

Applying Entropy Analysis on the Evaluation of Travel & Tourism Competitiveness Index(TTCI)

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Abstract

The past few years have witnessed many storms in the Travel & Tourism (T&T) industry such as mounting concerns about terrorism in several regions, the high cost of fuel, and lower tourism-based spending linked to the current economic downturn. However, despite the current difficulties, the Travel & Tourism sector remains a critical economic sector worldwide and one that provides significant potential for economic growth and development internationally. It has been agreed that a growing national T&T sector contributes to employment, raises national income, and can improve a country's balance of payments. The sector is thus an important driver of growth and prosperity. This also applies to Taiwan's economic development. Given the importance of the T&T sector, this research was to spend efforts aimed at exploring various issues related to the T&T competitiveness of Taiwan, and its' neighboring nations such as China, Japan, South Korea, Singapore, Thailand, and Malaysia. This was hoping that Taiwan can correctly evaluate its' T&T competitiveness and determine what they have to safeguard its' travel and tourism development.

To begin the study, we selected The Travel & Tourism Competitiveness report among 133 countries in 2009 developed by World Economic Forum to justify overall T&T competitiveness of Taiwan and other countries. The measure of Travel & Tourism Competitiveness Index is based on three categories of variables that facilitate or drive T&T competitiveness. The titles of those three categories are named as: (1) the T&T regulatory framework sub-index; (2) the T&T business environment and infrastructure sub-index; and (3) the T&T human, cultural and natural