

TRAVEL AND TOURISM COMPETITIVENESS OF THE WORLD'S TOP TOURISM DESTINATIONS: AN EXPLORATORY ASSESSMENT

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ABSTRACT: In the recent years, competitiveness has become one of the common concepts employed to approach and describe the sustainable development of the travel and tourism industry. Competitiveness of the travel and tourism industry, like of the tourist destinations, is defined taking into consideration a set of reference elements related to the major dimensions of the industry, such as the business environment, infrastructure, laws and regulations, and resources available.

The paper assesses the competitiveness of the travel and tourism industry in the World's top 25 tourist destinations based on the methodology and the specific results provided in the Travel and Tourism Competitiveness Report and taking into consideration the most representative performance indicators of this industry, international tourist arrivals and international tourist receipts, provided by the World Tourism Organization.

Keywords: travel and tourism, tourist destinations, competitiveness

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