

TERRITORIAL INTELLIGENCE AND TOURISM

Towards the Integration of a Model of Economic Transformation

*Juan Antonio Parrilla-González
Juan Ignacio Pulido-Fernández
Universidad de Jaén, España*

Tourism is recognized by the scientific literature as a potential tool of socio-economic development with a great importance. But this potential does not blossom automatically, it requires a number of circumstances to ensure this relationship happen. Furthermore, the territorial intelligence integrates a set of knowledge, tools and strategies which strengthen the development capacity of a territory and the actors involvement in these processes. It is therefore a scientific approach which can encourage the emergence of an enabling environment for tourism to contribute to socioeconomic development. This article describes a methodology to put at service of tourism the knowledge and gears of the territorial intelligence in order to contribute to the dynamism of tourism in territories little or nothing developed from the point of view of tourism and thereby promote their socioeconomic development.

KEY WORDS: tourism, territorial intelligence, economic dynamism of tourism, socioeconomic development, tourism destination.