# Tourism Efficiency of European Countries: Analysis based on DEA Model

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## Abstract

Nowadays tourism has become an emergent issue for every developed and developing country. Europe tourism attracts a large number of tourists every year from the whole world. France, Switzerland, the United Kingdom, and Greece are well known for their attractive tourist destinations. But whether the European countries managed the tourism efficiently or not? Therefore, the goal of the current study is to analyse the tourism efficiency of European countries. Based on the tourists' footfall 22 European countries were selected for the study. Used correlation coefficient analysis to establish a relationship between inputs and outputs. The European country's overall technical efficiency, pure technical efficiency, and scale efficiency regarding tourism are measured using input-oriented data envelopment analysis and output-oriented Data envelopment Analysis. To break tie position super efficiency DEA method used in next stage. The data used in this study, which spans the last ten years from 2014 to 2023, was entirely secondary and was gathered from the United Nations World Tourism Organization's official website. Results show that Austria, Denmark, France, Iceland, Malta, and Switzerland are the most tourism-efficient countries based on both input minimization and output maximisation in Europe tourism and the OTE score, PTE score and SE score of all the above countries are 1 (one). Malta is found the most tourism-efficient country based on the super-efficiency DEA model in European countries.

**Keywords**: European tourism; overall technical efficiency; pure technical efficiency; scale efficiency; super Efficiency.