Impact of Elements That Contribute to the Public Administration for Tourism Development of Determined Area

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***Abstract*— This article presents main objective of a series of measures that can be afforded by the public administration to develop a specific tourist area. With the proposed methodology based on theory of the forgotten effects seeks to uncover what kind of help will be more effective and provide greater impact on growth and development of the area in question. This is a study of efforts in the public and private investment that can maximize the impact in the medium and long term.**

Keywords*— tourism; tourism development; theory of the forgotten effects; uncertainty; tourism resources; incidence matrices

I. Introduction

Nowadays, the tourism is one of the most dynamic sectors of the global economy of the states that is growing increasingly and has become a phenomenon composed of high-class economic power. Many countries in the world have begun to make efforts to carry out the generation of competitive advantage in tourist sector. According to scientific authors such as Goeldner and Ritchie (2009), Gunn (2002), Kotler (2004), McIntosh (2001), Montejano (2001) and the reports of the WTO (2001), the trend of international tourism demand is still increasing force presents the existence of large number of tourist attractions worldwide. In this sense, McIntosh, Goeldner and Ritchie (2001) refer to the promotion of tourism is attractive to developed and developing countries that comply with combining the right conditions of attractions of natural, cultural, climatic, scenic, historical and archaeological recourse [17].

The development of a tourist destination area requires a solid planning and strategy of government with the purpose of improve the economic situation and the field environment of people living in that area or city. For Crosby (2009), the touristic destination is a set of tourist elements within a functional structure where all these interact in a space. It is more than a place that attracts visitors and tourists [1]. Leiper (1995) shows that destinations are places where people travel and decide to stay for a time in order to experience certain features of perceived attractions. In general, the government provides the infrastructure construction such as urban and roads facilities, transport stations and public parks to promote development of the area. Tourism strategies are not only as an object of increase the number of tourists, but must provide the quality of services and make known their own culture to tourists visiting the area, and could generate revenue through the creation of various types of businesses in the community using the value of their own tourism resources. In that sense, it is important to observe carefully what may be appropriate and how to apply it an achievement to develop.

This document is based on the literature and research in marketing and development of tourist destinations around the world. Furthermore, the approach is presented forms part of a qualitative method aimed at studying "the incidence of variable elements that condition for it to be a tourist destination" on "the role of private investment variables of the city / state (government)", that help encourage to develop of medium and long term the tourism sector in a determined area. We propose to start the study based on the direct relations of cause-effect relationship between "characteristics of elements that condition for it to be an appropriate touristic destination" and "variables private investments of the city / state (government)".

The model we present is based on the Theory of Forgotten Effects developed by two professors Kaufmann, A. and Gil Aluja, J. (1989) [13]. Our aim of this paper is to show an illustrative application to assess the development that could lead to improving a tourist area.

II. An Application of the Theory of Forgotten Effects for the Tourism Development

From now we will make an application of the *Theory of Forgotten Effects* [13] with whom we have chosen the set of elements of characteristics of the tourism environment and variables private investments of public administration, which could be improves the development of tourism in a given area. Primarily, we must consider the resources of the surrounding city and make a diagnosis to know what types of investments can be adapted to improve performance and promote the development of a tourist area. Begin the approach of a list of two groups of elements of cause and effect based on the literature of different authors, such as Goeldner and Ritchie (2009), Gunn et al. (2002), Kotler et al. (2004); Lickorish (2010), McIntosh et al. (2001), Montejano (2001), Smith (1994) and others.

This paper is an illustrative case the operation of the model. Suppose the following two sets of elements. First, we developed the set of elements A we assume the conditions of elements to be a proper city, which act as causes that may influence the development of a tourist area. We can

denominate the cause as *"characteristics of elements that condition to an appropriate destination tourist"*.

a_1 = Climate of the country
a_2 = Temperature of the country
a_3 = Latitude of country
a_4 = Altitude of the country
a_5 = Natural disasters
a_6 = Natural resources (minerals, oil, etc.)
a_7 = State infrastructure (roads and urban facilities)
a_8 = Water map (where is located the rivers, lakes and watersheds)
a_9 = Activity sector (action of different administrations and social)
a_{10} = Advanced development of the country (technological development)
a_{11} = Consumer Price Index (CPI) of cities
a_{12} = Currency fluctuations
a_{13} = Security in the country (violence)
a_{14} = Health conditions
a_{15} = Political stability
a_{16} = Terrorist armed conflicts
a_{17} = Density of population
a_{18} = Rate of emigration / immigration (migration rate)
a_{19} = Rate of multiculturalism (number of foreigners registered)

Second, we can consider the set of elements *B*, *variables representing private investments of the city/state*, which can act as effects and influence in promoting development of the destination area. Therefore, taking into account the following elements selected.

b_1 = Road infrastructure (roads, urban roads and railway lines)
b_2 = Supply and sanitation infrastructure (water supply and drainage)
b_3 = Natural Gas infrastructure (urban distribution networks)
b_4 = Telecommunications infrastructures (networks of telephone lines)
b_5 = Electrical infrastructure (networks of power supply, street lighting)
b_6 = Rezoning land (development plan)
b_7 = Public transport stations (bus, rail, airport, boat, etc.)
b_8 = Creating hospitals (health)
b_9 = Establishment of schools and cultural centers (museums and concert halls, etc.)
b_{10} = Accommodation facilities (hotels, hostels)
b_{11} = Sports facilities (facilities and sports fields)
b_{12} = Shopping centers (level marketing)
b_{13} = Industrial centers (level of industrialization)
b_{14} = Public Utilities (tourist information centers, services guides)
b_{15} = Theme parks and leisure offer (public parks and attractions)

We have planed to develop the model performance, as well as have been based on opinion of the expert subject so he could assess the causes and effects of tourism development in a given area. In this manner, we have established the semantic correspondence for 11 values of 0 and 1 (the call valuation endecadaria) [13, p.26].

0	:	No incidence
0,1	:	Virtually no incidence
0,2	:	Almost no incidence
0,3	:	Very low incidence
0,4	:	Low incidence
0,5	:	Medium incidence
0,6	:	Considerable incidence
0,7	:	Sufficiently incidence
0,8	:	High incidence
0,9	:	Very high incidence
1	:	Maximum incidence

Source: Kaufmann, A. and Gil Aluja, J. (1988)

This section develops an example applied to the incidence of *characteristics of elements that condition for it to be a tourist destination* on *public private investments and/or private* in order to develop touristically of a given area. It is possible that in each case studies (causes and effects) the variables can be multiplied and/or reduces number of quantities. There are the essential variables that are part of the natural, cultural and socio-economic environment in tourism. Have been shown in different literatures of the study in terms of planning and product development destinations and tourist facilities (Gunn, 1994, Leiper 1990; Pearce, 1989). The elements that are part of causes and effects, is based on the literatures of different authors in the field and scientific research in other reports of tourism (Goeldner and Ritchie, 2009; Gunn, 2002; Kotler, 2004; McIntosh, 2001; Montejano, 2001 and WTO, 1996). McIntosh, Goeldner and Ritchie (2001) explains the importance of the components and offers on tourism such as natural resources, infrastructures, transportations and entertainments, etc. All these elements are based on planning and development of a particular determined area to promote a good society and attract visitors and tourists in order to generate added value in economic, social and natural. With which we analyze what are the mechanisms that can lead to the recovery of hidden processes and consider in consider to what degree of incidence may produce. We put in order the elements of cause and effect to complete the *Matrix of Forgotten Effect*.

In the *TABLE 1*, presents an elaboration of first processing matrix of *Direct Incidents* $\lfloor \underset{\sim}{M} \rfloor$, which shows the result of cause and effect in different grades produced between elements of the set A (causes) and the elements of the set b (effects). That is, the "first generation".

TABLE 1. Matrix of Direct Incidents

M	b_1	b_2	b_3	b_4	b_5	b_6	b_7	b_8	b_9	b_{10}	b_{11}	b_{12}	b_{13}	b_{14}	b_{15}
a_1	0	0,7	0,8	0	0,2	0,7	0	0	0	0	0,5	0	0,1	0	0,6
a_2	0	0,7	0,9	0	0,8	0,8	0	0	0	0	0,5	0	0	0	0,7
a_3	0,5	0,1	0,2	0	0,2	0,8	0,1	0	0	0	0	0	0	0	0,4
a_4	0,5	0,5	0,3	0,5	0,3	0,8	0,1	0	0	0	0,3	0	0	0	0,7
a_5	0,7	0,7	0,6	0,7	0,6	0,8	0	0	0	0	0	0	0	0	0,6
a_6	0	0,7	0	0	0	0,7	0	0	0	0	0	0,7	0,8	0	0,5
a_7	1	1	1	1	1	1	1	0,9	0,9	0,8	0,9	0,9	0,9	0,9	0,9
a_8	0,9	1	0,5	0,7	0,5	0,8	0,1	0	0,1	0,1	0	0	0,2	0	0,6
a_9	0,8	0,8	0,8	0,8	0,8	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	0,9	0,9
a_{10}	0,8	0,8	0,8	0,8	0,8	0,9	0,8	0,8	0,8	0,8	0,7	0,5	0,5	0,5	0,3
a_{11}	0,6	0,8	0,9	0,9	0,8	0,2	0,7	0,7	0,7	0,6	0,7	0,7	0,4	0,1	0,6
a_{12}	0,5	0,5	0,6	0,6	0,6	0,2	0,2	0	0,5	0,6	0,6	0,6	0,3	0,1	0,1
a_{13}	0	0	0	0	0	0	0	0,5	0,5	0,1	0,1	0,1	0	0,1	0
a_{14}	0,6	0,8	0,1	0	0,1	0,1	0,1	1	0,1	0	0	0	0	0,1	0
a_{15}	0,5	0,5	0,5	0,3	0,4	0,3	0,2	0,4	0,5	0,4	0,2	0,1	0,1	0	0,1
a_{16}	0	0	0,2	0,2	0,1	0,2	0,1	0,1	0,1	0	0	0	0	0	0
a_{17}	0,8	0,8	0,8	0,8	0,9	1	0,7	0,7	0,7	0,2	0,8	0,7	0,9	0,3	0,5
a_{18}	0	0	0	0	0	0,1	0	0,1	0,7	0,1	0,1	0,7	0,7	0	0,1
a_{19}	0	0	0	0	0	0,1	0	0,2	0,7	0,1	0,1	0,6	0,6	0	0

We will do two relations of additional incidents which should collect the possible effects arising from side to relate the causes, and on the other hand, the effects. Being as different causes may have effects on themselves and, at the same time, the effects can also lead to incidents between themselves. We can establish a matrix $\lfloor A \rfloor$, which presents the existent incidences between the causes.

TABLE 2. Matrix of Causes

A	a_1	a_2	a_3	a_4	a_5	a_6	a_7	a_8	a_9	a_{10}	a_{11}	a_{12}	a_{13}	a_{14}	a_{15}	a_{16}	a_{17}	a_{18}	a_{19}
a_1	1	0,9	0	0	1	1	0,4	0,6	0,1	0,5	0	0	0	0	0	0	0,7	0,7	0,6
a_2	0,8	1	0,5	0	0,9	1	0,3	0,7	0	0,5	0	0	0	0	0	0	0,7	0,7	0,5
a_3	0,5	0,8	1	0	0,7	0,9	0,1	0,4	0	0	0	0	0	0	0	0	0,1	0,2	0
a_4	0,6	0,9	0	1	0,9	1	0,6	0,5	0	0	0	0	0	0	0	0	0,4	0,5	0
a_5	0,5	0,1	0,1	0,2	1	0,9	0,3	0,7	0,4	0	0	0	0	0,4	0,1	0	0,5	0,5	0
a_6	0,3	0	0	0	0	1	0	0,8	0	0,5	0	0	0	0,2	0,8	0,4	0,9	0,6	0,5
a_7	0	0	0	0	0,4	0,8	1	0,7	0,6	0,9	0	0	0	0,7	0	0	0,7	0,7	0
a_8	0,1	0,1	0	0	0,3	0,9	0,4	1	0	0,1	0	0	0	0,1	1	0	0,8	0,3	0
a_9	0	0	0	0	0	0	0,5	0,1	1	0,6	0	0	0,5	0,5	1	0,2	0,9	0,8	0,4
a_{10}	0	0	0	0	0	0	1	0,4	0,5	1	0,9	0,9	0,8	0,9	0,6	0,9	0,8	0,9	0,5
a_{11}	0	0	0	0	0	0	0,7	0	0	0,8	1	0,7	0,5	0,7	0,7	0,1	0,7	0,9	0
a_{12}	0	0	0	0	0	0	0,3	0	0	0,7	0,7	1	0,2	0,3	0,7	0,1	0,9	0,8	0
a_{13}	0	0	0	0	0	0	0,2	0	0,3	0,8	0,5	0,6	1	0,5	1	0,8	0,9	0,7	0
a_{14}	0	0	0	0	0	0	0,1	0,4	0	0,9	0,3	0,4	0,3	1	0,5	0	0,9	0,7	0
a_{15}	0	0	0	0	0	0	0	0	0,4	0,9	0,7	0,6	1	0,5	1	0,9	0,9	0,8	0,1
a_{16}	0	0	0	0	0	0	0	0	0	0,8	0,3	0,8	0,9	0,2	1	1	0,9	0,7	0
a_{17}	0	0	0	0	0,1	0,2	1	0,7	0,7	0,6	0,4	0,7	0,3	0,5	0,6	0,1	1	0,7	0,8
a_{18}	0	0	0	0	0	0	0,2	0,1	0,1	0,3	0,2	0,1	0,5	0,5	0,6	0,2	0,8	1	1
a_{19}	0	0	0	0	0	0	0,1	0,1	0	0,3	0,1	0,1	0,5	0,3	0,7	0,2	0,7	0,7	1

In the following we will obtain a matrix $\lfloor B \rfloor$, which express fuzzy self-incidents detected through relationships of implication of the effects matrices respectively.

TABLE 3. Matrix of Effects

B	b_1	b_2	b_3	b_4	b_5	b_6	b_7	b_8	b_9	b_{10}	b_{11}	b_{12}	b_{13}	b_{14}	b_{15}
b_1	1	0,2	0,1	0,1	0,1	0,8	0,7	0,1	0,1	0,3	0,2	0,6	0,7	0,7	0,7
b_2	0,1	1	0	0	0	1	0	0,7	0,1	0,7	0,2	0,8	0,7	0	0,9
b_3	0,1	0	1	0	0	1	0	0,5	0	0,8	0	0,7	0,6	0	0,6
b_4	0	0	0	1	1	1	0,2	0	0	0,7	0	0,8	0,6	0,2	0,7
b_5	0,3	0	0	1	1	1	0,7	0	0	0,8	0,2	0,9	0,9	0,3	0,9
b_6	0,9	0,8	0,8	0,9	0,7	1	0,6	0,1	0,4	0,9	0,1	0,6	0,2	0	0
b_7	0,9	0,5	0	0,4	0,6	0,7	1	0,1	0	0,2	0	0	0	0	0
b_8	0	0,5	0,2	0,6	0,6	0,5	0	1	0	0	0	0	0	0	0
b_9	0,1	0,5	0,3	0,2	0,6	0,2	0,3	0	1	0	0	0	0	0	0
b_{10}	0,1	0,6	0,8	0,3	0,7	0,3	0,6	0	0,1	1	0	0	0	0	0
b_{11}	0	0,5	0,2	0	0,2	0,1	0	0	0,1	0,1	1	0	0	0	0
b_{12}	0,3	0,7	0,4	0,2	0,7	0,3	0,8	0	0	0,3	0	1	0	0	0
b_{13}	0,5	0,7	0,7	0,5	0,7	0,4	0,7	0	0	0,1	0	0	1	0	0
b_{14}	0	0,3	0	0,6	0,1	0,3	0,4	0	0,1	0	0	0	0	1	0
b_{15}	0,4	0,7	0,3	0,1	0,5	1	0,5	0	0	0,6	0,1	0	0	0,2	1

Well, we complete each matrices $\lfloor M \rfloor$, $\lfloor A \rfloor$ and $\lfloor B \rfloor$, on which will establish the direct and indirect incidences. That is, incidences that intervene in a cause or effect interposed.

TABLE 4. Matrix of Effects Cumulated

$\lfloor M^* \rfloor = A \circ M \circ B$	b_1	b_2	b_3	b_4	b_5	b_6	b_7	b_8	b_9	b_{10}	b_{11}	b_{12}	b_{13}	b_{14}	b_{15}
a_1	0	0,7	0,8	0	0,2	0,7	0	0	0	0	0,5	0	0,1	0	0,6
a_2	0	0,7	0,9	0	0,8	0,8	0	0	0	0	0,5	0	0	0	0,7
a_3	0,5	0,1	0,2	0	0,2	0,8	0,1	0	0	0	0	0	0	0	0,4
a_4	0,5	0,5	0,3	0,5	0,3	0,8	0,1	0	0	0	0,3	0	0	0	0,7
a_5	0,7	0,7	0,6	0,7	0,6	0,8	0	0	0	0	0	0	0	0	0,6
a_6	0	0,7	0	0	0	0,7	0	0	0	0	0	0,7	0,8	0	0,5
a_7	1	1	1	1	1	1	1	0,9	0,9	0,8	0,9	0,9	0,9	0,9	0,9
a_8	0,9	1	0,5	0,7	0,5	0,8	0,1	0	0,1	0,1	0	0	0,2	0	0,6
a_9	0,8	0,8	0,8	0,8	0,8	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	0,9	0,9
a_{10}	0,8	0,8	0,8	0,8	0,8	0,9	0,8	0,8	0,8	0,8	0,7	0,5	0,5	0,5	0,3
a_{11}	0,6	0,8	0,9	0,9	0,8	0,2	0,7	0,7	0,7	0,6	0,7	0,7	0,4	0,1	0,6
a_{12}	0,5	0,5	0,6	0,6	0,6	0,2	0,2	0	0,5	0,6	0,6	0,6	0,3	0,1	0,1
a_{13}	0	0	0	0	0	0	0	0,5	0,5	0,1	0,1	0,1	0	0,1	0
a_{14}	0,6	0,8	0,1	0	0,1	0,1	0,1	1	0,1	0	0	0	0	0,1	0
a_{15}	0,5	0,5	0,5	0,3	0,4	0,3	0,2	0,4	0,5	0,4	0,2	0,1	0,1	0	0,1
a_{16}	0	0	0,2	0,2	0,1	0,2	0,1	0,1	0,1	0	0	0	0	0	0
a_{17}	0,8	0,8	0,8	0,8	0,9	1	0,7	0,7	0,7	0,2	0,8	0,7	0,9	0,3	0,5
a_{18}	0	0	0	0	0	0,1	0	0,1	0,7	0,1	0,1	0,7	0,7	0	0,1
a_{19}	0	0	0	0	0	0,1	0	0,2	0,7	0,1	0,1	0,6	0,6	0	0

Through the process of the product of three matrices we obtain a new matrix $\lfloor M^* \rfloor$, which includes the incidents that cause and effect, that is, "second generation". This refers to the initial causal relationships affected by the possible effect of some cause filed and/or effect. The difference between the accumulated effects matrix and the matrix of direct incidences we will allow us to determine the degree in which some causal relationships have been forgotten. Therefore, we can get the matrix of forgotten effects $\lfloor A \rfloor \circ \lfloor M \rfloor \circ \lfloor B \rfloor = \lfloor M^* \rfloor$.

Finally, we'll use the composition max-min of the three matrices to determine the result of forgotten effects $\lfloor O \rfloor = \lfloor M^* \rfloor (-) \lfloor M \rfloor$.

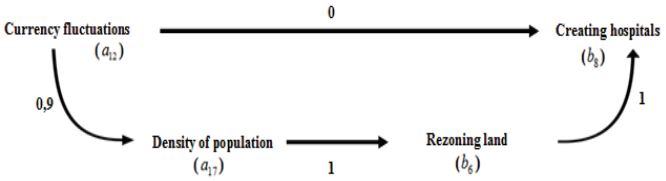
TABLE 5. Matrix of Forgotten Effects

$\lfloor O \rfloor = M^* - M$	b_1	b_2	b_3	b_4	b_5	b_6	b_7	b_8	b_9	b_{10}	b_{11}	b_{12}	b_{13}	b_{14}	b_{15}
a_1	0,8	0,1	0,1	0,8	0,6	0,2	0,7	0,8	0,7	0,8	0,2	0,8	0,7	0,7	0,2
a_2	0,8	0,1	0	0,8	0	0,1	0,7	0,8	0,7	0,8	0,2	0,8	0,8	0,7	0,1
a_3	0,3	0,7	0,6	0,8	0,6	0	0,6	0,8	0,4	0,8	0,5	0,8	0,8	0,7	0,4
a_4	0,3	0,3	0,6	0,3	0,5	0,1	0,6	0,8	0,6	0,8	0,3	0,8	0,8	0,7	0,1
a_5	0,1	0,1	0,1	0,1	0,1	0	0,7	0,8	0,5	0,8	0,5	0,7	0,8	0,7	0,1
a_6	0,8	0,1	0	0,8	0,7	0,1	0,7	0,8	0,6	0,8	0,5	0,1	0	0,7	0,3
a_7	0	0	0	0	0	0	0	0,1	0	0,1	0	0	0	0	0
a_8	0	0	0,3	0,1	0,3	0,2	0,6	0,8	0,6	0,7	0,8	0,8	0,6	0,7	0,3
a_9	0,1	0	0	0,1	0,1	0,2	0,1	0,1	0	0	0	0	0	0	0
a_{10}	0,1	0	0,1	0,1	0,1	0	0	0,1	0	0,1	0,1	0,4	0,4	0,2	0,6
a_{11}	0,2	0	0	0	0,1	0,7	0,1	0,1	0,1	0,2	0	0,2	0,5	0,6	0,3
a_{12}	0,4	0,3	0,2	0,3	0,3	0,7	0,5	**0,9**	0,2	0,3	0,2	0,3	0,6	0,6	0,8
a_{13}	**0,9**	0,8	0,8	**0,9**	**0,9**	**0,9**	0,8	0,4	0,3	0,8	0,7	0,8	**0,9**	0,6	**0,9**
a_{14}	0,3	0	0,7	**0,9**	0,8	0,8	0,7	0	0,7	**0,9**	0,8	**0,9**	**0,9**	0,6	**0,9**
a_{15}	0,4	0,3	0,3	0,6	0,5	0,6	0,6	0,5	0,3	0,5	0,6	0,8	0,8	0,7	0,8
a_{16}	**0,9**	0,8	0,6	0,7	0,8	0,7	0,7	0,8	0,7	**0,9**	0,8	**0,9**	**0,9**	0,7	**0,9**
a_{17}	0,2	0,2	0,2	0,2	0,1	0	0,3	0,3	0,2	0,7	0,1	0,2	0	0,6	0,4
a_{18}	0,8	0,8	0,8	0,8	0,8	0,7	0,7	0,7	0	0,7	0,7	0,1	0,1	0,7	0,7
a_{19}	0,7	0,7	0,7	0,7	0,7	0,6	0,7	0,5	0	0,6	0,6	0,1	0,1	0,7	0,7

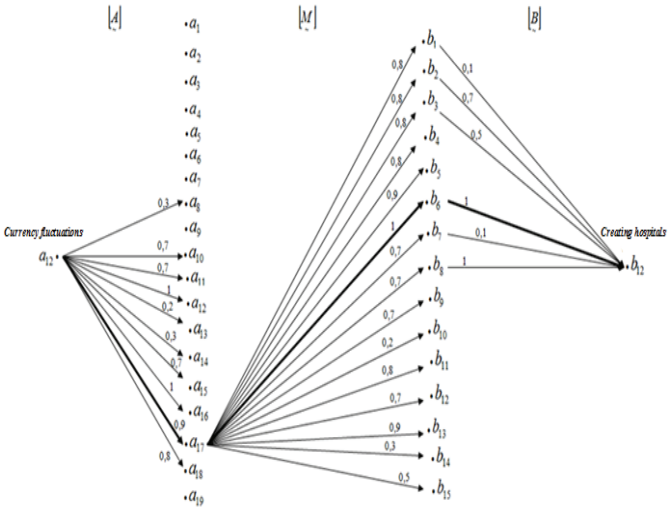
The gross numbers (0.9) refers to significant levels that reveal some forgotten effects. The results presented in the matrix $\lfloor O \rfloor$, in the *TABLE 5* indicate that the cause-effect relationships that were initially rated 0 (that is, no incidence) in the direct incidence matrix, the final matrix effects we can observe that there is a strong incidence of 0.9. Thus, had forgotten to consider an important incidence.

We express the incidences that have been shown to verify the elements that have contributed to the indirect effects and analyze the cause-effect relationships through the matrix of forgotten effects.

- *Incidence* (a_{12}, b_8) → ***Currency fluctuations*** *and* ***Creating hospitals***



We can verify that although main was estimated at 0 in the incidence on Currency fluctuations and Creating hospitals, actually this ratio increases to 1, because of two elements interposed (Density of population and Rezoning land) that enhances the effects in relations of causation. In this regard, we present the graph of the incidences indirect of this causation in order to estimate of the results.



III. CONCLUSIONS

The presented methodology establishes what actions carried out by public administration really affect the development of tourism in an area. This information allows you to know, firstly, the actions and investments that are really useful to attract tourism. Second, it allows you to know the multiplier effect that will generate the realized investments. Thus the public administration may establish priorities when it comes to distributing the existing resources, choosing those actions that have more repercussion, not only in the field of tourism, but in the economic development and the standard of living of the area.

The Forgotten effects model allows better use of resources available that generate the most wealth possible in the economy.

In the analyzed example is observed that elements seemingly unrelated they are closely linked, therefore, the model allows you to retrieve those relations of incidence would have not been considered with traditional instruments.

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