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Editors

MODELING AND NEW TRENDS IN TOURISM

*A Contribution to Social and
Economic Development*



Hospitality,
Tourism and
Marketing
Studies

NOVA

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Chapter 11

ABOUT SOME STYLIZED FACTS ON TOURISM: A MULTIDIMENSIONAL SCALING APPROACH

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ABSTRACT

The tourism industry is characterized by some stylized facts, namely that the distance (from the place of residence to the touristic place), the characteristics of the tourist place and the time of year are relevant factors in determining the level of tourist activity. The combination of distance and geographical location makes multidimensional scaling a particularly appropriate methodology to test those stylized facts, for that taking into account the time of year. To illustrate, the case of Portugal is considered, which, in general, confirms the existence of those empirical facts.

Keywords: Distance, Multidimensional Scaling, Portugal, Tourism

INTRODUCTION

As is well known, tourism is an activity of major relevance to some countries and, in particular, for certain regions or cities of these countries. For a variety of reasons, including its geographical location, its climate, its cultural richness, as well as the kindness of its people, Portugal is a good example regarding the importance that tourism plays in economic terms.

As evidence of the economic importance of tourism in Portugal, a recent study by the World Travel and Tourism Council (WTCC) indicates that the direct contribution of Travel

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