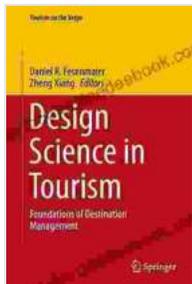


Foundations Of Destination Management: Tourism On The Verge



Design Science in Tourism: Foundations of Destination Management (Tourism on the Verge)

★★★★★ 5 out of 5

Language : English
File size : 4165 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 491 pages



Destination management is a critical component of tourism, as it involves the planning, development, and management of tourist destinations. This article explores the foundations of destination management, discussing the key concepts, principles, and practices involved in managing tourist destinations effectively.

Key Concepts of Destination Management

Destination: A tourist destination is a specific geographic location that attracts visitors for leisure, business, or other purposes. Destinations can be cities, towns, regions, or even entire countries.

Destination management: Destination management is the process of planning, developing, and managing tourist destinations to optimize their potential for economic, social, and environmental benefits.

Stakeholders: Stakeholders are individuals or groups with an interest in the management of a tourist destination. They can include tourists, residents, businesses, government agencies, and non-profit organizations.

Sustainability: Sustainability is a key principle of destination management, which aims to ensure that tourism development does not damage the natural or cultural resources of a destination.

Principles of Destination Management

Integrated planning: Destination management should be based on an integrated plan that considers all aspects of the destination, including its natural, cultural, and social resources, as well as its infrastructure and transportation systems.

Stakeholder involvement: Stakeholders should be involved in all stages of destination management, from planning to implementation and evaluation.

Sustainability: Destination management should be based on the principles of sustainability, ensuring that tourism development does not damage the natural or cultural resources of the destination.

Marketing and promotion: Destination management should include effective marketing and promotion strategies to attract visitors to the destination.

Monitoring and evaluation: Destination management should include ongoing monitoring and evaluation to assess the effectiveness of management strategies and make necessary adjustments.

Practices of Destination Management

Destination planning: Destination planning involves the development of a comprehensive plan for the management of a tourist destination. This plan should include goals, objectives, and strategies for the development and management of the destination.

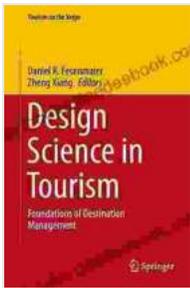
Stakeholder engagement: Stakeholder engagement involves working with all stakeholders to ensure that their interests are considered in the management of the destination.

Sustainability management: Sustainability management involves implementing strategies to reduce the environmental and social impacts of tourism development.

Marketing and promotion: Marketing and promotion involve developing and implementing strategies to attract visitors to the destination.

Monitoring and evaluation: Monitoring and evaluation involve tracking the progress of destination management strategies and making necessary adjustments.

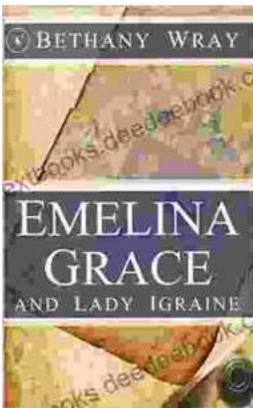
Destination management is a complex and challenging field that requires a comprehensive understanding of the key concepts, principles, and practices involved. By following the principles and practices outlined in this article, destination managers can help to create sustainable and vibrant destinations that meet the needs of tourists, residents, and businesses alike.



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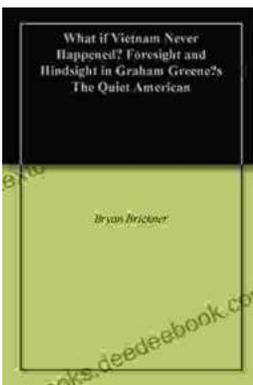
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