



Book

# Marketing and Managing Tourism Destinations

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## ABSTRACT

*Marketing and Managing Tourism Destinations* is a comprehensive and integrated introductory textbook covering destination management and marketing in one volume. It focuses on how destination management is planned, implemented, and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, and challenges and issues they face to compete for the global leisure and business travel markets.

Much has changed since the publication of the second edition of this book in 2018. The COVID-19 pandemic was unpredictable at the time and has caused havoc for

destinations and DMOs. The third edition includes many materials about the COVID-19 impacts and recovery from the pandemic.

This third edition has been updated to include:

- four new chapters (Chapter 2—“Destination Sustainability and Social Responsibility”; Chapter 3—“Quality of Life and Well-Being of Destination Residents”; Chapter 11—“Destination Crisis Management”; and Chapter 20—“Destination Management Performance Measurement and Management”)
- new and updated international case examples to show the practical realities and approaches to managing different destinations around the world
- coverage of contemporary topics including, for example, COVID-19, social responsibility, metaverse, mixed reality, virtual meetings, teleworking, digital nomads, viral marketing, blended travel, regenerative tourism, meaningful travel, and several others
- a significantly improved illustration program
- keyword lists

It is illustrated in full color and packed with features to encourage reflection on main themes, spur critical thinking, and show theory in practice. Written by an author with many years of industry practice, university teaching, and professional training experience, this book is the essential guide to the subject for tourism, hospitality, and events students and industry practitioners alike.