



# Review and Research Prospects of Tourism Destination Management

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## Abstract

This qualitative analysis delves into key aspects of tourism destination management, focusing on resilience, image, marketing, and crisis management. Leveraging the extensive resources of the Web of Science collection, the study highlights the intricate interplay among these key elements. The research underscores that the effectiveness of destination management relies on fostering a dynamic and positive destination image, recognizing the potentially significant impact of crises on reputation and tourist numbers. Particularly, marketing management emerges as a central factor in attracting tourists, emphasizing the need for a nuanced balance among these domains to ensure compelling and unforgettable experiences. Looking ahead, the trajectory of tourism destination management research will emphasize priorities such as technological innovation, sustainable development, social impact, and global cooperation. The primary goal is to drive the tourism industry towards strong and sustainable growth, navigating the challenges and opportunities of the dynamic global landscape.

## Keywords

Destination management, tourism destination resilience, tourism destination image

## 1. Introduction

The tourism industry is one of the largest global sectors and exerts a significant impact on national and regional economies. However, it is also a field susceptible to external shocks and internal changes. Unpredictable factors such as natural disasters, health crises (e.g., the COVID-19 pandemic), political unrest, and social events frequently have adverse effects on the tourism industry and destinations (Carolina Aldao et al., 2021).

Tourism is currently in a paradigm shift as a comparative advantage of a destination is becoming less important than a competitive advantage. The traditional destinations are diminishing while creating novel destinations more relaxation-oriented while leading to residents' economically enriched livelihood (Fernando, 2020). To address these challenges, destination management must prioritize destination resilience.

Simultaneously, destination brand image management has become paramount. Brand image management not only attracts tourists but also increases their satisfaction and loyalty (Jumiati Sasmita & Norazah Mohd Suki, 2015). In this context, destination marketing strategies have also evolved. Destination management organizations no longer rely solely on traditional advertising and promotional methods. They actively engage with tourists through virtual technologies (Stephanie Hays et al., 2013) and social platforms (Alessandra Marasco et al., 2018).

In conclusion, the comprehensive research background for destination management involves finding a balance between destination resilience management, brand image management, marketing strategies, visitor management,

sustainable development, and brand value. This integrated research background is essential for better understanding how to address the ever-changing challenges of the tourism market and environment, ensuring the success and sustainability of destinations.

## 2. Literature review

### 2.1 Tourism destinations resilience management

In recent years, economic crises, terrorist attacks, earthquakes, and other social crises and natural disasters have threatened tourism destinations, especially the COVID-19 epidemic since 2020 (Valentina Della Corte et al., 2021). In 2020, 100% of destinations worldwide had implemented travel restrictions, and 27% had closed their borders entirely to international tourism. As an essential basis for crisis management and sustainable development in tourism destinations, destination resilience research has become a focus of intergovernmental organizations and academia (Joanne Pyke et al., 2016). Although there is no uniform definition of tourism destination resilience, researchers have reached a consensus to shift the perspective from crisis management to resilience research in tourism studies (Stephen Espiner et al., 2017). Enhancing the resilience of tourism destinations can be helpful for tourism destinations to better adapt to changes and achieve sustainable development. Hence, it is urgent and vital to strengthen the research on tourism destination resilience (Tian Wang et al., 2022).

His team conducted an in-depth investigation into the field of tourism destination resilience research using bibliometric analysis (Tian Wang et al., 2022). Simultaneously, in their study "Visualizing the Development of Research on Tourism Resilience With Mixed Methods" (Haisheng Hu & Keshuai Xu, 2022). Haisheng Hu and Keshuai Xu explored the development of tourism resilience research through the application of mixed methods and visual tools. Mari Partanen (2021) focused on the impact of social innovations on resilience, providing insights from the perspective of local tourism actors in Kemi, Finland (Wenjing Cui et al., 2021). The work by Wenjing Cui, Jing Chen, Tao Xue, and Huawen Shen (2021) delved into the economic resilience evolution of the Greater Bay Area, particularly in the tourism industry, with a focus on spatiotemporal changes from 2000 to 2019 (Md Abdul Wakil et al., 2021). *Co-flourishing: Intertwining community resilience and tourism development in destination communities*.

Lastly, Eunjung Yang et al. (2021) explored the influence of tourism on community resilience, examining whether tourism plays a role in measuring community resilience. These studies collectively contribute to a comprehensive review of tourism destination resilience research, providing valuable insights for further investigations in this field.

Perception studies of tourism destination resilience can be broadly divided into two categories, one to assess destination resilience and the other to understand the factors that influence destination resilience. Patrick Joseph Holaday and Robert Baxter Powell (2013) investigated the perceptions of social and ecological resilience of residents in six tourism communities based on a scale approach, suggesting that communities need to strengthen investment and institutional capacity to control infrastructure development. Yu Ting Joanne Khew et al. (2015) assessed the contribution of infrastructure to disaster resilience through interviews with residents.

### 2.2 Tourism destination image management

In recent years, research on destination image has garnered significant attention. Destination image is a critical factor in tourists' choice of travel destination, involving their perceptions, cognitions, and emotions towards the destination.

Destination image mainly consists of cognitive image and affective image. Nikolaos Stylos et al. (2016) emphasized the predictive factors of destination image, overall image, and personal normative beliefs for repeat destination intentions. Their work reveals how tourists decide whether to revisit the same destination based on the destination image. Nikolaos Stylos et al. (2017) continued to investigate the relationship between destination image, placed attachment, and repeat intentions, this time focusing on British and Russian tourists. Their research found that placed attachment serves as a connecting link between destination image and repeat intentions. Chun-yang Wang and M. Hsu (2010) examined the relationship between destination image, satisfaction, and behavioral intentions, constructing a comprehensive model highlighting the interactions among these factors. Kirstin Hallmann et al. (2015) studied perceived destination image, exploring how tourists perceive destinations and how they evaluate these perceptions. Kirstin Hallmann et al. (2015) tested a comprehensive destination image model for residents and tourists, examining the different perceptions of these two groups regarding the destination.

Research indicates that the destination's brand image or how people perceive a specific destination influences consumers' choices of destinations. Shaping a positive national brand image is a top priority for the Government of

the Republic of Azerbaijan. Many measures, including hosting numerous international competitions, international song contests, sponsoring sports events, and designing various advertisements related to Azerbaijan, aim to craft a positive brand image for the country (Emiliya AHMADOVA, 2018).

### **2.3 Tourism destination marketing management**

In an increasingly globalized and fiercely competitive tourist market, destination marketing is now recognized as a cornerstone for the future growth and sustainable development of tourist destinations (Steven Pike & Stephen J. Page, 2014). Published research related to destination marketing represents a significant growth area in the tourism industry, which has become a distinct paradigm. Destinations and destination marketing have not only become core elements of tourism research (Y. Wang & A. Pizam, 2011), but are also associated with operational activities carried out in the highly competitive business of attracting tourists.

Social media plays an increasingly pivotal role as a source of information for travelers, with social media remarketing being a crucial component in contemporary digital marketing strategies (Xiang & Gretzel, 2010), particularly in the context of destination marketing and travel information search. Rui-xia Xu and Zhi-qian Yuan (2023) conducted an extensive literature review underscoring the widespread utilization of social media in the tourism and hospitality industry. Benxiang Zeng and Rolf Gerritsen (2014) offered a retrospective of social media's relevance in the tourism sector, revealing the existing knowledge framework in this domain. Taken together, these studies indicate that social media has become an integral part of the tourism and hospitality industry, inevitably impacting destination marketing, information dissemination, and traveler decision-making.

### **2.4 Tourism destination crisis management**

In recent years, negative events at tourism destinations such as crowding, stampede incidents, animal abuse, and environmental pollution have received significant media coverage. These cases suggest that negative events could have significant impacts on destination development and call for more attention to destination crisis management (Lujun Su et al., 2022).

Destination crisis events have long been a research hot spot of tourism scholars (Carolina Aldao et al., 2022). Destination crisis events are defined as any events that may threaten the normal operation of tourist destinations, the operation of tourism enterprises and the decision of tourist behavior. Other scholars have also highlighted the impact of destination crisis events on tourists (Ritchie & Jiang, 2019). Personal destination image may be part of a negative event at a tourist destination. Advances in social media and communication technology have increased exposure speed, thus increasing the possibility of travel resistance. The most significant disruptive event affecting tourism in the 21st century is the COVID-19 pandemic in 2020, where tourism can use the resilience model as a crisis management tool to address the disruptive events affecting the field (Carolina Aldao et al., 2021).

## **3. Future research agenda**

From the literature review found that the tourist destination management in many important studies, but there are some insufficient research and new research direction can be put forward.

**Digital Innovation and Technological Applications:** Explore how advancements in digital technologies, such as big data, artificial intelligence, and virtual reality, can be leveraged to enhance the efficiency and innovation of destination management.

**Social Media and Brand Building:** Investigate the impact of social media on tourist decision-making and destination perception. Focus on effective strategies for promoting destinations and building positive brand images through social media platforms.

**Cultural Diversity and Local Engagement:** Balance the needs of tourists with the preservation of destination communities' cultural heritage. Formulate policies to promote local engagement, support traditional handicrafts, and showcase cultural performances.

In summary, the future of tourism destination management research will emphasize technological innovation, sustainable development, social impact, and global cooperation, aiming to propel the tourism industry toward healthy and sustainable growth.

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