

## *Destination Marketing Organisation* **What is it?**

### **Destination Marketing**

- From the perspective of destination **im**\_\_\_\_\_, destination marketers are concerned with how to create **pos**\_\_\_\_\_ images to *affect* actual and potential tourists' destination **ch**\_\_\_\_\_
- The **destination branding** approach brings in the synergy effect of a cluster of destinations, such as co-branding.
- Destination marketers are seeking innovative ways to build tourists' **lo**\_\_\_\_\_ **y** to the destination.

### **Objectives of Destination Marketing**

- Improving the image of an area in the hope that this will encourage industrialists to relocate their factories and offices to the area providing jobs for local residents (**outside of the tourism sector**)
- Increasing the range of **fac**\_\_\_\_\_ that are available for the local community giving local residents more pride in their local area, which can happen when people see that **to**\_\_\_\_\_ want to visit their region
- Providing a rationale and **fun**\_\_\_\_\_ for improvements to the local environment trying to make the destination politically more acceptable

**Destination Marketing Organisations (=DMOs)**

- Government agencies, convention and visitors bureaus, travel associations, and other bodies that **ma**\_\_\_\_\_ travel to their respective destination areas
- Any organization, at any **le**\_\_\_\_\_, which is responsible for the marketing of an identifiable **des**\_\_\_\_\_.
- This therefore excludes separate government departments that are responsible for **planning** and **policy**.

**Destination Marketing Organisation**

The key principle of this theme is that a DMO usually has no direct **con**\_\_\_\_\_ over the products they **rep**\_\_\_\_\_ nor the packaged offerings of intermediaries such as airlines, tour wholesalers and travel agencies

**Examples of DMOs**

- **National Tourism Office:** “the authorities in the central state administration, or other official organisation, in charge of tourism development at the national level.”
- **Regional Tourism Organisation (RTO)**
- This level of DMO is also known by other titles in different parts of the world, such as Convention and Visitor Bureaus (CVBs) in the USA, Regional Tourism Boards (RTBs) in the U.K. and Area Tourism Boards (ATBs) in Scotland



CHINA NATIONAL TOURIST OFFICE



**Structure of DMO****An example could be:****Na**\_\_\_\_\_ **I** – China (China National Tourism Administration (CNTA))**Reg**\_\_\_\_\_ **I** – South East China**Pro**\_\_\_\_\_ **I** – Jiangsu Provincial Tourism Bureau**Lo**\_\_\_\_\_ **I** – Wuxi Municipal Bureau of Tourism

International Organization:

- **WTO - World Tourism Organization**
  - <http://www.world-tourism.org>

**Goals of a DMO****Key DMO goals** can be summarised as relating to the following **four** themes:

- Enhancing destination image
- Increasing industry profitability
- Reducing seasonality – i.e. relying on just summer season
- Ensuring long term funding

**Role of Tourism Organizations: national and regional**

- Destination **inf**\_\_\_\_\_ conditions
- **M**\_\_\_\_\_ and **P**\_\_\_\_\_
- Collecting tourism **sta**\_\_\_\_\_ and data
- Tourism product **gra**\_\_\_\_\_ – 5 star etc.
- Tourism product development
- **Tr**\_\_\_\_\_ and **ed**\_\_\_\_\_
- Assisting Tourism policy development

Notes:

A **DMO** often represents a **large** and **diverse** range of destination attributes, including natural features, commercial and not-for-profit facilities and amenities, people, & commercial visitor attractions such as:

- **Th**\_\_\_\_\_ parks
- **Acc**\_\_\_\_\_n
- Outdoor adventure **act**\_\_\_\_\_ such as white water rafting
- **Din**\_\_\_\_\_ and **nightl**\_\_\_\_\_
- **Sho**\_\_\_\_\_ precincts and craft markets
- **Hist**\_\_\_\_\_c sites and scenes of disaster

### **Further DMO representation**

- Beaches
- Museums
- Picnic and barbecue amenities
- Children's playgrounds
- Forests and parklands
- Landscape vistas
- Flora and fauna
- Host population characteristics such as language and indigenous culture.

Notes:

Summary of worksheet	Summary of worksheet in Chinese

In your opinion, what is the most important thing to remember?

What are the keywords from this worksheet?

English:	Chinese translation: