



Integrated Micro-Destination: A Conceptual Framework **

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Abstract

The purpose of this research is to develop a different perspective on the classification of the concept of destination, which is one of the important components of the tourism sector, by introducing the concept of 'integrated micro-destination' and evaluating its importance for the tourism sector, especially concerning destinations. In the study, the concept of destination is first defined, and a new concept is developed from a marketing and competitiveness perspective based on the geographical and size criteria used in destination classifications. The theoretical framework of destination classifications is examined, and it is observed in the literature review that the overall competitiveness of a holistic macro-destination is influenced by the competitiveness within its various micro-destinations. The factors affecting the integrated micro destination concept were evaluated from both the prosody and consumer perspectives.

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