This thesis contributes to the tourism destination competitiveness (TDC) literature by providing validated measures of TDC determinants and empirical understanding of the impact of TDC determinants on the Travel and Tourism Competitiveness Index (TTCI) ranking and tourism performance. The purpose of this thesis was to articulate and test the relationships between TDC determinants, TTCI ranking, and tourism performance by taking into account the effects of the macroeconomic condition of destinations. This study provides an analytic review of TDC determinants with a twofold objective, that is, to test the TDC determinants’ statistical soundness and to assess the ability of the determinants in explaining the TTCI ranking and tourism performance complexity. Also, the relationship between TTCI ranking and tourism performance will be examined, and the moderating effect of destination’s macroeconomic conditions was tested and analysed. The structural relationship was explored through the examination of underlying TDC theoretical model, as reflected in the literature review. Data from 115 destinations were used to test the hypothesized relationships via partial least square-structural equation modeling (PLS-SEM). Measurement instruments of TDC determinants, TTCI ranking, tourism performance and macroeconomic conditions were adopted and validated based on data collected from secondary sources. The results from the measurement model confirmed the construct of TDC determinants: core resources, complementary resources, infrastructure quality, destination management, environmental management, tourism price and globalisation. Moreover, the structural modeling results provide varying support for the hypotheses defined. First, the results show that the TTCI ranking was merely an index and did not posit causal relationship with the important TDC determinants (tourism core resources and attractions) while four TDC determinants were found to be significant in explaining tourism performance. Second, the TTCI ranking did influence tourism performance positively. However, the Multi-Group Analysis (MGA) result proved that TTCI rankings significantly affect tourism performance in less-developed destinations, but not for the developed ones. This study found that despite the TTCI theoretical importance and usefulness as tools for tourism destinations’ ranking, several measurement issues still surround the foundations of TTCI measurements. These findings extend the application of the underpinned theories of TDC studies and contribute to the body of knowledge. Implications of the findings are discussed, and future research directions are recommended.

It is a common practice among restaurateurs to provide menu cards as a medium of communication to speak about their menu items. Many limitations have been identified from the use of this method of menu ordering such as customer indecision and other forms of service failures. Tablet-based menu ordering system which is „self-service“ in nature is gaining popularity among restaurants due to its capacity to handle descriptive menu, other information and illustration as well as other interactive options and many other benefits. The success of this system depends on how restaurants balance the use of technology and human touch. Too much dependency on technology would take away the human-touch value which is important in a foodservice operation. Not much is known about Malaysian customers’ technology readiness and how they perceived the value offered by this system, thus it is difficult to figure out the effectiveness of the system based on their information satisfaction on the menu ordering experiences which will then influence customers’ behavioural intention. This study empirically investigates the causal relationship between technology readiness, customer perceived value, customer information satisfaction and behavioural intention towards the tablet-based menu ordering system. A quantitative investigation through survey questionnaire among customers who already had the experience was conducted. Data from a total of 421 respondents were analyzed through the process of multivariate analysis using Structural Equation Modelling (SEM) via Analysis of Moment Structures (AMOS). The exploratory factor analysis (EFA) and later the confirmatory factor analysis (CFA) validated the scales used in the study. The results suggest that all constructs; technology readiness, customer perceived value, customer information satisfaction and behavioural intention were significantly related. The strength between technology readiness and customer information satisfaction would change with the presence of customer perceived value. Similarly, the relationship strength between customer perceived value and behavioural intention was altered when customer information satisfaction was included. These concluded that customer perceived value mediate the first relationship while customer information satisfaction mediate the latter. Malaysian customer can accept this kind of ordering experience and other restaurants should see this as an opportunity to invest on the system. Finally, the implications of the findings are discussed, and future research directions are recommended.