ALASTAIR M. MORRISON

HIRD EDITION

MARKETING AND MANAGING TOURISM DESTINATIONS



สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

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Marketing and Managing Tourism Destinations

Third Edition

Alastair M. Morrison



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Contents

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|--|---|----------------------------|
| | | |
| | | |
| List of Figures List of Examples List of Abbreviations Preface | | xvii xxvii xxxvii |
| Acknowledgments | | xlix |
| Part I Critical Concepts in Des | tination Management and Marketing | 1 |
| 1 Destination Management at Warming Up Defining a Tourism Destination Destination Management and Destination Management and Destination Management Rol Leadership, Coordination, an Product Development The Ten As of Successful Dess Stakeholders in Destination M Destination Governance Destination Management Org Careers in Destination Manage Hold the Printing Presses: DM | on I Marketing Overview es d Governance stinations Management ganizations gement and Destination Marketing | 3 4 4 5 9 |
| Need to Change Summing Up | | 37 38 |
| 2 Destination Sustainability a Warming Up Destination Sustainable Tour Destination Stewardship Destination Social Responsib | ism | 43 44 44 55 58 |

CONTENTS

| Responsible Tourism | 60 |
|--|-----|
| Regenerative Tourism | 63 |
| Declarations and Pledges | 66 |
| Ethical Tourism | 70 |
| Ecotourism | 72 |
| Community-based Tourism | 75 |
| Pro-poor Tourism | 77 |
| Social Tourism | 78 |
| Greenwashing | 79 |
| Doughnut Economics and the Circular Economy | 80 |
| Summing Up | 82 |
| 3 Quality of Life and Well-being of Destination Residents | 89 |
| Warming Up | 90 |
| Resident Quality of Life | 91 |
| Resident Well-being | 95 |
| Wellness vs. Well-being | 99 |
| Place Attachment and Sense of Place | 99 |
| Resident Irritation Resulting from Tourism | 101 |
| Carrying Capacity | 105 |
| Overcrowding and Overtourism | 105 |
| Degrowth and Demarketing | 107 |
| Impacts of COVID-19 Pandemic | 110 |
| Measuring Resident Sentiment toward Tourism | 110 |
| Improving Resident Quality of Life and Well-being | 112 |
| Summing Up | 110 |
| | |
| Part II Destination Management Roles | 125 |
| 4 Destination Planning | 127 |
| Warming Up | 128 |
| Characteristics of Tourism Destination Planning | 120 |
| Tourism Destination Planning Process | 143 |
| Plans and Communicating about Plans | 158 |
| Destination Visioning | 158 |
| Tourism Planning Toolkits | 161 |
| Specialized Forms of Destination Planning | 161 |
| Steps for Effective Destination Planning | 164 |
| Summing Up | 165 |
| 5 Destination Management Dessearch | 169 |
| Warming Up | 170 |
| Contributions of Research to Destination Management | 170 |
| Developing a Destination Management Research Agenda and Plan | 173 |
| Fundamentals of Destination Management Research | 175 |

| Types of Destination Management Research Projects | 185 |
|---|----------|
| DMO Research Departments and Staff | 204 |
| Steps for Effective Destination Management Research | 206 |
| Summing Up | 206 |
| 6 Destination Leadership, Coordination, and Governance | 210 |
| et Warming Up | 211 |
| Definitions of Destination Leadership, Coordination, and Governance | 211 |
| Destination Leadership | 212 |
| Destination Leadership Styles | 215 |
| Corporate Social Responsibility (CSR) | 218 |
| Ethical Leadership Practices and DMO Standards | 219 |
| Destination Coordination | 221 |
| Destination Governance | 229 |
| DMO Organizational Structures, Boards, and Bylaws | 237 |
| Boards of Directors | 240 |
| DMO Funding | 242 |
| Measuring DMO Effectiveness | 245 |
| Involvement | |
| Risk Management | 248 |
| Steps for Effective Destination Leadership, Coordination, | ininit – |
| and Governance | |
| Summing Up | 251 |
| 8 received in the approximation of the second se | |
| 7 Destination Product Development | 255 |
| Warming Up | 256 |
| Definition and Components of the Destination Product | 256 |
| Principles of Destination Product Development | 258 |
| Tourism Area Life Cycle | 262 |
| DMO Involvement in Product Development | 264 |
| Product Development Variations by Types of Destinations | 266 |
| Hard and Soft Tourism Product Development | 267 |
| Destination Quality | 269 |
| Product Development Strategy Models | 272 |
| Physical (Hard) Product Development | 281 |
| Intangible (Soft) Product Development | 287 |
| Steps in Effective Product Development | 296 |
| Summing Up | 297 |
| 8 Destination Partnership and Team-Building | 202 |
| | 302 |
| Warming Up Definitions of Destination Partnership and Team-Building | |
| - | |
| Destination Management Role Contributions of Partnerships | |
| Partnerships and Destination Governance Benefits of Destination Partnerships | |
| Denems of Destination Faitherships | 512 |

xii CONTENTS

| Destination Partners | 315 |
|--|-----|
| Identifying Destination Partners | 320 |
| Public–Private Partnerships in Destination Management | 325 |
| Barriers and Challenges for Destination Partnerships | 325 |
| Destination Partnership Types | 327 |
| Ingredients of Successful Destination Partnerships | 331 |
| Destination Partnership-Building Steps | 333 |
| Destination Team-building | 334 |
| Steps in Effective Destination Partnerships and Team-Building | |
| Summing Up | |
| 810 . SR2Dirgulidimosphak track sent | |
| 9 Destination Stakeholder Relationships and Involvement | |
| Warming Up | |
| Stakeholder Landscape for Destination Management | |
| Stakeholder Relationships and Involvement | |
| ON Tourism Sector Stakeholders | |
| Relationships with DMO Members | |
| Relationships with DMO Boards of Directors | 366 |
| Relationships with Community Residents | 370 |
| Relationships with Government | 381 |
| Relationships with the Environment | 383 |
| OC Relationships with Tourists | 384 |
| Relationships with Other Stakeholders | 384 |
| Steps in Effective Stakeholder Relationships and Involvement | 385 |
| Summing Up | |
| ning Um | |
| 10 Visitor Management | |
| Warming Up | |
| Definition of Visitor Management | |
| The ADVICE Model for a Visitor Management Program | |
| Reasons for Visitor Management | |
| Benefits from Visitor Management | |
| Components of a Visitor Management Program | |
| Visitor Expectations, Experiences, Enjoyment, and Satisfaction | |
| Vield Management | |
| Other Visitor Management Efforts | |
| Steps in Effective Visitor Management | |
| Summing Up | 430 |
| 11 Destination Crisis Management | 125 |
| | 435 |
| | |
| | |
| Categories of Crises and Disasters | |
| Susceptibility of Destinations to Crises and Disasters | |
| Impacts of Crises and Disasters on Tourism | 445 |

| CONT | ENTS | xi |
|------|------|----|
|------|------|----|

| Stages in Crises and Disasters | 447 |
|---|-----------|
| Crisis Management Planning | 449 |
| Crisis Communications | 455 |
| Risk Management | 461 |
| Resilience and Recovery | 462 |
| Summing Up | 465 |
| (2) Sector Materia | |
| 12 Planning Marketing, Branding, and Communications | 471 |
| Warming Up | 472 |
| Definitions of Marketing, Branding, and Integrated Marketing | |
| Communications | 472 |
| Destination Marketing Principles | 473 |
| Planning Marketing, Branding, and Communications | 475 |
| The Destination Marketing System and the PRICE model | 484 |
| Steps for Effective Planning of Marketing, Branding, and | |
| Communications | 511 |
| Summing Up | 512 |
| 537 | |
| Part III Destination Marketing, Branding, and Communications | 515 |
| 13 Destination Positioning, Image, and Branding | 517 |
| Warming Up | 518 |
| Definitions of Destination Positioning, Image, and Branding | 510 |
| Positioning, Imaging, Branding (PIB) Approach | 520 |
| Importance and Benefits of Destination Branding | 522 |
| | 522 |
| Challenges of Destination Branding | |
| Characteristics of a Good Destination Brand | 532 |
| Classic Concepts in Branding | 536 |
| Steps in Destination Branding | 538 |
| Steps in Effective Destination Positioning, Image, and Branding | 550 |
| Summing Up | 551 |
| 14 Destination Internets d Marketine Communications | and share |
| 14 Destination Integrated Marketing Communications | 555 |
| Warming Up | 556 |
| | 557 |
| | 557 |
| Benefits of Integrated Marketing Communications | 558 |
| E-marketing | 562 |
| | 566 |
| Sales (Personal Selling) | 571 |
| Public Relations and Publicity | |
| Sales Promotion and Merchandising | |
| Crowdsourcing and Content Co-creation | |
| Theme Year and Event Marketing | |
| Movie and Film Development | |
| I Dent I Dent I Dent I Dent I DENT | 001 |

xiii

| Steps in Effective Planning of Integrated Marketing | Communications 58 | 6 |
|---|------------------------------------|---|
| Summing Up | 58 | 7 |
| TNA | | |
| 15 E-marketing and ICTs | 59 | |
| Warming Up | 59 | 3 |
| Definition and Increasing Importance of E-marketin | ng 59 | 3 |
| Functions of Digital Media for Visitors | 59 | 4 |
| Main Components of E-marketing | 59 | 7 |
| Websites | 60 | 3 |
| Search Engine Marketing and Optimization | 0.000 | 4 |
| Social Media | 61 | 5 |
| Apps | 61 | 7 |
| Email Email | | 8 |
| Other Components of E-marketing | 61 | 9 |
| Big Data Analysis | 62 | 1 |
| Performance Evaluation of DMO E-marketing | 62 | 1 |
| ICT Definition and History | 62 | 2 |
| Internet Usage | 62 | 3 |
| Traveler ICTs | 62 | 6 |
| Recent ICT Innovations | 62 | 8 |
| Challenges and Issues | 63. March 201 April 1990 63. | 3 |
| Steps in Effective E-marketing | 63 | |
| SUSSumming Up and and lens aread, attended and | | 7 |
| | Festioning, Imaging, Br | |
| Deut IV Deutinetien Meuleute en d'Turnele | 643 | 3 |
| | | |
| 16 Consumer Behavior, Segmentation, and Market | | |
| | 64 | |
| | 64 | |
| Destination Selection | | |
| The Influence of Destination Images | 65 | |
| Travel Purchase Behavior Process | 65 ⁻ 66 ⁻ | |
| Destination Market Degmentation | 00. | |
| Market Trends | 0/1 | 6 |
| Implications for Destinations and DMOs | 68 | 9 |
| Summing Up | 68 | 9 |
| | 69 | 1 |
| 17 Domestic Leisure and VFR Travel Markets | | |
| Warming Up | 69 69 | |
| Definition of Domestic Tourism | 690 690 | |
| | | |
| | 699 | |
| Trends and Prospects for Domestic Tourism | | |
| Issues and Challenges for Domestic Tourism | | |
| Providing Incentives for Domestic Travel | 709 | 9 |

| E V E a | Factors Influencing Domestic Tourism Domestic Tourism Market Segments Visiting Friends and Relatives (VFR) Market Domestic Leisure Travel and VFR Marketing, Branding, and Communications Procedures Summing Up | 735 |
|--|--|---|
| V C E In C In C | nternational Pleasure and Leisure Travel Markets Warming Up Size of the International Tourist Market Challenges for International Travel Emerging International Travel Markets International Travel Market Segments with Growth Potential Other International Tourism Growth Markets International Pleasure/Leisure Travel Marketing, Branding, and Communications Procedures Summing Up | 743 744 748 752 755 |
| V E B C T P Iu R B | Business Travel and Business Event Markets Warming Up Definitions of Market Segments Size and Importance of Business Travel and Business Event Markets Benefits of Business Travel and Business Event Markets Challenges for Business Travel and Business Events Crends for Business Travel and Business Events Professional Congress or Conference Organizers (PCOs) Incentive Travel Planners Requests for Proposals (RFPs) Business Event Marketing, Branding, and Communications Forming Up | 797 798 798 804 808 812 818 828 828 828 830 831 837 |
| Part ' | V Destination Management Performance Measurement and the Future of Destination Management | 843 |
| a V D D P L T P | Destination Management Performance Measurement and Management Varming Up The Uniqueness of Destination Management Performance Measurement Definitions of Performance Measurement and Performance Management Destination Management Roles Performance (8 + 3D Platform) Performance Metrics Levels of Performance Measurement for Destination Management The 80–20 Principle and the Iceberg Effect Performance Measurement Systems Performance Measurement Process | 845 846 847 847 855 861 864 865 868 |

| | ~ | 0 | B. 1 | | N 11 | TC |
|----|---|---|------|----|------|----|
| VI | C | Ο | N | 15 | N | TS |

| 881 883 |
|---------------------------------|
| 889 889 890 910 914 |
| 918 922 |
| 926 931 |
| 931 |
| |
| |
| |
| |

xvi