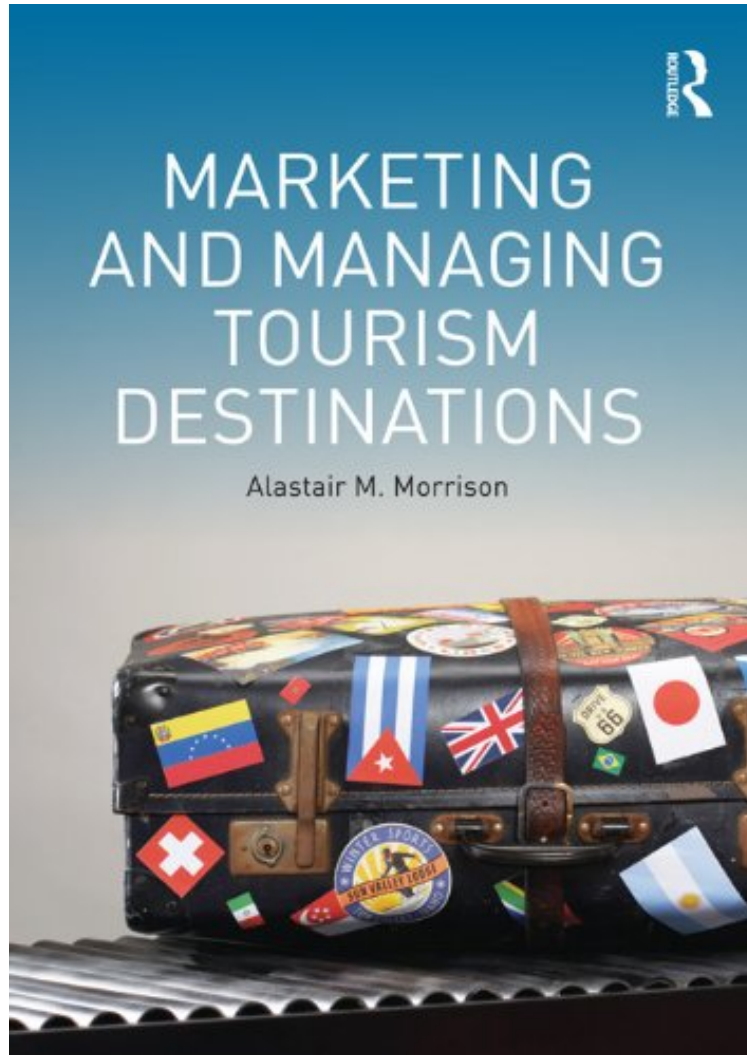


# Marketing and Managing Tourism Destinations

*Alastair M Morrison*

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**Alastair M Morrison : Marketing and Managing Tourism Destinations** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing and Managing Tourism Destinations:

3 of 3 people found the following review helpful. First dedicated and comprehensive book on destination marketing and management By Alastair M Morrison 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). 0 of 0 people found the following review helpful. Usefull Information to put it on practice right away. By Oliverius The Reader This is my first book about Tourism, and a 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 al 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. 0 of 0 people found the following review helpful. Good job Mr. Morrison By Santiago Lebron Delgado 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.

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.

"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." ndash; 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." ndash; 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.