Ardian Ramadani

THE ANALYSIS OF TOURISM

Abstract:

The literature on the economic analysis of tourism is so unbalanced in many studies where subjects were taken especially on demand, forecasting and numerous studies on the impact of tourism, while little attention is paid to other influences and concepts.

At this moment I was informed that muzzle-mi is characterized by a market structure which is unique and which presents difficulty acute analytical, showing that although these issues are seemingly suited to the analysis of conventional research has failed to make a significant progress in this field. Little has changed from the years' 1990 and 2000. Although published books for the tourism sector, where there is deep affirmed the principle applications of conventional tourism economy.

Kewy Words: Econmy, turism, analyse, Kosovo, conventional,.

Introduction:

Budget expenditures and preferences of people are the key variables that constitute the basis of tourist demand. The role of expenses in determining demand equation has been the only ekza.minuar system of equations and models of tourist demand. However, the traditional demand theory does not explain how the tastes and preferences are formed and changed or the process by which decisions are made in the context of the social environment. While the research focused on individual self-interest regarding revenue sharing and storage spending, and choosing

products that the customer buys. The emphasis on the individual previously reflected in tourist literature. For example, proposals from Maslow (1954.1 968), which established a hierarchy of needs created while motivation for the individual to take some aktiuitete, have formed the basis of studies in the 1970s and 1980s in motivating the purchase of holiday and non investigations economic incentives are taken for example by Gray (1970), slack (1973), Schmoll (1977), Cromption (1979) and Dann (1981). Motivating studies would benefit from being more tightly focused, although some empirical tests of hypotheses were followed, the focus is more on the reasons and implications of the travel destinations and marketing (D.G. Pearce, 1987). A common theme describing theoretical studies of motivation is the need that individuals have to leave their daily work and their homes and seek new experiences that can be realized only with traveling.

Search direction leads to a breakdown of forms of tourism and tourist types. Category "desire to walk" suggests a desire to leave, while the category for his "sunshine desire" implies a need which can not experience in his home environment. In this treatment psychographic tourists, considered dimensions of consumer behavior tourist. Tourist behavior patterns determined by psychological factors in such "central shpëmdarësi" is more adventurous and confident while "psikoqendrorët" family prefer quiet areas and social bashicëveprim. Widely included previous theoretical models where identifi.kohen three main motives for the trip:

1. Psychological benefits in a different psychological environment - tourism aspect

Social coactions another branch of research took the form of models including expectations that investigated the degree to which the consumption of specific goods and services resulted in increased levels of individual satisfaction. These non-economic studies of motivation by social psychologists and, in some cases, geographers give an important contribution to the economic development of tourism demand models for two important issues.

• First, they try to explain the reasons for consumer behavior which economists observe only by the preferences that appear in terms of expenditure on materials and services in the market. In this regard, the study of motivation explanations assist in making more accurate forecasts and the level of tourism demand model.

• Second, approaches complement branches of economic analysis relatively recent and oriented empirical economic analysis and experimental psychology of entities have changed the direction of attention to the social context of the decision and have shed light on the determination of preferences and tastes for tourist consumption. Meanwhile along the recognition of the contribution made by other disciplines to explain behavior and tourist demand, these approaches are set within an economic framework and can help to explain and predict the behavior of the tourist consumption. The contribution of experimental economic analysis and economic psychology lies in the spread of the possible range of variables determining tourism demand and analytical method, through which access is generally inductive than deductive. Moreover, a number of images have assured us that they have been involved in the major economic models. Economic analysis mat experimental scientific method by conducting laboratory experiments to investigate the customer's decision and is especially appropriate for situations in which there are no data regarding the main ndërmarrëdhëniet, the words are not available.

Economic Psychology provides a conceptual and methodological contribution in recognition;

➢ perceptions,

➢ process information;

➢ attitude.,

➢ expectations,

➢ motivations,

➢ preferences and tastes

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It argued that the social environment influences many consumer level and at a micro level senprodukteve choice, also in the character of consumption and savings at the macroeconomic level. In his hypothesis relative to income, Duesenberry (1949), and was repeated by Liebenstein (1950) suggest that the level and pattern of consumption of a particular group is determined less by current income or those in future rather than on the level and pattern of consumption of another group, in general income groups larger. The concept of a demonstration effect means that consumers watch and imitate reference groups of their consumption patterns. Here, economic psychology includes ideas from sociology (group theory) and social psychology (behavioral postulates), changing analytical focus to a micro level. Support for this view is provided by reference to the historical context of tourism growth. The theory of conspicuous consumption, snob effect and explain how victorious income groups small stock of holiday followed the rich.

Klasifikirni the types of tourists such as central and psikoqëndrore shpërndada, and the life cycle of the resorts can refiektojë social influence reference groups. Alocentrik innovative tourist seeks new experiences and adventurous tourists in nurnër smaller, generally, though not exclusively are groups of small income, then copy this behavior. So changing tastes have led to changes in travel behavior patterns. For example, demand for some destinations in the mass market has declined, as seen in the traditional seaside resorts in Albania, illustrating the decline phase in a series of resorts. Thus, social factors, including comparisons made by other customers with consumption units, are seen as important psychologically based approach and sociologically. Economic sociology, psychology and economic socialism consider to be the preference, taste and behavior models as important determinants. Economic socialization related to the ways in which children in different stages are known and have developed their skills in terms of their consumption, from a knowledge of money and possession of a social differentiation and a socio-economic sense.

The concept of socialism customer specific individuals considered key roles, for example, parents in shaping the attitudes and behavior of their children at different levels and consumption

patterns. The relationship of gender roles and family interactions within the process and consumption decisions is also important. Research has shown that women's role in decision making changes related to consumer goods and shërbim.in take into consideration the possible purchase and the stage of the decision making process in which each partner's views are influential part. For most goods and services, the more complex the article and accompanying information required is more likely that the decision has been taken by a man. However, there has been little investigation of the processes of sustainable tourism consumption and unsustainable within or between groups. As regards decisions on holiday, it was discovered that men dominate views, but in certain cases decisions were taken by the two partners together. In summary vendirnmarrja for holidays, it shows that the variables that influence consumption were: age, stage in the life cycle, social class and income, nationality.

In the traditional role of family and old, to consume decisions are controlled by men. In the middle class middle-income families, the majority of consumer decisions are taken jointly. Regarding social class, decisions are taken by men in the lower grades and higher social. The unexpected conclusion qa few studies have been undertaken to date it is that the person with economic power dominates the initiative, and how the process would amount to be spent but in changing economic and social circumstances, different people hold this position.

Experimental economic analysis sheds light on spread holiday decision as an interactive process within njësisëkonsumuese, as well as between the unit and other social groups, reflecting the social context of behavior and tourist demand. Methods can include game theory, in which outcomes are determined by the goals of the strategies of participants. For example, one or more members of a household who want to buy a product resort on the coast can cooperate, while others require a cultural experience more active can agree with them in an effort to achieve the alternative . It used a nearly experimental approach to examine the decision-making process, with the added dimension of some members of the house they occupy positions of dominance. Such positions can be achieved and strengthened through having information that other members of the group have not. Decision-making in situations of risk and uncertainty comes with the power of economic analysis can be applied experimental and decisions be- holidays which include considerable expense, spread over a period of time, it is eg capital expenditure on Vacation. These decisions occur in a context of uncertainty regarding: ✓ income in the future, ✓ relative prices, ✓ inflation ✓ interest rates, and can be investigated using an experimental approach in which are built different scenarios and choices made can be monitored. Some social psychologists argue that even in situations in which the customer can reduce uncertainty by getting more information, and soon reached a level infonnacioni, navigation and additional information processing is terminated. This can happen before the customer has received the maximum amount of information which can even understand, and is similar to the notion of customer satisfaction. Also awarded with the concept of rationalization limited compared to full rational behavior. The result may be that sustainable nukjanëtë customers in their decisions, explaining fenornenin The change of preferences, also shown by the findings of system models and demand equation sometimes happens in game theory simulations of consumer choice. In the context of the elections consumer in international tourism, the use of the experimental method has questioned the assumptions of the models of which are dependent on the costs, for example: hamendësomi that the choices made in a peneudhe certain time are independent from those made in a period. Thus, it supports the case for the analysis of intertemporal decision-making nature.

Additional investigation of the ways in which individuals and groups obtain, select and use information in their decisions regarding consumption is taken within the field of marketing. The increasing use of knowledge data from other disciplines can pasurojen country teoritëekonomike Ste tourist consumption. For example, at a micro level it has been suggested that tourist demand depends on the economic power of particular individuals and / or previous consumption of social reference group. It may be possible to assess measures such quantitative variables and to insert them in the function of tourist demand. This will not only correct the bias of variables neglected, but will also allow the calculation of sizes of the effects of these variables on tourist demand. Can we conclude that the issue of formation of preferences for tourist consumption, which is particularly relevant to the analysis measured in the series of tourist demand requires investigation rnëtejshëm largest.

Conclusion

Most international tourists flows with a relatively short distance, including travel between geographically close countries for business and leisure purposes Nevertheless, a considerable number of tourists. They travel long distances in developing countries and developed and large distances tourism has had significant growth and ensure higher efficiency and lower cost of air transportation. Earnings in foreign currency in the developed countries export manufactured products are supported by earnings services industry including domestic tourism, while expenses for trips overseas by residents of their results in the exit of the currency abroad, often resulting network in a loss in terms of tourism account. Many developing countries that have relied on export earnings from key products, currency benefit in network access as a result of diversification in tourism, and others are attempting to gain additional receipts by increasing outflow of tourists abroad. Tourist Imaczhr considered a crock, if not mear, at least in foreign currency, raises the question of why some countries are specialized in tourism and why profits have emerged as a result of the new model of production and trade. One of the most popular explanations of international trade is Ricardianse theory of comparative advantage.

Contribution characteristic of the theory is based on the key principle of his that says that even if one country is more efficient in absolute terms than another in the production of materials, the benefits of the short trade could be obtained if he specializes in the manufacture and export of which it produces materials so relative, ie. in which there is a comparative advantage. If each country to specialize, total output would be greater as well as a quantity of material goods would be produced for a given amount of input. Therefore, the theory predicts that the pattern of trade is determined by differences in relative efficiencies of production in different countries and the benefits may result from specialization in production. According to the Ricardian theory, given: 1. competitive conditions, 2. the rate of domestic price (non-trading) of any country is determined entirely by the terms of the bid an.ës, 3. relative efficiency of production arising from the technology. After trading price rate is determined by conditions of supply and demand, based on customer preferences for products traded. Moving away from the static context of the theory, the differences in rates of growth of demand for the two products could result in a movement in the terms of trade of commodities (defined as the price of the product being divided by the price of imports); for example, against the country that produces and exports the product for which there is a low demand growth. The country is able to buy fewer imports per unit of its exports and therefore revenues fall and welfare. Thus, specialization may be disadvantaged effects in the long run. The long term effects of differences in specialization according to comparative advantage will be discussed at the end of this chapter. Heckscher-Ohlin theorem (HO) vendosse factors of production in a country like; (Labor, capital and land resources / natural and direction), unlike the relative efficiencies of production, determine its comparative advantage. Thus, countries like Tanzania, which have a great offer for work and also land full of natural resources and wildlife, mountains and pla_zhe, is likely to have a comparative advantage in tourism. HO theorem is applied in the agricultural sector as well as in the processing industry and generally attention is focused on factors such as labor and capital. Thus, a country that is relatively good help with work is said to have a comparative advantage in the production and exportation of goods that are produced by labor intensive, and a country that

has a capital optimal has an advantage in producing and exporting the capital intensive goods. Samuelson brought the theory one step further by discussing the theory of equality of price factor, and that trade would have the effect of leveling the return of labor and capital across countries. This will happen when the customer demand relative produces lower prices resulting from lower labor costs, thus increasing the demand for labor and wage norrria.

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