Abstract

Strategies for tourism competitiveness in the world today have helped to highlight the role of the destinations. The wager on quality and differentiation has become the hub of such strategies in business and tourist destinations. The trends and recent changes in the international tourism market and the complex situation of the destinations require new policies and strategies from the States. At the national level play a decisive role in the policy framework of quality tourist destination in the plans and analyzing of them is of great interest in terms of investments, actions, results, etc.

Keywords

Quality tourist, destinations in plans, tourism policies, competitiveness, differentiation.