



## ANALYSIS AND APPLICATION OF TOURISM COMPETITIVE MODELS TO TOURISM DESTINATIONS

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### Abstract

The article discusses and evaluates theories and models of the tourism competitiveness particularly those of [Crouch and Ritchie \(1999\)](#), [Dwyer and Kim \(2003\)](#) and [World Economic Forum \(2018\)](#). Wiklund, J., & Shepherd, D. (2005) the models enable and tries to enlighten more on how they facilitate the understanding and application of tourism competitiveness. [World Travel and Tourism Council \(2018\)](#) competitiveness in the travel and tourism industry is widely preached however, there is no uniform understanding and application of the concepts of competitiveness ([Andrades-Caldito L. Sánchez-Rivero, M. & Pulido-Fernández J. 2013](#)).

[World Travel and Tourism Council \(2018\)](#) evidently, there are many competitive variations among the top and advanced tourism destinations in the world. Austria is on position one in tourism infrastructural and products competitiveness, France is number one on tourists' visitations but United States of America and China is number one on receipts/income realised from tourism.

This clearly shows that if the models were perfect and uniformly applied then only one destination could have been number one in all aspects of visitation, infrastructural development and income generated from the tourism industry. This clearly shows that there is a need for a fresh research and development of the models to suffice the variations in situation. The analysis, evaluation and comparison of models is based on the research methodology, application (practice), variables used, assumptions and generalizations

**Key words:** *Tourism competitiveness, Crouch and Ritchie (1999), Dwyer and Kim (2003) and World Economic Forum (2018).*

### INTRODUCTION

The analysis, evaluation and comparison of models is based on the research methodology, application (practice), variables used, assumptions and generalizations. In essence the discussion of the theories, concepts and models has revealed some gaps and a need for further research in the future in the tourism industry. The discussion has centered mainly on the key concepts, models regarding tourism destination competitiveness by [Crouch and Ritchie \(1999\)](#), [Dwyer and Kim \(2003\)](#) and [World Economic Forum \(2018\)](#). Much is been explained, demonstrated and underlined, however they have largely focused on the supply side of the tourism competitiveness as opposed to the demand side of the tourism destination. The perceptions and expectations of the tourists and the excursionists are excluded from the equation and need for inclusion.

The three major models encourage the destinations to embark much on the tourism competitiveness through resource mobilization and effective and efficient management systems of tourism destinations. The models would have been comprehensive if the tourists' expenditure pattern and frequency of visitation to a particular destination, reasons for visitations, their demographics and psychographics were explored and incorporated to the general understanding of the competitiveness of a particular tourism destination ([World Travel and Tourism Council 2018](#)).

[World Travel and Tourism Council \(2018\)](#) evidently, there are many competitive variations among the top and advanced tourism destinations in the world. Austria is on position one in tourism infrastructural and products competitiveness, France is number one on tourists' visitations but United States of America and China is number one on receipts/income realised from tourism. This clearly shows that if the models were perfect and uniformly applied then only one destination could have been number one in all aspects of visitation, infrastructural development and income generated from the tourism industry. This clearly shows that there is a need for a fresh research and development of the models to suffice the variations in situation.

Researchers need to consider and solicit all the missing points or pieces in the research literature. The gap is an area which has never been explored by the researchers (Myers, C. A. 2003). This could normally be a population or sample (size, type, location, etc.), research methodology, data collection procedures and/or analysis, other research variables or conditions that necessitate the research.

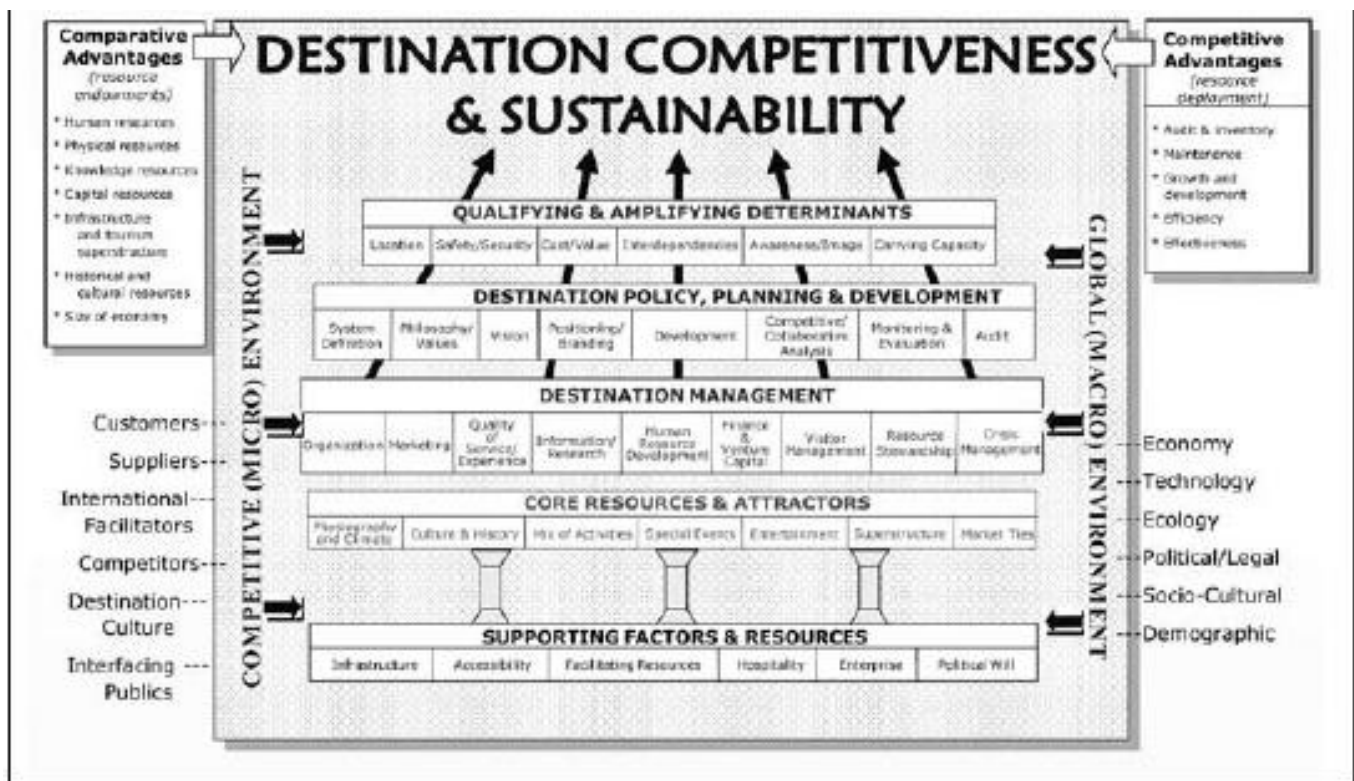
Therefore, empirical research need to be conducted which aims at incorporating the demand players of the tourism economy such as the tourists and the excursionists. Their perception and expectations on the destination's competitiveness, their expenditure pattern and frequency of visitation to a particular destination, reasons for visitations, demographics and

psychographics need to be incorporated to the models to make them comprehensive for the general understanding of the competitiveness of a particular tourism destination.

### TOURISM COMPETITIVENESS MODELS

[Andrades-Caldito L Sánchez-Rivero, M. & Pulido-Fernández J. \(2013\)](#) the tourism's importance and benefits are many and has eventually led to a continuous and advanced research initiative in the industry ([Barros C Botti L Peypoch, NRobinot E. & Solonandrasana, B. 2011](#)). Statistically the tourism sector has created over 313,221,000 jobs, generates annual revenue of over 272.3bn USD and also provides a recreation, cultural exchange and international relations platform (World Travel and Tourism Council, 2018).

[Crouch and Ritchie \(1999\)](#), [Dwyer and Kim \(2003\)](#), World Economic Forum (2007) and more recently, [Sánchez and Lopéz \(2015\)](#) developed tourism competitive models on how to facilitate the understanding and application of the theories and concepts of competitiveness in the tourism industry. [Crouch and Ritchie \(1999\)](#) argue that competitiveness is realized by and through five key factors namely tourism supporting factors and tourism resources, core resources such as finance and human capital and attractors, effective and efficient destination management systems, properly developed tourism destination policy planning and lastly some tourism qualifying and amplifying determinants.



**Fig 1: Ritchie – Crouch Model**

Source: [http://www.scielo.br/scielo.php?script=sci\\_arttext&pid=S0034-76122010000500003](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0034-76122010000500003)

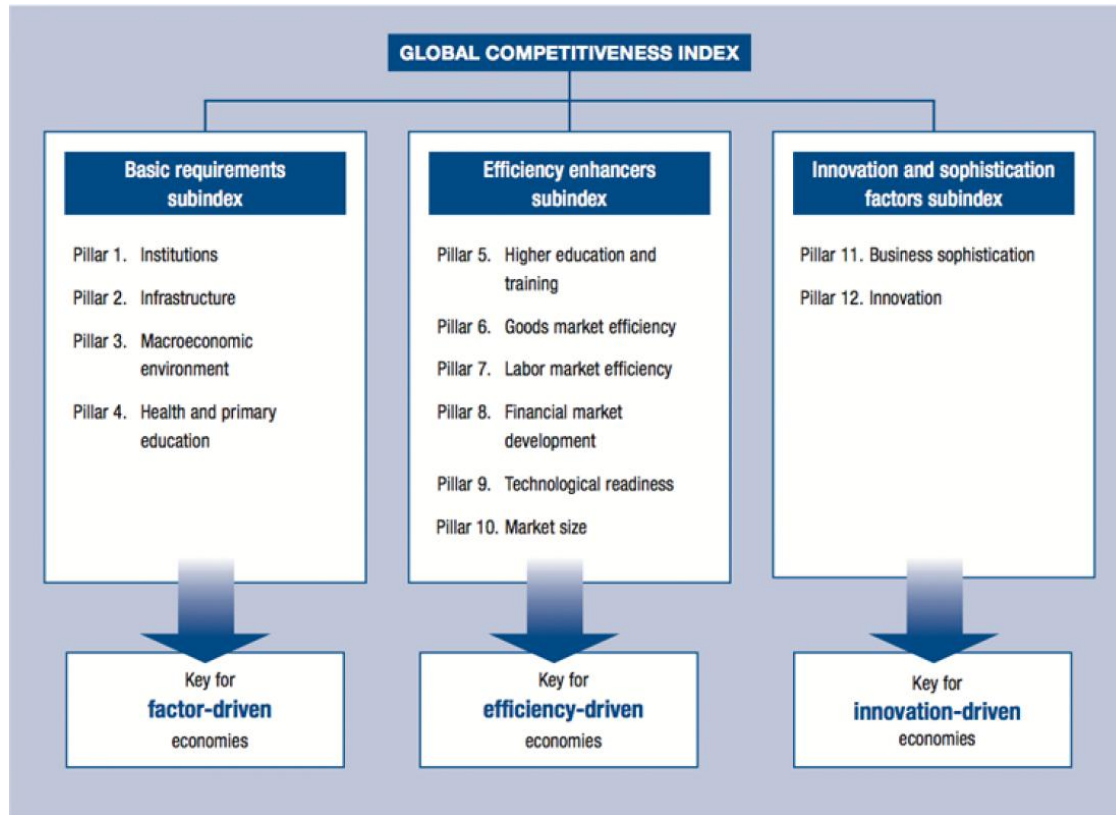
Similarly, [World Economic Forum \(2018\)](#) defines tourism competitiveness as a well set of tourism and other important institutions, tourism policies, and tourism factors that determine the level of tourism productivity of a tourism economy. A twelve tourism factor based approach is administered to measure, understand and apply the tourism competitiveness.

The factors are grouped as being factor driven, efficient and innovation driven. [Dwyer and Kim \(2003\)](#) has the same focus on the comparative advantage particularly based on the availability of the resources and destination management see the diagram 3.

### GENERAL OVERVIEW OF THE COMPETITIVE MODELS

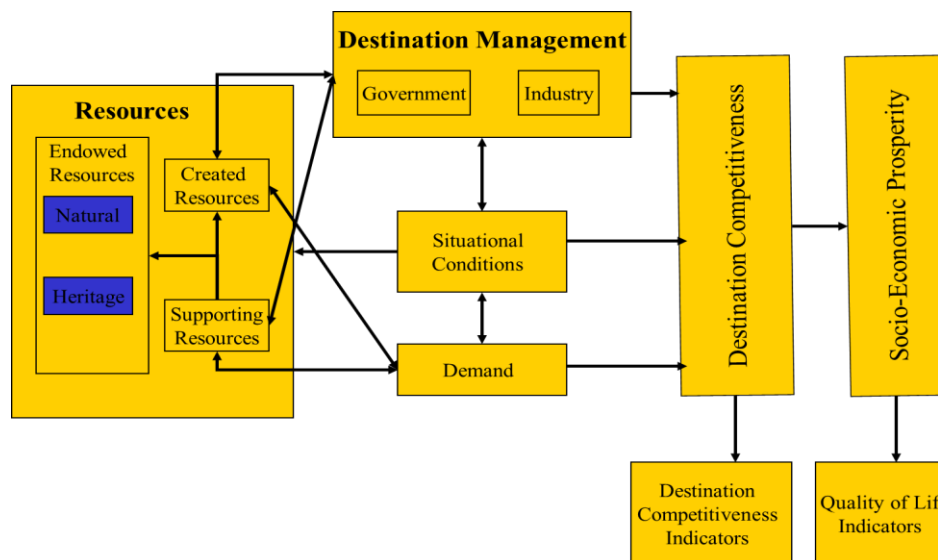
The model provides systematic and procedural understanding and application of the tourism competitiveness hence easy to apply measure and apply the model across the tourism economies. However, have largely focused on how tourism businesses should embark on bringing about competitiveness through effective and efficient business operations and management. In view of the discussion and the analysis of the major concepts of the competitiveness, some snapshots can be drawn that significantly show

some gaps for the future research. The three major models have largely explained a need for the tourism destination to embark on the competitiveness through resource mobilization and effective and efficient management of such tourism destinations. The models would have been comprehensive if the tourists' expenditure pattern and frequency of visitation to a particular destination, reasons for visitations, their demographics and psychographics were explored and incorporated to the general understanding of the competitiveness of a particular tourism destination (World Travel and Tourism Council 2018).



**Fig 2: Global Competitive Index**

Source: [http://www.mlsi.gov.cy/mlsi/kepa/kepa\\_new.nsf](http://www.mlsi.gov.cy/mlsi/kepa/kepa_new.nsf)



**Fig 3: Resources and Destination Management**



There are many competitive variations among the top and advanced tourism destinations in the world. Austria is on position one in tourism infrastructural and products competitiveness, France is number one on tourists' visitations but United States of America and China is number one on receipts/income realized from tourism [World Travel and Tourism Council \(2018\)](#). This clearly shows that if the models were perfect and uniformly applied then only one destination could have been number one in all aspects of visitation, infrastructural development and income generated from the tourism industry.

Some tourism destinations are politically not stable and economically weaker but have one resource that propels tourists from very different parts of the world. Historical sites in Egypt and religious tourism in Saudi Arabia attract as many tourists as possible thus without application of the models. This clearly shows that there is a need for a fresh research and development of the models to suffice the variations in situation.

Therefore, empirical research need to be conducted which aims at incorporating the demand players of the tourism economy such as the tourists and the excursionists. Their perception and expectations on the destination's competitiveness, their expenditure pattern and frequency of visitation to a particular destination, reasons for visitations, demographics and psychographics need to be incorporated to the models to make them comprehensive for the general understanding of the competitiveness of a particular tourism destination.

## CONCLUSION

Researchers need to consider and solicit all the missing points or pieces in the research literature. The gap is an area which has never been explored by the researchers. This could normally be a population or sample (size, type, location, etc.), research methodology, data collection procedures and/or analysis, other research variables or conditions that necessitate the research. Therefore, empirical research need to be conducted which aims at incorporating the demand players of the tourism economy such as the tourists and the excursionists. Their perception and expectations on the destination's competitiveness, their expenditure pattern and frequency of visitation to a particular destination, reasons for visitations, demographics and psychographics need to be incorporated to the models to make them comprehensive for the general understanding of the competitiveness of a particular tourism destination.

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