

PROPOSAL FOR A COMPETITIVENESS MODEL OF TOURIST DESTINATIONS

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The article contains a proposal for a competitiveness model of long distance tourist destinations for national and international markets. The model is built recognizing the complex nature of tourism given its transverse and heterogeneous character, the way that different agents interact within a destination, its relationship with the environment, the enjoyment of community attractions and services and different perceptions on the part of tourists. The model is grouped according to characteristics and effects common to the tourist-destination relationship, the determinants of competitiveness on the tourist destination and its competitors. This has been developed to better understand the problematic aspects of each of them with a view toward more efficient decision-making process.

KEY WORDS: *tourism, competitiveness model, tourist destination, decision-making, market.*