ANALYSIS OF TOURISM COMPETITIVENESS AND THE KEY INFLUENCERS

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The aim of this research is measure and analyse the tourism competitiveness, which has become one of the great challenges of tourism researchers in recent years. We analyze the relationship between tourism competitiveness and major tourist magnitudes, relations with most tourist destinations, and some pillars that measure competitiveness such as sustainability.

A methodology for calculating an indicator of tourism competitiveness based on a double reference point is proposed, taking into account a level of aspiration and reserve level for each pillar of competitiveness. They are considered different degrees of offset between the pillars so that a series of synthetic indices are calculated. Later the rankings obtained for each country are analyzed and conducted a series of analyses.

This tool provides managers with a useful and accurate tool, an interactive flexible and easy to use multi-criteria decision on their part. Allows simulation of situations, monitoring and control of various indicators. Later statistical tools for analyzing and comparing tourism competitiveness and other quantities are used.

Keywords: Tourism, Competitiveness, Multi-criteria, Destination, Double reference point.