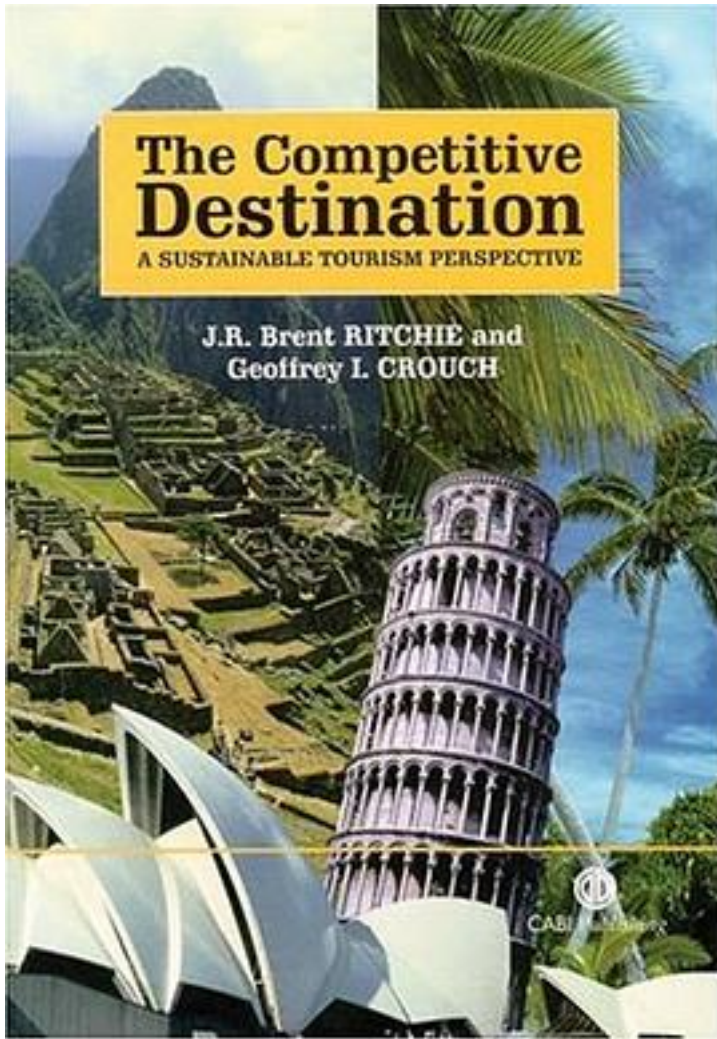


# The Competitive Destination



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著者:Ritchie, J. R. Brent; Kossatz, Horst-Herbert G.; Crouch, G.

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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 developing and presenting a conceptual model of destination competitiveness that recognises the importance of sustainability for long-term success.

作者介绍:

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