

TOURISM SUCCESS INDEX IN CITIES DESTINATIONS.

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The growing interest in tourism as an alternative for development, and the aggressive competition in all scales of the sector, determine for managers of tourism destinations an imperative need to align the will and resources of a broad spectrum of stakeholders towards a common goal. The level of achievement of this objective represents the success of the destination, what is a multidimensional construct that it is addressed in this research with the purpose of proposing an index for cities destinations in base of four critical dimensions: tourism growth, positioning, sustainability and quality of life. The methodology used is based on the expert method and the hierarchical analytical process. The results show that the city of Zurich is the most successful tourist destination of 2016, followed by Vienna and London in second and third place.

KEY WORDS: *Destination, city, dimension, tourism success index.*