

QUALITY AS A BASIS FOR TOURISM DESTINATION COMPETITIVENESS

Harald Pechlaner

Chair of Tourism Department,
Catholic University of Eichstaett-Ingolstadt,
Germany

Correspondence:
Harald Pechlaner

e-mail:
harald.pechlaner@ku.de

Abstract:

Understanding the basic limitations of destination management is fundamental to the achievement of quality and destination competitiveness. In order to attain quality goals and improve destination competitiveness position, it is necessary to identify the differences and limitations of destination plans by overcoming the gap between the destination original plans and real market circumstances. This refers to the product creation, with all its quality, that has to be market-oriented. In this context, special importance is given to the well-planned organizational structuring of destinations. Limitations of destination quality and competitiveness achievement also refer to the process of managing a destination in the context of creating a fundamental destination product bearing in mind that destination management appears as a complex task. Therefore, this paper identifies and distinguishes between different approaches in the analysis and creation of destination products with special emphasis on cooperation, innovation and quality. It further highlights destination management as being a “complexity-reduction-task”, a new quality philosophy, and points to the importance of tourism destination as a value chain and quality achievement in all its parts. In line with this, the paper also points to the promotion of the cross-linking quality, an integrated concept of mobility, activity and experience.

Keywords:

quality, destination management, tourism destination competitiveness.

