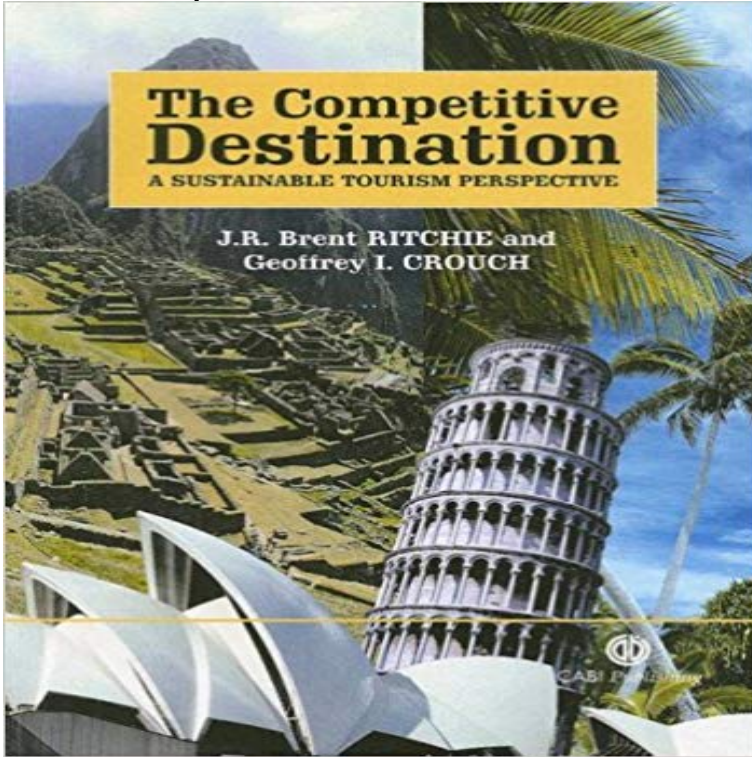


The Competitive Destination: A Sustainable Tourism Perspective



This book provides a framework for understanding the complex and multifaceted nature of the factors that affect destination competitiveness. It offers guidance on how to create successful destinations by developing and presenting a conceptual model of destination competitiveness that recognizes the importance of sustainability for long-term success. The book presents a strong theoretical background for managerial decision-making, giving destination managers a range of tools with which to analyse and increase the competitiveness of their areas.

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Competitive Destination: A Sustainable Tourism Perspective destination competitiveness that recognizes the importance of sustainability for long-term success

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