

In quest of metrics for tourism destination marketing.

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Abstract

In the changed time frame, marketing ensembles itself in different phenomena, where tourism marketing or tourism destination marketing is becoming a developing thrust area in tourism industry research. Upon different marketing performance under general marketing, tourism destination marketing literature has been developed by various authors where still, even though it is hunting for the same. This paper has given attention to underlying the scope of literature on the basis of tourism destination marketing performance and some academic knowledge that persist in the same field as well, that will be followed with determining area for the research needed to be continued. A review is done on the availability of the literature previewed importantly on tourism destination marketing approaches, management and other publications journals, on the same. Although, the consequences of the study designated to the valuable contributions by important authors, still many important aspects on the ground of destination marketing is not given attention as it is well believed that measurement of marketing performances becoming more advanced with more strength. Destination marketing is a complex matter with involvement of different parties where judging performance becomes more advanced with accuracy. However, the conclusion of the study can be an adaptation of applications that needs attention and with the same time the right implementation of the applications is also mandate by the practitioners of destination marketing in different filed, as it is worth able to remember that marketing is not a magic-stick that gives quick panacea.

Key words: Tourism destination marketing, marketing approaches, metrics

1. Introduction:

The concept of destination marketing is new where a strategic planning are taken in orientation of market (koltar, et al., 1993), and considered as successful if stakeholders like workers, business firms, citizens work united to bring visitors therefor match both side pleasure. It is an approach of strategic planning for the development of place rather than focusing on sales or image making tools and regarded as product of tourism and unit of marketing (Buhalis:2000).A new conception oriented with more function through which destination sees a mixture of opportunity with experience, products of individual which are form of overall experience of the places that are visited (Murphy et al:2000). Crouch and Ritchie(2010) stated destination marketing always become the central point of competition in tourism sector. However, two approaches developed as alternate strategies are resulted in difference by Middleton and Clarke (2012) in destination marketing of tourism, the strategy for promotion are the classic marketing strategies that provides concentration on promoting and advertising that creates consciousness in large interest and another one is the strategy of facilitation that recommends a strong connection between DMOs with the single tourism operators to effectively bring out results of common goals. The most high domains in research of tourism fields are destination marketing and management, eventually, in the high network of destination management, marketing is a framework within (Marios Sotiriadis:2020). Baker and Cameron(2008) quantified marketing as the key role for DMO's.

Meanwhile, changing globalization, market volatilization, high impact of changing economy with competition are importantly responsible among other aspects for the significant changing of tourism industries and business that involves with this industry where as gap always lies in the formation of new technologies in market places in a mean of communication and information (Morrison:2019), henceforth in the study of Standing et.al (2014) and Sotiriadis, Gursoy, D (2016) supporting these, declared the influencing power of these factors are as responsible for regular transformation of tourist behavior along with system and process of suppliers of business involves in tourism destination marketing. By outlining such shifting scenario, this paper is synthesis of present level of studies done on tourism destination marketing over an orderly review of literature and also hunting of metrics of the same on the presence of exiting measurement done with conceptual framework in order to determine, how the both can make a complete measurement achievement in the absent areas of destination tourism marketing.

2. Important areas of research in Tourism Destination Marketing:

Very recent literature proposes, on the field of research on tourism destination marketing has got maturity over decades (Dolnicar and Ring:2014, Mazanec and , J.A : 2016, Ávila-Robinson and Wakabayash 2018). Those researches importantly highlighting factors of marketing and promotion roles DMOs and also other ends of both the value and supply chain of tourism destination marketing (Morrison:2019). However, the following table 1 is depicted the important 4 areas covered by the research field of destination tourism marketing in recent decades:

Purposes of Tourism Destination Marketing with main factors	Research area focused on	Majority size of studies
Destination Management Organizations(DMO)	Roles and functions of destination management organizations elaboration of complete performances, their answerability, efficiency and so on.	Around 22 studies. Such as: Assessment of destination performance: A strategy map approach. De Carlo, M.; Cugini, A.; Zerbini, F. Tour. Review. 2008
Tourist behavior as consumer	Tourist decision as consumer Influential part of external and internal environment. Mix of communications. It elaborates on the efficiency of the activities of marketing that results behavior.	Around 32 studies Such as: An investigation of tourists' destination loyalty and preferences. Chen, J.S.; Gursoy, Int. Jou. Contemp. Hosp. Manag. 2001
Planning of Marketing and research on market	Environment of marketing analysis , information system of marketing and also system of tourism destination marketing. It also focuses on the techniques to be applied along with results in the market.	Around 30 studies. Such as: Destination marketing system strategies in Scotland and Ireland: An approach to assessment. Frew, A.J.; O'Connor. Int Technol. Tour. 1999
Strategies implementation and plans taken as in action for marketing.	Communication tools, uses of 8ps in marketing mix. Mainly communication with social media and digital marketing.	Around 44 studies. Such as : To compare or not to compare?": Comparative appeals in destination advertising of ski resorts. Byun, J.; Jang, S.C.-S J. Destin. Mark. Manag. 2018

Table 1: 4 areas of research on tourism destination marketing.

Hence, the above table is a brief understanding on some related research which has made diversification of knowledge in tourism destination marketing and management (Dolnicar and Ring: 2014).

2.1. Collaboration with other domains or disciplines:

Nevertheless, tourism destination marketing is also collaborated with other disciplines or domains to vast its knowledge experiences, some of important are stated bellow:

2.1.1 Tourism sustainability: Marketing for sustainable growth through techniques of marketing can results an effective understanding for marketers of needs and wants of tourist and can help in make out more sustainable strategic tools to communicate those influential factors that influence tourist behavior (Font ,Mccabe:2017, Sheth et al: 2011, Wehrl et al:2017). Shen et al (2020) discovered the influential part of social sites and its networking which has a huge effect on the sustainability as well for the changing attitude of tourist. However, much studies suggested, pattern of sustainability can contributes significantly in the tourism destination marketing.

2.1.2 Tourist behavior as consumer: In another term as behavior of customer, this is the first consideration of destination marketing planners. In the sector of research of tourism destination marketing, the theme of this stream, lined up as underlying those aspects, responsible for preferences of tourist giving importance their vast range of demands, motivational facts of tourist and also the segmentation of market of tourist (Gretzel et al:2015), however, the high volume of research undergoes to understand the fluctuate behavior of tourist consumer. Sotiriadis (2017) stated that behavior of tourist has been transformed more extensively to information and communication gears like social networking, booking in online etc. and flexibility to these issues importantly results in changing attitude and decision making of tourist.

2.1.3 Management: In a vast outlined management of destination, marketing of destination is an important function. The main objective of destination management organization (DMO) s is to work on strategy to maintain the flow of sustainability of tourism (Kotler, Bowen and Makens:2010) , hence the efficiency of destination management are influences by the marketing activities taken by DMOs.

2.1.4 Digital marketing: DMOs are now working in new creation of format of digital marketing in ICT forms. The main six mechanisms includes in digital marketing that DMOs are focusing on as websites, social media, apps, e-mail, marketing through search engine, creation of content (Kotler, Bowen and Makens:2010).Studies suggested websites of destinations where evaluations are done along with designs are the main interest area of improvement for further research in the area of tourism destination marketing (Wang,:2016). Meanwhile, tourism with smartness are being recent developing areas that connects with applications of new tools of ICTs and also with the components of marketing which are interested areas of research of much scholars along with the most identified platform broadcasting information for DMOs (Gretzel, et al., :2015, H.B, H and Law:2020, Sotiriadis:2020).

3. Destination Marketing Construction

Three different reasons made the process of marketing for destination a critical one (Mathieson & Wall, 1982), the very first one is due to its characteristics as it is based on product that involves cost structure, inseparability, exclusivity, customer involvement in manufacture and so on, the second one is classified due to different characteristics that different destination carries and the third is the involvement of different parties, such as stakeholders, government agencies, local communities, tourist. Buhalis, 2000; Martini & Franch, 2002; Hankinson, 2005; Presenza, et al., 2005; Pike, 2005 & 2009; Soteriades & Avgeli, 2007; García et al.:2012;Sri,Christina & Tetty,2014;Cevat,Bekir & Alan:2015;Hae & Yoo:2016,Kyle ,Dimitrios & Milan:2020)amongst others that importantly discussed these issues in their studies. Indeed, the structures of destination marketing are carried out by DMOs. The theme of destination management resembles the same mean as destination marketing (Presenza et al :2005), the term is based on the circumstances where destination planners works for marketing strategies within the frame of management. DMOs works with different bodies with the same goals make a destination well known to tourist maintaining profit at some level, for what they need to maintain their collaboration with different entities stars from public to different private partnership, partnership form of private-public, involvement of government- non government organization , in some cases nonprofit organizations also (UNWTO, 2004, Gretze,et al., 2006; Bieger, et al., 2009).However, internal –external functions are also studied where research highlighted the structures that DMO’s need to engage through different activities among which important are publications, website marketing, events organizing, direct sales, advertising, making tour familiar, festival organizing with local community, direct mail, branding a particular destination, image of particular destination((Hankinson, 2004, 2005 & 2009; Pike, 2005; Presenza, et al., 2005; Sheehan & Ritchie, 2005; Fyall & Leask, 2007; Konecnik & Gartner, 2007; Hui et al:2017; Hongmei et al:2017;kyle,Dimitrios & Milan:2020).

4. Metrics of Tourism Destination Marketing

Measuring through models is a reliable way of measuring performances of destination marketing or destination management, but rarely are seen in attention for research of the same (Snyman Ohlhoff:2012).Important noticeable models as metrics of tourism marketing within the metrics of marketing of destination are shared bellow:

4.1 *Faulkner, 1997 and Phillips & Moutinho, 1998*

A model proposed to assess the performance of DMOs involving set criteria as suitability, productivity and efficacy, through which a framework developed with features as: reviewing program, monitoring the performance, monitoring the outcomes and analysis the cost with benefit, for evaluating programs of tourism destination marketing nationally. Hence, analysis of cost with benefit is not an easy task to achieve is acknowledged by Faulkner (1997). Meanwhile, MPEI(marketing planning index) tools formed for measuring the planned efficiency suited for hotel business by Phillips and Moutinho, 1998, where, a significant relationship has been taken into account between planning of market strategic functions, orientation of market and impact of effectiveness .

4.2 *Smeral & Witt, 2002*

A metric for the which can be termed as single metric for limited insight of performance of destination marketing, where an analysis are proposed for the evaluation of marketing of destinations nationally that is mostly based on analysis on share of market.

4.3 *Pike, 2008 and Spyriadis, Fletcher, Fyall & Carter, 2009*

Pike (2008), highlighted some important metrics to measure performance of DMOs like achievement, operations efficiency and also indicators for performance of marketing as well, such as brand equity, communitarian of marketing. Meanwhile, Fletcher, Fyall & Carter, (2009) highlighted the importance of evaluation in industrial environment and suggested framework on the current model of management performance. 9 factors under the framework developed through which the efficiency of DMOs can be measured : satisfaction of stakeholders, developing product and maintaining quality, functions of destination management, involvement and rendezvous , leading and coordinating quality at destinations , skills of operations, cost concerns, discovering and wish to learn new ideas.

4.4 *Bornthorst, et al., 2010 and Rui B. Pinto & Elisabeth Kastenholz ,2011*

Bornthorst, et al., 2010 indicated a relationship among factors of DMOs such as (relation with supplier, management efficiency, focus of organization, planning) with success of destination (locations, lucrative product, visitors experiences and support of local community). The intimacy of the relationship between networking and destination marketing are reviewed in the study of Rui and Elisabeth (2011). This relationship is important in development of collaboration destination marketing, which is a vibrant process with certain objectives involving expanded platforms of activities and that contributes to stakeholders with different values for outputs.

4.5 *Anita Zehrer and Kirstin Hallmann,2015*

Drawing models from competitiveness of destination and theory of stakeholders, this paper elaborated aspects of policy that influence competitiveness of destination through a perspective of stakeholders. It is suggested that, ties of market, factors connected to vision, growth, nursing, interdependences have significant positive relationship with competitiveness of acknowledged destination.

4.6 *Mariapina Trunfio and Maria Della Lucia,2016*

Evaluation of marketing or web 5.0 for DMOs opened up scopes for practicing marketing digitally. It creates to boost potential tourist along with technological strategies to hold those tourist as well. Although, depending on factors to overcome like participation of cohort on content of generation and also the speed of the reaction time that contents take are the constraints that DMOs faces in performing their best job.

4.7 *Shu-pei Tsai,2017*

A model is developed to achieve the performance of DMOs through one form of technology that is operations through websites. E-loyalty on the base of designing in website and maintaining relationship online has given priority where investigation suggests 6 surfaces to improve the areas in the same. Those factors that are suggested as providing information that are useful, efficiency in directing, visually appealing, presence of community along with inclusion of symbolic meaning that have functional sense with emotional touch in design, maintaining quality full relationship in online, upholding satisfaction and trust.

4.8 *Hyeongjin (Harry) Jeon, Chihyung (Michael) Ok & Juwon Choi,2017*

Researchers has focused on treating the personality model of Plog (1974), model of personality of tourist to understand the variations of their behavior. It engaged the relationship among the features of websites like (design, usefulness of information) experience of flow with the intention of the users to use the information of travel that is provided by DMOs. Moderating effect of personality model or behavior of intention to visit particular destination is positively significant some of factors like in formativeness and flow experience.

5. Discussion and Conclusion

Driven through curiosity of academicians, a significant growth is seen in the knowledge of literature field of tourism destination marketing. Although progress on research of the same field is undergoing, but investigating on recent issues on continues up gradation is important. The relevant areas that tourism destination marketing focused has been listed with the very recent one, where it is reviewed, technology is still a filed in destination marketing needed to develop fast with track. Consumers as tourist behavior are changing rapidly and accordingly their medium of interaction becoming smaller in size. Matching with this Destination marketing organization who are the main collaborators in tourism field have to renovate their standard.

The conceptual framework that is provided is up- to date to authors' best knowledge. The proper framework is most likely a successful way of understanding the metrics of tourism destination marketing rather than other way (Seggie, et al, 2007). This is how the measurement of performance has done of DMOs, where it can is seen again as shortage of execution of knowledge in terms of technological overview. Marketing 5.0 is the technology that is upgraded for human to understand the up gradated of human needs and wants (kotler, Iwan, Harmanwan;2021), it address how marketers can follow the technology to make good change. In these current phenomena, DMOs needs to act with the smartness of marketing.

This paper is attempted to overviewed on two decades of literature available in tourism destination marketing, where future suggestions is signifying on giving priority on technological advancement, where much more metrics are awaiting for DMOs along with scholars to make it more connect to the related bodies, so that constrains of each can be easily overcome in the coming deviations of earth.

Notes: ¹ areas that are focused in table 1 are all in the area of TDM, but the importantly counted.

² models that are used are not the deficiencies or all in all but are focused on importance and also critics are not mentioned due to limitations of space.

³ reviews are taken from 1982-2021 where all studies are not included, due to shortage of space and time.

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