A Benefit Estimation of Quality Improvement in Multi-Destination Recreation Trips

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Abstract

This study proposes a recreation benefit estimation method for multi-destination trips to destination regions with single and double gateways. Using the proposed method, the benefit of quality improvements in the *n*-th site of a multi-destination trip can be measured by considering only the number of trips from origins to the gateways. Further, we demonstrate the usefulness of the proposed method by analyzing visitation data to Hong Kong and Macau. We compare the results of this model with the approach proposed by Mendelsohn et al (1992), resulting in the ratio of 1.2 for our model. Therefore, we can conclude that the proposed model generates useful estimation and offers an advantage over the previous models in terms of convenience in data collection.

Keywords: Recreation, Multi-destination trip, Travel cost method