

COMPETITIVENESS OF TOURIST DESTINATIONS

Evaluation Model Based on Dynamics Capabilities and its Implications for Public Policies

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This paper presents a tourism destination analysis model based on dynamics capabilities and its implications for public policies in a destination. Using the methodology created for the research (build around 79 dynamics activities), the model was applied to a sample of twenty Brazilian cities. The reliabilities tests of the model (Cronbach) revealed results pointing to its internal consistency. In general terms, the evidence founded suggests an incipient level dynamics capabilities developed in the studied destinations, besides resource heterogeneity between destinations and also inside each destination (that is, different levels in dynamics capabilities in each category of the model).

KEY WORDS: competitiveness, dynamics capabilities, tourism destinations.