



Análisis comparativo de casos de buenas prácticas en la gestión de destinos turísticos en México y República Dominicana [

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Analítica

Currently, competitiveness studies carried out at an international level investigate the need for proper management of tourist destinations and the elements that compose it. The present investigation was developed with the purpose of evaluating the management of the destinations in Mexico and the Dominican Republic to consequently identify the best practices that could be used to improve the management of the tourist activity in the destination Cuba. The use of different tools for obtaining information such as bibliographic review, expert criteria, structured interviews with specialists, an online focus group, allowed us to reach important results in the four stages defined for the investigation. With the triangulation of the information, it was possible to identify the behavior of the destination management dimensions in the countries under study, as well as to identify a total of 26 good practices in Mexico and 16 in the Dominican Republic. The study carried out allowed laying the foundations for future strategies in Cuba based on the actions of the competition. Keywords: Competitiveness; management; tourist destinations; Mexico; Dominican Republic

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