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## Tourism Management Strategies: Creating a Competitive Advantage through the Concept of Organizational Citizenship Behavior (OCB)

*Hamsani*

### Abstract

Approaches to the tourism development strategy have always focused on non-human factors, such as an increase in various tourism facilities, the potential of an area's attractions, tourism packages, and increased cooperation in tourism to the stakeholders. But however great a strategy is implemented without the support of the human factor as a driving force, the tourism strategy will not be able to

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