

BEMPS –
Bozen Economics & Management
Paper Series

NO 23 / 2015

Tourism Destination Competitiveness:
Measurement Issues

Daria Mendola and Serena Volo

Tourism Destination Competitiveness: Measurement Issues

Mendola Daria
daria.mendola@unipa.it
Department of Economics, Business and Statistics (SEAS),
University of Palermo, Italy

Serena Volo
serena.volo@unibz.it
Faculty of Economics and Management
Free University of Bozen-Bolzano, Italy

Abstract: Composite indicators are a useful tool to synthesize and monitor multidimensional phenomena and in the last decade they are pervading several domains of tourism studies. This study includes a systematic review of destination competitiveness definitions, concepts and measures and the evaluation of existing composite indicators through the application of an enriched version of the OECD technical guideline to build composite indicators. The results and the knowledge gained through the analysis of the selected indicators provide tourism scholars and practitioners involved in measuring destinations' competitiveness with both an assessment of available indicators' ability to capture tourism competitiveness complexity and a statistical toolbox to assess their effectiveness in empirical evaluations.

Keyword: destination competitiveness, composite indicators, competitiveness determinants, index tourism performance.

JEL: L83, C18

**FULL PAPER IS CURRENTLY UNDER REVIEW
FOR JOURNAL PUBLICATION**