

**UNDERSTANDING THE NEXUS BETWEEN TOURISM COMPETITIVENESS
AND SOCIAL PROGRESS THROUGH DELPHI ANALYSIS**

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Introdução

Tourism competitiveness has traditionally been associated with increased visitor numbers, often neglecting its effects on local residents. This study advances a new approach, arguing that competitiveness should promote residents' well-being and social progress (Dwyer, 2020; Stiglitz et al., 2009).

Problema de Pesquisa e Objetivo

How can tourism competitiveness be assessed from a social progress perspective? This study aims to identify dimensions and variables that capture this relationship based on expert perceptions

Fundamentação Teórica

Tourism competitiveness is the ability to provide visitors with satisfying and memorable experiences that are both profitable for the industry and the local community, while preserving the destination's natural capital and generating socioeconomic benefits and social progress for residents (Barbosa et al., 2024). Social progress can be defined as a society's ability to meet the basic human needs of its citizens, establish the foundations that enable individuals and communities to improve and sustain their quality of life, and create the conditions for all individuals (Porter et al., 2017)

Metodologia

We applied the Delphi method with 26 international experts. Based on a previous model, two rounds of evaluation were conducted to refine and validate key dimensions and indicators using consensus thresholds. A questionnaire was developed to apply the Delphi method, grounded in the findings of Barbosa et al. (2024), to validate these results with experts from different countries. A panel of 26 experts evaluated the proposed concepts, determinants, dimensions, and variables over two rounds.

Análise dos Resultados

As a key outcome, the model was reduced from 51 to 21 items, and the set of dimensions was adjusted. There is a consensus among the experts that tourism competitiveness should generate well-being and social progress for residents, being more critical than merely increasing the number of visitors. This perspective aligns with the studies of Dwyer (2020) and Stiglitz et al. (2009).

Conclusão

The study confirms the importance of assessing tourism competitiveness through residents' perceptions. Findings support a shift from visitor-focused metrics to multidimensional, inclusive frameworks (Crouch & Ritchie, 1999; Kubickova & Lee, 2018).

Contribuição / Impacto

This research offers a validated, resident-centered model linking tourism competitiveness and social progress. It contributes to theory development and supports the formulation of indicators for public policy and sustainable destination management.

Referências Bibliográficas

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