Tourism Destination Management

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Message from the Guest Editors

Dear Colleagues,

This Special Issue is aimed at studies focused on the management of tourist destinations. Destinations are complex and adaptive systems, where the different elements that make them up have to be oriented towards achieving a common objective that improves the competitiveness of the destination. Five main lines of research on tourist destinations can be established: 1) the management, planning and marketing of destinations, with special attention to the tourism supply chain, communication and integral management; 2) the sustainability of resources and capabilities; 3) the renewal of destinations in order to update their offer and main resources to maintain competitiveness; 4) online reputation and communication through social media in order to create and enhance a strong brand image and customer loyalty; and 5) the application of new technologies in order to develop smart destinations where the techniques for managing big data, machine learning and artificial intelligence in the individual or collective elements of destination are implemented.

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