

عنوان مقاله:

Determining the Efficiency of Economic Tourism Industry in Chabahar Free Zone by Using Data Envelopment Analysis (DEA) Method

محل انتشار:

Iranian Economic Review Journal, دوره 23, شماره 4 (سال: 1398)

تعداد صفحات اصل مقاله: 21

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خلاصه مقاله:

Basically, many developed and developing countries need to expand tourism activities for accessing to the goals of national economic development and attracting foreign funds, therefore evaluating the efficiency of tourism industry can have significant help in recognizing the existed tourism potentials. The Chabahar zone in spite of numerous potential abilities in attracting domestic and foreign tourists and despite the fact that it is known as one of the important poles of tourism in Iran, but it is not so successful in attracting tourists. The present research has been provided to access the efficiency of the tourism industry in this area. For analyzing the information, the Data Envelopment Analysis Method (DEA) have been used. According to the results, the technical, management and scale efficiencies are ۰.۵۸, ۰.۶۹ and ۰.۸۴ percent respectively. It is suggested to strengthen the marketing, advertising and doing appropriate transportation infrastructure by employing manpower and efficient and expert management.

کلمات کلیدی:

Keywords: Tourism Economic, Efficiency, Data Envelopment Analysis, Chabahar. JEL Classification: Z۳۲, D۶۱

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