



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

## Tourism Consultants Network

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# Programme areas

**DESTINATION GOVERNANCE**

**DESTINATION QUALITY  
MANAGEMENT**

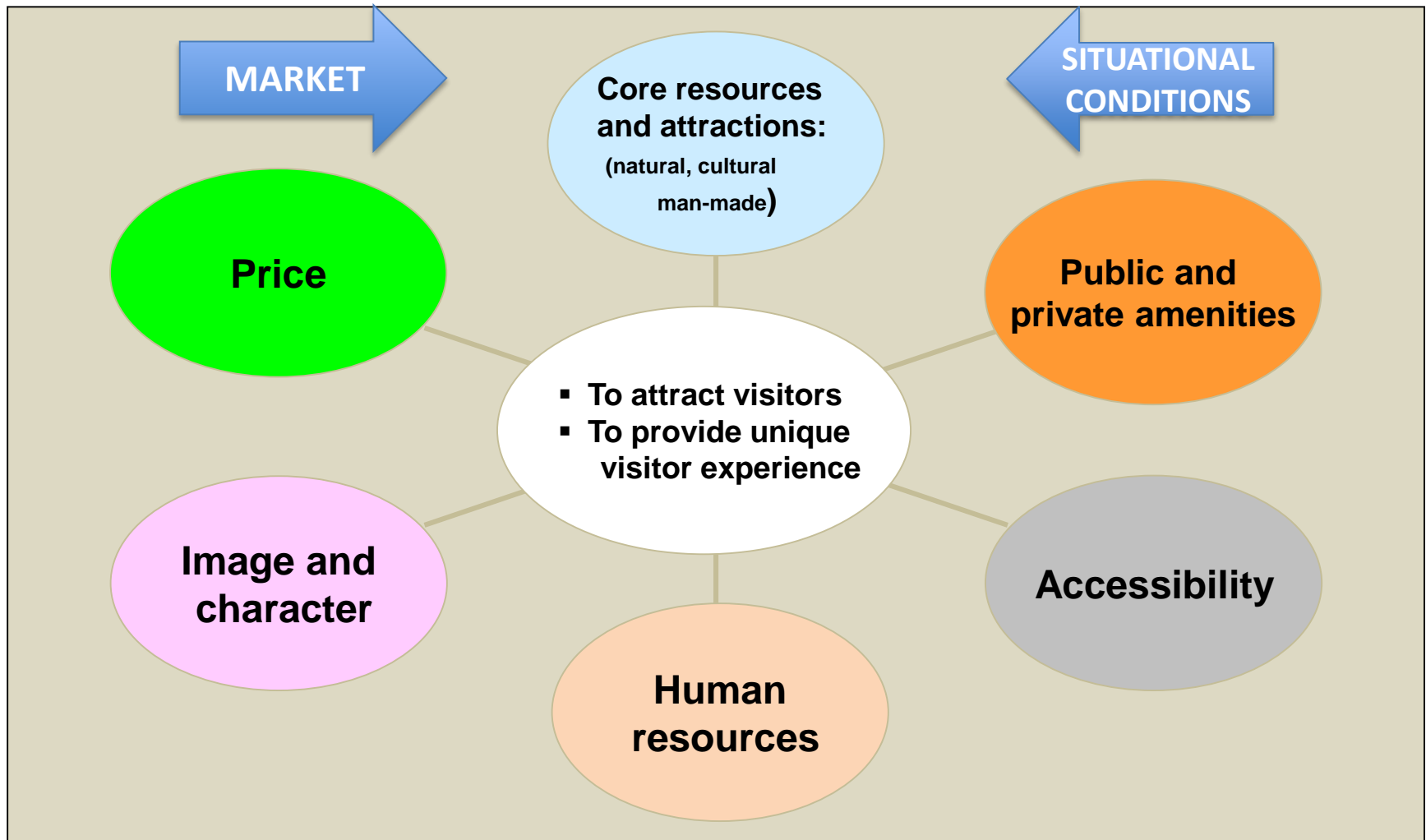
**DESTINATION  
COMPETITIVENESS**  
**THROUGH EFFECTIVE GOVERNANCE  
AND MANAGEMENT STRATEGIES AND  
TOOLS**



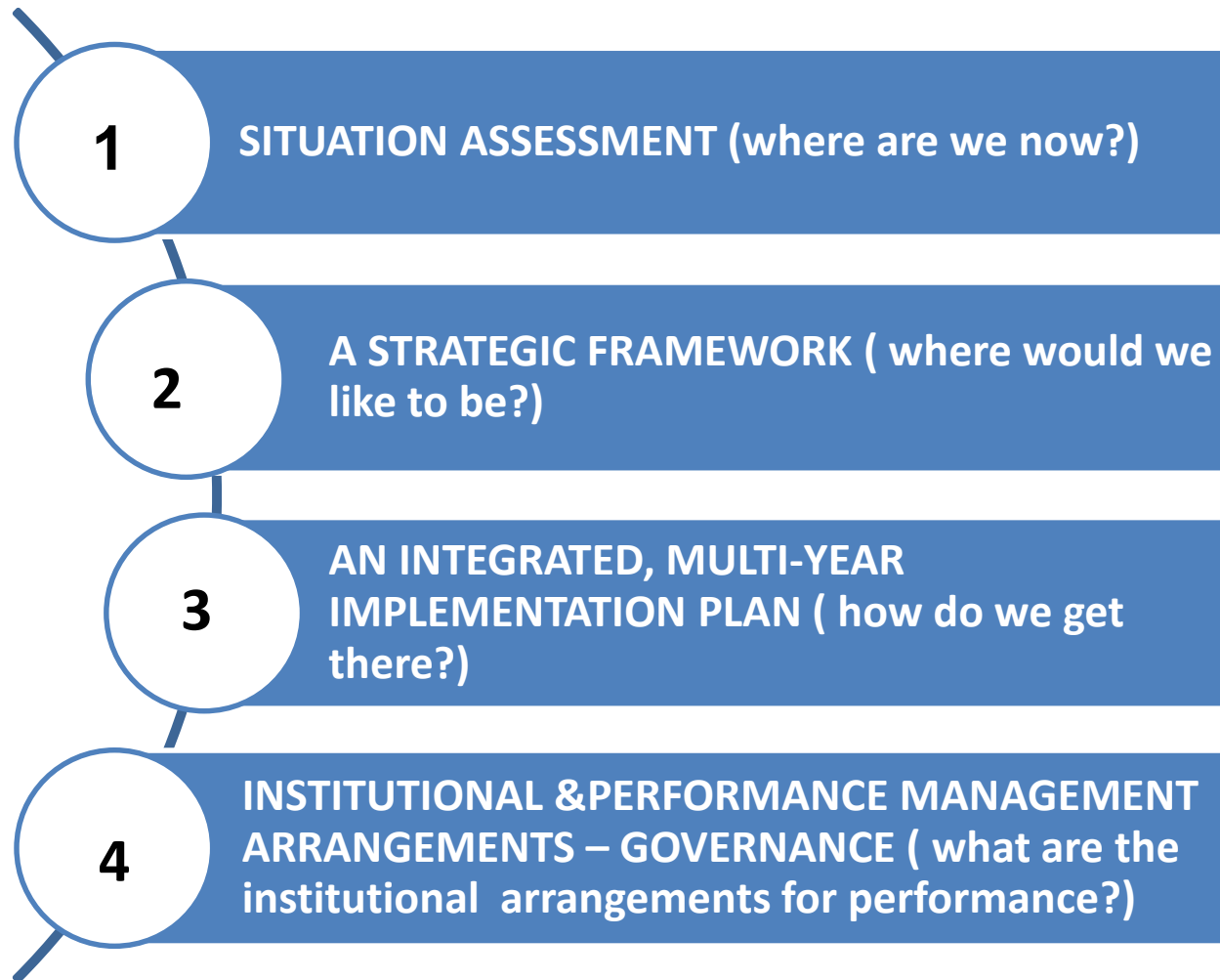
# Destination management



**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)



# 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



# Priorities

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!