FIGURE 7.2
DESTINATION COMPETITIVENESS MODEL

DESTINATION COMPETITIVENESS

RUINED COMPETITIVENESS

- TERRORISM
- INSECURITY OF FEMALES
- POOR HYGIENE
- POOR INFRASTRUCTURE
- HIGH PRICES
- POOR FACILITIES
- UNPLEASANT WEATHER AND CLIMATE
- LACK OF NATURAL, CULTURAL, MAN MADE RESOURCES
- BEGGING AND CHEATING

EFFECTIVE DESTINATION COMPETITIVENESS

- SAFETY
- HYGIENE
- LATEST ICT
- INFRASTRUCTURE
- ECONOMICAL PRICES
- FACILITIES
- NATURAL, CULTURAL, MAN MADE RESOURCES
- GOOD BEHAVIOUR OF RESIDENTS
- POLITICAL STABILITY

BRIDGING THE GAP