The largest share of these tourists, or 576,403, hailed from the United States, and in fact Americans comprised the greatest increase of tourists to Iceland between the past two years. These tourists were followed by Brits, Germans, Canadians and French visitors.

But travellers visiting Iceland aren't as pleased with their trips compared to last year, according to a new Gallup poll.

The poll shows that, in general, travellers have shown a slightly increased dissatisfaction with their trips for every month this year.

Russian and Italian travellers were reportedly the most satisfied with their trips, as opposed to Norwegians and British, who've grown the most dissatisfied of all groups.

The main reason for the increased dissatisfaction appears to be the higher pricing in Iceland, brought forth by a stronger currency.

Despite the lower numbers, 84% of visitors proved to be satisfied with their trips.

Interestingly, the number of tourists during the winter months has been increasing over the past six years, while summer visitors have been gradually declining over the same period of time, although summer is still the most popular time for visits. Spring remains the least popular season for tourism.

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TOURISM DEMAND FORECASTING

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Forecasting is an essential requirement for decision making and policy planning. Forecasting is widely conducted in various fields, including the tourism industry. The importance of accurate forecasting is basically attributed to the perishable nature of products and services in the industry. For instance, vacant airline seats, unoccupied hotel rooms, and unsold event tickets cannot be stockpiled for future use. Thus, accurate short-term and long-term forecasts of future demand are crucial.

Forecasting method is highly important for the tourism industry, which needs accurate predictions of demand so that it can plan effectively from year to year, season to season. If a bad year for tourist arrivals is predicted, then a tourist operator may want to reduce casual staff and reduce the scale and extent of his operation. When a good year is expected, he may want to hire more new staff, make more rooms available and increase the frequency of excursions. Accurate tourism demand forecasts improve the efficiency of businesses, increase earnings and strengthen economies.

But important issue, how can one predict the future demand for tourism in a world that is so complicated and when there are so many factors that can influence the number of tourists visiting a country, a town, a region, a resort, or even a hotel. Ideally, in a year when everything else is stable (which never happens), a single chance event like a tsunami or a terrorist attack can have a strong influence on tourism demand. Luckily, even though the world is an uncertain, and sometimes dangerous, place people still want to go on holiday, and experience has shown that it is often possible to make quite accurate forecasts about many important components of tourism demand.

In the tourism industry, accuracy and good comprehensibility of forecasting are required from policy makers and practitioners. As far as industrial applications are concerned, tourism practitioners can check the predicted values of tourist arrivals from different origins and plan for a change in demand from specific market segments by obtaining highly accurate estimates of such demand. By interpreting forecasting models, policy makers can analyze the key factors that contribute to the increase or decrease in tourism demand from various regions. These practitioners can understand the underlying regularities according to the comprehensibility of tourism forecasting models. Policy makers can also plan tourism projects and related infrastructure development activities accurately and reasonably.

Accurate forecasts are crucial because of the unique nature of the tourism industry. Tourism demand forecasting employs qualitative and quantitative approaches. Qualitative approaches depend on substantial information and human experiences. However, these techniques for their lack of generalizability. As a result, tourism researchers do not primarily use qualitative forecasting methods. Formal scientific techniques that unambiguously represent the relationship between demand for travel and its underlying factors are more useful than qualitative forecasting methods in helping tourism decision makers understand the travel demand for a given destination. Quantitative tourism demand forecasting models adopt mathematical functions to form the relationships of certain phenomena using numeric data. These models are used to estimate future values based on past performance. Quantitative tourism forecasting approaches include causal relationship and time series techniques. Although these approaches have achieved a certain degree of success, one fundamental problem is their inability to predict changes associated with other determining factors.

Causal relationship techniques establish the relationship among multiple variables via statistical analysis. These techniques have the advantage of explicitly representing the relationships that are evident in reality, assisting decision makers in assessing alternative plans, and accommodating a wide range of relationships. Multivariate regression forecasting models generally exhibit high degrees of explanatory power and prediction accuracy. However, these models also have limitations, including a large amount of time and financial resources involved as well as substantial skills required to establish correct relationships. Researchers have also developed other tourism demand forecasting techniques based on multivariate regression analyses, such as gravity models that measure the degree of interaction between two geographical areas. The success of computer systems that simulate the human nervous system has drawn the attention of tourism researchers; initial research was conducted to investigate the feasibility of incorporating computerized neural systems in tourism demand analyses.

In general, tourism demand forecast independent factors include economic variables, demographic variables, cost of travels, political variables, market variables, climate, tourist taxes, level of income and marketing expenditure. Dependent factors include hotel occupancy rate, tourist arrivals, overnight stays, same-days visitors, excursions sold, visitors pay out, tourism contribution to gross domestic products, passengers seats occupied.

The independent variables in forecasting models for international tourism demand mainly include the following:

- population of the origin
- real disposable personal income of the origin
- promotional activities by the destination
- cost of living in the destination
- foreign exchange rate between the origin and the destination
- relative price of tourism services in the destination

Tourism demand forecasting has attracted substantial interest because of the significant economic contributions of the fast-growing tourism industry. Although various quantitative forecasting techniques have been widely studied, highly accurate and understandable forecasting models have not been developed.

THE DEVELOPMENT OF TOURISM IN THE ERA OF GLOBALISATION

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The growing demand for tourism services over the last 20 years has led to tough competition and the formation of various supranational corporations in the tourism business and the hospitality industry. Modern technologies in the system of hotel reservation, in the sale of tour packages, the changes in transportation