

An Evaluation Model for Tourism-Sport Dealer Selection

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Abstract

This research focuses at tourism-sport industry about their customer's satisfactions form industry offers in order to get the repurchasing in future, after sport event, and for other sport events. Sets of interview conducted with some of tourism-sport customers as well as a few experts and professionals in sport and tourism industry management; gathering the required data to complete our study. The method of research in this study is Decision Making Trial and Evaluation Libratory (DEMATEL) from Multi-Criteria Decision Making (MCDM) methods. The aim of applying MCDM-DEMATEL after reviewing available literature is to understand the casual relationship between literature-suggested criteria, and to categorize cause and effect groups of all criteria, for the research completion. The aim of utilizing interviews with two groups; customers and experts; is to gain a multi-approach to the industry for a more realistic understanding. From this paper, sport industry, as well as tourism industry, would understand how to select their tourism-sport dealers. Also tourism-sport dealers would be able to benchmark and find their strategic strength and weakness for their international-level competitiveness in future.

Keywords

Tourism-sport, Dealer selection, Cause and effect, MCDM.

Biography

Shahryar Sorooshian, is senior lecturer in faculty of Technology, Universiti Malaysia Pahang. He earned his B.Sc, M.Sc, and PhD in Industrial Engineering. He has published books, journals and conference papers. He is member of editorial board in some scientific journals and conferences. His research interests include operational management, management engineering, and Business modeling.

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Ali Asghar.A.J was born in Talafer/Iraq in 1971. In 1995, he obtained his B.SC from Musol University/Iraq, Faculty of Computer Science and Mathematics. In 2005, his M.SC from University of Technology/Iraq, Faculty of Applied Science. The PhD obtained from university Malaysia Pahang/ Malaysia in 2012. His interest in Applied Science and Operation Research. He has teaching experience more than 16 years in several universities and Colleges in teaching many subjects under computer science, operation research, Optimization, and Mathematic.