

The relation between knowledge economy and tourism competitiveness in the APEC zone

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Abstract:

(iii) Driving Innovative Sustainability

The paper analyzes the tourist activity in the economy of APEC against the approaches of the knowledge economy, tourism competitiveness and the academic training of tourism professionals in universities. To this end, tourism activity in the APEC economies is considered in the light of the knowledge economy, the indicators of tourism competitiveness of the World Economic Forum and information provided by the World Tourism Organization. In an introductory way, the tourism system is described, the level of progress in the epistemological conception of tourism, some limitations and challenges faced by actors and researchers of the tourism industry in terms of knowledge management and, finally, the educational practices of three university institutions dedicated to the training of tourism professionals are reviewed. Subject to confirmation by other methodologies, the preliminary facts found through the review of academic literature, institutional documents and databases show a relationship between investment in research and development, higher education and human capital formation with tourism competitiveness and the use of tourism resources. The post-pandemic era poses new challenges for knowledge management and tourism competitiveness in the APEC zone.