

Wei-Chiang Hong

Competitiveness in the Tourism Sector

A Comprehensive Approach from Economic
and Management Points

Physica-Verlag

A Springer Company

Contents

Abbreviations IX

1 Introduction..... 1

1.1 Competition in the Tourism Industry 1

1.1.1 Domestic-Perspective Competition 1

1.1.2 International-Perspective Competition 2

1.1.3 Summary 3

1.2 Motivation 4

1.2.1 Perspectives on Competitiveness..... 4

1.2.2 Competitiveness Evaluations..... 5

1.2.3 Summary 6

1.3 Problem Statement..... 7

1.3.1 Evolution of Competitiveness 7

1.3.2 Composition of Tourism Competitiveness 9

1.4 Contributions 10

References 12

2 Literature Reviews..... 19

2.1 Exogenous Comparative Advantage Theory 20

2.1.1 Enlightenment of Adam Smith’s Absolute Advantage 20

2.1.2 Introduction and Discussion 21

2.1.3 Summary 22

2.2 Endogenous Comparative Advantage Theory 22

2.2.1 Specialization Processes 23

2.2.2 Technological Innovation 25

2.2.3 Summary 25

2.3 Competitive Advantages..... 26

2.3.1 Introduction 26

2.3.2 Debates, Adjusted Models, and Successors..... 29

2.3.3 Summary 32

2.4 Competitiveness and Evaluation Methodology 33

2.4.1 Definitions of Competitiveness 33

2.4.2 Evaluation Methodology 37

2.5 Tourism Competitiveness Researches	43
2.5.1 Overview of Tourism Competitiveness Researches	43
2.5.2 Crouch and Ritchie's Contributions	45
References	47
3 Research Methods.....	53
3.1 Evaluative Indicators for Tourism Competitive Information	53
3.1.1 Comparative Advantages.....	54
3.1.2 Competitive Advantages	58
3.1.3 Tourism Management.....	63
3.1.4 Environment Conditions.....	67
3.2 Influential Effects of Tourism Competitive Information.....	70
3.2.1 RCA-Originated Influential Effects.....	70
3.2.2 PCA-Originated Influential Effects	73
3.3 Evaluation Methodology and Procedure	75
3.3.1 Evaluation Indicators.....	76
3.3.2 AHP to Evaluate Weights of Indicators	76
References	85
4 Weight of Indicators and Decision Analyses	89
4.1 AHP Questionnaire Survey Procedure	89
4.2 Weight of Indicators Analysis	90
4.2.1 Weight Analysis on Principal Evaluation Dimensions.....	90
4.2.2 Weight Analysis on Comparative Advantages.....	91
4.2.3 Weight Analysis on Competitive Advantages.....	93
4.2.4 Weight Analysis on Tourism Management	95
4.2.5 Weight Analysis on Environment Conditions	96
4.3 Statistical Analyses and Feasible Decisions Considerations	98
References	101
5 Conclusions and Future Works.....	103
5.1 Conclusions	103
5.2 Future Works	106
Reference.....	106
Appendix.....	107