International Journal of Marketing and Management Research
Vol. 8, Issue 9, September 2017, Impact Factor; 5.108 ISSN: (2229-6883)
www.skirec.org Email Id: skirec.org@gmail.com

IN THE CONTEXT OF DESTINATION MARKETING, RECALCULATION OF THE FACTORS OF TRAVEL AND TOURISM COMPETITION INDEX BY WEIGHTING THEM

Aziz Öztürk

Beyşehir Ali Akkanat Faculty of Business, Selçuk University, Konya, Turkey

Ramazan Göral

Beyşehir Ali Akkanat Faculty of Tourism, Selçuk University, Konya, Turkey

ABSTRACT

One of the models of destinations, developed toward measuring and assessing tourism competitive power is the model of Travel and Tourism Competition Index (TTCI), first developed by World Economic Forum (WEF) in 2007 and lastly updated in 2015. In this index study, depending on 4 main groups, 14 subgroups, and 84 indicators subjecting to these, the analysis and ordering of competitive power of 138 countries were carried out. In TTCI studies, while competitiveness measurements of destinations are carried out, taking the unweight means of the relevant factor values, main factor values and TTCI value were calculated. However, while the score is calculated by using the points, in which the factors taking place destination competitiveness models receive, the weight of each factor may not be equal. In this study, using the significance level scores of competitiveness factors, calculated by using weighting method, called entropy, order of priority of the destinations were made. Then, the scores and ordering of destinations taking place in Travel and Tourism Competition Index of WEF were compared with the scores and ordering of destinations, made according to the calculation of weighted point. According to this, it was seen that there was a difference in terms of both the scores destinations received and the place of destinations in ordering

KEYWORDS: Destination Competitiveness, Entropy, Marketing, Tourism, Destination Marketing

INTRODUCTION

The studies toward evaluating the dimensions of advantages, weaknesses, opportunities, and threats, which can affect the competitive advantages of tourism destinations, have been carried out for about 30 years. One of the most important ones of these studies is the study carried out by Crouch and Ritchie. The aim of this study is to develop a conceptual model based on the theories of comparative advantages and competitive advantage, and also compatible with the distinction features of destination completion (Crouch, 2011).

In the following years, Dwyer and Kim (2003) developed another competition model. The model developed by these authors has a viewpoint considering the theories of national competition and firm competition theories. There are three main elements of the model. The first of these are resources. There are three sorts of resources in the main group of resources as bestowed resources (natural and cultural resources), formed resources (tourism infrastructure, specific activities, shopping, etc.), and supportive resources (accessibility, service quality, etc.). Destination management is the second component of this model (Dwyer and Kim, 2003).

Another of the studies carried out to form destination competitive power model is a study carried out by a committee formed under the headship of Dupeyras (2013), manager of OECD Tourism Unit. The aim of this study of OECD is to define a set of indicators that are applicable in a general framework for countries to be able to evaluate the competitive powers countries have The study of OECD, rather than forming a tourism competition index for making the ordering of the most competitive countries, should be viewed as a strategic instrument in analyzing country competitiveness and informing government (Dupeyras and MacCallum, 2013).

The last carried out study toward measuring and assessing the tourism competition power of country is the model of Travel and Tourism Competition Index (TTCI), first developed by World Economic Forum (WEF) in 2007 and lastly updated in 2015. TTCI is tourism competitiveness model based on in this study.

While TTCI is calculated, first, taking the weighted averages (at the scale of 1-7) of the values factor indicators have, the values of sub factor were found. Later, taking the weighted averages of the values of sub factor, the values of main factors were reached. TTCI was calculated (WEF, 2015).

However, when the criteria taken as a basis for evaluation is numerous, in order to calculate the resultant of these, there is a need for the weight of each criterion. While determining the weights of the criteria, just as the judgements of domain specialist can be referred to, the appropriate weights can be determined by the objective methods (Savaş and Baykal, 2011). “For calculating the objective weights, when decision matrix is known, a method called entropy is used” (Çınar,

2004:104). In the study of WEF Tourism Competitiveness Index there are Alternatives (countries) and Criteria (competitiveness factors), which are the elements of decision matrix, and the data associated with these (WEF, 2015). Hence, the weights of each factors WEF used in the calculations of Tourism Competition Index can be calculated by the method of Entropy.

The study related to weighing the factors (*Tourism Destination Competitiveness Factors and Weighing it by the Method of Entropy*) was presented in 17th National Tourism Congress in 2016. In this paper, the effect of TICI competitiveness factors on competitive power of the destination and order of importance was digitized.

In this study, using the digitized weights of the competitiveness factors in previously published paper, TTCI scores of each destination were recalculated. It was evaluated whether or not there was a difference between original TTCI scores and weighted TTCI and general ordering of countries

1.) TRAVEL AND TOURISM COMPETITION INDEX (TTCI)

Destination competitiveness is the ability of a destination to be able to present goods and services showing better performance compared to the other destinations from the aspect of tourism experience accepted important by tourists (Dwyer and Kim,2003:374). In other words, tourism competitiveness is the skill to be able to be a place, in which the attractiveness regarding destination are turned into the best state for those dwelling or not in a country (destination); be able to present the high quality, innovative, and attractive services for tourists; and be able to obtain significant market share in the domestic and international tourism market Dupeyras and MacCallum, 2013, 7).

From 1990s to the present days, destination competitiveness has become an area, increasingly interested in by tourism researchers (Crouch and Ritchie, 1999; Buhalis, 2000; Dwyer and Kim, 2003). Depending on this increasing interest, also in the studies toward destination competitiveness, a noticeable increase was experienced. Most of these studies were carried out to evaluate and define the competitive positions of specifically selected destinations. The other studies are the ones focused on the certain aspects of destination competition power such as destination positioning, destination management systems, destination marketing (Buhalis, 2000), price competition, quality management, environment, strategic management, and nature based tourism. Even though these studies have important contribution to the literature of destination competitiveness, they are the studies that are limited within themselves (with destination or study subject). Therefore, in the literature, other than destination in certain regions and quality, it is seen that there is a third study effort, which is focused on destination competiveness models or theories toward general state)Crouch,2011).

One of the most important one of these studies is the study, carried out by Crouch and Ritchie. The aim of this study is to develop a conceptual model based on the theories of comparative advantages and competitive advantage and also compatible with the distinctive features of destination competition (Crouch, 2011:28).

In the following years, Dwyer and Kim (2003) developed another destination competitiveness model. The model developed by these authors has a viewpoint considering the theories of national competition and firm competition theories. There are three main elements of the model. The first of these are resources. There are three sorts of resources in the main group of resources as bestowed resources (natural and cultural resources), formed resources (tourism infrastructure, specific activities, shopping, etc.), and supportive resources (accessibility, service quality, etc.). Destination management is the second component of this model (Dwyer and Kim, 2003).

Another of the studies carried out to form destination competitive power model is a study carried out by a committee formed under the headship of Dupeyras (2013), manager of OECD Tourism Unit. The aim of this study of OECD is to define a set of indicators that are applicable in a general framework for countries to be able to evaluate the competitive powers countries have The study of OECD, rather than forming a tourism competition index for making the ordering of the most competitive countries, should be viewed as a strategic instrument in analyzing country competitiveness and informing government (Dupeyras and MacCallum, 2013).

The last carried out study toward measuring and assessing the tourism competition power of country is is the model of Travel and Tourism Competition Index (TTCI), first developed by World Economic Forum (WEF) in 2007 and lastly updated in 2015. TTIC is tourism competitiveness model based on in this study.

Tourism Competitive Power Index dealt with in this study and the relevant factors are shown in Figure 1 in the light of information taking place in literature.

International Journal of Marketing and Management Research
Vol. 8, Issue 9, September 2017, Impact Factor; 5.108 ISSN: (2229-6883)
www.skirec.org Email Id: skirec.org@gmail.com

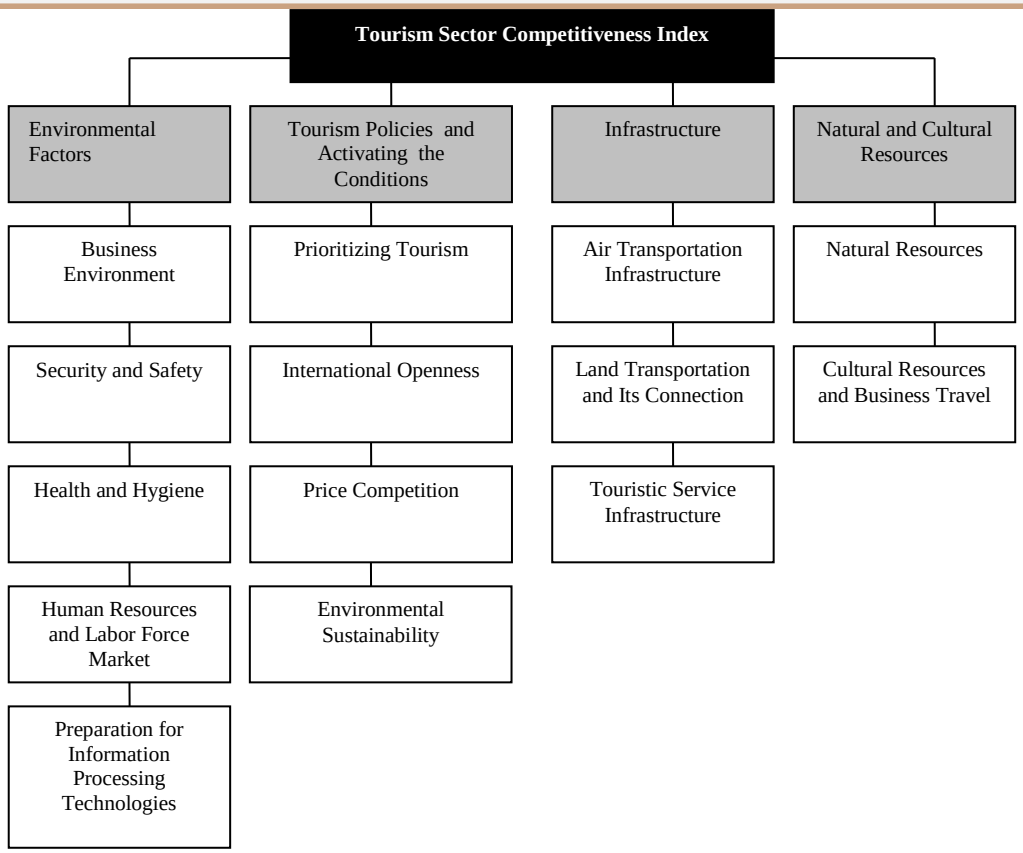

Figure 1: Conceptual Framework of Tourism Sector Competitiveness Index

As will be understood from Figure 1, Tourism Competitiveness Index four main factors toward measuring competitive power of tourism sector of a country: Environmental Opportunities, Tourism Policies, and Activating conditions, Infrastructure, and Natural and Cultural Resources. The results regarding environmental factors are obtained by accessing 5 sub dimensions: Business Environment, Security and Safety, Health and Hygiene, Human Resources and Labor Force Market, Preparation for Information Processing Industries. This group of dimensions expresses general arrangements that are necessary for tourism activities in a country.

In determination of Tourism Competitiveness Index, the second main factor is Tourism Policies and Activating Conditions. There are 4 sub dimensions of this factor as Prioritizing Tourism, International Openness, Price Competition, and Environmental Sustainability. These factors are mostly toward assessing the specific policies related to tourism sector and strategic appearance.

The third main factor is Infrastructure and there are 3 sub dimension of this factor: Air Transportation, Land Transportation, and Touristic Service. This factor is toward assessing the necessary infrastructure and facilities in enabling ability to easy access to tourism attractiveness of a country

Fourth main factor are Natural and Cultural Resources. This main factor includes evaluations toward 2 sub factors (Natural Resources, Cultural Resources, and Business Travel). This factor, when the natural and cultural factors are considered stated as touristic attractiveness, reveals how the condition of a country is and the effect of this on competitiveness.

2. Method and Findings

In the study, analysis data were reached by means of data collecting method from the secondary resource. As the secondary resource, the report of Travel and Tourism Competitiveness Index (TTCI) of World Economic Forum was utilized. In the report, the scores of Travel and Tourism Competitiveness Index of 138 countries were formed and put in order. While TTCI is calculated, first, taking weighted average of the values (in the scale of 1-7) the sub factor indicators belonging to four main factors have, the values of main factor were reached. Later, taking weighted mean of four main factors, TTCI was calculated (WEF, 2015).

In this study, while TTCI is calculated, taking weighted average of sub factors (using factor weights in the previously published paper in 17th National Tourism Congress) regarding four main factors, TTCI Index was calculated.

The weights of factors calculated according to the method of entropy are: Environmental Factors, 21%; Tourism Policies and Activating Conditions, 15%; Infrastructure, 29%; and Natural and Cultural Resources, 35% (Göral, 2016).

According to this, Unweighted Index Scores, Weighted Index Scores, and their orderings are seen in Table 1.

Table 1: TTCI Index Scores of Destinations (Weighted –Unweighted) and Their Orderings

Unweighted Ordering	Countries	Weighted Ordering	Countries	Environmental Factors	Activating tourism policies and conditions	Infrastructure	Natural and Cultural Resources	Unweighted Index Score	Weighted Index Score
1	Spain	1	Spain	5,26	4.66	5,68	5,64	5,31	5,42
2	France	2	France	5,40	4,25	5,64	5,68	5,24	5,39
3	Germany	3	Germany	5,78	4,40	5,51	5,21	5,22	5,29
4	United States	5	United States	5,47	4,33	5,64	5,03	5,12	5,19
5	United Kingdom	4	United Kingdom	5,67	4,21	5,24	5,34	5,12	5,21
6	Switzerland	10	Switzerland	6,05	4,49	5,79	3,63	4,99	4,89
7	Australia	7	Australia	5,57	4,14	4,98	5,22	4,98	5,06
8	Italy	6	Italy	5,03	4,14	5,19	5,56	4,98	5,13
9	Japan	9	Japan	5,76	4,41	4,65	4,93	4,94	4,94
10	Canada	8	Canada	5,54	4,11	5,61	4,40	4,92	4,95
11	Singapore	13	Singapore	5,89	4,83	5,63	3,08	4,86	4,67

12	Austria	11	Austria	5,83	4,53	5,42	3,50	4,82	4,70
13	Hong Kong	15	Hong Kong	6,06	4,24	5,31	3,11	4,68	4,54
14	Netherlands	14	Netherlands	5,78	4,32	5,24	3,35	4,67	4,56
15	Portugal	16	Portugal	5,42	4,58	4,86	3,71	4,64	4,53
16	New Zealand	18	New Zealand	5,75	4,72	4,88	3,21	4,64	4,45
17	China	12	China	4,87	3,82	3,74	5,75	4,54	4,69
18	Iceland	23	Iceland	5,79	4,70	5,10	2,58	4,54	4,30
19	Ireland	22	Ireland	5,58	4,70	5,05	2,81	4,53	4,32
20	Norway	21	Norway	5,82	4,39	4,77	3,09	4,52	4,34
21	belgium	20	belgium	5,58	4,15	5,15	3,16	4,51	4,39
22	Finland	27	Finland	6,08	4,41	4,75	2,65	4,47	4,24
23	Sweden	25	Sweden	5,75	4,30	4,71	3,07	4,45	4,29
24	United Arab Emirates	29	United Arab Emirates	5,74	4,27	5,48	2,24	4,43	4,22
25	Malaysia	26	Malaysia	5,21	4,43	4,46	3,52	4,41	4,29
26	Luxembourg	35	Luxembourg	5,94	4,55	4,66	2,35	4,38	4,11
27	Denmark	30	Denmark	5,78	4,22	4,69	2,82	4,38	4,19
28	Brazil	17	Brazil	4,51	3,76	3,56	5,66	4,37	4,52
29	Korea, Rep.	24	Korea, Rep.	5,40	4,01	4,48	3,59	4,37	4,29
30	Mexico	19	Mexico	4,34	4,22	3,83	5,05	4,36	4,42
31	Greece	28	Greece	5,11	4,39	4,78	3,16	4,36	4,22
32	Taiwan, China	32	Taiwan, China	5,59	4,40	4,28	3,13	4,35	4,17
33	Croatia	33	Croatia	5,08	4,33	4,54	3,24	4,30	4,16
34	Panama	34	Panama	4,70	4,69	4,72	3,02	4,28	4,12
35	Thailand	31	Thailand	4,55	4,29	4,56	3,63	4,26	4,19
36	Cyprus	38	Cyprus	5,26	4,40	5,05	2,27	4,25	4,02
37	Czech Republic	41	Czech Republic	5,35	4,53	4,57	2,45	4,22	3,98
38	Estonia	45	Estonia	5,65	4,69	4,41	2,12	4,22	3,91
39	Slovenia	42	Slovenia	5,21	4,43	4,43	2,64	4,17	3,96
40	Malta	49	Malta	5,40	4,59	4,81	1,83	4,16	3,86
41	Hungary	48	Hungary	5,28	4,76	4,06	2,47	4,14	3,86
42	Costa Rica	43	Costa Rica	4,83	4,47	3,70	3,39	4,10	3,94
43	Qatar	52	Qatar	5,86	4,12	4,59	1,80	4,09	3,81
44	Turkey	40	Turkey	4,53	3,98	4,52	3,31	4,08	4,02
45	Russian Federation	39	Russian Federation	4,86	3,87	4,05	3,55	4,08	4,02
46	Barbados	51	Barbados	5,25	4,24	5,18	1,65	4,08	3,82
47	Poland	47	Poland	5,22	4,43	3,70	2,96	4,08	3,87
48	South Africa	37	South Africa	4,38	4,14	3,97	3,83	4,08	4,03
49	Bulgaria	50	Bulgaria	5,13	4,44	3,93	2,70	4,05	3,83
50	Indonesia	44	Indonesia	4,46	4,60	3,38	3,74	4,05	3,92
51	Chile	54	Chile	5,09	4,59	3,76	2,70	4,04	3,79
52	India	36	India	3,80	3,93	3,60	4,76	4,02	4,10
53	Latvia	57	Latvia	5,47	4,51	4,14	1,94	4,01	3,70
54	Seychelles	55	Seychelles	4,80	4,34	5,00	1,84	4,00	3,75
55	Puerto Rico	56	Puerto Rico	4,73	4,06	4,64	2,22	3,91	3,73

56	Argentina	46	Argentina	4,45	3,65	3,27	4,23	3,90	3,91
57	Mauritius	64	Mauritius	5,08	4,49	4,39	1,64	3,90	3,59
58	Peru	53	Peru	4,33	4,15	3,26	3,80	3,88	3,81
59	Lithuania	65	Lithuania	5,42	4,41	3,72	1,97	3,88	3,57
60	Bahrain	63	Bahrain	5,30	3,89	4,60	1,63	3,85	3,60
61	Slovak Republic	62	Slovak Republic	5,14	4,23	3,64	2,37	3,84	3,60
62	Morocco	58	Morocco	4,64	4,21	3,59	2,81	3,81	3,63
63	Sri Lanka	60	Sri Lanka	4,65	4,20	3,68	2,68	3,80	3,61
64	Saudi Arabia	61	Saudi Arabia	5,21	3,72	3,96	2,30	3,80	3,61
65	Oman	66	Oman	5,23	3,99	3,92	2,02	3,79	3,54
66	Romania	67	Romania	4,88	4,37	3,49	2,38	3,78	3,53
67	Montenegro	68	Montenegro	5,01	3,95	4,12	1,93	3,75	3,52
68	Colombia	59	Colombia	4,08	4,24	2,92	3,67	3,73	3,62
69	Trinidad and Tobago	70	Trinidad and Tobago	4,53	3,96	4,57	1,80	3,71	3,50
70	Namibia	69	Namibia	4,22	4,18	3,82	2,53	3,69	3,51
71	Georgia	76	Georgia	5,15	4,32	3,47	1,76	3,67	3,35
72	Israel	72	Israel	5,12	3,54	3,76	2,23	3,66	3,47
73	Uruguay	75	Uruguay	5,09	4,28	3,14	2,10	3,65	3,35
74	Philippines	74	Philippines	4,29	4,50	3,19	2,55	3,63	3,39
75	Vietnam	71	Vietnam	4,56	3,72	2,93	3,20	3,60	3,49
76	Jamaica	77	Jamaica	4,26	4,24	3,93	1,95	3,59	3,35
77	Jordan	81	Jordan	4,98	4,31	3,41	1,66	3,59	3,26
78	Kenya	73	Kenya	3,79	4,32	3,07	3,15	3,58	3,44
79	Tunisia	82	Tunisia	4,54	4,28	3,36	1,97	3,54	3,26
80	Guatemala	78	Guatemala	4,14	4,32	2,95	2,64	3,51	3,29
81	Dominican Republic	79	Dominican Republic	4,21	4,07	3,68	2,05	3,50	3,28
82	Macedonia, FYR	83	Macedonia, FYR	5,11	3,74	3,41	1,72	3,50	3,23
83	Egypt	80	Egypt	4,17	4,23	3,12	2,43	3,49	3,26
84	Azerbaijan	87	Azerbaijan	5,13	3,91	3,09	1,78	3,48	3,18
85	Kazakhstan	86	Kazakhstan	5,26	3,77	3,06	1,81	3,48	3,19
86	Cape Verde	88	Cape Verde	4,43	4,11	3,87	1,44	3,46	3,17
87	Botswana	85	Botswana	4,29	4,08	2,85	2,47	3,42	3,20
88	Armeni	94	Armeni	5,00	3,90	3,14	1,63	3,42	3,11
89	honduras	89	honduras	3,92	4,50	3,00	2,24	3,41	3,15
90	El Salvador	95	El Salvador	4,13	4,40	3,32	1,78	3,41	3,11
91	Nicaragua	93	Nicaragua	4,06	4,36	2,80	2,28	3,37	3,12
92	Tanzania	84	Tanzania	3,60	4,18	2,40	3,22	3,35	3,21
93	Lebanon	97	Lebanon	4,24	3,96	3,58	1,59	3,35	3,08
94	Serbia	96	Serbia	4,72	3,71	3,19	1,75	3,34	3,09
95	Lao PDR	100	Lao PDR	4,39	4,07	2,84	2,01	3,33	3,06
96	Iran	90	Iran	4,15	3,90	2,70	2,54	3,32	3,13
97	Rwanda	102	Rwanda	4,39	4,13	2,74	2,01	3,32	3,04
98	Mongolia	99	Mongolia	4,77	3,80	2,54	2,14	3,31	3,06
99	Bolivia	92	Bolivia	3,99	3,86	2,55	2,77	3,29	3,13
100	Suriname	101	Suriname	4,42	3,67	3,01	2,01	3,28	3,05

101	Nepal	98	Nepal	4,00	3,98	2,43	2,67	3,27	3,08
102	Kuwait	103	Kuwait	5,03	3,19	3,32	1,52	3,26	3,03
103	Guyana	107	Guyana	4,11	4,30	2,84	1,79	3,26	2,96
104	Cambodia	105	Cambodia	4,02	4,21	2,54	2,19	3,24	2,98
105	albania	106	albania	4,68	3,59	3,04	1,59	3,22	2,96
106	Zambia	104	Zambia	4,02	3,86	2,56	2,43	3,22	3,01
107	Swaziland	111	Swaziland	3,80	4,30	3,13	1,59	3,20	2,91
108	Gambia	113	Gambia	3,99	4,32	2,77	1,70	3,20	2,88
109	Venezuela	91	Venezuela	3,58	3,40	2,43	3,31	3,18	3,13
110	Moldova	114	Moldova	4,86	3,70	2,65	1,42	3,16	2,84
111	Senegal	108	Senegal	3,86	3,70	2,77	2,23	3,14	2,95
112	Paraguay	115	Paraguay	4,17	3,89	2,55	1,83	3,11	2,84
113	Uganda	109	Uganda	3,61	3,96	2,36	2,50	3,11	2,91
114	Zimbabwe	110	Zimbabwe	3,59	3,81	2,46	2,49	3,09	2,91
115	Kyrgyz Republic	118	Kyrgyz Republic	4,54	3,70	2,31	1,77	3,08	2,80
116	Cote dlvoire	112	Cote dlvoire	3,62	3,40	2,87	2,29	3,04	2,90
117	Ethiopia	116	Ethiopia	3,79	3,74	2,34	2,25	3,03	2,82
118	Ghana	117	Ghana	4,01	3,42	2,58	2,02	3,01	2,81
119	Madagascar	120	Madagascar	3,60	3,95	2,39	2,02	2,99	2,75
120	Cameroon	119	Cameroon	3,73	3,50	2,33	2,24	2,95	2,76
121	Algeria	122	Algeria	4,16	3,32	2,19	2,05	2,93	2,72
122	Gabon	123	Gabon	4,01	3,41	2,28	1,99	2,92	2,71
123	Pakistan	121	Pakistan	3,45	3,58	2,64	2,01	2,92	2,73
124	Bangladesh	124	Bangladesh	3,87	3,30	2,49	1,95	2,90	2,71
125	Malawi	125	Malawi	3,72	3,54	2,22	2,12	2,90	2,70
126	Mali	127	Mali	3,32	3,91	2,32	1,91	2,87	2,63
127	Lesotho	129	Lesotho	3,59	3,71	2,48	1,50	2,82	2,55
128	Mozambique	128	Mozambique	3,24	3,78	2,30	1,93	2,81	2,59
129	Nigeria	126	Nigeria	3,18	3,36	2,38	2,24	2,79	2,65
130	Sierra Leone	130	Sierra Leone	3,56	3,61	2,09	1,83	2,77	2,54
131	Haiti	133	Haiti	3,42	3,98	2,29	1,30	2,75	2,43
132	Myanmar	131	Myanmar	3,42	3,31	2,07	2,06	2,72	2,54
133	Burundi	134	Burundi	3,55	3,60	2,11	1,53	2,70	2,43
134	Burkina Faso	135	Burkina Faso	3,36	3,56	2,02	1,74	2,67	2,43
135	Yemen	132	Yemen	3,18	3,26	2,31	1,74	2,62	2,44
136	Angola	136	Angola	3,23	3,21	2,16	1,79	2,60	2,41
137	Guinea	137	Guinea	3,19	3,21	1,86	2,05	2,58	2,41
138	Chad	138	Chad	2,74	3,33	1,88	1,76	2,43	2,24

As will be seen from Table 1, there are differences between weighted and unweighted index scores of destinations. However, some variations have occurred in general ordering of the destinations. For example, while Switzerland takes place in 6th order in weighted ordering, it falls to 10th order in unweighted ordering. While Italy takes place in 8th order in unweighted ordering, it

rose to 6th order in weighted ordering. While Turkey takes place in 44th order in unweighted ordering, it rose to 40th order in weighted ordering.

3. CONCLUSION

In calculation of TTCI scores, unweighted average of sub factors was taken into consideration (WEF, 2015). However, factors have different weights across destination or within a specific market segment in terms of its effect and importance on competitive power Crouch, 2011). However, when the criteria taken as a basis for assessing are numerous, for calculating the resultant of them, there is need for the weight of each criterion (Savaş and Baykal, 2011).

In this context, taking weighed averages of the factors previously weighted by means of the method of entropy, ordering of Travel and Tourism Competitiveness of the destinations are again made. As will be seen from Table 1, the general scores of countries varied. While some destinations rise to the upper orders in the new ordering, some destinations can find place for themselves in the lower steps.

[From the aspect of] the limitedness that is necessary to be considered related to the study, since the data WEF Travel and Tourism Competitiveness Index are used in the study, the reliability and validity of the findings presented in this study depends on the reliability and validity of TTCI data.

REFERENCES

Buhalis, D. (2000). Marketing the Competitive Destination of the Future, **Tourism Management**, 21 (1): 97-116.

Crouch, G.I. (2011). Destination Competitiveness: An Analysis of Determinant Attributes, **Journal of Travel Research**, 50(1):27-45.

Crouch, G.I., ve Ritchie, B.J.R. (1999). Tourism, Competitiveness and Societal Prosperity, *Journal of Business Research*, 44(3), 137-152

Çınar,Y.(2004). Çok Nitelikli Karar Verme ve Bankaların Mali Performanslarının Değerlendirilmesi Örneği, (Yayınlanmamış Yüksek Lisans Tezi), **Anakara Üniversitesi S.B.E**.Ankara.

Dupeyras, A., MacCallum,N. (2013). Indicators for Measuring Competiveness in Tourism: A Guidance Document, *OECD* **Tourism Papers**, 2013/02, OECD publishing.

Dwyer, L., Kim, C. (2003). Destination Competitiveness: Determinants and Indicators, **Current Issues in Tourism**, Vol.6, No: 5: 369-414.

Göral, R. (2016). Turizm Destinasyonu Rekabetçilik Faktörleri ve Entropi Yöntemiyle Ağırlıklandırılması, 17. Ulusal Turizm Kongresi, 11-19, Muğla/Turkiye.

Hwang, C.L., Yoon, K. (1981). Multiple Attribute Decision Making: Methods and Applications, **Springer-Verlag**, Berlin/Hiedelberg.

Savaş, E. ve Baykal A. (2011). Üniversitelerin Sıradüzeni ve Sıralama ölçütlerinin Ağırlıkları, **Uluslararası Yükseköğretim Kongresi: Yeni Yönelişler ve Sorunlar, 27-29 Mayıs**, İstanbul, 2458-2464.

World Economic Forum (WEF), (2015), **The Travel and Tourism Competitiveness Report 2015**, Geneva

Zhang, H., Gu, C., Gu, L. ve Zhang Y. (2011). The Evaluation of Tourism Destination Competitiveness by TOPSIS and Information Entropy–A Case in the Yangtze River Delta of China, **Tourism Management**, 32, 443-451.