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Tourism local systems and networking

Lazzeretti, Luciana

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Abstrak

This book focuses on the role of networking, cooperation and partnership in destination management in response to the changing environment of the tourism industry.Firms and institutions are nowadays required to implement drastic management changes: they must adopt a systemic approach and become actively involved in formal and informal networks in order to increase efficiency and product quality, to gain a sustainable edge and face the competitive context.The work is dedicated to deepening the topics of the Networking and Tourism Local System session of the 12th ATLAS 2004 Annual Conference, Networking & Partnership in Destination Development & Management, held in Naples. From a theoretical point of view, the papers included herein relate to two macro reference areas: applied economics and managerial sciences. The analysis range from national to local levels and focus on strategies, policies, and project experiences. Several cases from different areas (Finland, France, Ireland, Italy, Malaysia, Portugal, Spain, Sweden) are examined and provide features and issues that can be applied beyond the cultural and economic contexts. Academics, practitioners and tourism scholars should be interested in these important issues and in the actual case studies from all over the world.