

Название публикации:

Modeling the competitive advantage of companies within the hotel industry in a region

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Аннотация:

This paper focuses on the development of techniques for modeling the competitive advantage of companies within the hotel industry in a region. The authors make the case that their proposed techniques for modeling the competitive advantage of companies within the hotel industry in a region can help to cumulatively evaluate and give a well-substantiated quantitative and qualitative assessment of the sector's competitiveness factoring in a set of specific indicators. This kind of algorithm for constructing a model for competitive advantage could help assess in real time the quality of services provided within the hospitality sphere and conduct comparative analyses across the nation's regions

Ключевые слова:

Competitive advantage, Competitiveness, Hotel sector, Modeling, Tourism