct influence on tourists can highly point out the TSA researches.

During the past century, GDP has been used widely and became international indicator. GDP can be derived in a number of methods, these are methods adopted by the System of National Accounts in 1993. But, GDP is still not very thorough indicator, it excludes a number of important indexes: ecology, human's happiness and other social statuses, and non-profit project that a nation invests in.

TSA is currently trying to solve this obscureness in the influence of tourism. Nonetheless, it is not very consistent in its application and report. Moreover, the fact and deductions are understood differently around the world, and implementation remains troublesome for there is quite visible margin in touristic industries of countries, plus there is a direct problems of lacking qualified personnel around the world and reliable data.

Changes either in increase or in decrease of TDGDP on yearly basis focuses on domestic tourism, which is movement of tourist inside the particular country or region and incoming – tourists coming from outside the particular region or country. This data is usually shown in percentages from the share of GDP.

If we use TDGDP in the research, it will be well grounded, as it has been developed for some period of time, being corrected the errors. Also, it is used internationally and even the ones not using it can understand it without any difficulty. Analysis of changes in the TDGDP for certain period of time is for the time being is the most appropriate statistical data that can be referenced, based on which theories can be tested and new hypostatises can be made.

As we can see from the Figure 4, in 2011 Tourism had a share of 2 trillion USD in GDP. If we compare these facts with automobiles and chemicals, we can see that the former is twice less than tourism while the latter is one third of the share of tourism. Education, communication and mining has almost similar quantities and when compared to tourism they are one-third larger.
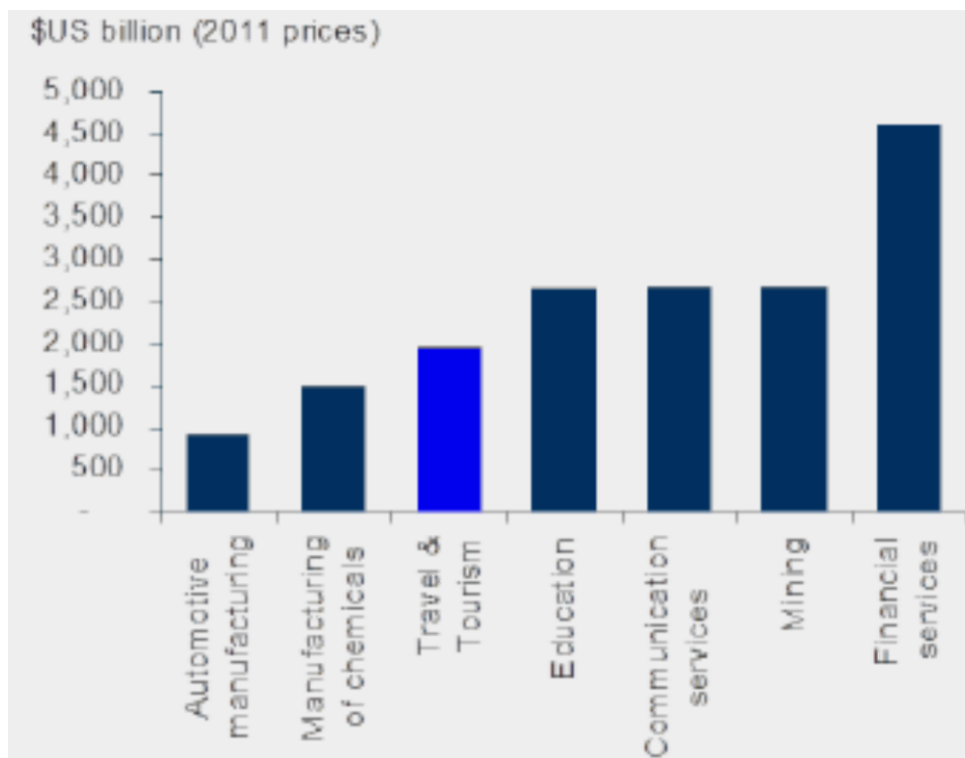
Figure 4. Global direct GDP by industry in 2011

If we add to this consideration the affects that tourism has on other sectors, and recalculate the GDP tourism would have 6.3 trillion USD in total. This is larger is the share than some of the key spheres like automobile production and chemical production.

If we compare the statistical data, we can see following examples: Tourism has 9.1%, automotive manufacturing: 7.9%, mining 8 %, chemicals 9 %.

If we observe Figure 5, we can see that Tourism is almost equal to the percentage of education in globally take GDP in most of the countries. Tourism has larger share than automotive industry. In South and North American tourism has larger share of three times in GDP than auto production. Europe can boast with tourism sector than two times exceeds the automotive industry. Only in Asia tourism come after the chemical industry, yet with not much gap of 9 percent, in other regions tourism exceeds chemical industry.
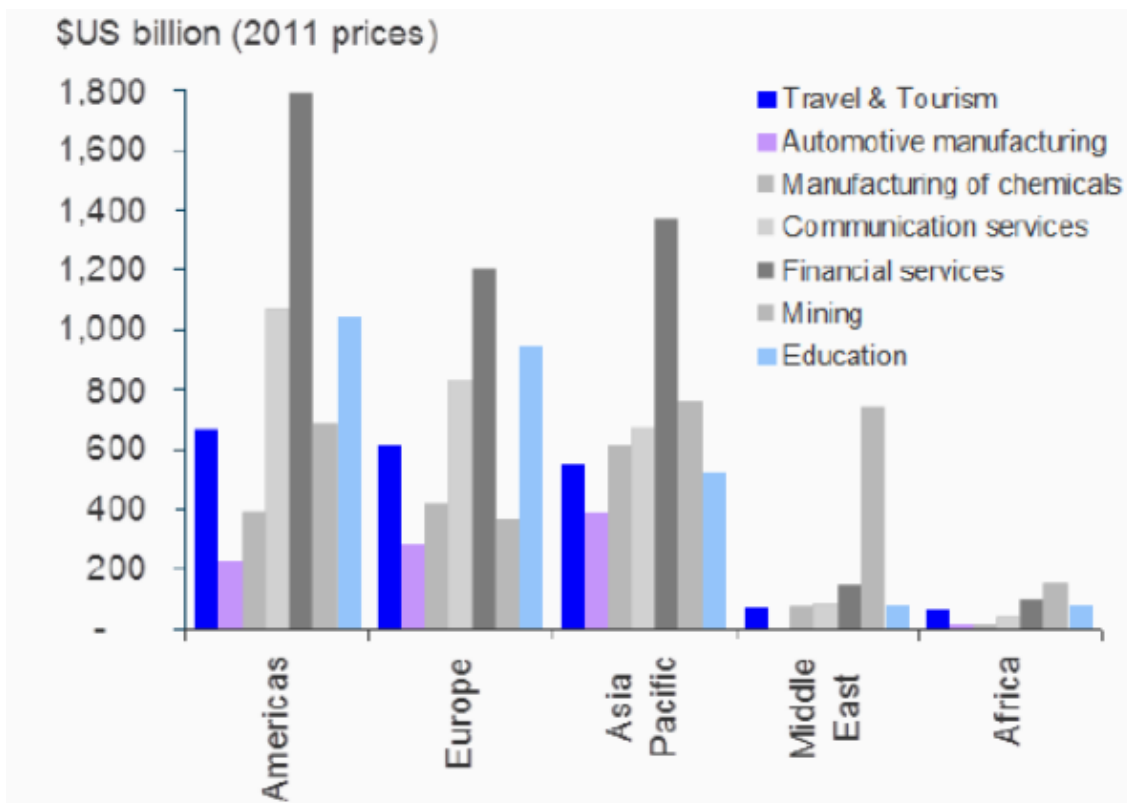
Figure 5. World Direct GDP for all sector in 2011

Source: WTTC 2012

If we speak roughly, TSA is ten different indicators showing how each indicators influence economy: incoming, interregional, and outgoing spending of tourists, internal tourism consumption, GVA (Gross Added Value) and GDP, employment, investment, government consumption and non-monetary indicators. Observing tourism as any other sector like finance or textile through the GDP application TSA can be used to form the strategies for the development of tourism.

Having Observed TSA, we will be able to see the role tourism is playing in GDP and employment in a country or a region. It is more developed and more simple the data analysed individually (supply and goods/services in the touristic site) and it can be considered as final

measure to observe influence of tourism in employment and GDP. Using TSA make it possible to contrast it with other sectors, as all are based on the System of National Accounts.

Table 2 indicate the contribution of tourism on GVA and employment by data 2007. This means tell how much a country economy depends on tourism. If we analyse the Table 3 we can see Spain has more dependence (6.4% of gross added value and 11.5% employment 58 666 tourist arrivals). Continuously, Austria and United Kingdom have a high tourism contribution in their economy. If you paid attention to Gran Canaria (GC, Spain), tourism occupied totally 30 % of its economy. Tourism arrivals to CG (8 217) is higher than Romania (7 722) and almost equal to Ireland.

Table 2. Tourism contribution in Gross Value Added and Employment in 2007

Destination	Inbound Tourism Arrivals (thousand)	Gross Value Added	Employment
Austria	20 773	5.3%	8.1%
Portugal	80 853	4.6%	7.8%
France	6 788	1.8%	5.3%
Germany	24 421	3.1%	4.6%
Ireland	8 332	2.9%	4.4%
United Kingdom	30 870	3.8%	14.2%
Romania	7 722	2.1%	8.2%
Spain	58 666	6.4%	11.5%
Gran Canaria (Spain)	8 217	31.09%	30.47%

Source: Teacher and Student own research from Eurostat.

2.4 The role of Tourism in job creation

For the past 20 years, Tourism has been essential economically driving force for a number of nations. There is a correlation between the rise in travels around the world and more leisure time, available high quality transports, constantly increasing business relations, new and well-developed communications and more kinds of touristic services.

If we name the first investments done to create essential infrastructure – ground investment, we have to call secondary investment the ones, which are done to meet the increasing number of tourists coming to the touristic site. Also, more people should be hired to hotels, eating out places, and sightseeing places.

Figure 6 shows us clear difference between the sectors regarding the employment rate. In 2011, 98 million people had their jobs in Tourism, if we compare this number with other sectors we can see following difference: Automobile Manufacturing (6 times), Chemicals (5 times), Mining (4 times), Communications (twice), Finance (one third).
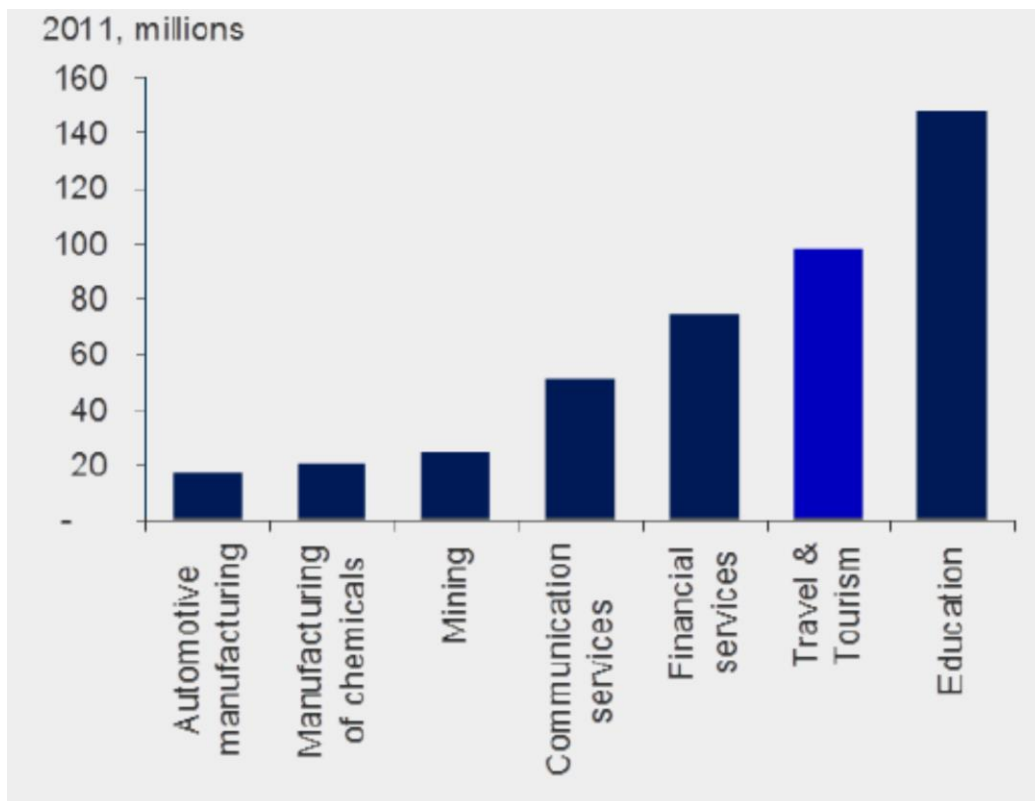
Figure 6. Global Direct Employment by industry in 2011

Source: WTTC 2012.

8.7 percent of employed people around the world are in Tourism sector and it is definitely one of the top job providers. In 2011, 255 million people we employed in the sector, leaving behind auto industry, chemicals, mining and almost coming equal with education.

If we consider the sectors that benefit from tourism in indirect channels, the share goes up to 9.09 percent. With this share, no matter which region we consider tourism will be more than auto and chemical sectors taken together.

Moreover, the future perspective of tourism sector is promising having 1.9 percent annual growth in job creation within coming 10 years, while the whole economy in general have only 1.2 % growth.

In addition to being essential for job providing, tourism play important role in various other ways helping economy. Tourism has more diverse connections among countries, as it is does not have to be concentrated in a single area.

There is observable and quantifiable relation between tourism and other sectors. If we closely look at the process, output of one industry usually will be used as input in different sector. Increased demand in tourism will help sectors as transportation, food production, communications this is referred as supply chain effects of tourism.

In almost any sector, high-qualified personnel remain one of the most important investments that any organisation should perform (Ireland and Hitt, 1999). As we can see from previously mentioned stats, tourism will require more labour resources in the near future, it demand more in person communication with clients than most of the sectors. Therefore, how local people talk with the tourists, how staff of the hotels and restaurants treat the clients, and also how the

organisation work out new training systems for staff and local people will dictate the competitiveness of a touristic site.

In tourism workers however, may be more temporary than other sectors, as it always requires human resources, young people, immigrants, students find job here easily but all three of them tend to quit job in a short period of time, creating new vacancies. And this circle will keep going on and on. 8 percent of all the people in world are employed in tourism, which is 230 million jobs, from 60 to 70 % is acquired by women. Also, 50 % of all the workers are youth (25 years old or less) (ILO2008). If developing countries invest into tourism more, they can lay a foundation for job creation for poor population.

Environmentally friendly approach in tourism may also create more jobs as it will focus on improvement in water cleaning, sanitation, getting rid of wastes after services. It do not require special expertise so it may be hired from local people. Environmentally friendly destinations may also be basis for cultural and environmental tourism development. (Cooper et al. 2008, Mitchell et al. 2009).

People get employed in tourism directly and indirectly. Based on ILO2008 a single job created in tourism leads to the creation of 1.5 new jobs in the sectors that are related to tourism. Some jobs are related to tourism for example transport systems (drivers of taxis, shuttles, buses, and airport workers), suppliers (food, drinks, souvenirs), services (hotels, daily other services.). This dependence may create different types jobs, which have temporary or permanent character, sometimes they can even be divided as official and non-official.

Workplace efficiency is an aspect that significant importance for improving touristic site's competitiveness. GDP per capita is one of the important indicators in the global economy. High level of productivity can ensure organisations' gaining of competitive position. Efficiency in tourism are to be contrasted with other sector in the economy and the whole national economy in general to see if tourism coming higher or lower.

In order that the indicator will work it is required to have a universal definition and interpretation of several term such as employment in tourism (who can be considered employed in tourism and who is not), taxation system (which currently varies in almost all countries), and PPP index. Although currently nations have definition in general some terms as part-time employment and local/regional tourism may vary.

We would need data covering all of the taken time. Missing of data, time differences and influence of tourism on related industries (retail/transport) may cause difficulties for people in charge of touristic investment and strategies.

Unlike normal understanding of workplace efficiency, which is output: input ratio, in tourism quality of provided service should also be taken into consideration. Consequently, this creates trouble in determining efficiency level, for example in determining quality, consumer's utility, workers' input. On the other hand, efficiency (in other word productivity) for the past some period of time has been calculated by a few organisations making in possible to follow the changes. As calculating productivity is internationally agreed ratio, we can easily compare the indicator throughout countries.

It explains the efficiency of a worker in the sector. The level of efficiency influences level of wellbeing, competiveness of touristic site which has high value adding activities, experience and skills of labour, style of management and course of action taken by government and its legislative decisions. If the level is high, the above-mentioned aspects will also have high standards, while if they are low they will bring poor wellbeing, consumer's low buying capability, downsides in labour development, and diminishes education, all in all low productivity. Based on this we can state that special features of tourism should be considered.

In order to have the theory work we have to suppose that key individuals in the sector can understand tourism and sub-sectors in a proposed manner so that it will ensure touristic strategic development and controlling it through time.

The share of tourism is the employment rate determines the significance of tourism for a particular economy, there is a data on international and national levels of a country, data on regional level is not always available.

Seaside gains a lot from tourism, and it most cases it is the biggest job provider in coastal areas. The region around Mediterranean Sea is widely dependent on tourism; the level of employment in these area is as following: Iles Baleares (Spain) – 20.2 percent, Ionia Nisia (Greece) – 18.8 percent, Notio Agaio (Greece) – 18.6 percent. This high level of tourism employment is amazing compared to certain area of Italy where employment in touristic sector even in southern areas is lower than 4 percent.

According to the data by CSIL, Centre of Industrial Studies in Partnership with Touring, Servizi of 2008, Anadlucia had the highest level of rise in jobs in touristic sites from 2000 till 2004 with 28.5 percent growth.

Unlike Mediterranean Sea area, Baltic sea area had low level of employment in tourism. In the whole area the average is 3.3 percent. If we go into details: Stockholm – 3.7 percent, Aland – 3.6 percent, Zachodniopomorskie – 3.4 percent. The same low level remains in the North Sea area, with average rate being 4.6 percent. In particular: Zeeland – 4.7 percent, Prov. West Vlaarderen – 4.6 percent, the UK – 4.4 percent. Algarve (Portugal) has similarly high level in Atlantic coast with 18 percent of job coming from tourism. The average in the whole area is low being 4.5 percent. Black sea area has low level of employment in tourism with 1.7 percent, but the Outermost regions has however has clear dependence on tourism with 8.2 percent of employment.

In particular, there is another good method to produce of Tourism importance in GDP. Namely, Granger Causality Analysis (GCA) is a method analysing economic links of Tourism and GDP. There exists a great deal of study conducted regarding tourism and economic development. For instance, Eugenio-Martin, Morales and Scarpa (2004) studies tourism and is linkage with economic growth in 21 countries located in Latin America. This study included the years of 1985 till 1998. It their work it is illustrated the significance of tourism in the economic development. They point out that in order to increase tourism in the area, the governments should rise the standards in transportation/communication/basic service, education and human safety. They also state that tourism is not a single factor, economic growth may be various depending on countries' trade policies, FDI, and income (Chang, Khamkaev and McAleer, 2010). However, Çağlayan (2012) point out that low-income countries can not be a ideal example of Granger Causality, as in these countries social factor is more important – safety of tourists may change the number of tourists.

3. MICRO FRAMEWORK

3.1 Tourism experience, satisfaction and dissatisfaction from crowding

"Happiness" of a tourist is and should be the main objective of the touristic site and institutes in it, as this the most important factor if the tourist will decide to come back or give negative review. Besides that, one issue that is currently affecting satisfaction of a tourist is crowding, crowding unlike other problems may be persistent: in airport, hotels, taxis, sightseeing. Based on several methods of analysing tourist satisfaction, a new method will be developed which will include crowding and tourist satisfaction.

Famous Oxford dictionary define the word – satisfaction: "fulfilment of one's wishes, expectations, or needs, or the pleasure derived from this". Parasuraman et al (1994) studied satisfaction of a tourist and deducted that tourists' happiness depends quality of service as well as unique characteristics of the service and price.

Experiences during the visit is important to determine the tourist's happiness. However, another important issue is what tourist was expecting before coming to the touristic site. These expectations will be the basis of comparison. (Oliver, 1980). Based on what tourists they were expecting their visit would be remembered as good or bad. If what they see, hear, eat will be of lower quality/price, it will create a negative attitude towards the touristic site, even if the standard is better than average.

On the other hand if the visit is better than expected this will form a positive attitude, even if the service lower than standard (Oliver, 1980). So, depending on expectations of an individual customer, the visit will characterized as good or bad. Nonetheless, crowding is usually considered a problem regarding tourist's happiness. Kalisch and KLaphake (2007) observed that crowding might have a little influence on tourist happiness. Three factors expectations, the actual experience during the trip and crowding will result in loyalty or disloyalty.

Negative result will bring disloyalty, in other words tourist will not be willing to come back to the touristic site and will not promote their trip to friends and family. Therefore, we can state that loyalty is one of the vital aspects of satisfaction, because it has effect on where they want to go and if they want to come back (Ellis and Marino, 1992 Yoon and Uysal, 2005), trust (Selnes,1998), and building a reputation (Ryan et al, 1999). Crowing and all the problems associated with it may result in diminishing of reputation. In 2007, Kalisch and Klaphake investigated into ranging of age groups and sizes of the group in analysing crowding.

They also state that tourists in Haliig Hooge Island would consider crowing for certain extent acceptable. In addition, Lim (1998) claims that the island had already picked in its social carrying capacity. This can be concluded from the survey taken from tourists from which 64.47 percent claimed that marine park is crowded. It is stated (Graefe et al, 1984) that crowding is not always means lowering the satisfaction of tourists, but from the survey can say that it is, as 73.97 percent of people, they would prefer fewer people in the marine park.

Many researchers gave a definition about carrying capacity and learned it in various situations. The carrying capacity of a tourist destination, according to The World Tourism Organization (WTO) characterization: ''the maximum number of people that may visit a tourism destination at the same time, without causing destruction of the physical, economic and socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction''. Carrying capacity shows and relates evidently to sustainability. It might demonstrate the level of unsustainability, which affect negative to a destination after carrying capacity. Crowding effect is considered such a specific issue that deteriorate pollution in the social-cultural carrying capacity.

Sociocultural Carrying Capacity (SCC) depends on decisions made by the managing individual/organisation based on what he/she wants tourists to experience, on what level of quality and in which price (Watson, 1988). Kalisch in 2012 claimed that SCC would have two components: descriptive and evaluation. The former pays attention to objects of the site while the latter pay attention to the degree up to which the influence is acceptable. Based on these contradicting claims, we can see there exists necessity to form new studies in SCC and crowding in relation to satisfaction. This method is supposed to analyse "happiness" in various point of view and find/list factors of crowding affecting tourists "happiness".

Expectations can be defined as what consumers think will happen; what it will be like to experience a product/place/service in a touristic site. (Ngobo, 1997; Susarla et al, 2003). A lot of research has been done having expectations in the basis of so-called equation of satisfaction. Based on all the research that has been done we can assume that expectation is important feature in choosing a touristic site, but how we can related directly expectation and satisfaction.

Some attempts have been done regarding to explain antecedents of the decisions and consequences and how these to end of the process affected by expectation. (Oliver, 1980). Oliver's model later was used by other scholars to study causes and effects of the process. (Fornell et al, 1996). These models dictates that tourist's satisfaction can be deducted from the tourist's expectation.

We can say that tourists expect something to happen or somewhere to be like through what learn about the place and their personal knowledge and skills. After they visited the site, they will try to match what they have expected and what they actually experienced. If the match happens, it is a positive confirmation, it does not match it is known as disconfirmation. (Churchill and Suprenant, 1982; Spreng, 2003; Oliver, 1993; Kopalle and Lehmann, 2001). This theory states the better the performance of the site, the higher the positivity and consequently the higher the satisfaction. (Yi, 1990).

However, in this theory there is human factor – personality of a person. If a person adapts to new environment (tend to have less culture shock and infrastructure difficulty) he/she will have higher satisfaction level than people with the same expectations but with inability to adapt (Oliver, 1980). Helson (1948) proposed following factors that may influence adapting process:

1. The product itself and person previous using
2. Brand commotion/others feature associated with the brand.
3. Communication/advertising
4. Personality – accepting different products and event differently.

Recently, these factors were gathered into two broad groups: acceptance of quality and acceptance of value. (Fornell et al, 1996). A lot of research has been done into the topic (Oliver, 1977; Swan, 1977; Linda et al, 1979). However, we should mention that these studies focus on consumer attitude before he/she experienced the site. More recent research also proves that expectation plays positive role in tourist well-being in the site. (Bosque et. al, 2006).

Various levels can be observed when discussing satisfaction. However, the highest point would be loyalty. Loyalty is among key requirements when predicting where a tourist will go and if they will trust and return (Yoon and Uysal, 2005; Ryan et al, 1999; Selnes, 1998). If tourist becomes satisfied with what they have expected, they will be willing to come back and also suggest their friends and relatives to come to the particular site. The level of being satisfied will determine the level of loyalty. (Yoon et al, 2010). Also, there are several factors influence tourist decision to come back or to recommended.

Yoon et al (2005) state that overall site attractiveness is the predominant factor influencing tourist to return. They state that some feature may be more dominant than others may but each

feature individually may not be the reason for returns and effective promotion. However, we could observe that satisfaction and recommending to other via word of mouth have linked. But, satisfaction is not always guaranty of tourists return, some of them just tend to recommend others. (Kozak and Rimmington, 2000). As recommending still is held in loyalty, satisfaction and loyalty are correlated elements. (Yoon et al, 2005).

Both the image of the touristic site and satisfying feature are requirements that should influence tourist. Also, Image of the site is not 100 percent objective, having tourists' subjective views, their behaving and choosing of the site as influential factors (Castro et al, 2007; Echtner and Ritchie, 1991). Therefore, we can assume that the image is important element affecting visitor's wishes and deed; and their assessment of the travel. (Chi and Qu, 2008)

How people accept crowds of people varies from tourist to tourist. If a tourist is part of a larger touristic group, they will be used to people and willing to deal with the crowding while tourists having their trip alone is more likely not prefer crowding (Kalisch and Klaphake, 2007). Kalisch and Klaphake (2007) also claimed that tourists' variation in their ages and number of people they are travelling with influence their perception of crowding. The varsity of a visitor point of view can be observed in a densely visited site, although the site was crowded at certain periods, visitor did not consider it worth mentioning in their answers to the survey. (Kalisch, 2012)

Satisfying the tourist expectations is very significant in the promotion of the site, as this process affects what site the visitor chooses, what and in what quantity they will buy, and whether they will come back or not. (Kozak and Rimmington, 2000). Scholars researched about tourist's satisfaction and proposed their models and frameworks. (Oliver, 1980; Bowen, 2001; Rojas and Camarero, 2008; Chi and Qu, 2008; Xia et al, 2009). Each of these models have their focus:

- Oliver (1980) – Tourists expectations and their realization
- Oliver and Swan (1989) – Value of equity
- Martilla and James (1977) – Performance of important segments
- Tse and Wilton (1988) – Performance of overall site
- Parasuraman et al (1985) – The difference between what they expected and what happened.
- Sirgy (1984) – Congruity model
- Pizam et al (1978) – Performance only model

They have been used to analyse visitor's satisfaction with the particular site focus. Few scholars above mentioned paid great attention to the crowding problem, but explained that crowding influences general experience of the tourist.

In predicting potential tourist actions and sites' success or failure regarding satisfaction, we must take under consideration the fact that people indeed differ. They differ from our point of view (numbers, action that can be noticed.) and their point of view (feelings, wishes).

A professor from Sloan School of Management J. R. Hauser define the customer heterogeneity as "*… is a very intuitive concept that refers to how consumers differ from one another in their demographics, attitudes, behaviours, and, of course, preferences for products. Each of us typically thinks of a given product as a bundle of different features and services that collectively meet our needs in various ways, but we also consider different aspects of the product as more or less critical to our purchase decision*"

It has been put forward that crowding is not entirely the reason for satisfaction or dissatisfaction. Also, the actual number of people in the site and how many times they meet is always the same. (Shelby, 1981). The tourist's decision of the site choice and returning may include, as Jakus and Shaw (1997) puts it, actual, expected, anticipated, or perceived crowding.

They explain that actual crowding is the one identified by someone neutral, who has 100 percent objective perspective. Perceived crowding is the tourists own opinion when he/she is in the site. Expected crowding defined by them as "the mean of a distribution", while anticipated crowding is tourist's own opinion of the crowing before visiting the site. They are grouped by Jakus and Shaw (1997) as ex post, and the last two as ex ante.

Crowding's external feature is a somehow problem in society as well, which brings out the problem to reconsider. In some touristic sites for example Venice, Bruges, Amsterdam highly attractive sightseeing is tend to gather crowds. (Riganti and Nijkamp, 2008).

Crowding in the touristic sites especially the one having natural or cultural heritage may influence the sites in (Graham, 2005):

- Less joy for tourists;
- Physical damages to historical artefacts and natural objects;
- Negative influence on special projects;
- Financial problems (less money flow);
- Causing stress for local people;
- Rising in the amount of waste;
- Creating permanent rush hour for local public services;
- Less productivity in the services.

Crowding may or may not cause damage immediately, however with time passing it sure will have effect. Natural damaging will rise, having been affected by a large number of people, and physical contact with the site. In nature, some things can grow, some animal repopulate, but only if the damage crowding is causing is not enormous. Historical heritage cannot be easily restored without human interfering and large capital, but even in this case the historical treasure will lose some of its originality.

If we define crowding in simple terms, it is a coming of a large number of people to the site in the specific period of time. We can divide into: crowding among tourists and crowding of tourists in interaction with the locals. The first time has not got much attention among scholars, while the second is the cause of several models: to the development of phase models (Butler, 1980), attitudinal models (Page, 1995) and behavioural (Ap and Crompton, 1993; Carmichael, 2000).

Based on the current available research on urban crowding which mainly deals with parks (Arnberger and Haider, 2007; Hammitt, 2002) and some measures (Lee and Graefe, 2003), we can say tourist crowding in the city area needs more elaborate research. Mitchell (1971) in correlational human crowding studies and Proshansky et al (1970) in their experimental human crowding studies showed that influences of crowding is mainly provoked by cultural bases and people actions. Stokols (1972) states that with time the large number of people in the site prevents participants from carrying out desired actions, from which a stress will start to arise. Stokols finalizes that lack of space is only a supporting element that comes before before stress, it is not the circumstance.

3.2 Demand and Crowding

Demand is based on consumer's want but if it can be realised in market. Consumer behaviour describes demand in a period of exact time that includes choosing goods and services among alternatives. Consumers choose the goods and services which gives the highest satisfaction on them. Formerly, consumer can to estimate benefit or comparative satisfaction of goods and services by measuring their utility for each alternative.

In general, if not considering cost and quality of goods and services, crowding is a main factor, that there is a negative affect in demand of consumer wants. Crowding in a site has an impact on demand theory basically because, if where many tourists, there many suppliers are appear to satisfy consumers' wants. The Preferences of consumer also influence to demand, so knowing and learning their behaviour we can predict the demand and use it supplying goods and services. As an example, in summer almost all people want to go to beaches but in winter not.

Taking into account the marginal utility, it is impossible to find out exactly bundles of goods and services which consumers satisfied their wants. But, according to demand theory, the utility function and margins can indicate the aggregate level. So, Each destination decision maker tries to maximize consumer satisfaction

Accordingly, Consumer wants caused to create demand. As an example, if we observe a beach destination in crowding, should find out what consumers want, it will be easy to cover consumers' satisfaction. In order to know visitors' satisfaction coming to a site, we should clarify what is the purpose of visitors from their visit to a site, what things they most dislike there.

Table 3 summarizes the results of the public's perception of beach aesthetics and presents issues that tourists dislike the most on a beach (Williams et al. 2003). Survey determined the most three unsatisfied factors are firstly litter and man-made debris, secondly poor water quality, the last of third is crowding on a beach.

Table 3. What do tourists dislike the most on a beach?

ISSUE	%
Litter and man-made debris	30
Poor water quality	13.75
Crowded beach	**11.25**
Poor facilities	7.5
Dog waste/excrement	7.5
Noise from industry and vehicles	5
Difficult access	5
Seawalls	5
Flies and other insects	5
Washed-up seaweed	3.75
Beach erosion	2.5
Bed smells from industry	2.5
Groins	1.25
Lack of sand/shingle beach	0
Total	100%

Source: Filip, 2004

As we see, one of the most affected factor is crowding. This circumstance appear some cases with seasonality whenever if there is high demand for beach but in limited resource, visitors feel miss satisfaction. Most of the tourists get unsatisfied when beach crowded. It is one of the main issue (11.25%) in the inconvenient factor

The important factors are monitored in Table 4, which the visitors pay attention in choosing the beaches corresponding their behaviours. They described their behaviour and opinions about important attributes while visiting to the beaches.

There is also crowding has very high mean, it shows crowding at the destination is more sensible on satisfaction. Consequently, more satisfaction gives more willingness to pay for reducing crowding. According to table 4, any kind of congestion (on beach, on foreshore, in water) at the destination exhibits negative aspect on satisfaction. The congestions decrease the marginal utility from resting or holiday on the beach destination.

Table 4: Attitudes to the beach and foreshore areas visited most.

Rank	Attributes	Mean
1.	Cleanliness of beach sand	5.30
1.	Cleanliness of park adjacent to beach	5.26
2.	Cleanliness of ocean	5.19
3.	Concerns about vandalism and theft	5.03
4.	Safety and lifeguarding services	4.93
5.	Parking is available	4.91
6.	Showers and toilets	4.70
7.	Close to where you live	4.51
8.	Easy access via paths or steps	4.41
9.	**Less crowded on the beach**	**4.30**
10.	**Less crowded on the foreshore**	**4.17**
11.	Conditions on the day	4.15
12.	**Less crowded in the water**	**4.03**
13.	Viewing areas	3.74
14.	Jogging or cycling paths	3.74
15.	BBQ facilities in park	3.72
16.	Play equipment in park	3.32
17.	Shops nearby	3.00
18.	More privacy	2.98
19.	Dogs allowed	2.72
20.	Fitness classes at the beach/ park	2.30
21.	Romantic location	2.28
22.	Close to public transport	2.18

Source: Raybould et al. 2009.

* Responses were made on a seven point scale; 0 = completely unimportant to 6 = very important

On the Table 5, you can see the reasons for change in beach visitation between people who visit more and less. People who visits more to a beach, who know about crowding, they do not care for it, crowding at the destination does not affect much their satisfaction. Nevertheless, who visits less and not aware of crowding somehow, they can change the beach if they face to congestion.

Table 5: Reasons for change in beach visitation

People who visit more Reason	People who visit less Reason
1 Family commitments changed	1 Work commitments changed
2 Work commitments changed	2 Family commitments changed
3 Relocated / moved house	3 Traffic and parking problems
4 Health / ageing issues (positive)	**4 Too many people / crowding**
	5 Health / ageing issues (negative)
	6 Relocated / moved house
	7 Physical character of beach changed
	8 Cultural / social character of beach changed

Source: Raybould et al. 2009.

On having a look inside demand analysis, there is a very important quality factor, Tourist satisfaction. In addition, two main factors are considered while derive the tourist demand for a destination. They are both tourist experience by travelling when coming home and advice to their friends. Tourist, before intend to travel for any kind of destination, is interested in others opinion and their feedback about that destination. They use many media facilities such as internet, TV, comments and blogs to obtain this information. Many researches emphasize that tourist's opinion about a visited site is very important in specifying competitiveness of a destination attract and tourist satisfaction.

Obtaining these evidences and study them, one may consider as quality factor while making a decision about congestion and image of the destination. There are two approach stated and revealed preference. The first approach is very good and most used in producing hypothesis economic benefit. Cost-benefit analysis (CBA) is a good tool all over the world to determine and help to find out whether a decision is acceptable or not. CBA estimates and compares the costs and benefits of new goods or services by money units. In recent times, many researchers accept this method to evaluate environmental affects and issue. It also help to develop of decisions in quality criteria. Though this cost benefit analysis is easy, there are some disadvantages in use of the method for environment. Because the difficulty when applying this technique is in evaluating coasts and benefits with monetary unit. Following we separate costs and benefits for reducing crowding effect, but as it was told before the evaluating them in monetary unit is a specific issue so we describe crowding in attributes. The Figure 7 shows us what kind of benefits and costs generally appear as well as advantages and disadvantages if crowding level decreased at the destination.

Benefit	Cost
• Added value (price and quantity) • Employment • Taxes	• Input prices (water, electrisity wages) • Environmental pressure • Stress on infrastructure

Figure 7. Cost benefit analysis for reducing crowding effect

Firstly, the country gain money in the economy, which is paid by tourists. Gross added value increase with price and quantity of the products which local residents need to sell like food, clothing, medical services, and transportation needs as well as souvenirs and funs. Moreover, the tourism brings money to both private and government sector and re-insert it to local economy. Residents who live at the tourist destination, they work for money in this sphere, besides, income in foreign exchanges (dollar) rises effectively in macro economy of the country. This is called a multiple effect of tourism income. It is very useful for economy whereas, the amount of foreign exchange income put inside repeatedly into Gross Added Value. According to this effect, if there is much tourism revenue that means benefit per person is a great major amount of money. In addition, there is a benefit for government using taxation implement to the tourist expenditure. Tourists spend a lot of money while traveling and appropriate part of their expenditure is lead to government budget.

One of the main advantages of decreasing crowding level by discovering new facilities is a making new job at the destination. More tourists create more demand for goods and services. As consequence, demand generates new jobs. More jobs decrease poverty of the local residents.

However, most of these jobs are seasonal, and essentially, they are not able to work in the off-season time. Even if they work for earning, it is paid low wages for worker in the off-season time.

Tourism, which brings foreign capital, is the one of the main sector, because tourists pay much more money in dollar and its increase at the destination caused to increase demand for water, electricity, so that tourism requires much resource especially both of them. As a result, other sectors agriculture and industry are carried out lack of those resources. Additionally, wage of labours is higher in tourism industry than other sectors. Human resources inflow to the highest wage sector, to tourism. At the end distribution of labour and competitive balance through sectors are spoiled.

Environmental pressure

When the crowding level of a destination related to carrying capacity is higher than limits it cause harmful to the environment significantly. If this do not regulated by decision maker, the site will be violated and after all, the demand for a destination fall down in consequence of the violation environment and natural areas. Crowding may push endogenous pressure on nature of a site, systematically it impacts local animals and their heterogeneity species, rising number of wastes on a site and pollute of water and land.

This environmental pressure could hardly accepted by tourists who prefer recreational activities and get satisfied from beauty of nature. Both local residents and tourists use the limited environment recourse of a destination. This bring to stress on the natural area because of high people in the destination by limited carrying capacity. The risk of pollution in the destination will be high if there are many recreational activities.

Stress on infrastructure

In several situations such as on peak time, decision makers cannot get ready for crowding of people. Because some time there are so many people than expected, which the infrastructure is damaged by people. Tourists may break every things, more crowded ways by cars make the residents living in the destination feel uncomfortable. Moreover, local people do not accept it with a great contentment.

Another very good methods are choice experiment family. This method helps to determine consumer decision as well as which alternative an individual choose. Many surveys and researches have been used by this method especially in tourism sphere (Crouch and Louviere, 2004; Morey et al, 2002; Araña and León, 2013a; Araña and León, 2013b; Araña et al, 2013; León and Araña, 2014). In many methods of researching about visitors and tourists behaviour at the destination are paid attention to estimate willingness to pay or accept for solving an issue as well as choice experiment and cost benefit analysis. So, in tourism we should to estimate willingness to pay for evaluate consumer decision in economic term. We will study some methodology about consumer decision and willingness to pay for crowding.

4. METHODOLOGY

How can we know the relevance of crowding? What is the impact on WTP and choice probability?

Crowding has been rather infrequent in empirical research papers. Being the feature of a touristic site, crowding is problematic area for creating models. Also, we will have paradoxical idea: sites are crowded because they are popular or they popular because they are crowded. That kind of endogeneity is considered as unobserved variables at the random utility model and the error has to correlate with crowding.

Crowding in the site creates a process in which wishes of the tourist may depend each other, this process can compared to works of Leibenstein (1950). Land of any touristic site has a limit, but this does not mean that there is always crowding. Crowding happens only when a tourists decides that the number of people in the site is preventing him from enjoying his visit.

Crowding can be showed as influencing visitor's cost of coming to the destination, from this point of view price of coming to the destination is in the form of collective demand (Jakus and Shaw, 1997).

In overall perspective crowding is seen as negative element is the models. Yet, it may vary from tourist to tourist. Researches indicate that crowding measures is more likely to have tendency if crowding influence exist and is not taken under consideration; the tendency is likely to be upward if the crowding have "minus" influence. Another conter argument states that some tourists would rather go to a crowded area than spend time in the site with low number of people. (Anderson et al, 1998).

Research which have empirical character regarding the demand of crowding mainly used stated preference (SP) methods. (McConnell 1977; Walsh et al. 1983; Boxall et al, 2003). Few scholars studied crowding from the revealed preference (RP) model point of view. (Schuhmann and Schwabe 2004; Boxall et al, 2005; Timmins and Murdock 2007).

SP is of great help in the case of RP's lack of data that can be used, for example RP data cannot be found when new service is brought to the site and based on past service we cannot predict regarding the new service. SP deals with singular problems regarding crowding. Crowding is found by finding the optimal preference of the tourists; analysing it can be classified as sort of problems of endogeneity. It can also be observed in several models that crowding may be linked with factors, which bring the behaving of the tourists in the "equation" with which the problem becomes endogenous. (Bayer and Timmins, 2005). SP methods do not have this kind of problems as they consider the factor that influence decision and consider crowding as variable.

Moreover, Smith (1981) who mainly deals with problems of forecasting a linkage of crowding and tourist demand states that: "*These difficulties arise, in part, as a result of the data generally available, the form of the . . . method itself, and the nature of the congestion problem with recreational facilities*". This can be applied to other models too.

Boxall et al, (2005) performed ex post measurement of anticipated crowding in the touristic site of the wild in Canada. There was developed a method of crowding predicting that assumes the creation of the crowding which is formed by analysis of several parameters: Characters of the site, tourist, earlier crowding data. They studies show that overall understanding of crowding is negative, however 11 % of the tourists showed positive attitude.

4.1 Travel cost method

The travel cost method applied by relating to demand for a site. <u>Travel is cost based on travelling expenses, which individual spend for coming to a destination.</u> This methods produced by Hoteling (1949) for evaluating the visitor's willingness to pay which coming to a site. Clawson (1959) developed this method as considering visitor's cost, in contrast, individuals produce benefit by recreational destination. <u>All cost for travelling are considered in this method, they may be cost for coming and back, entry payments, spent money at the destination and travel time cost</u>. The visitors who coming to the destination, can be assumed that they visit to the site because of environmental value of a site. So this method can be used for estimate the destination's marginal utility of attributes. If the quality scale of a site is changes than before, marginal utility is also decrease or increase. But, amount of travellers is zero because of high travel cost, marginal utility of destination quality also cannot be considered. <u>By this method, willingness to pay is also estimated for any destination quality</u>.

We can calculate total travel cost method by this formula (1).

$$C_t = C\,(C_1, C_2, E) \qquad\qquad (1)$$

C_t = Total cost of visitor's for travelling to the destination.

C_1 = Costs for travelling to a site. Every visitor has different cost for coming to s site. This cost is considered per mile of a way between destination and origin.

C_2 = Cost of time is produced of visitor's transformed value.

E = Entry payments.

There are two types of travel cost method, namely <u>Zonal and individual</u> travel cost methods. Many researches have been done using zonal travel cost method (Knetsch and Clawson, 1966). This zonal travel cost method assume dividing visitors into zones and each zone has different cost for travelling and different demand curve.

At the end, collective information describe demand round of a site. The cost per visit is taken to visitor's willingness to pay. The other method, individual travel cost method, is expressed for each visitor's trip. There is a trib generation function, which is easily applied for visitor's willingness to pay. It is based on visitor's number correspondingly every separated area. Visitors divided number of every zone's people. So, the individual approach is close to the zonal travel cost.

To apply travel cost method we need gather around the destination. The more information gives the more exact results. Following data need to find for applying travel coast method:

- visitor's number form every zone;
- population number of each zone;
- distance from origin to destination;
- each trip costs and time value.

Advantages of the Travel Cost Method:

- This method more convenient to evaluate in monetary use value.
- This method analyse willingness to pay according to revealed preference. And this is more convenient to real behaviour.
- This method is not so expensive to analyse.
- This method survey is not very difficult and takes a little time from visitors.
- This method gives ordinary results to understand.

Issues and Limitations of the Travel Cost Method:

- There is a problem to estimate cost of time. Heterogeneity of visitors make it find in different cost. They have various behaviour, wage even while on the way to a site, some visitors may enjoy from a trip, and this is lead to benefits not a cost.
- There might be another destinations close to it. For instance if visitor travel particular to a destination than another in spite of crowing at the destination. His satisfaction will be large in visiting to the destination he want.
- Another situation that visitor lives very close to a destination, but his value going to this destination is very large. In this consequence, travel cost method cannot determine consumer's value totally towards this destination.
- There is some limitations in estimating quality of destination in relation with environmental.
- The method describes present situation. However, it cannot give information about benefits and destruction in future recourse.
- If the volume of zones is small, the method do not show results significant. Because all visitors might be from destination or origin. The method has to accept a large size of area.
- If we want to estimate non-use value, this method is useless. It is not acceptable for non-use valuation issues.
- The method uses revealed data and environment value might not be acceptable in future decisions for improving quality of a destination.
- There is also a limitation in estimating choice probabilities any changes of attributes at the destination.

Lavin (2007) applied travel cost method in recreational areas with a quality of a destinations (Figure 8). The Figure 8 shows the level of crowding is highly correlated with the other two explanatory variables and there is substitution among these characteristics. In other words, people tolerate higher levels of congestion because the quality of the fishing activities is good in that area. This is especially important with king salmon because many people want to catch a trophy size fish and, to do this, they have to go to sites with good fishing quality and put up with the congestion there. (Lavin et. al., 2007)
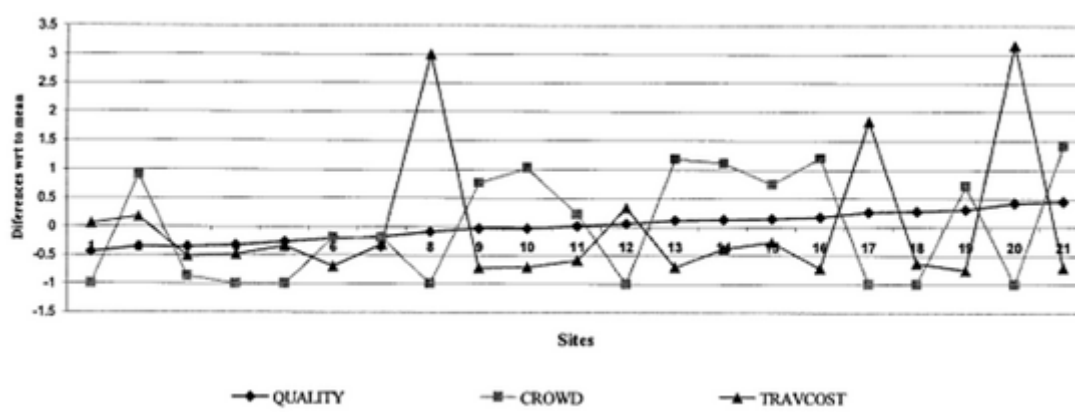
Figure 8. Crowding effect links between ravel cost and quality

Source: Lavin et al, 2007

Bedate et al. (2000) created a demand curve for heritage destination of Spain, related to quantity of visits and travel costs. He used travel cost method to build up demand in order to get aggregate demand and especially to find consumer surplus.

Figuer 9 describes created aggregate demand. There is also you can see if travel cost increases the number of visitors who coming to a site fall down.
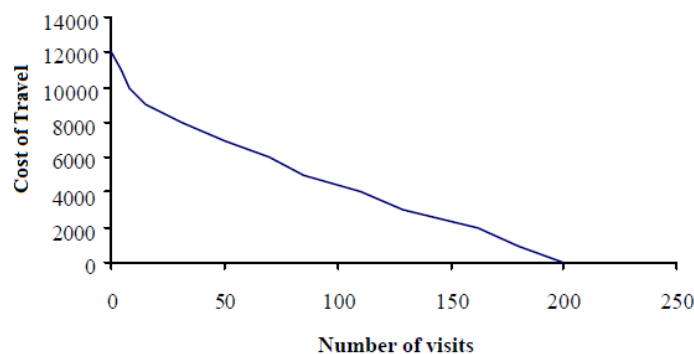
Figure 9. Demand curve. Cost of travel and number of visits

Source: Bedate et al, 2000

4.2 <u>Contingent valuation method</u>

Contingent valuation is very simple to accept only willingness to pay or accept for any improve or reduce the situation. The representatives are given a question to produce their willing to the specific issue. This method based on stated preferences and gives hypothetical willingness to pay of given questionnaire. Representatives are introduced the current situation briefly, and asked their feeling to improve

We can accept for both use value and non-use value of this method's techniques. Contingent valuation is a type of non-market methodology that used hypothetical scenario. In comparison

with travel cost method Contingent valuation does not show actual behaviour of visitor because it is related to stated preference.

Crowding is not be estimated by market prices <u>because reducing crowding effect is a non-market attribute</u>. So, to estimate crowding costs we need <u>Contingent valuation method</u>. Many researchers used this method to estimate crowding cost (Boxallet al, 2003; Cicchetti & Simth, 1973) If decreasing crowding effect at the destination, it improve recreational facilities and provide high consumer's surplus (Cesario, 1980). Having applied Contingent valuation method, we get individuals maximum willingness to pay and minimum willingness to accept so as not to come across congestion at a site Though it is easy to construct contingent valuation method, nevertheless, the issue should be understandable and briefly need to explain to representatives.

Disadvantage about the CVM

- Representatives do not think very seriously for answering the questionnaire and so the results by using the method might not be correct to real as well.

- Even if representatives replied seriously for questions, they may lie giving wrong answer.

- The method cannot provide probability of selecting other substitute destination if there is high crowding at the destination.

- Some individuals might answer high positively even their WTP a little, when they are asked about their WTP indicating amount in referendum, and others answer negative although their WTP is higher than indicated amount.

4.3 Choice modelling

Choice modelling tries to create a model how a tourist decide one thing or another in a specific circumstances. Choice modelling goes outside of a normal market-related aspects and more likely to deal with beneficial sides and costs regarding environmental perspective. This model is considered as a precisely working method to determine tourist's positive or negative tendency to pay for increase in the level of quality in many aspects. (Centre for International Economics - Review of willingness-to-pay methodologies, 2001).

This model can be considered as easier and more precise as participants will choose from the list of feature and product/service alternatives, making compromises in some aspects. The model analyses the prices of feature welfare influences from implicit perspective in many situations. The model is applied in studies tourist preference for substitute services in non-monetary perspective and possibly diminishes the stimulus of the responding people to act strategically.

A usual Choice model has several important stages. (Hanley and Murato, 2001). These stages can be observed in Table 6. Participants' wishes might be analysed in CM surveys. They will be asked to sort the option from top to bottom, giving them scores or they will be just asked to state their highest preference. These various methods matches the diverse alternative structures of CM technique.

Table 6. Choice modelling method's steps

Stage	Description
Selection of attributes	Identification of relevant attributes of the good to be valued. Literature reviews and focus group are used to select attributes that are relevant to people while expert consultations help to identify the attributes that will be impacted by the policy. A monetary cost is typically one of the attributes to allow the estimation of WTP.
Assignment of levels	The attribute levels should be feasible, realistic, non-linearly spaced, and span the rang of respondents' preference maps. Focus group pilot surveys literature reviews and consultations with experts are instrumental in selecting appropriate attribute levels. A baseline 'status quo' level is usually included.
Choice of experimental design	Statistical design theory is used to combine the levels of the attributes into a number of alternative scenarios or profiles to be presented to respondents. Complete factorial designs allowhe estimation of the full effects of the attributes upon choices: that includes the effects of each of the individual attributes presented (main effects) and the extent to which behaviour is connected with variations in the combination of different attributes offered (interactions). These designs often originatean impractically large number of combinations to be evaluated: for example, 27 options would be generated by a full factorial design of 3 attributes with 3 levels each. Fractional factorial designs are able to reduce the number of scenario combinations presented with a concomitant loss in estimating power (i.e. some or all of the interactions will not be detected). For example, the 27 options can be reduced to 9 using a fractional factorial. These designs are available through specialised software
Construction of choice sets	The profiles identified by the experimental design are then grouped into choice sets to be presented to respondents. Profiles can be presented individually in pairs or in groups. For example, the 9 options identified by the fractional factorial design can be grouped into 3 sets of four-way comparisons.
Measurement of preferices	Choice of a survey procedure to measure individualpreferences: ratings, rankings or choices.
Estimation procedure	OLS regression or maximum likelihood estimation procedures (logit, probit, ordered logit. conditional logit. nested logit, panel data models, etc.). Variables that do not vary across alternatives have to be interacted with choice-specific attributes.

Source: Hanley and Mourato, 2001

CM works with the assumption that people choose something with clear, well-organized manner and this process of choosing has a functional form. Varying in circumstances of behaving, particular functional form can be considered as a participant to analyse. MNL (which stands for multinomial logit) is a model is applied a lot, because it has a lot of similarities with utility maximisation used in economics. In order to measure the fitting of the model some others as binary logit, probit, EBA can be used, in combination with, accompanied by proper statistics. In other words, people always try to make their utility maximal. In multinomial logit,

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total utility has mathematical explanation in the form of linear equation, it's an addition or subtraction of the component utilities. In MNL, after having our function of the deciding, we can find measurement of the model by conducting regression from present data.

MNL model applications can be found in a number fields including tourism, transport systems and environmental sciences. (Eugenio-martin and Campos-Soria, 2011; LaMondia and Bhat, 2009; Hearne and Tuscherer. 2008; Albaladejo-Pina and Díaz-Delfa, 2009; Oppewal et al, 2015; Rodger et al, 2015). MNL model is normally measured by the highest probability methods presuming congestion effect (Carballo et al, 2014, Avila-Foucat et al, 2013; Vaske, 2008; Tseng 2009; Manning, 2010).

- CE can be chosen over CV in determining the gap in the value of rises & falls in different features of environmental programmes. This can be a better option when analysing it from administration/authorities point of view than paying attention to gain/loss of the product/service, or on a distinct variations in the features.

- CE can provide more information than distinct option CV because participants have several opportunities to show their wishes for a valuable product/service rather than a number of payments.

- CM does not approve direct detection of participant tendency to pay. It tries to focus on respondent's rankings/scores and best choices to determine their willingness. (The information may be inferred).

Disadvantages of CM.

- The major downsides of CM would be <u>understanding of many complicated options that respondents are given, or trying to rank when dealing with a group of feature or stages</u>. Current researchers have claimed that participant can understand, analyse and make decision with certain amount of data, if it exceeds that point, efficiency will decrease.

- When determining the value of environmental project or benefit from a CE, as discrete from a variation in a feature, we have to take the value of each part combined as a equal to the value of the whole.

- It can be more problematic for CE and CM to obtain values for a chain of items brought by government strategy and programme, when it was contrasted with conditional changes. Therefore, consecutive providing of products/services in multi-feature projects is likely to performed better by CV. (EFTEC, 2001)

- Based on the SP method, well-being measurements taken with the help of CE are tend to study design. For instance, choosing features, stages, the way (style) the options are presented to the participants (It could be photo, text; or the format may vary scoring/ranking) may influence participants responds and cause changes in marginal utilities etc. The model which are created based on the answers of participants may be largely affected by amount of choosing task they do (Hanley, Wright, and Koop, 2000).

5. CONCLUSION

Congestion of people at the destination <u>has high psychological negative concept regarding to encroach of human norms in quality.</u> As many cases, crowding at the destinations caused to be nervous and unsatisfied of a tourist, there is still may unknown attributes in interpret consumer behaviour on crowding situations. However, on having reviewed about the topic before, majority scientists researched crowding as a negative affect, and in reflex for crowding situations tourists behaviour do not vary much from each kind of destination except consumer behaviour.

In this thesis, <u>crowding is studied under macro and micro level of a destination on economy.</u> Crowding in the destination might be an important implement to enhance the consumers satisfaction and quality of a destination by the influence of competitiveness. In addition, the thesis shows the relationship between crowding and GDP (gross domestic products) or employment.

Moreover, this thesis learnt different alternative methods like Travel cost method, Contingent valuation, choice modelling and their advantages and limitations may be met when measuring crowding effect of the destination.

Uzbekistan is currently going through a transition phase. Tourism industry is also going through this process. The touristic sites in Uzbekistan haven't reached its full potential yet. Crowding is a topic of great significance in Uzbekistan. As, the measurement I presented in this thesis could be applied to the certain touristic destinations. I tried to present that crowding is not a necessarily negative feature it shows that there is a demand for the site and certain actions have to be taken to reach the expected well-being of the site. This thesis analyses those actions.

During the touristic season (in the spring and in the summer), major tourist centres of Uzbekistan, namely, Tashkent, Khiva, Samarqand and Bukhara is becomes crowded. Because of the crowding some problems like quality of the service arises. In order to solve these problems government is paying attention to new policies and innovative approaches. This thesis will be useful tool and can be present to special departments of Uzbekistan for consideration.

Since Uzbekistan is considered as dinamically developing contry with historic heritage, natural resources and outstanding touristic potential needs concrete strategy on expanding it's touritic capacity and increasing touristic flow with less crowding damage. As mentioned before tourism sector is main job employer and every 12th person is employed in tourism for a developing country as Uzbekistan it could be essential to create new job offers to local people by widening touristic destinations and recruitment for tourists.

As every strategy has pros and cons the crowding effect can bring positive or negative influence on the sphere. The cons of crowding is mainly the nature damage, massive waste, historical heritage demage but with help of massive tourism same time the level of economyand GDP rises which creates a need of extra policies to make less the general negative impact and to bring the priority of positive influence.

Moreover, UNWTO famous slogan *"Billion tourists, billion chances"* will play a key motivation in implementation of crowding tourism strategy in Uzbekistan. The key factor of this mission is creating billion opportunities in social level as solving problems with drinking water at far destinations, preserving the culture and traditions by using them as touristic product, rising number of vacancies, developing infostructure of touristic destinations being

capable to recive large number of visitors, improving quality of service in service industry. Taking steps to the crowding strategy the country also will face the need of human resources in tourism industry, more specialists needed to be educated. By increasing the touristic capacity and creating new touristic routes the country will reach touristic loyalty and positive country image helps to promote itself as world wide touristic destination. Loyalty of tourist will impact to the crowding effect and help to establish certain development strategies on positive country image. As an example we can talk about United Kingdom or France wich make it's touristic sight seeings free of charge by giving a choice to a tourists to make a donation. Scotland has creative thinking strategy in expanding it's touristic capacity by offering tourist not only day sight seeing tours to castels but night dramatic and spectaculated tours through the mystic history of the kingdom. This way help to interact the tourist and influence on choice, wish to stay more night bring profit to economy.

Using the foreign experince Uzbekistan can improve the statement of tourism potential imlementing the crowding developing facilities, opportunities for labour and create a brand of world wide touristic destination.

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