

marketing and promotion creating the destination positioning and branding selecting the most appropriate markets and promoting the destination mounting challenges related to sustainability pandemics social instability and Rapid technological change have emphasized the need for all tourism stakeholders to work and pull together to make their Community a good place to live and stay both for visitors and locals benefits from good destination management can include better experiences for the visitors better and stronger communities for residents higher profitability for tourism companies higher tax returns for local governments less strain on the local environment but as always the degree to which these benefits will be realized depends on the quality of destination leadership and the willingness of the different stakeholders to cooperate this again requires knowledge about how tourism works and a realization that at the tourist destination companies are sometimes competitors and sometimes partners visitor management managing the flows impacts and behaviors of visitors to protect resources and to enhance visitor safety experiences and satisfaction five planning and research conducting the essential planning and research needed to attain the destination vision and tourism goals 6. product development planning and ensuring the appropriate development of physical products and services for the destination 7