

COMPETITIVENESS AND SUSTAINABLE TOURISM.

The Case of Aguas de São Pedro (São Paulo, Brazil)

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This paper intends to identify how the comparative advantage of Aguas de São Pedro influences its competitiveness. Results revealed that tourists perceive the destinations' unique attributes, indicating the necessity of exploring those attributes based on sustainable principles in order to become more competitive.

KEY WORDS: tourist destinations, competitiveness, comparative advantage, sustainability, partnership.