

The use of Goal Programming to obtain a Vectorial Dynamic Composite Indicator

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In this work, we use the Goal Programming methodology to obtain a synthetic Indicator to assess the sustainability degree of several tourism destinations. We define a Vectorial Dynamic Composite Indicator which has two components: static and dynamic. The first evaluates the sustainability degree in terms of strengths and weaknesses shown by the destination with respect to a fixed reference situation. The second allows us to analyze the evolution recorded by the destination from a period taken as a reference to the measurement period. This component captures changes in social, economic and environmental parameters, determining the progress or regress of the destination in terms of the global sustainability of its activity. The definition of the composite indicator is completed by setting guidelines for its use obtained from a comparative empirical study focused on some of the main European destinations.