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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