Fuzzy logic approach in the modeling of sustainable tourism development management(Article)(Открытый доступ)

[Podejście rozmyte w modelowaniu zarządzania rozwojem zrównoważonej turystyki]

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The paper proposes an economic and mathematics models of sustainable tourism development strategic management based on application of fuzzy algebra mathematical apparatus. The conducted research is built, starting from the formulation of strategic management of sustainable tourism development concept and ending with the creation of economic and mathematics models of decision support. A mathematical model that supports decision making in the evaluation of sustainable development of tourist and recreational areas was developed based on the use of mathematical apparatus of fuzzy inference. The model is built in Fuzzy Logic Toolbox environment of MATLAB and allows selecting strategic reference points for sustainable tourism development with the combination of the results of economic benefits with environmental and social indicators. © 2019, Czestochowa University of Technology. All rights reserved.