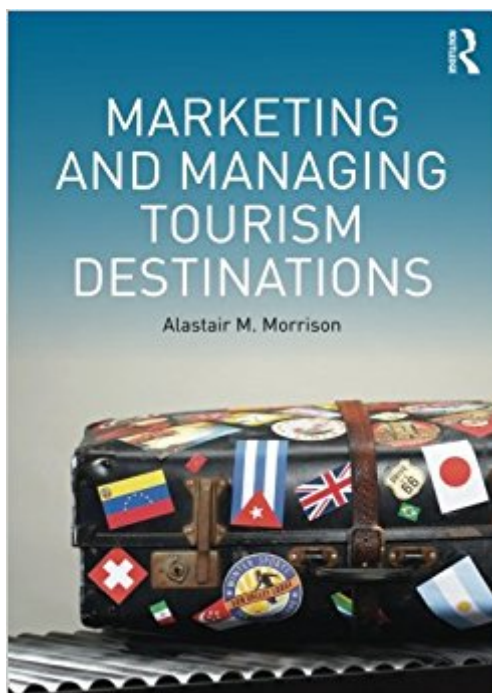


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# Marketing And Managing Tourism Destinations



## Synopsis

Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This textbook provides students with: A solid introduction to destination marketing strategy and planning, to organization and support planning and then to operations, implementation and evaluation, as well as major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs). A unique systematic model to manage and market destinations. Core concepts are supported with well integrated international case studies to show the practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

## Book Information

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## Customer Reviews

"This excellent text provides a comprehensive introduction to and explanation of the core concepts relevant to the marketing and management of a tourist destination. The theoretical concepts are well

supported by extensive international case studies and references .This will be of interest to both student and practitioners and this book should become the leading text in the field." â “ Kit Jenkins, University of Strathclyde, UK"The book is very well written in highly comprehensible language which makes it suitable for a variety of readers. The book could be successfully used in undergraduate or graduate courses in destination marketing, management, governance. It could be furthermore used by managers of destination marketing organisations when developing the destination strategy or undertaking particular marketing activities. It is a definite must for every library." â “ Stanislav Ivanov, International Journal of Tourism Policy

Alastair M. Morrison is the President and CEO of Belle Tourism International Consulting (BTI) in the People's Republic of China and a Distinguished Professor Emeritus specializing in the area of tourism and hospitality marketing and management in the School of Hospitality and Tourism Management, Purdue University, USA.

As the author of this book, it is to be expected that I would write a favorable review. However, I wanted to point out why it deserves a good rating. This text is based on my consulting for and training of DMO executives worldwide over several decades, and is not a product of just "book knowledge." The contents have a global focus and are not biased toward one country or region. While there are other books on the market for this subject area, they tend to be edited works from many different authors and are not as well knitted together as a sole-authored text. The book will be a valuable reference for tourism destination practitioners and should fit well into university classes on destination management or marketing. I have tried to write this book in an engaging and user-friendly way and include many real-life examples and case studies to illustrate the practical application of all management and marketing concepts and approaches. There are many illustrations and these also help to put across the main points in the text contents. There are many explanations of the differences between destination marketing and destination management, but this book views destination marketing as a component of destination management and argues for the integration of these two concepts. I hope you enjoy reading this book! PS. I post many current and updated examples on excellence in destination marketing and management at the LinkedIn.com group for the International Tourism Studies Association (ITSA).

This is my first book about Tourism, and I learned so much. A lot of information from UK, but tourism is no longer only about country but whole world. Have practical examples and of course a

lot of references and links from all over the world. It's not a read-in-one-night book and not for dummies but a serious book if you want to learn all about tourism from the the DMO (Destination Management Organization) perspective. I will apply all about this information to establish procedures and organization into my business. Great book. Thank you Alastair.

This book is very complete and has a lot of practical information to put it in action right away. It is very well organized and has real examples from almost all over the world. I recommend it without doubts.

Thank you

It's not news that the travel and tourism industry has been changing at breakneck speed, particularly over the last decade. It is news however, when a source of information comes along that enables us to "hit the refresh button" and update our knowledge on a lot of what's happening out there. That's the feeling I got when reading, Alastair Morrison's new book, "Marketing and Managing Tourism Destinations". What I like about Alastair's work with Belle Consulting is that being based in China provides him with a unique view of global tourism. This shows in his practical perspective and many of his real world case studies. While this is a textbook, it never gets bogged down in theory. Instead, it is an easy read that explains myriad subjects spanning all aspects of how destination management is planned, implemented and evaluated as well as the programs and operations of DMOs. I like how he addresses and simplifies many of the disruptive elements that are having such a profound influence on the industry. He provides media reports, examples and case studies to keep the focus on practical applications. At 590 pages, it's not an overnight read. But each chapter (and subject) is relatively short and an engrossing read. The combined effect is a solid grounding and refresher in the dynamics of destination management and marketing today. Bill Baker Author: Destination Branding for Small Cities

This is a fantastic book! Dr. Morrison did an excellent job of combining all topics involved in destination marketing and management and made it so real by examples from all over the world. I agree with him that destination marketing is an aspect of destination management and they should be combined for a complete picture. Destination management should be done with a marketing approach for the best results for all stakeholders involved. I am so glad to see that he also has examples on LinkedIn, will certainly check them out periodically... Thank you Dr. Morrison, your

intellectual products are great contributions to the academia and the industry and much appreciated!

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