



# Marketing and Managing Tourism Destinations

By Alastair M Morrison



**Marketing and Managing Tourism Destinations** By Alastair M Morrison

*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.

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### Editorial Review

#### Review

**"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."** – *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."** – Stanislav Ivanov, International Journal of Tourism Policy

#### About the Author

**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.

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