



A Practical Guide to Destination Management

World Tourism Organization (UNWTO)

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This publication represents a major contribution to developing professionalism in the field of destination management. It is intended as a practical guide, showing how concepts of destination management may be translated into practice. Besides it will be of considerable interest to academics as we acknowledge the work of other experts and academic leaders who have contributed to the field of destination management. As the main purpose of Destination Management Organisations is to attract people to visit in the first place, this practical guide will explain through models, guidelines and snapshot case studies how to create a suitable environment and quality delivery on the ground and how to ensure that visitors expectations are met at the destination.

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