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CITY TOURISM COMPETITIVENESS MODEL

Akvilė Čibinskienė
Kauno technologijos universitetas

Annotation

Tourism is an important factor, affecting the economy. For this reason, the development of the sector, design and implementation of investment policy are important. Country benefits from the expenditures of the tourists, but it is difficult to evaluate exactly the economic benefit, because some tourism services are needed and paid not only by tourist, but also by local residents.

Overall the ccompetitiveness can be described as the ability of economic subject to aware of its position and either improve that or at least keep it stable. The competitiveness can be and is considered at various levels (company, industry, urban regional, national, etc.) that are closely related (companies competitiveness forms industry competitiveness, and competitiveness of the industry forms the competitiveness of the country, etc.). Destination competitiveness should be related with the ability of the destination to deliver goods and services better than other destinations do in matter which is relevant for tourists. Urban competitiveness theorists recognize that the most competitive cities are areas where companies and people are willing to invest and live. Cities compete with each other for investment, for new technologies, for financial support from European Union, as well as for tourists.

One of the elements, which form competitiveness of the city is competitiveness of tourism in the city. Tourism competitiveness of the city can be defined as the ability or the city to highlight their local tourist attraction, provide the goods and services for tourists better than other cities do. The conceptual model of the city tourism competitiveness shows that the competitiveness of tourism in the city is formed by tourism businesses, tourism resources, tourism and recreation infrastructure. These elements influence each other and are also influenced by external environment, which is characterized by political-legal, technological, economic, socio-cultural and ecological-natural-factors. Thus, to assess the city tourism competitiveness, it is necessary to examine and identify the factors of external environment, as well as the factors of the internal environment. They can vary depending on the specifics of valued cities tourism.

KEYWORDS: tourism industry, competitiveness, destination competitiveness, urban competitiveness, city tourism competitiveness.

Introduction

Tourism is one of the largest and fastest growing sectors of the global economy. Tourism affects the volume of various political, economic and natural factors that may be irrelevant in a global context, but it is very important for individual countries and regions. Recently tourism is accepted as one of the world's leading and most dynamic economic activities. According to the 2009 data of the Word Trade Organization, the tourism export in Europe constitutes 39,2 percent of the world tourism export and respectively import constitutes 42,3 percent of the world import. Various territorial units (countries, cities, regions, etc.) compete, seeking to attract tourist. This reason encourages to analyze, to study, to evaluate and to compare the competitiveness of appropriate territories.

The experts of United Nations state, that by now half the world's population lives in cities. Cities are recognized as major "economic engine" of global economy: here is economic and social capital concentrated, they are important centers of economic, scientific-technological and cultural progress of human. Therefore the increased interest of the scientists, politicians, investors to urban competitiveness can be observed.

Seeking to avoid mistakes and to strengthen the competitive advantage of the city is important to identify the present situation in certain competitive environment and to be able to form the strategy for reinforcing the competitiveness of the area.

Cities compete with each other for investment, for new technologies, for financial support from European Union, as well as for tourists. One of the elements, which form urban competitiveness is competitiveness of tourism in the city and it is not widely analyzed in the scientific literature.

The specifics of the tourism concept are analyzed in the scientific works of Lomine (2007), Holloway (2006), Cooper (2005), Telfer (2007), Correia (2006), Sharpley (2006), Cornelissen (2005), Page (2007), Holden, (2008), problematic of economic evaluation of tourism is discussed by Brida et.al. (2008). Dwyer, Forsyth (1997), Tisdell (1993) underlined that it is not possible to evaluate economic effect of tourism directly. Tourism destination competitiveness models based on Porter's (1990) "diamond" were created by Crouch and Ritchie (1999), De Holan and Philips (1997). Dwyer and Kim (2003) have distinguished the destination competitiveness factors and indicators. Urban competitiveness factors are summarized by Kresl (1995), assessment of urban competitiveness in developing countries was made by Webster and Muller (2000), urban competitiveness model is formed by Sinkiene (2008). Bruneckiene et.al. (2010) has measured the urban competitiveness in Lithuania.

The aim of the research. To create the conceptual model of the city tourism competitiveness after the theoretical research of tourism and competitiveness concepts.

The objectives of the research:

- to investigate the specificity of the tourism industry and highlighting the problems of tourism in economic evaluation,
- to examine the concept of competitiveness and levels of it's evaluation,
- to investigate the concept of tourism destination competitiveness,
- to explore the concept of urban competitiveness,
- to define the concept of city tourism competitiveness,
- to form the conceptual model of city tourism competitiveness.

Methods of the research: comparative, structural and logical analysis of scientific literature.

Tourism industry and its economic impact

Tourism is a complex economic, political and social activity involving factors of different levels and areas. The concept of the tourism seems simple only at first sight, it can be defined in many ways. Tourism is an important factor affecting the economy. For this reason, the support of the sector development, forming and implementing the investment policy is important.

Specifics of tourism industry

Tourism can be recognized in various ways: as an industry, providing services for travelers, socio-geographical phenomenon, expressed in flows of people within the country and beyond its borders, collective or individual experience, caused by different motivators and goals: recreation, business, health, education, conference, religion, sports or search for authenticity (Lomine 2007, Holloway 2006).

Tourism industry by its very nature is focused on local residents and visitors from abroad. Arrivals from overseas use supply of the local tourism industry operators, natural resources, pay for the use of utilities, and all this makes and impact to the local economy. The expenses of the arrived tourists increase the trade volume, financial flows, creates jobs, helps to collect more taxes and encourages other economic activities. Economic impact of foreign tourist expenditure can be analyzed as a base of tourism product effect to economic growth.

Tourism is viewed as beneficial because it attracts investments, generates revenue and improves the trade balance, creates jobs, promotes qualitative development of the regions. Many countries around the world recognized the importance of tourism in a global economy, which is usually stated as a contribution to the development of country-level indicators.

Tourism concept is recognized often in two sections (Cooper 2005, Holloway 2006, Telfer 2007, Correia 2006).

Demand. Tourism - individuals travel and stay in certain areas of activity outside the usual environment for not less than 24 hours and no longer than one year for the rest, business or other purposes. Tourism demand is the main source of tourism indicators. The result of tourism in demand is tourist flow. Tourism demand is conditioned not only by price for tourism product, but it is also related to other commodity prices, individual income, preferences and habits, travel motivation, and images (Sharpley 2006, Cooper 2005). The main factors of tourist demand:

- economic (disposable income, gross domestic product per capita, private consumption, tourism, transport, accommodation prices, exchange rate differences, marketing efficiency, the physical distance),
- Socio-psychological (demographic, motivational, preferences, opportunities perception, attitudes, paid vacation time, experience, life expectancy, health, cultural similarities),
- External factors (business environment) (supply-side resource availability, economic growth and stability, political and social environment, recession, technological progress, infrastructure and superstructure development level, natural disasters, pandemics, war and terrorism, level of urbanization, special events, obstacles and limitations, the law).

Supply. Tourism is based on the concept of tourism satellite accounts (called Tourism Satellite Account, TSA), which measures the goods and services purchased by tourists and assess tourism as an economic sector. Tourism supply is provision of goods and services, necessary to meet the needs of tourists. This includes transportation, lodging, meals, entertainment, shopping, insurance, finance, information

Tourism product are services, including measurable (flights, hotel accommodation) and immeasurable (customer satisfaction) elements (Cornelissen 2005, Holden 2008, Holloway 2006). This is largely intangible services. This creates difficulties in assessing the impact of tourism to the economy. It is also difficult to distinguish the contribution of tourism from the other services. In addition, they must be "used" in the territory of the geographic area in which they are offered. It is also a simultaneous, not a commodity good, that requires human capital and that creates a specific social (environmental) effect. (Cooper 2005, Page 2007).

Tourists affect the trade, labor market, tax and accumulated income levels of the areas of the visited locality, region or city. The most direct impact of tourism is felt in primary tourism businesses - rental, hotels, restaurants, passenger transportation business, entertainment, offices and retail activities. The secondary effect of international tourism is associated with many industries.

Tourism makes influence on various areas, but is also influenced by such forces as the change of consumer needs, politics, mass media and information technology, economic situation, environmental interests, the demographic situation, etc. (Holden 2008)

Problematic of economic evaluation of tourism

In today's global practice phase, the main indicators for economic impact of tourism in national economy are considered:

- the role of tourism in development of the national income,
- the share of tourism income in country's export,

- the quantity and quality of jobs in tourism.

Tourism is often referred as "invisible export“, which differs from the international trade in several key aspects:

1. Tourism services or goods for export, do not leave the country, and the consumer has to come to the interested goods, so removing their freight costs.
2. Exporting country, with a special fiscal measures can manipulate with exchange rates, so that the tourists, they are higher or lower than they are in other foreign markets.

Usually two methodologies of tourism impact on GDP are used for the economic evaluation: Tourism Satellite Account (TSA tourism satellite account) and computable general equilibrium (CGE). CGE model recognizes that tourism is one (aggregated) sector in the economy among many competing against others because of limited resources. (Brida et al. 2008)

In the search for suitable measure of the impact of tourism growth, increased attention is being focused on the concept of yield. This refers to the net economic gain from tourism and takes account of the benefits and costs of tourism activity. Some valuable work has been undertaken on estimating gross tourism expenditure and the contribution of tourism to particular economies. (Dwyer, Forsyth 1997) Tisdell himself has estimated the economic contribution of tourism to several countries including China, Maldives, Seychelles, Mauritius and Pacific Island States (Aislabie et al. 1988, Sathiendrakumar and Tisdell 1989, Tisdell 1993). The net benefits of tourism are normally significantly lower than the agregate expenditure of the tourist because it is necessary to give up real resources, goods and services to provide for these tourists.

Tourism yield is most simply described as the net benefit accruing to a host country from international visitors; that is, the benefits minus the costs of tourism activity. However, this definition belies the complexity of identifying, at the national level, all the benefits and costs of tourism, each of which has differing patterns of activity and impact. (Dwyer, Forsyth 1997)

Tisdell (1993) provides a list of target variables of possible importance to governments in formulating policy in regard of foreign tourism:

- foreign exchange earnings (gross or net),
- net national economic benefits from foreign tourists as measured by changes in economic surpluses,
- employment generation,
- cultural and sociological impact on the host population,
- conservational or environmental impact (including sustainability),
- promotion of international understanding and co-operation,
- income distribution consequences.

Dwyer, Forsyth (1997) state, that it is not really possible on the basis of currently available information, to distinguish different yields or net benefits to the national as a whole from different tourists types beyond their gross and net expenditures, and their length of stay. The best available overall indicator of the yield from foreign tourism appears to be net domestic tourist expenditure (total expenditure less leakages on imports).

The main difficulty in measuring the economic impact of tourism is that the total economic impact of tourism is the sum of direct, indirect, and induced effects within a region, and there is no data that can reflect these aspects. Tourism is not an industry in the traditional sense, but rather an activity that takes place over a number of industry sectors (including accommodation, catering, transport, hospitality, entertainment and retail trade), so measuring the economic impact of tourism is a very complex matter. (Brida et al. 2008)

Summarizing it can be affirmed, that tourism is important industry for a country, which is characterized by provision of services to domestic and international travelers. Country benefits from their expenditures, but it is difficult to evaluate exactly the economic benefit, because some tourism services are needed and paid not only by tourist, but also by local residents.

Review of the competitiveness concept

Competitiveness can be described as the ability of economic subject to aware of its position and either improve that or at least keep it stable. Traditionally in the competitive analysis the following three levels are distinguished - country, industry and company (Porter 1990, Heitger, Shrader, Bode 1992, Deppereu, Cerrato).

Different levels of competitiveness are closely related: for example the firm competitiveness factors are the factors of international competitiveness of the country. On the other hand, the most obvious aspect of the country's international competitiveness is characterized by local companies to be competitive compared to other businesses' competitiveness. (Depperu, Cerrato) Competitiveness is defined in the company, industry or segment, and national levels (Rondomanskaitė, Banytė 2003):

1. Enterprise has competitive advantages if it can produce and sell in the competitive markets homogenous products by lower price than the other enterprises without subsidies or if it can produce unique product, develop unique characteristics for the available products – innovative products, their improvements, which other enterprises cannot.
2. Industry or segment has competitive advantages, if a) competition is enough to improve productivity and promote innovations, b) consumers are more demanding and progressive than rivals consumers, c) the possibilities for synergies between enterprises exists, possibilities to start new business and favorable external environment is available, d) enterprises have improved their production factors.
3. Country has competitive advantages if business environment is favorable for the development of separate economic segments and countries economy can mobilize recourses for their productive usage.

Reiljan et al. (2000) suggests to include the product (service) to this division because the products (services) compete in the market and define a higher level of competitiveness (trade, industry, national) competitiveness. This can be described as a hierarchical classification of competitiveness, which indicates that the central element ensuring the competitiveness of the industry or country, is a company and therefore its competitiveness. Studies show that in terms of territorial competitiveness can be divided into (Fig. 1.):

- global (companies compete among companies of the whole world);
- international region (companies of one international region compete with companies of other international region);
- international (companies from different countries compete with each other);
- national (companies of the same country compete with each other);
- regional (companies of national regions compete with companies of other national region).

Figure 1. Territorial classification of competitiveness

The intense competition in international markets requires companies to improve competitiveness. These improvements bring benefits not only the companies themselves, but also directly affects the entire industry. It is still debated, how the company's competitiveness should be measured and what factors affect competitiveness. (Sirikrai, Tang 2006)

International competitiveness in a broad sense can be defined as a company's ability to achieve better results than its competitors in international markets and maintain the conditions that allow it to maintain good performance in the future. Because it is based on comparisons of competitiveness is a relative concept in the sense that the criteria and factors used to measure these structures can not be applied regardless of the specific conditions of time and space (Depperu, Cerrato).

Competitiveness is associated with the concept of competitive advantage. Competitive advantage indicates the higher position in the industry in which it operates, as compared with competitors. (Depperu, Cerrato). Through the competitive advantage of the company the economic competitiveness arises, which is defined as an exclusive properties owned by company, it's maintenance and use of the competitive process. (Maksvytienė 2002).

In addition, competition analysis can not rely on one-term indicators, whereas competitiveness is dependent on time. Dynamic analysis shows the factors of competitiveness trends, you can not tell from the instant of measurement indicators.

Summarizing there could be stated, that:

- the competitiveness can be and is considered at various levels (company, industry, urban regional, national, etc.) that are closely related (companies competitiveness forms industry competitiveness, and competitiveness of the industry forms the competitiveness of the country's, etc.),
- the heart of competitiveness is the competitiveness of the company,
- the competitiveness of the company includes various aspects of the company's activities, both domestic and foreign markets,
- competitiveness is associated with a competitive advantage,
- competitiveness is changing over time.

Tourism destination competitiveness

The main tourism resources include: natural resources (water bodies and their coastal, fauna, parks, recreational and protected areas, protected landscape objects), and cultural resources (archeology, history, art, science and technology, urban heritage, folklore, traditions, folk crafts and contemporary art works, scientific advances and other cultural sites and protected areas), and values that enable to use them for a professional, recreational and cognitive tourism.

However, for the tourists attractive region without its major tourist resources inevitably has to have "additional" resources, performing service functions:

- the tourist traffic infrastructure. Attributed to its road and rail traffic, air and water ports, waterways, cycling,
- accommodation and catering facilities,
- tourist and cultural utility services,
- communication and answering to other needs.

Other authors (Zhu, Bai 2010, Hong 2009, Tsai, Song, Wong 2009, Savrina et al. 2008) identify that the attractiveness of the region's tourism sector is determined by the natural environment (geographical location of the region, climate, landscape and so on.), an artificial environment (tourism infrastructure, transport, leisure and entertainment services, retail space, the hotel chain) and the globalization of markets. Tourism can be attractive only if there are competitive visited sites, provided high-quality tourism products (services). Regional tourism competitiveness also depends on the political, economic, cultural, ecological and technological environment.

Tourism destination competitiveness is becoming an area of growing interest amongst tourism researchers (see particularly Crouch and Ritchie 1999, Pearce 1997). Crouch and Ritchie's approach to destination competitiveness extends previous studies that focused on destination image or attractiveness (Chon, Weaver, Kim 1991, Hu, Ritchie 1993). Whilst tourism services in general are recognized as being important elements of destination image or product (Murphy, Pritchard, Smith 2000) it is less common in destination image research to pay explicit attention to the firms that supply the services and to the factors that may affect the competitiveness of these firms. Buhalis (2000) recognizes the importance of suppliers and the multiplicity of the individually produced products and services that help make up the overall tourism product, but is more concerned with the difficulties this raises for marketing issues than for destination competitiveness. (Enright, Newton 2004)

According to other researchers, destination competitiveness is associated with the economic prosperity of residents of a country (Buhalis 2000, Crouch, Ritchie 1999). They argue that the absolute competitive destination is that experiences the greatest success, i.e. well-being of local people on a sustainable basis. They argue that in order to be competitive, destination development of tourism must be sustainable not only economically, not only ecologically but also socially, culturally, as well as politically. (Buhalis 2000, Crouch, Ritchie 1999). Nations (destinations) compete in the international tourism market primarily to foster the economic prosperity of residents. Other objectives may hold, of course – the opportunity to promote the country as a place to live, trade with, invest in, do business with, play sport against, etc. (Dwyer, Kim 2003)

Destination competitiveness would appear to be linked to the ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered to be important by tourists. Dwyer et al. (2000) state that 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 of otherwise of a destination. (Dwyer et al. 2000). A large number of variables appear to be linked to the notion of destination competitiveness. These include objectively measured variables such as visitor numbers, market share, tourists expenditure, employment, value added by the tourism industry, as well as subjectively measured variables such as richness of culture and heritage, quality of the tourism experience, etc. Thus, for example, competitiveness has been defined as the ability of a destination to maintain its market position and share and/or to improve upon them through time (d'Harteserre 2000) Hasan (2000) defines competitiveness as the destinations ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors.

Building on the prior conceptualizations of Crouch and Ritchie (see also Ritchie and Crouch 2001), Enright and Newton (2004) argues that proper understanding of destination competitiveness requires, in addition to destination or tourism-specific factors, the inclusion of such factors that affect the competitiveness of firms and other organizations involved in producing the tourism product. In other words, a destination is competitive if it can attract and satisfy potential tourists and this competitiveness is determined both by tourism-specific factors and by a much wider range of factors that influence the tourism service providers.

In developing their conceptual models of tourism destination competitiveness (TDC) Crouch and Ritchie (1999), De Holan and Philips (1997) built on Michael Porter's (1990) well known framework of the "diamond of national competitiveness". Crouch and Ritchie (1999) have incorporated concepts of such generic models to derive a model that postulates that TDC is determined by four major components: "core resources and attractors", "supporting factors and resources", "destination management", and "qualifying determinants". In developing the set of tourism-specific items, it was recognized that no universal set of items exists, even within the abundant literature on tourism destination attractiveness or image.(Enright, Newton 2004).

A given location is competitive or uncompetitive in an industry, not in the abstract, but against relevant competing locations (Enright et al. 1997). Specific tourism destinations are not competitive or uncompetitive in abstract, but versus competing destinations and it is important to establish which destinations comprise the competitive set (Kozak, Rimmington 1999).

Navickas and Malakauskaitė (2009), analyzing the problem or tourism sector competitiveness evaluation underline that tourist regions, seeking to get an competitive advantage have to attract visitors by special natural resources and qualitative tourism services. They identify that destination's attractiveness factor is a key factor of main competitiveness groups. So competitive can become just an attractive region. (Navickas Malakauskaitė 2010). Navickas and Malakauskaitė (2009) identify the following factors of tourist destinations attractiveness:

- architecture,
- history,
- local residents,
- cultural distinctiveness,
- events (festivals, concerts, fairs, etc.),
- museums and galleries,
- concert halls and theaters,
- night life.

Hassan (2000) posits four determinants of market competitiveness. These are: comparative advantage (includes those factors associated with both the macro and micro environments that are critical to market competitiveness); demand orientation (the destinations ability to respond to the changing nature of the market demand); industry structure (existence or absence of an organized tourism-related industry); and environmental commitment (the destination's commitment to the environment). (Dwyer, Kim, 2003)

Gomezelj, Mihalic (2008) highlighted model of location competitiveness defining factors, which consists "inherited" resources (nature, culture), created resources (tourism infrastructure, events, entertainment, etc.), supporting resources (gross regional infrastructure, accessibility, etc.), regional management, demand conditions and environmental conditions.

The model of Dwyer, Kim, (2003) integrates key elements of national competitiveness and firm competitiveness, which are further explored in the literature and also key elements of destination competitiveness proposed by different researchers, especially Crouch and Ritchie. In the model, demand conditions are clearly recognized as an important destination competitiveness factor. The model distinguishes between two categories of resources: inherited resources and developed resources. Inherited resources can be divided into natural resources and heritage. The developed resources include infrastructure events, entertainment and shopping. Supporting resources (or enabling factors) include common infrastructure, service quality, destination accessibility, hospitality and market ties. The model elements are similar to Porter's competitiveness model. According to the model structure destination competitiveness is directly affected by demand conditions, situational conditions and destinations management. The effect of resources to destination competitiveness is indirect and there is no reverse connection. In fact, all elements of the model should be linked by double – sided connections, as they affect each other. The relationship showed from destination competitiveness to the economic and social well-being clearly shows the importance of the result. The destination competitiveness indicators should follow not only from destinations competitiveness (as shown in the model), but they should be included to all model elements, as these elements describe the indicators.

Destination competitiveness researches prove its importance and it is in the final outcomes related with well-being of local people. Destination competitiveness should be related with the ability of the destination to deliver goods and services better than other destinations do in matter which is relevant for tourists. Depending on destinations, chosen for destination competitiveness evaluation, there should be set of destination competitiveness factors selected.

Urban competitiveness

Urban competitiveness theorists recognize that the most competitive cities are areas where companies and people are willing to invest and live. Territorial systems, capable to use the objective development conditions better than other systems in the space of international competition, are considered as successful systems. In other words, successful are those which are developing better than their neighbors', i.e. neighboring cities, municipalities and further cities with similar natural and historic resources. (Sinkienė, 2008)

The concept of urban competitiveness is closely related to the concept of a city. The urban competitiveness in economic literature is often identified to the productivity of a city, success in external markets, growth in local income and employment, i.e. the economic performance of the city is emphasized. Shen (2004) affirmed that competitiveness of firms and operational environments are important determinant of competitiveness of cities. OECD (2006) conceptualized the urban competitiveness in terms of two closely liked dimensions: 1) the development of the productivity of the business sector and 2) the development of human capital in the city. (Bruneckiene et al. 2010)

The research of Bruneckiene et al (2010) showed that the concept of urban competitiveness is a subject of controversy. Krugman (1994) stated that territories do not compete with each other, only firms do, because countries, regions can not go out of the business. Camagni (2002) contradicted that territories can suffer long-term out migration, stagnant investment, falling per capita incomes and raising unemployment. The authors of the article support the idea that countries, regions and cities compete. Referring to the authors (Piliutytė 2007, Begg 1999) cities are in competition and compete internationally, nationally and at regional level. Regardless of what factors the competition among cities is analyzed by different scientists, all of them stress the same aim: to be attractive city for business, residents, investments, tourists, financial support of EU, etc. (Bruneckiene et al. 2010)

Despite the fact, that different authors in scientific literature used different criteria and characteristics of a competitive city (human resources, quality of living environment, firms, infrastructure, institutions and effective policy-networks, memberships in networks) all of them agree, that the most competitive cities are those offering the highest quality of life to their inhabitants, the most acceptable conditions for business and investment, the most attractive conditions for tourists, etc. (Bruneckiene et al. 2010)

Sinkienė (2008) argues that there is no single theoretical analysis for urban competitiveness decisions. Different authors emphasize different factors affecting the competitiveness of the city. In the model of Sinkiene (2008) there is proposed to distinguish two levels of competitiveness factors i.e. internal (micro - the inner city environment) and external (macro-environment - global and national environment) factors.

Urban competitiveness external factors include (Sinkiene 2008):

- political - legal,
- economical,
- socio – cultural,
- technological,
- natural - ecological factors.

Internal factors include:

- human factors of the city (skilled labor force with a unique knowledge and skills, local leader, tolerance, talented and creative people and so on.),
- institutional factors (both the same number of institutions and their operational efficiency, cooperation between cities, active, conscious and integrated local community, vision and strategy of local development and so on.),
- physical factors (in the city located physical, infrastructure, natural objects, urban accessibility and connectivity and so on.),
- economic factors (economic structure, spatial economic conditions, high value-added activities, clusters, capital costs and so on.).

Earlier investigation of urban competitiveness integrates the city's tourism competitiveness as an urban competitiveness factor. Sinkienė (2008) distinguishes culture and traditions of urban services, urban geography and accessibility of the city's natural resources and urban industrial clusters as the elements of city competitiveness factors. All these elements reflect the city’s tourism attractiveness. Bruneckienė et al. (2010) include into the set of urban competitiveness of the factors such factors as the attractiveness of the city for tourists and its increase. Regional and national competitiveness assessment methodologies often include elements of the tourism competitiveness among the factors of competitiveness.

City tourism competitiveness

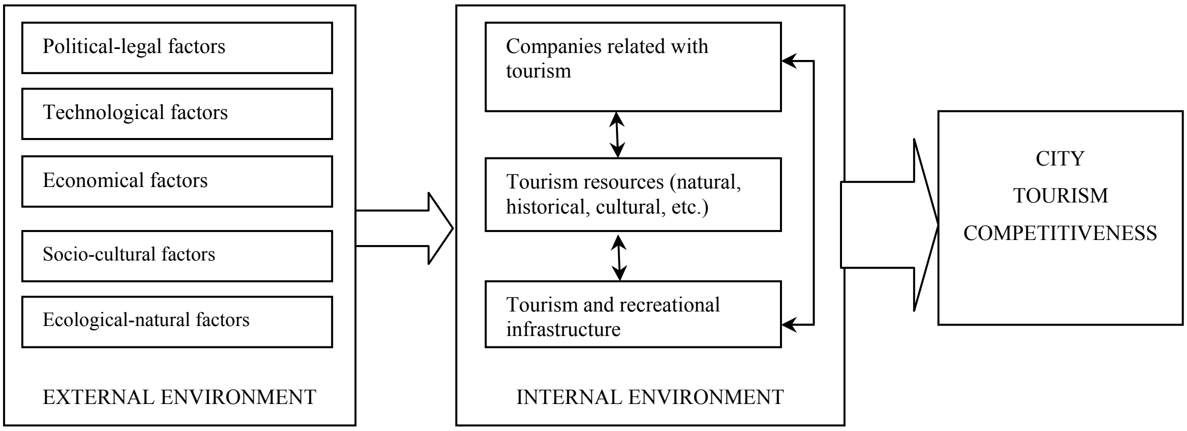

Figure 2. Conceptual model of city tourism competitiveness

In order to highlight the importance of tourism as a certain economic activity for the city's economy, the concept of tourism competitiveness is formulated. It is like it combines the concepts of urban and tourism competitiveness. This is defined like the tourism industries competitiveness, limited to a certain cities boarders. Cities in the field of tourism compete not only internationally (due to sports championships and so on.), but also at national level (in order to attract more tourists). City may be considered as tourism destination, then the competitiveness of the city can be defined as the ability of the city to highlight their local tourist attraction, provide the goods and services for tourists better than other cities do. The main measurable result of this competition is the number of tourists visiting the city, and their length of stay. Thus, the whole of the city’s tourism goods and services providers, natural, cultural, historical, architectural resources and for tourism necessary infrastructure must be assessed by measuring the competitiveness of tourism in the city.

The conceptual model of the city tourism competitiveness (figure 2.) shows that the competitiveness of tourism in the city is formed by tourism businesses, tourism resources (natural, historical, cultural, architectural, etc.), tourism and recreation infrastructure (transport). These elements influence each other and are also influenced by external environment, which is characterized by political-legal, technological, economic, socio-cultural and ecological-natural-factors. Thus, to assess the city tourism competitiveness, it is necessary to examine and identify the factors of external environment, as well as the factors of the internal environment. They can vary depending on the specifics of valued cities tourism.

Conclusions

Tourism is important industry for a country, which is characterized by provision of services to domestic and international travelers. Country benefits from their expenditures, but it is difficult to evaluate exactly the economic benefit, because some tourism services are needed and paid not only by tourist, but also by local residents.

The competitiveness can be and is considered at various levels (company, industry, urban regional, national, etc.) that are closely related (companies competitiveness forms industry competitiveness, and competitiveness of the industry forms the competitiveness of the country, etc.); the heart of competitiveness is the competitiveness of the company; the competitiveness of the company includes various aspects of the company's activities, both domestic and foreign markets; competitiveness is associated with a competitive advantage and it is changing over time.

Destination competitiveness researches prove its importance and it is in the final outcomes related with well-being of local people. Destination competitiveness should be related with the ability of the destination to deliver goods and services better than other destinations do in matter which is relevant for tourists. Depending on destinations, chosen for destination competitiveness evaluation, there should be set of destination competitiveness factors selected.

The urban competitiveness in economic literature is often identified to the productivity of a city, success in external markets, growth in local income and employment, i.e. the economic performance of the city is emphasized.

City tourism competitiveness is like the tourism industries competitiveness, limited to a certain cities boarders. City tourism competitiveness of the city can be defined as the ability of the city to highlight their local tourist attraction, provide the goods and services for tourists better than other cities do. The main measurable result of this competition is the number of tourists visiting the city, and their length of stay. Thus, the whole of the city's tourism goods and services providers, natural, cultural, historical, architectural resources and for tourism necessary infrastructure must be assessed by measuring the competitiveness of tourism in the city

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MIESTO TURIZMO KONKURENCINGUMO MODELIS

S a n t r a u k a

Turizmas yra viena iš didžiausių ir sparčiausiai besivystančių pasaulinės ekonomikos šakų. Turizmo apimtis įtakoja įvairūs politiniai, ekonominiai, gamtiniai veiksniai, kurie gali būti nereikšmingi pasauliniame kontekste, bet labai svarbūs atskiroms šalims bei regionams. Pastaruoju metu turizmas pripažįstamas viena pirmaujančių ir dinamiškiausių pasaulio ūkinės veiklos rūšių. 2009 metų PPO duomenimis Europos turizmo eksportas sudarė 39,2% viso pasaulio turizmo eksporto, o importas atitinkamai 42,3%. Įvairūs teritoriniai vienetai (šalys, miestai, regionai ir pan.) konkuruoja vieni su kitais, siekdami pritraukti kuo daugiau turistų. Tai skatina analizuoti, nagrinėti ir vertinti ir lyginti atitinkamų teritorijų konkurencingumą.

Jungtinių Tautų ekspertai teigia, kad pusė pasaulio gyventojų gyvena miestuose. Miestai laikomi įtakingais ekonominio, mokslinio-technologinio ir kultūrinio žmonijos progreso centrais. Pastaruoju metu padidėjo investuotojų, mokslininkų ir politikų susidomėjimas miestų konkurencingumu. Miestai tarpusavyje konkuruoja dėl investicijų, naujų technologijų, Europos Sąjungos paramos, o taip pat ir juos aplankančių turistų.

Norint sustiprinti miesto konkurencinį pranašumą, svarbu kuo tiksliau nustatyti esamą padėtį ir objektyviai įvertinti vietovės konkurencingumą. Vienas miesto konkurencingumą formuojančių elementų yra miesto turizmo konkurencingumas, kuris mokslinėje literatūroje dar nėra plačiai išnagrinėtas.

Turizmo sampratą ir jo specifiką savo moksliniuose darbuose nagrinėja Lomine (2007), Holloway (2006), Cooper (2005), Telfer (2007), Correia (2006), Sharpley (2006), Cornelissen (2005), Page (2007), Holden, (2008), turizmo ekonominio vertinimo problematiką savo darbuose aptarė Brida ir kiti (2008), Dvyer, Forsyth (1997), Tisdell (1993), išskirdami tai, jog turizmo poveikio ekonomikai tiesiogiai išmatuoti neįmanoma. Turizmo destinacijų konkurencingumo modelius,

remiantis M. Porter (1990) deimanto pavyzdžiu kūrė Crouch ir Ritchie (1999), De Holan ir Philips (1997). Dwyer ir Kim (2003) išskyrė turizmo vietovių konkurencingumo veiksnius ir rodiklius. Miesto konkurencingumo modelį suformavo Sinkienė (2008),o Bruneckienė ir kiti (2010) atliko Lietuvos miestų konkurencingumo vertinimą.

Tikslas: teoriškai išnagrinėjus turizmo ir konkurencingumo sampratas, suformuoti konceptualų miesto turizmo konkurencingumo modelį.

Uždaviniai:

- ištirti turizmo pramonės specifiką ir išskirti turizmo ekonominio vertinimo problematiką,
- išnagrinėti konkurencingumo sampratą ir jo vertinimo lygmenis
- apibrėžti turizmo (vietovės) konkurencingumo sampratą
- ištirti miesto konkurencingumo koncepciją
- suformuluoti miesto konkurencingumo sąvoką
- suformuoti miesto turizmo konkurencingumo modelį.

Tyrimo metodai: sisteminė mokslinės literatūros, lyginamoji, struktūrinė, loginė analizė.

Turizmas yra svarbi šalies ūkinės veiklos sritis, pasižyminti paslaugų teikimu šalies ir užsienio keliautojams, dėl jų patiriamų išlaidų teikianti ekonominę naudą, kurią tiksliai ekonomiškai įvertinti sudėtinga dėl to, jog kai kuriomis turizmo paslaugomis naudojas ir už jas moka ne tik keliautojai, bet ir vietos gyventojai.

Konkurencingumas gali būti ir yra nagrinėjamas įvairiais lygmenimis (įmonės, pramonės šakos, miesto regiono, šalies ir t.t.), kurie tarpusavyje yra glaudžiai susiję (įmonių konkurencingumas formuoja pramonės konkurencingumą, o pramonės konkurencingumas formuoja šalies konkurencingumą ir t.t.); kertinis konkurencingumo elementas yra įmonių konkurencingumas, kuris apima įvairius įmonės veiklos aspektus, tiek vietinėje, tiek užsienio rinkose; jis siejamas su konkurenciniais pranašumais ir kinta laiko atžvilgiu.

Turizmo vietovės konkurencingumas galutiniame rezultate yra siejamas su jos gyventojų ekonomine gerove, jis turėtų būti siejamas su vietovės sugebėjimu pateikti prekes ir paslaugas geriau už kitas vietoves turizmo patirties aspektais, kurie svarbūs turistams ir priklausomai nuo konkurencingumo vertinimui pasirenkamų vietovių turi būti parenkamas turizmo vietovės konkurencingumo veiksnių komplektas.

Miesto konkurencingumas apibūdinamas kaip miesto produktyvumas, sėkmė išorinėse rinkose, vietos pajamų ir užimtumo didėjimas, t.y. akcentuojama miesto ekonominė veikla.

Miesto turizmo konkurencingumas Tai kaip turizmo pramonės konkurencingumas apribotas tam tikro miesto ribomis. galima apibrėžti kaip miesto sugebėjimu išryškinti savo miesto turistinį patrauklumą, pateikti turistams reikalingas prekes bei paslaugas, geriau už kitus miestus. O pagrindinis šio konkurencingumo įvertinimo matas yra miestą aplankančių turistų skaičius ir jų viešnagės trukmė. Taigi, miesto turizmo prekes bei paslaugas teikiančių subjektų, gamtos, kultūros, istorijos, architektūros išteklių bei turistams reikalingos infrastruktūros visuma turi būti vertinama matuojant miesto turizmo konkurencingumą.

Konceptualusis miesto turizmo konkurencingumo modelis apibrėžia, jog miesto turizmo konkurencingumą formuoja miesto turizmo verslo subjektai, turizmo ištekliai (gamtiniai, istoriniai, kultūriniai, architektūriniai ir pan.) ir turizmo ir poilsio infrastruktūra. Šie elementai veikia vieni kitus ir taip pat yra veikiami išorinės aplinkos, kuri apibūdinama politiniais-teisiniais, technologiniais, ekonominiais, socialiniais-kultūriniais bei ekologiniais-gamtiniais veiksniais. Taigi, siekiant įvertinti miesto turizmo konkurencingumą, reikia išnagrinėti ir išskirti išorinės aplinkos veiksnius, o taip pat ir vidinės aplinkos elementų veiksnius. Jie gali skirtis priklausomai nuo vertinamų miestų turizmo specifikos.

PAGRINDINIAI ŽODŽIAI: turizmas, konkurencingumas, turizmo vietovės konkurencingumas, miesto konkurencingumas, miesto turizmo konkurencingumas.

Akvilė Čibinskienė, Kauno technologijos universiteto Ekonomikos ir vadybos fakulteto Ekonomikos ir tarptautinės prekybos katedros socialinių (ekonomikos) mokslų daktarė. Apie 27 mokslinių ir mokslo populiarinimo straipsnių Lietuvos ir užsienio šalių mokslo darbuose ir žurnaluose autorė. Mokslinių tyrimų sritys: mikroekonomika, makroekonomika, infrastruktūra, konkurencingumas, turizmas. Adresas: Laisvės alėja. 55, LT-44309, Lietuva. Telefonas +370 37 300576. Elektroninis paštas akvile.cibinskiene@ktu.lt.