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Altri autori (Persone)	CrouchGeoffrey I <1954-> (Geoffrey Ian)
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Nota di contenuto	Contents; Preface; Acknowledgements; Foreword; 1 The Evolving Nature of Competition and Sustainability; 2 Conceptual and Theoretical Perspectives; 3 A Model of Destination Competitiveness; 4 The Macroenvironment: Global Forces Shaping World Tourism Competitive (micro)environment Global (macro)environment Global (macro) environment; 5 The Competitive (Micro)environment: the Destination and the Tourism System Competitive (micro)environment Global (macro)environment; 6 Core Resources and Attractors: the Essence of Destination Appeal Competitive (micro)environment Global (macro) environment 7 Supporting Factors and Resources: Elements that Enhance Destination Appeal Competitive (micro)environment Global (macro)environment8 Destination Policy, Planning and Development Global (macro) environment Competitive (micro)environment Color profile: Disabled Composite Default screen; 9 Destination Management: the Key to Maintaining a Sustainable Competitive Advantage Competitive (micro) environment Global (macro)environment; 10 Qualifying and Amplifying Determinants: Parameters that Define Destination Potential Competitive (micro)environment Global (macro)environment 11 The Destination Audit: Putting the Model to WorkIndex
Sommario/riassunto	The purpose of this book is to provide a framework for understanding

the complex and multi-faceted nature of the factors that affect destination competitiveness. It provides guidance on how to create successful destinations by presenting a conceptual model of destination competitiveness.
