

عنوان مقاله:

Analysis of factors affecting health tourism in the COVID-19 crisis using fuzzy EDAS method

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خلاصه مقاله:

Today, the tourism industry is one of the most dynamic developing sectors of the world economy and an important factor in the social and economic development of regions and countries. It is known as one of the three first-class profitable industries in the world, which in order to expand and develop requires the cooperation and agreement of environmental, cultural, economic, political and social factors at the community level, in this regard, the phenomenon what has now negatively affected the tourism industry in Iran and the world is the Corona (Covid-19) crisis. This study suggests an infrastructure for determining the factors affecting health tourism. Therefore, the newest multi-criteria decision-making method, fuzzy best-worst method was used to calculate the relative importance of indices and Fuzzy evaluation based on distance from average solution technique was applied as a multi-attribute decision-making method to rank effective factors in health tourism. The statistical population of this research consists of directors and experts in the tourism industry Mazandaran. Based on the results of this study, improving the level of tourist security .in the province ranks first among other options for the economy itself

کلمات کلیدی:

Tourism performance, Health tourism, Fuzzy best worst method, Fuzzy EDAS, Multi-criteria decision-making

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