



The Competitive Destination: A Sustainable Tourism Perspective

By J R Brent Ritchie, G. I. Crouch

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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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Review

"An important and welcome contribution to the literature of tourism studies. Highly recommended". S A Schulman, Choice "This book is an articulate and valuable contribution to the tourism literature... It is likely to become a standard reference for many years to come." Geoffrey Wall, Tourism Recreation Research" -- that recognizes the importance of sustainability for long-term success.

About the Author

G. I. Crouch is at La Trobe University, Australia.

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