

Performance of French Destinations: Tourism Attraction Perspectives

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Abstract:

In this paper we assess and compare the performance of French tourism destinations. The performance assessment is based on the Data Envelopment Analysis (DEA) two-stage procedure of Simar and Wilson (2007). In the first stage, the destinations' technical efficiency scores are estimated, and followed in the second by a bootstrapped truncated regression model. The major aim of this analysis is to provide a detailed understanding of the performance determinants of tourism destinations. In the context of France such analysis takes an additional importance, especially as the country is expected to face a decrease in its tourism competitiveness. A discussion in terms of D-attraction and E-attraction is also proposed and policy recommendations are derived.

Keywords:

Efficiency, Data Envelopment Analysis (DEA), Bootstrap, French Tourism Destinations, Tourism Attraction.