

# Multilevel Approach to Competitiveness in the Global Tourism Industry

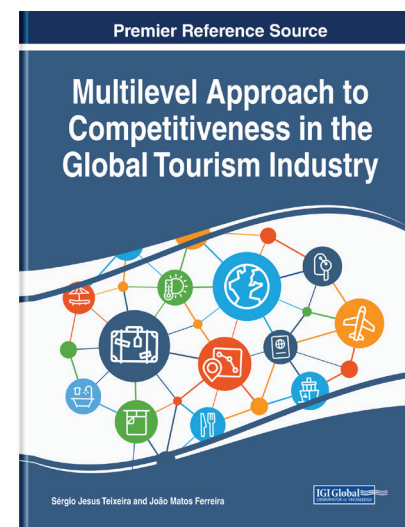
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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## Description:

Companies compete to gain public notoriety every day and use creativity and innovation to get ahead of their competition. In oversaturated industries, such as the tourism sector, smart strategies and global network capabilities must be adopted and improved in order to increase competitiveness.

**Multilevel Approach to Competitiveness in the Global Tourism Industry** contains crucial reference material that discusses new intelligent practices to increase business competitiveness in the tourism sector. Featuring research on topics such as networking, artificial intelligence, and regional competitiveness, this book is ideally designed for program directors, event coordinators, tour developers, hotel managers, restaurateurs, travel agents, policymakers, academics, researchers, advanced students, entrepreneurs, government officials, and professionals in the tourism and hospitality industry.



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## Topics Covered:

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