

The Effect of Tourism Competitiveness relating to Tourist Arrivals and
Revenue in East Asia

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Abstract

Abstract—Tourism industry has been growing in recent years, thus becoming a highly competitive market. Government improves its tourism competitiveness to attract a large amount of foreign tourists, increase tourist revenue, and create local employment opportunities. Studies of tourism competitiveness abroad began in the 1990s, with the construction of competitive models, and the development of indexes and relevant empirical researches that are getting more sophisticated. Tourism competitiveness abroad can be divided into two categories. One approach is that researchers develop a set of indexes for tourism owners to evaluate the country's relative strengths based on the 7-point Likert scale. The other approach is aimed at calculating the tourism competitiveness comprehensive index. Case studies of tourism competitiveness are often restrained by high survey costs. The report from World Economic Forum 2010 - 2012 considered the deferred effect and used the statistical data from World Tourism Organization of United Nations from 2010 to 2012. This research explored the important indexes that affect the amount of foreign tourists and revenue in twelve nations in East Asia. This study revealed the dominant indexes affecting tourist arrivals and tourist revenue in East Asia include national safety and security, tourism infrastructures and cultural resources. The results can be applied to tourism industry and developing tourism strategy.

Keyword : The Travel & Tourism Competitiveness Index (TTCI), Multiple Regression Analysis, National Economic Benefits