Expanding Traditional Crowding Research Methods and Theory to Address Non-Western Collectivist Cultures

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Historical Context and Purpose

- Crowding research history
  - National Park Service in the Mid 1930s (Manning, 2011)

- Concepts from range science and sociology (Manning, 2007)

- Changes in recreation/tourism cultural demographics

- Opportunity to expand methods and theory
Global Tourism

- Collectivism dominant orientation (Triandis, 1995)
  - Preferences, expectations and norms (Nisbett, 2004)
- Western paradigm dominates (Manning, 2011; Page, 2007)
- Ethnic and cultural groups have a variety of traits
  - Diverse management techniques
- Segmenting groups consistent with current planning and management techniques (Stankey et al., 1985; Vaske et al., 1996)
Western Crowding Paradigms

- **Management Objectives** (Cole et al., 2005)
- **Indicators and standards** (McCool & Lime, 2001)
- **Quality of experience decreases when conditions violate standards** (Manning, 2011)
- **Satisfaction model** (Alldredge, 1973)
- **Coping Behavior** (Miller & McCool, 2003; Schuster et al., 2003)
Western Crowding Paradigms

- **Normative theory** (Manning, 2007)
  - Use level
  - Crowding

- **General crowding factors** (Kyle et al., 2004)
  - Personal characteristics of visitors
  - Characteristics of those encountered
  - Situational variables

- **Used for a variety of areas related to crowding** (Manning, 2007)

- **Important for cross-cultural crowding**
  - Similar norms, similar standards (Saxan et al., 2013)
Acceptability
Number of people within view at overlook
German visitors
Japanese visitors

Preferred condition
Range of acceptability
Minimal acceptability

Acceptability
Number of people within view at overlook
Cross-cultural implications

Parks/Protected Areas

- **Use nationality** (e.g., Fleishman et al., 2007; Sayan & Karaguzel, 2010; Vaske et al., 1996)
- **Categorical**
  - 186 countries; 10,000 cultures
- **Obscures important differences**

Cultural Studies

- **Dimensions of culture** (Hofstede, 1980)
- **Collectivism and individualism**
- **Social and psychological impacts** (Choi & Nisbett, 1998; Nisbett & Miyamoto, 2005)
- China
- Korea
- India

Vertical Collectivism

- Germany
- USA
- England

Vertical Individualism

- France

- Israel

Horizontal Collectivism

- Australia

Horizontal Individualism

- Japan
- Sweden
Cross-Cultural Implications

**Parks/Protected Areas**
- PAOT Standards (Budruk & Manning, 2003)
  - Density
- Crowding differences (e.g., Leujak & Ormond, 2007; Santiago et al., 2008)
- Proximity norms (Beaulieu, 2004)

**Cultural Studies**
- Cultural proximity norms (Pons & Laroche, 2007)
- Psychological stress
  - PERI (Evans et al., 2000)
- Reassess instrument and methods
- Holistic vs analytic perception (Nisbett & Miyamoto, 2005)
Cross-Cultural Implications

- “Experienced based” measures
- Physiological differences in cultures
- Cultural differences in blood pressure reaction to crowding (Pons & Laroche, 2007)
- Emphasize interactions (Evans et al., 2000)
Cross-Cultural Implications

- International tourism provides sense of escape and liminality (Cohen & Taylor, 1992; Selanniemi, 2003)
  - Norm stability?
  - Utilize acculturation index
    - Greater assimilation leads to decreased or increased stability

- Impact of home environment (Gillis et al., 1986; Iwata, 1992)
Management Implications

- Management tradeoffs (Manning, 2011)

- Cultures have differences - adds complexity (Simcox, 1993)
  - Different symbolic meanings attached to outdoor places (Williams & Carr, 1993)
    - Western culture solitude
    - Different meaning for other cultures. Causes conflict

- Recognition that shared national identity does equate with shared expectations, preferences, goals
Management Implications

• How quickly do different cultures adjust crowding norms?
  • Tightness and looseness (Triandis, 1995)

• Understand how norms change among cultures in different environments

• Be knowledgeable of the compensation strategies that are used among different cultures
  • Situational reaction (Ting-Toomey, 1994)
  • Managers harden the experience
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Thanks!!
Questions?