The performance evaluation model for tourism industry selection

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Abstract

This paper aims at tourism industry about their customers' satisfactions form industry offers in order to get the repurchasing in future. The expert questionnaires have sent to the professional managers in tourism industry getting the specific information to complete this research. The methodology is applied DEMATEL and ANP in this paper. The purpose of utilizing DEMATEL is to realize the relationship between all criteria in order to adapt applying ANP for the paper completion. The function of DEMATEL has via criteria influence to know the relationship between all criteria, also, understand the influence directions. This paper successfully applies DEMATEL in order to raise the accuracy of applying ANP in this model. From this tourism industry selection model the consumers would understand how to selection their tourism dealers. For the tourism dealers would know what their weakness and strength for their future competitiveness.