



Destination Marketing and Management: Theories and Applications

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Most tourism activities take place at a destination, and destination serves as a fundamental unit of analysis in any modelling of the tourism system. However, destination marketing and management is a complex subject that requires a comprehensive, holistic and systematic approach. From the demand side, travelers have a choice of available destinations; from the supply side, destination marketing organizations are competing for attention from a highly competitive marketplace. Taking an integrated and comprehensive approach, this book focuses on both the macro and micro aspects of destination marketing and management. Some key areas covered include the consumer decision making process, product development and distribution and the use of emerging technologies in destination marketing.

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