

Contents

<i>List of figures</i>	vii	15
<i>List of tables</i>	viii	16
<i>List of case studies</i>	x	25
<i>Acknowledgements</i>	xii	34
1 The study of destination marketing	1	146
2 The destination marketing organisation and destination competitiveness	25	171
3 Destination marketing organisation funding and governance	48	173
4 Cooperating to compete	72	185
5 The destination marketing organisation, disasters, crises and dark tourism	97	245
6 Destination marketing strategy framework	123	261
7 Destination brand identity	145	310
8 Destination image	163	
9 Destination brand positioning	183	
10 Destination marketing communications	204	

11 Destination marketing organisation public relations and publicity-seeking	227
12 The destination marketing organisation and social media	253
13 The destination marketing organisation and the travel trade	277
14 Destination marketing performance measurement	293
<i>Index</i>	322

The author, Steven Pike, to be identified as author of this work has been asserted by him in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

First edition published by Butterworth-Heinemann 2008
Second edition published by Routledge 2016

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloguing-in-Publication Data

A catalog record has been requested for this book

ISBN 978-0-367-46953-5 (hbk)

ISBN 978-0-367-46954-2 (pbk)

ISBN 978-1-003-07220-5 (ebk)

Typeset in Iowan Old Style

by Swales & Willis, Exeter, Devon, UK



Visit the Companion Website: www.routledge.com/9780367469535

123

145

163

183

204

6 Destination marketing strategy framework

7 Destination brand identity

8 Destination image

9 Destination brand positioning

10 Destination marketing communications

Acknowledgements
List of case studies
List of tables
List of figures

1 The study of destination marketing

2 The destination marketing organisation and destination competitiveness

3 Destination marketing organisation funding and governance

4 Cooperating to compete

5 The destination marketing organisation, disasters, crises and dark tourism