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Faculty and Policymakers

Travellers are now spoilt by choice of available holiday destinations. In today's crowded tourism market place, destination

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competitiveness demands an effective marketing organisation. Two themes underpin Destination Marketing Organisations. The first is the challenges associated

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with promoting multi-attributed destinations in dynamic and heterogeneous markets, and the second is the divide between tourism 'practitioners' and

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academics. Written by a former 'practitioner', Destination Marketing Organisations bridges industry and theory by synthesising a wealth of academic literature of

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practical value to DMOs.
Key learning outcomes
are to enhance
understanding of the
fundamental issues
relating to: The
rationale for the

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establishment of DMOs
The structure, roles,
goals and functions of
DMOs The key
opportunities,
challenges and
constraints facing DMOs

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The complexities of marketing destinations as tourism brands The Author Dr Steven Pike (PhD) spent 17 years in the tourism industry, working in destination

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marketing organisations, before joining academia. He is currently a Visiting Scholar with the School of Advertising, Marketing and Public Relations at

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Queensland University of Technology, and Senior Lecturer in the School of Marketing and Tourism at Central Queensland University.

Destination Marketing

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offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations (DMOs) and

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how destination marketing can be planned, implemented and evaluated to achieve successful destination competitiveness. This new third edition has

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been revised and updated to include: 27 new and updated case studies, including destinations such as Sri Lanka, Barbados, the UAE, and crucially relevant

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the role of technology,
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creativity and
innovation in developing
destination branding,
experiential destination

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marketing and the influence of culture and sustainability on destination marketing
Links to free access of the author's journal articles on destination

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marketing Updated additional online resources for lecturers and students including PowerPoint slides, quizzes and discussion questions It is written

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in an engaging style and applies theory to a range of tourism destinations at the consumer, business, national and international level by

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