

Book Review

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Introduction

Many emerging economies have shifted to tourism due to changing economic dynamics, but they have not taken proactive action to increase their tourism potential. Nonetheless, they are frequently confronted with limited stability and shortcomings. As a result, Palgrave Studies of Emerging Economies initiated a project to compile topics relating to destination marketing and concepts. This book is divided into thirteen chapters, each focusing on a different aspect of destination marketing, best practices, and techniques applicable to emerging economies. The authors' varied backgrounds gave an updated perspective on numerous writing versions, concepts, and issues with rising economies and marketing approaches. The chapter begins by defining emerging economies and the figure of moderate stability and vulnerabilities in emerging economies. It then discusses the effectiveness of destination marketing organizations (DMOs) in establishing complex concepts of marketing strategy in order to compete with other developed tourist destinations and mitigate the adverse effects of crises.

Additionally, the chapter explains the characteristics of emerging economies, their tourism possibilities, and the challenges associated with marketing emerging destinations. This book used a straightforward writing style and format, utilizing statistics, tables, frameworks, bullets, short instances, and current issues to provide a broad and in-depth perspective on emerging economies competing for a share of the global tourism market. For instance, Figure 1 depicts a tourism system model that can be used to comprehend the components and relationships of tourist destinations.

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Chapter two delves into marketing mix strategies for rising tourism destinations, encompassing the product, pricing, location, promotion, people process, physical evidence, partnership, packaging, and programming. This writing style enables the reader to efficiently assimilate each component of the marketing strategy. To illustrate the use of each marketing strategy, the writers used only one tourism destination, Indonesia. The length of the explanation for each marketing strategy's concept and application is short and straightforward, approximately half to one page with two to three paragraphs in between.

Chapter three expands the scope by providing in-depth information on special events and destination marketing strategies in emerging economies, specifically in Asia. The ASEAN growth model and a case study of Tourism Malaysia (Malaysia's DMO) are used to understand destination marketing strategy in Asia's emerging economies. The chapter discusses the importance of special events in advancing tourism development through the lens of three sub-topics: local events, major events, and mega-events. The extent of the three special event categories is depicted using a pyramid figure dubbed the progress of mass tourism events. Local events cater to domestic tourists, while major events cater to the international market. Mega-events are planned events that have a significant economic impact on the country and garner widespread media coverage. The final subchapter focuses on sporting events as catalysts for special events in Asia, specifically the Republic of Korea and Malaysia. Sporting has developed into one of the fastest-growing segments of the tourism industry. Moreover, social media has the potential to be an effective communication tool for engaging sports fans outside of sports venues.

Chapter four discusses the competitiveness of emerging economies as tourist destinations, delving into the issues surrounding emerging destination competitiveness and its impact on marketing. The chapter identifies destination competitiveness as a critical issue that is inextricably linked to the DMO and government. Due to the massive competition in the global tourism market, the state of numerous new destinations has increased the importance of destination competitiveness. The following subchapter discusses indicators of destination competitiveness, utilizing Porter's diamond model to depict four broad attributes of an industry's competitiveness. Additionally, the chapter includes information on emerging destinations' comparative and competitive advantages. The following two sub chapters employ tables and models to rank countries according to their travel and tourism competitiveness indexes and summarize factors affecting emerging destination competitiveness, respectively. The final subchapter discusses critical success factors for pioneering competitive emerging destinations in broad terms.

Chapter five introduces the book's second part, which delves deeper into the motivation and decision-making processes associated with travel to emerging tourist destinations. The chapter discusses the factors that pushed travel to emerging destinations. In general, each individual has their own subjective perception when making choices and indicating a preference for travel, which varies from person to person. The book then discusses the various reasons for travelling and proposes several theories, including social psychology and sociology, Maslow's hierarchy of needs, push and pull factors, and the career ladder model. The chapter then focused on tourists' travel motivations, particularly in emerging destinations that must engage with push and pull theory and other factors. Engel-Kollat-five-stage Blackwell's model simplifies the reader's review of the summary for the process of travel decision-making in the following subchapter. In addition, the authors documented the relationship between travel motivation and decision-making and the implications for marketing emerging destinations. The chapters also discussed marketing strategies and the critical nature of promoting, advertising, and enhancing the image of emerging destinations. The chapter emphasizes the importance of customization in service provision and competitive advantage.

Chapter six of the book discusses service quality, tourist satisfaction, and destination loyalty in emerging economies. The authors explain tourism's prospects and the barriers to service quality in emerging economies. However, the authors should organize the concept and approaches to destination loyalty by subtopic. Figure 6.1 illustrates the relationship between the chapter's elements, which provides a clear image of how each element of service quality, satisfaction, and destination interacts. The role is highly appealing and well-suited to those with significant work experience and education. The final section of the chapter discussed the factors influencing destination loyalty in emerging economies and was unique among other chapters in that, rather than simply concluding, the authors included recommendations.

Chapter seven discusses destination distribution systems and travel disintermediation in emerging economies, where the first section of the chapter discusses the nature and current trends in travel intermediation in emerging

economies. The distribution of tourism and the nature of travel intermediation in emerging economies are summarized in Figure 7.1. Due to their ability to reach a large audience, online travel intermediaries assist the tourism industry in increasing its exposure to the public. Thus, disintermediation in the travel and tourism industry facilitates consumers' communication and transactions with suppliers and destinations via online technologies. The authors include two short cases to illustrate the subtopic. The final section of this chapter discusses the challenges and prospects for travel intermediation in emerging economies. However, it would be better if the authors separated the challenges and future into a different subtopic.

Chapter eight provides critical information about the advancement of ICT applications in destination marketing in emerging economies. Information and communication technology (ICT) is crucial in providing new ways of searching for information about destinations, purchasing travel products, learning about the customer experience, communicating with and perceiving destinations, contributing to the tourism industry's competitiveness. As a result, it appears that social media marketing is critical for promoting tourism products and destinations. The authors use a table and a figure to summarize the description and illustrate the e-tourism system. The technique of highlighting key points has enabled the e-tourism system's information to be explained systematically. The authors provide an in-depth explanation of the tourism industry's transition from e-tourism to v-tourism through virtual and augmented reality. The chapter concludes with information about augmented and virtual reality in the hospitality and tourism sectors during the crisis.

Chapter nine is the beginning of this book's third section. The authors use the case of Maribojoc, Bohol, and the Philippines to illustrate new approaches to market segmentation, targeting, and positioning, all of which are critical marketing concepts. Understanding the market through travel motivations results in ideas for product development, segmentation, positioning, and enhancement of tourism services capable of attracting and satisfying specific segments. The authors elaborate on market segmentation, specialised tourist segments, market targeting, and market positioning, where according to the author, technology played a significant role in this topic. Figure 9.1 can be used to comprehend the process steps of market segmentation, targeting, and positioning. The experience from three short cases is included in the final part of the chapter. However, it is recommended that the authors separate every case in bullet form.

Chapter 10 discusses homecoming events and diaspora tourism promotion in emerging economies, using the return 2019 campaign in Ghana as an example. The chapter's first section provides an overview of homecoming events in emerging destinations, the history of Ghana's engagement with the African Diaspora, and the year of return 2019 (YOR19) campaign. Various outcomes were identified during the year of the return campaign, including an increase in international arrivals, an increase in tourism receipts and stimulation of economic and social activities, and an increase in global media coverage and awareness of the country. The factors are written in a separate paragraph and with subheadings. Besides that, the book highlights 'Beyond the Return, The Diaspora Dividend' as the follow-up campaign to the YOR19 campaign.

Chapter 11 discusses destination branding slogans and their effect on tourist arrivals. A case study of the Philippines is included to help the reader grasp the subject. The case study is lengthy; each paragraph contains approximately two-to-three paragraphs. Tables 11.1 and 11.3 assist readers in understanding the framework analysis for destination branding and the evolution of the Philippines' destination branding slogans. Likewise, the chapter discusses the success factors, benefits, and limitations of destination branding. However, it would be prudent for the authors to expand on the three sub-topics to incorporate more fruitful inputs. The chapter's conclusion discussed the investigation into the Philippines' destination branding, its slogans, and their impact on Philippine tourist arrivals.

Chapter 12 laid the groundwork for acknowledging the opportunities and challenges associated with globalization for ASEAN destinations via the one belt, one road initiative. This book introduces several innovative concepts regarding the impact of globalization on destinations and ASEAN tourism in the post-globalization era. Both sub-topics are explained concisely, approximately two to three pages with two to three paragraphs. Between 1995 and 1999, Table 12.1 summarises the number of visitors to ASEAN by country of origin and year. The following subchapter discusses the concept of the "One Belt One Road Initiative" (affectionately referred to as BRI), which spans China and ASEAN. The final subtopic of this chapter expands on the BRI and Asia's future

tourism outlook. Numerous infrastructure constraints, particularly in Myanmar, Laos, the Philippines, Vietnam, and Cambodia, have cast doubt on the ASEAN market.

The book's final chapter discusses marketing emerging tourist destinations during times of crisis and pandemics. The authors emphasized the importance of thoroughly explaining the various forms of the tourism industry's crisis. However, it is preferable if the author can number them to assist readers in comprehending each tourism industry crisis. The association between pandemics and tourism can be used to assist readers in comprehending the effects of pandemics on travel activity. The chapter goes far beyond simply describing the effects of pandemics on the tourism industry; it also emphasizes the effects of other crises on tourism in emerging economies. The book stressed that such crises could also affect how a destination's image is perceived.

In a nutshell, this book is ideal for comprehending all of the nuances, contemporary issues, and evolution of destination marketing in emerging economies. Other countries' strategies and issues will bolster the real state of tourism marketing in emerging economies. Readers will benefit from this book because it discusses all of the emerging economies' destination marketing challenges, best practices, and relevant initiatives.