عنوان مقاله:

Using Interval Data Envelopment Analysis (IDEA) to Performance Assessment of Hotel in the Presence of Imprecise Data

نویسندگان:

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خلاصه مقاله:

Due to the fact that hotels are one of the main pillars of tourism industry, it is necessary to evaluate their performance with the aim of identifying desirable hotels as well as providing a way to eliminate the weaknesses of disadvantaged hotels. An important point in performance assessment of hotels is the considering data uncertainty and the need to use an appropriate approach to address this uncertainty. So, the purpose of this paper is to use interval data envelopment analysis (IDEA) models with constant return to scale (CRS) and variable return to scale (VRS) assumptions to performance measurement of hotels under uncertainty. Finally, the proposed models in this study are implemented for a real case study in order to efficiency measurement of hotels and then the results will be evaluated

کلمات کلیدی:

Data Envelopment Analysis, Hotel, Performance Measurement, Interval Data, Uncertainty