

Tourism Planning and Destination Marketing



Edited by
Mark Anthony Camilleri

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EDITED BY

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INVESTOR IN PEOPLE

Dedicated to Adriana and to our special kids, Michela and Sam.

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About the Editor

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- Member of the Editorial Board of Springer Nature International Journal of Corporate Social Responsibility.
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Mark Anthony Camilleri has published academic textbooks with leading publishers. In 2017, he published *Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies*. Moreover, he edited *CSR 2.0 and the New Era of Corporate Citizenship* (2017). In 2018, he published *Travel Marketing, Tourism Economics and the Air-line Product: An Introduction to Theory and Practice* and edited *Strategic Perspectives in Destination Marketing* and *The Branding of Tourist Destinations*.

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Preface

The marketing of a destination relies on planning, organisation and the successful execution of strategies and tactics. Therefore, this authoritative book provides students and practitioners with relevant knowledge of tourism planning and destination marketing. The readers of this publication are equipped with a strong pedagogical base as they are presented with conceptual discussions as well as empirical studies on different aspects of the travel and tourism industries.

The readers of this book will acquire a good understanding of the tourism marketing environment, destination branding, distribution channels, e-tourism as well as relevant details on sustainable and responsible tourism practices, among other topics. They will appreciate that the tourism marketers, including destination management organisations (DMOs), are increasingly using innovative tools such as digital media and ubiquitous technologies to engage with prospective visitors. Hence, this book also sheds light on contemporary developments in travel, tourism, hospitality, festivals and events.

Chapter 1 introduces the readers to the tourism concept as it describes the travel facilitators and motivators. It explains several aspects of the tourism product, including visitor accessibility, accommodation, attractions, activities and amenities. It categorises different travel markets such as adventure tourism, business tourism (including meetings, incentives, conferences and events), culinary tourism, cultural (or heritage) tourism, eco-tourism (or sustainable tourism), educational tourism, health (or medical tourism), religious tourism, rural tourism, seaside tourism, sports tourism, urban (or city) tourism, wine tourism, among other niche areas.

Chapter 2 offers a critical review and analysis of relevant literature on the tourism product's experiential perspective. The authors suggest that the customers' experience is affected by cognitive, emotional, relational and sensorial aspects.

Chapter 3 examines Plog's model of venturesomeness. The author provides a thorough review of 26 studies that have adopted this behavioural model. He maintains that this model could be used to identify the travellers' psychographic characteristics as he correlates them with the destinations they visit.

Chapter 4 focuses on the co-competition features of tourism destinations. The author held that (competing) tourism service providers, including destination marketing organisations often cooperate to deliver positive customer experiences. In addition, he explained how seasonality and colocation issues can influence specific features of co-competition and collaborative practices in tourism destinations.

Chapter 5 explored the residents' attitudes towards incoming tourism at Punta del Este, Uruguay. The authors suggest that the respondents were perceiving economic benefits from increased tourism figures. However, the same respondents indicated that they were aware about the sociocultural costs of tourism.

Chapter 6 appraises readers of the notions of sustainable and responsible tourism. It traces the origins of the concept of sustainable development and includes a critical review of key theoretical underpinnings. The author provides relevant examples of the social, environmental and economic impacts of tourism in vulnerable or sensitive climates.

Chapter 7 investigates the foreign tourists' experiences of Japan's Tateyama and Hirakawa rural areas. The author suggests that the tourists' experience of rural tourism has led them to appreciate the Japanese culture.

Chapter 8 sheds light on the eco-tourism concept. Following a thorough literature review, the authors imply that the service providers ought to identify their visitors' motivation for eco-tourism destinations.

Chapter 9 clarifies how emerging technologies, including augmented reality (AR) and virtual reality (VR) are being used in the travel and tourism industries. The authors introduce the readers to the term, 'phygital' as they argue that the tourists are seeking physical and virtual experiences. They suggest that AR and VR have the power to blend together the individuals' perception of real and virtual spaces.

Chapter 10 explains the importance of organising events for destination marketing. The authors suggest that festivals and events can create a positive image of a destination. The destinations' ongoing activities may lead to economic benefits to tourism operators as well as to the community at large.

Chapter 11 posits that the destinations marketers ought to formulate their strategies prior to the planning and organising of events. The author contends that the effective management of events relies on stakeholder engagement, attracting sponsorships and the use of interactive media.

Chapter 12 describes Smart Tourism Local Service Systems (S-TLSS) that are intended to facilitate the engagement among various stakeholders. The authors suggest that S-TLSS supports the tourism planning and destination marketing in Caserta, Italy.

In sum, this authoritative publication is written in an engaging style to incite the curiosity of its readers. It presents all the theory and the empirical studies in a simple and straightforward manner. This book reports on the global tourism marketing environments that comprise a wide array of economic, sociocultural and environmental issues. It explains how ongoing advances in technology are bringing interesting developments in the tourism industry and its marketing mix.

This book was written by academics for other scholars, researchers, advanced undergraduate and postgraduate students; as it provides a thorough literature review on different tourism topics, including destination marketing and branding, sustainable and responsible tourism, tourism technologies, digital marketing, travel distribution and more. It is also relevant to the industry practitioners, including consultants, senior executives and managers who work for DMOs, tourism offices, hotels, inbound/outbound tour operators and travel agents, among others.