



The challenge of reinventing destinations highlights the usefulness of organizing integral planning and management strategies in order to maintain the competitiveness of consolidated coastal tourist destinations. This book shows that the response by such destinations to the dynamics of change that condition their development and, therefore, their reinvention, cannot follow general models, needing instead to be planned on the basis of the specific context in which the local enterprises and institutions operate. This study provides a detailed analysis of the strategies undertaken in the case of Vila-seca, a tourism destination located on the Mediterranean coast.

10 Lessons on Tourism **The challenge of reinventing destinations**

Edited by Salvador Anton Clavé

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- 1. Urban planning for tourism and territorial management**
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- 3. Administrative innovation in the management of strategic local projects**

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- 4. Policies of deurbanisation and the creation of public spaces**
- 5. Generation and management strategies for areas of natural interest**
- 6. Instruments for beach recovery, maintenance and management**

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- 7. The transformation of the hotel development model**
- 8. Leadership, differentiation and social responsibility. The role of PortAventura**
- 9. La construcción de la imagen de un destino turístico**
- 10. Knowledge management tools for the enhancement of tourism competitiveness. The Science and Technology Park for Tourism and Leisure**

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