

TOURISM AND HOSPITALITY DEVELOPMENT AND MANAGEMENT SERIES

COMPETITIVE STRATEGIES  
AND POLICIES FOR TOURISM  
DESTINATIONS: QUALITY,  
INNOVATION AND PROMOTION

FLORA MARIA DIAZ-PEREZ  
EDITOR

Nova Science Publishers, Inc.  
*New York*

# CONTENTS

<b>Preface</b>		<b>vn</b>
<b>Chapter 1</b>	Tourism Product: Conceptualisation and Characteristics <i>Flora Diaz; M. Bethencourt and Marysela C. Morillo</i>	
<b>Chapter 2</b>	Performance Strategies for Mature Sun and Sand Destinations. The Case of the Balearic Islands <i>Eugeni Aguilo</i>	<b>21</b>
<b>Chapter 3</b>	Competitive Strategies for Tourism Development in the Central Coastal Region of Angola <i>Manuel F. Bandeira; Flora Diaz and Jose L Garcia</i>	<b>31</b>
<b>Chapter 4</b>	Evaluating the Role of European Union Preaccession Instruments in the Competitive Tourism Development of the Latest Accession Countries: The Hungarian Experience <i>Emese Panyik and Carlos Costa</i>	<b>53</b>
<b>Chapter 5</b>	Human Capital, Innovation and Productivity in the Hotel and Restaurant Sector in Mediterranean Tourist Countries <i>Olga Gonzalez and Jose Antonio Alvarez</i>	<b>75</b>

<b>Chapter 6</b>	Innovative Capacity in Tourism Destinations: An Application to Spanish Destinations <i>Jose Antonio Alvarez and Olga Gonzalez</i>	99
<b>Chapter 7</b>	Tourism Market Segmentation and Implications for Tourism Policy: The Case of Rural tourism in La Palma <i>Flora Diaz; Carlos Fernandez and Maria Bethencourt</i>	125
<b>Chapter 8</b>	Landscape Character, Geographical Information Technologies and Innovating Tourism Destinations <i>Jose Ramon Vera</i>	139
<b>Chapter 9</b>	Tourism Land Use Management in Tenerife's Island Plan (PIOT): Tourism, Landscape and Agriculture Terraces <i>Joaquim Sabate Bel</i>	159
<b>Chapter 10</b>	Geographic Information Systems for the Design and Management of Tourist Routes. Landscape as a Strategic Value in New Tourism and Land Policy <i>Miguel Angel Mejias</i>	171
<b>Index</b>		199