How can emerging destinations with limited resources make an impact in a crowded marketplace?

Tourism Consultants Network

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DESTINATION GOVERNANCE

DESTINATION QUALITY MANAGEMENT

DESTINATION COMPETITIVENESS THROUGH EFFECTIVE GOVERNANCE AND MANAGEMENT STRATEGIES AND TOOLS
Destination management

- Destination planning: zoning, infrastructure, investment, human resources
- Product development and packaging
- Destination operation and services
- Promotion and marketing
- Distribution and sales
- Feedback and follow up: industry and the customer
- Quality:
  - natural, cultural, man-made environment, consumer, industry, local community
A Destination Management Organization (DMO) is the leading entity which may encompass the various authorities, stakeholders and professionals and facilitates the tourism sector partnerships towards a collective destination vision. The governance structures of DMOs vary from a single public authority to a public-private partnership model with the key role of coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.
A framework for developing a destination management strategy
(a strategic planning model)

1. SITUATION ASSESSMENT (where are we now?)
2. A STRATEGIC FRAMEWORK (where would we like to be?)
3. AN INTEGRATED, MULTI-YEAR IMPLEMENTATION PLAN (how do we get there?)
4. INSTITUTIONAL & PERFORMANCE MANAGEMENT ARRANGEMENTS – GOVERNANCE (what are the institutional arrangements for performance?)
Newly Emerging Destinations – Challenges

1. Infrastructure necessary for tourism is limited

2. Stock of tourism products is small

3. The marketplace has little or no knowledge of the destination
1. To ensure that the primary services are in place
2. Visa facilitation
3. Good air and ground transportation infrastructure
4. Accommodation of a standard that international tourists will accept
5. To involve local communities in planning and delivering Tourism Product Development
Local communities involvement - Benefits

• Build bridges between the ‘host’ and ‘guest’
• Ensure that tourist spending goes directly into the local economy
• Give visitors direct access to the culture and nature of the destination
• Involve relatively low capital costs and attract the support of the international aid donor community
• Raise awareness among the population of the value of the country’s natural resources
Keys for success

- *Vision* and leadership for a sustainable and competitive tourism
- Knowledge and understanding of the needs of our target markets and the “new tourist”
- Ensuring destination quality performance
- Positioning and differentiating our destination and “image management”
- Improvement of collecting reliable data and competent analysis of the data
- Improvement of the competitiveness of the destination, providing “through the chain”, positive visitor experience
- Product innovation and management
- Capitalizing on the opportunities provided by new technologies
- Greater professionalism in service levels and overall HR management
- Synergy between all the stakeholders in creating the destination vision
- Public-private sector partnership in the key areas of management and marketing
- Continuously adapting to the dynamically changing macro, competitive and market environments
Thank you!