

DESTINATIONS OF MOUNTAIN TOURISM IN XXI CENTURY: ATTRACTIVENESS AND COMPETITIVENESS BASED ON SELECTED AREAS

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Abstract:

Mountain tourism is currently one of the most popular forms of tourism. New equipment technologies, increased awareness of mountain environment and easier travel contribute to the annual increase in the number of tourists in the mountain areas worldwide. This triggers the development of some mountain regions as the most popular destinations among visitors, and creates competition in attractiveness between the mountain tourism centers. To enhance their competitiveness, a variety of destination development methods have been used. In three different study areas, different methods can be used to increase the tourist attractiveness of the area. The surveyed areas were Fuji in Japan, Chinese Mount Hua and the massif of Annapurna in Nepal. Except for modern forms of advertising, modernization of infrastructure and the use of ecological solutions are also used as the local solution for individual regions. As a result, each area is attractive both to domestic and foreign tourists. Currently, the rapid tourism development in mountain areas intensifies the competitiveness level between destinations. Research material was collected during the scientific expeditions in the period from 2010 to 2016 in different parts of the globe. GIS tools and SWOT analysis were utilized for their processing.

Keywords:

mountain, tourism, ecology, environment.