

# **Tourism Planning and Destination Marketing**

**(Second Edition)**

**Edited by Mark Anthony Camilleri**

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## **Preface**

'Destination marketing' is a term that is widely used in the travel industry. In plain words, it involves the promotion of specific locations including countries, regions, cities, holiday resorts and/or tourist attractions. The rationale behind this marketing notion is to increase awareness about a destination (or destinations) among prospective visitors, and to encourage them to plan itineraries and to book their travel and accommodation requirements (Camilleri, 2018a). Destination management organizations (DMOs) and travel businesses rely on tourism planning as well as on well-crafted strategies to appeal to market segments and niches.

In many cases, policy makers and practitioners are adopting customer-centric digital marketing tactics to lure local and international visitors to their destination(s) (Camilleri & Kozak, 2023; Camilleri et al., 2022). Very often, their promotional activities generate positive outcomes for their country's economy, for the benefit of a wide array of businesses (including to enterprises in non-tourism sectors) as well as for local residents.

However, at times, unsound tourism planning and destination marketing endeavors may also result in an unforeseen influx of tourists, who can possibly cause undesirable consequences to host destinations, in terms of their impact on society and on the natural environment. Arguably, over-crowding as well as an unsustainable surge in tourism will probably require the development of additional infrastructure and resources to cater for more visitors (Camilleri, 2018b). Over-tourism could influence the quality of life of local inhabitants and may have a negative effect on the conditions of the host country's attractions. It could possibly lead to increased emissions, pollution, litter and to the loss of natural eco systems (Mtapuri et al. 2021).

Debatably, there are opportunities as well as challenges for travel, tourism and hospitality practitioners who are engaged in the marketing and promotions of destinations. In this light, the second edition of Emerald's *Tourism Planning and Destination Marketing* adds value to the first edition of this authoritative book. Like its predecessor, it also provides a strong pedagogical base for advanced post graduate students, researchers and aspiring practitioners. It presents informative, interesting and timely contributions from leading academics - hailing from diverse backgrounds. This book features real-life case studies as well as theoretical and empirical investigations on different aspects of the tourism industry.

Chapter 1 is focused on tourist behavior. Cruz-Milan (2024) appraises Dr. Stanley C. Plog's venturesomeness concept, as he reviews empirical research based on Plog's (1974) personality-based psychographic model. This author synthesizes relevant literature that describe the travelers' personality traits and attitudes that induce them to visit destinations. He presents a discussion on this topic, outlines managerial implications for tourism practitioners, and puts forward future research directions to academia.

Chapter 2 elaborates on the seasonality of tourism. Cardona and Sánchez-Fernández (2024) present a comparative analysis between the Balearic Islands and the Canary Islands. They evaluate the demand for these Spanish destinations and identify the impacts and consequences of seasonality issues. In conclusion, they articulate the implications of their contribution and outline recommendations for future research.

Chapter 3 sheds light on the overall short- and medium-term effects generated by the Milan Expo event over a nine-year period. Sainaghi and Mauri (2024) report that this event has resulted in a significant increase in tourism figures to the Northern Italian city. These authors indicated that all classes of hotels experienced higher occupancy levels. They found that the hotel rates were

higher for upscale and economy hotels when compared to midscale hotels, while in terms of percentage, the economy hotels have registered the largest increase in revenue.

Chapter 4 raises awareness on ‘coopetition’ as this business-related notion is increasingly being used in the academic literature, to describe the cooperation and competition among different entities, including those operating within the tourism industry. Rusko (2024) argues that more researchers are exploring coopetition in the context of tourism planning and development. This author advances theoretical implications as he discusses about coopetitive networks and on how the relationships with different stakeholders (including with competitors) could add value to tourism destinations.

Chapter 5 investigates the sustainability prospects of small hospitality businesses that are focused on local food and beverage items, within the Italian, Spanish and Swedish contexts. Brozović et al., (2024) put forward a conceptual framework that clearly identifies the opportunities and challenges for the development of food and beverage tourism. The authors imply that small hospitality businesses are intrinsically linked to the local heritage of destinations. They suggest that enterprises can differentiate themselves if they specialize in indigenous foods and delicacies. At the same time, they could contribute to the cultural enrichment and to the sustainability of their country’s tourism product.

Chapter 6 discusses about sustainable tourism in South Africa. Mtapuri et al. (2024) elaborate on sound initiatives that can promote responsible and environmentally-sustainable tourism development. The authors identify opportunities and challenges for the future. In conclusion, they imply that there is scope for policy makers to allocate financial resources to practitioners to encourage them to foster eco-friendly services, to engage in knowledge sharing

activities to improve competences in the sector, and to introduce new incentives that facilitate community-based tourism.

Chapter 7 explores the effects of an unexpected Coronavirus (COVID-19) pandemic on a luxury hospitality business, in a Southern Italian context. Campo et al. (2024) evaluate the marketing strategies adopted by a five-star hotel during COVID-19. The authors reported that despite the upscale hotel received less bookings during the crisis, the management opted to continue pursuing its differentiation strategy and brand positioning, by continue offering improved service quality as well as enhanced hygiene and sanitation facilities, in order to deliver customer-centric experiences to their valued guests.

Chapter 8 clarifies how digital interventions may be employed in the Japanese spa and wellbeing industry context. Billore (2024) builds on the theoretical lenses related to the service dominant logic and to the value creation notion, as she puts forward a conceptual model that may be useful for practitioners operating cultural enterprises. The author implies that there is scope for the wellness businesses to continuously ameliorate their customer services, by enhancing their value creation in terms of technical and innovative services, as well as through empathetic designs and results-oriented approaches.

Chapter 9 raises awareness on art hotels. Addis et al. (2024) commend that such hospitality businesses are clearly differentiating themselves from traditional hotels, as they strive to promote cultural tourism. The authors identify the segments of travelers including art-infused travelers, art-seeking travelers, art-indifferent travelers and art-blind travelers, who are currently availing themselves of the art hotels' services. In conclusion, the authors outline managerial implications and put forward research avenues in this promising area of study.

Chapter 10 recontextualizes the organization of events. Monda et al. (2024) review the extant literature on this topic. The authors formulate definitions and describe key characteristics of events. Afterwards, they discuss about the benefits and risks of promoting events through social media networks.

Chapter 11 assesses the attributes and features that can lure visitors to tourist destinations. Prakash et al. (2024a) clearly distinguish the differences between common places vis-a-vis destinations with attractions and amenities, that could appeal to different tourists. The authors discuss about the theoretical implications of their research. They use descriptive case studies to raise awareness on the sense of place, place DNA, place identity, placemaking and experience-scape.

Chapter 12 is related to the promotion of religious tourism in 'Incredible India'. Bhadeshiya and Prajapati (2024) shed light on some of India's holy temples and sacred places. These authors outline existing policy initiatives and schemes that can support the development of the religious tourism market (in addition to other markets). In conclusion, they identify possible challenges and discuss on possible opportunities related to tourism planning.

Chapter 13 describes the key elements of destination marketing. Prakash et al. (2024b) elaborate about the importance of destination leadership in order to ensure that independent tourism businesses are delivering appropriate levels of service quality that exceed expectations of tourists, at all times. The authors imply that different interactive marketing channels including social media and mobile applications, among others, can be utilized to improve the visitors' experiences, and to reach prospective travelers.

Chapter 14 explains how destination marketers could use digitization strategies to attract tourists. Prakash et al. (2024c) put forward a theoretical model that is intended to encourage revisit



intentions to destinations. The authors maintain that marketing superstructures (in terms of a destination marketing mix, segmentation and data analysis), as well as information, communication technologies (ICT) like databases, extranet, multichannel delivery platforms and business intelligence ought to be used to reach more customers in the digital age.

This authoritative book is a valuable resource for industry practitioners like consultants, senior executives and managers who work for destination management organizations, hotels, restaurants, inbound / outbound tour operators or travel agents, as well as for academic researchers and students who are aspiring to pursue a career in tourism and hospitality.

This title features case studies from real-life businesses and a thorough review of the relevant academic literature. It describes different tourism marketing strategies that are related to cultural tourism, events tourism, food tourism, religious tourism as well as spa and wellness tourism, among others, as they may be utilized by destination managers. At the same time, it comprises discursive contributions that elaborate about critical matters that affect the tourism industry, including consumer (or tourist) behavior; the planning, organization and implementation of responsible tourism practices in different contexts; crisis management; marketing environment issues affecting the long term sustainability of destinations like seasonality factors; as well as the utilization of smart tourism technologies and digital marketing channels, among other topics.

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- ◉ International Conference on Education and Service Sciences - ICESS
- ◉ International Conference on Education and Training Technologies - ICETT
- ◉ International Conference on Education Development and Studies - ICEDS
- ◉ International Conference on Educational Technology - ICET
- ◉ International Conference of Machine Learning Technologies - ICMLT
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## **Endorsements**

“A timely update to this useful insight into planning and destination marketing. This book offers a wide range of international case studies and experiences. It demonstrates multiple levels of planning and marketing for tourism destinations that are required, and how ingenuity and gumption can help governments and industry alike be innovative”.

Prof. Xavier Font, Ph.D., University of Surrey, United Kingdom AND Editor-in-chief of the Journal of Sustainable Tourism.

“This title is relevant to those interested and engaged in the planning, marketing and promotion of destinations. This excellent and timely contribution offers a wealth of thought-provoking examples of contemporary tourism development as well as critical insight into the future challenges and opportunities facing the industry. It discusses about changing patterns of tourist behavior, structural changes in the industry, new forms of sustainable tourism and on cutting edge digital strategies. The text makes a valuable and timely addition to the literature and is a must-read for those yearning for deeper knowledge and insight”.

Dr. Alan Fyall, Ph.D., University of Central Florida, United States of America AND the Founding Editor of the Journal of Destination Marketing and Management.

“This book twins the topics of tourism planning and destination marketing in a unique way that delivers great value to practitioners, scholars, and students. Drawing upon case studies and other research from around the globe, it is a must-read source for all those with a serious interest in destination management. This innovative text strikes a good balance between the positive and negative impacts of tourism and provides up-to-date insights for those involved with hotels, events, restaurants, spas and well-being, enterprise digitalization, and other aspects of the sector”.

Prof. Alastair M. Morrison, Ph.D., University of Greenwich, United Kingdom AND Co-editor of the International Journal of Tourism Cities.