

The value people have for experiencing and enjoying coastal areas through activities such as sailing, recreational fishing, beach-going, and bird watching.

x_{tr} is the status of tourism and recreation goal

$$x_{tr} = \frac{T_r}{T_{90th}}$$

$$T_r = E \times S \times W$$

E is the proportion of employees directly involved in the travel and tourism industry

S is the sustainability(TICI: Crotti & Misrahi, 2015)

W is a penalty based on travel warnings issued by the US State Department