

THE COMPETITIVENESS OF THE TOURIST DESTINATION VILLA CLARA, CUBA
Identification of its Determining Factors through Structural Analysis (MIC-MAC)

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This article presents a study on the factors of competitiveness of the destination Villa Clara, Cuba, in terms of its improvement, this destination is one of the fastest growing in the insular Caribbean, a geographical region characterized by a similar tourist supply with similar attractions, so that the effective management of it becomes a requirement in order to ensure its sustainability and development. In the paper a conceptual analysis of competitiveness is carried out, focus and analysis models, which support the view of the authors on the validity of the Porter model for identifying and evaluating the factors under study, from a methodological way forward considering the use of techniques such as expert judgment and structural analysis (MIC-MAC). Based on the results obtained by applying the techniques mentioned above are proposed a set of strategies.

KEYWORDS: *tourism, competitiveness of tourist destinations, Villa Clara as tourist destination, structural analysis of the tourist destinations, tourist competitiveness models.*