EVALUATING THE VISION AND THE EXPECTATIONS OF STAKEHOLDERS OF A TOURIST DESTINATION

The Case of Holguín

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The results of the introduction of Actors Analysis technique from the Competitive Intelligence perspective for evaluating the vision and expectations of the stakeholders of a tourist destination, and its application in Holguín, Cuba as a tourist destination, are presented. The usefulness of the results for the decision making process in the strategic, tactic and operative levels, as well as for the development of the R & D process in a tourist destination are also presented.

KEY WORDS: stakeholders analysis, destination, competitive intelligence, decision, innovation, tourism.