

Title: Local Development, Value Chains and Demand Profiling:
Assesing key elements for the Tourism Industry in Development
Contexts

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Abstract

The paper aims to explore, from a conceptual perspective, recent contributions on the value chain analysis oriented to local development. Particularly, it will be focused on Tourism based value chains and the relation that different structures holds with particular segments of an iterative, dynamic and heterogeneous demand. The tourist profiling represent a vast challenge in the characterization of tourism research and the advances carried on that field had hardly interacted with the value chains oriented literature, specially in relation to developing contexts. As results, this work offers a systematized framework able to approach an comprehensive analysis of tourism value chains considering the demand characteristics. The case of “The end of the World: Ushuaia, Argentina” will be explored as an empirical application of the results of the paper.