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Sommario/riassunto

Fierce global competition in the tourism industry is now focused on
integral parts of supply chains rather than on individual firms. The
highly competitive environment has forced tourism firms to look for
ways to enhance their competitive advantage. Tourism products are
often viewed by consumers as a value-added chain of different service
components and identifying ways to effectively manage the interrelated
tourism business operations will enable tourism firms to better meet
customer needs and accomplish business goals thus maintaining
competitive advantage over their equally efficient riv
