Study on Negative Externality Behavior of Tourists in Resorts
—Based on the Perspective of Tourism Utility Production

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Abstract. Based on the analysis of researches on visitor management, this paper applies the externality theory to the tourist management in resorts. It points out that tourists’ misconducts are negative externality behaviors of individual tourist aiming to pursue more utility but affect other tourists’ utility-production progress. Through analyzing relationship between utility production, individual tourist, other tourists and resorts managers, this article tries to find the way of internalization. Finally, the tourists & resorts benefits community is constructed to strengthen the relationship among individual tourist, other tourists and tourist attraction and guide tourists traveling in a proper and responsibility way.

Introduction

Pursuit of novelty and amusement is one of the motivations of tourists. However, some tourists blindly pursue stimulation, which leads to bad consequences. Although many resorts in China have their own tourist management regulations and have equipped with corresponding implementation methods, due to the large number of tourists and the group trails such as large individual differences and high degree of freedom, the effects of that regulations are limited, leading to poor experience of tourists, casualties and mortalities, permanent destruction of tourism resources and other consequences.

Tourists are the main part of tourism activities, they achieve tourism goals through tourism activities aiming to meet their own needs. Thus, tourists take the main position in tourism activities, resorts managers regard tourist management as an important part of management. Tourist management refers to the organization and management of tourists' activities in the resorts, which is a part of resorts management [1]. It originates from the research of RCC by western scholars in the1960s [2]. In addition, early studies on tourist management in China also focused on the environmental capacity of tourism and concluded that there was a positive relationship between the level of tourist destination’s environment capability and the level of management [3-4]. Then, LAC [5] (Limits of Acceptable Change), VIM [6] (Visitor Impact Management), VAMP [7] (Visitor Activity Management Planning) and other Planning programs have been widely applied by foreign scholars in the management of national parks, sensitive areas, countryside, wild lands and Marine parks [8].

With the beginning of experience economy era, tourists experience management has been concluded as a part of tourist management. The research of tourist management has been extended from the control of the influence of single dimension on tourists to the multi-dimensional framework, such as TOMM [9] (the Tourism Optimization Management Model) and VERP [10] (Visitor Experience and Resource Protection). It indicates that visitor management changes from "environmental orientation" to "Visitor orientation". However, these management modes are from the perspective of managers, ignoring the role of tourist groups [11].

Tourists traveling in the resorts is the process of tourism experience production and consumption. This article analyses the relationship among resorts managers, indecent tourists and other visitors traveling at the same time, and clarify the causes of tourist inappropriate behavior and its solutions.
Misconducts from the Perspective of Tourism Utility Production

Excluding the purchase of tourism physical commodities during the travel, tourists' travel activities can be regarded as a special commodity purchase behavior—two parties of that are the tourists and resorts. Tourists sign contracts with a resort and pay money, and the resort provides tourists with environment to produce tourism experience. Generally speaking, the duration of their contract is from the beginning of tourists' ticket reservation to tourists finishing their tour and stepping out of the resort area. Under this contractual relationship, tourists have the right to use the field of resort and get the tourism utility through their perception in that area, which also named as tourism experience. Tourism experience refers to the feeling of physical and mental integration that tourists get in the tourism world when there are deeply engaged in that situation [12]. Although the ways to evaluation of tourists' experience quality are subjective, this paper still assumes that the unit of tourism experience is uniform and undifferentiated, and calls the unit of tourism experience as tourism utility.

From the perspective of utility production, misconducts are used to producing more tourism utility, and such behaviors have the negative impact to other tourists’ proper tourism utility production in a resort. Under the influence of individual’s misconducts, the resort cannot provide other tourists with high-quality tourism experience. The more misconducts, the more irreversible impact. To maintain and repair the landscape, resorts have to restrict entry and suspend opening, affecting the tourism utility production of other tourists. Thus, individual tourist whose behaviors are improper impair the tourism utility production process of other tourists who visit same resorts at the same time or later. That’s a negative externality behavior.

To deal with negative externalities, a common way is internalizing. In fact, it makes the private cost consistent with the social cost, which will force producers to adapt the quantity of products they produce, and thus promote the effective allocation of resources. Pigou advocates that the one who causes externality damage must be responsible for the injured one. For example, the government can minimize the difference between private marginal net products and social net products by means of taxes or subsidies, and then reach the pareto maximum [13]. Indeed, his advises can be seen in some punishments on misconducts in many resorts.

However, there are defects in that way. Resort usually covers a large area, and the improper behavior of tourists cannot be monitored and punished immediately. In addition, punitive measures can only be executed after uncivilized behavior, which has caused negative effects. Moreover, most of the compensations by punishing measures are shifted to resorts, while other tourists who visit the resort can’t get corresponding compensations even though their tourism experience is affected.

Based on the theories of Pigou and Coase, except for punitive adjustment, charitable acts and moral codes, another internalized method is that one stakeholder makes contracts or regulations with each other. Zheng [14] divides that ways into five types: administrative measures, legal measures, economic measures, consultation measures and educational measures. Wang [13] divides them into government-solutions and market-solutions. The former is represented by Pigou subsidy, and the latter is represented by property rights transaction.

Applications of above theories can be seen in resorts such as fines, education, restrictions, but the active role of other affected tourists has not been properly utilized. Coase regards factors of production as a right and believe that market transactions can be used when dealing with externalities [14].

Compared with traditional products, the production process and final experience of tourists have their own particularity. In terms of individual resort, tourist’s utility production is short and limited. For individual tourist, although each travel utility production is limited, as long as they have travelling, the whole utility will be considerable and long-term. Coping with externality in internalizing ways means we should make use of the features of tourism utility production and build the benefits community of tourists and resorts.
Tourists – Resorts Benefits Community

Individual Tourist: Tourism Utility Producer

From the perspective of tourism production, tourists’ words and behaviors can reflect their own tourism concepts, which is the guidance of behavior. The cause of tourists’ improper behavior is that individual tourist believes that this way can produce more tourism utility, without awareness of its negative external production on other tourists. Morality or conscience can encourage them to develop correct and responsible view of tourism, so that they don’t produce more tourism effects by improper ways. Ecotourism, responsible tourism, civilized tourism, low-carbon tourism, green tourism and virtuous tourism are all adaptive can be used as tourism concept. Following that, tourists can produce their own effects with less negative externalities. Another popular solution is punishment, which can reduce the tourism effectiveness produced by tourists through economic punishment and administrative punishment, so that bridge the gap between private interests and social interests.

Other Tourists: Rights to be Pleasure

Tourists’ activities not only producing their own tourism utility, but also affect the tourism utility production of fellow tourists. Therefore, the form of mutual supervision between different groups of tourists can be used to reduce the number of misconducts. It is true that tourists travel with happiness, ant they believe to conflict with other tourists face to face is inappropriate. Thus, one thing in prior should be waving away thoughts like other tourists have nothing to do with improper behaviors in traveling. Coase believes that the clarity of property rights allows the parties to negotiate to improve the efficiency of resource allocation [15]. Because all tourists who have purchased the right to view and use tourist resources also have the right to use that to produce tourist effects for themselves. Improper behaviors damage the pleasure right of other tourists. Therefore, it is essential to inform tourists that high quality travel experience is a fruit of tourists traveling and other people's misconducts are damaging their own benefits.

Resorts: Tourism Utility Production Factors Providers

In the process of tourists’ utility production, resorts should provide the environment for tourists to produce enough quality tourism experience, guard their safety and monitor their behavior. So the resorts need check their tourism products and service to make sure their resources and environment are able to meet the needs of tourists. Ensure that tourists in scenic spot are not impair their own tourism experience or their safety, and they have no negative impact on other tourists.

On the one hand, resorts are supplier of tourism utility. Resorts environment is important to tourists’ tourism utility production. Therefore, resorts managers need to do a good job in guiding tourists, so that could ensure a clean and pleasant sightseeing. Due to "the broken window effect", a beautiful and clean environment will make tourists think over before committing impertinent behaviors and prevent such behavior from occurring. Such invisible ways could transform tourists to cooperators, which also enrich tourists' experience. On the other hand, resorts are also guarantors of tourism utility production, responsible for coordinating the conflicts among tourists arising during their traveling. Tourists with improper behaviors should be restricted on their tour, put an end to their traveling in that resorts. When facing the behaviors with extremely consequences and serious externalities, other tourists often do not take action because of the small value compared with personal loss. At that time, scenic spot managers need to resort to administrative means or legal means.

Furthermore, when resorts encourage tourists reporting others’ misconducts, it should be done in indirect ways rather than direct ways. such as build up a website used to receive tourists reporting by their cell phone or other devices. Tourists take pictures of misconducts and upload them to the website where staffs could receive the information and then deal with them. And the tourists can be rewarded through their good behaviors, such as free tickets or so. Rewards are not the purpose, but the way to compensate other tourists and aroused the awareness of more tourists to defend their rights. To those who are reported, besides economic punishment, they also have to make up for their
fault in person such as cleaning up resorts litters or being guarantees to stop others’ improper behaviors.

Conclusion

Based on the above analysis, the following conclusions are drawn in this article:

(1) Improper behaviors of tourists are actually negative externality behaviors aiming to pursuit to produce more tourism utility but impairing the utility production of other tourists. In the process of internalizing the externalities, the value connection among individual tourist, other tourists and resorts can be strengthened through tourists-resorts benefits community.

(2) Clarify the relationship between tourism utility and individual tourists should be at first place. Guiding tourists to form right concepts can encourage them to be initiative and attach importance to environment during traveling.

(3) It is important to clarify the relationship between tourism utility and other tourists. Through the loop of tourist - travel utility - reporting of improper behavior - resorts managers - tourism experience - other tourists, tourists could defend their right to pleasure when facing improper behaviors.

(4) Resorts are the guards of the community. They not only provide and maintain the environment which tourists could make use of to produce tourism utility, but balance relationships among tourists-resorts benefits community.

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