



Urban Destination Marketing in Contemporary Europe: Uniting Theory and Practice (Aspects of Tourism)

John Heeley

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This book aims to unite theory and practice in the field of destination marketing. It attempts to reconcile the gap between the academic literature on urban destination marketing and the manner in which it is actually undertaken by destination marketing organisations (DMOs). While analysing and critically assessing the current destination marketing paradigm, the author outlines the basis for a paradigm change. The new theory accommodates the anomalies and counter-instances associated with the existing paradigm and addresses the question of what in the future might best underpin urban DMO marketing operations. The book contains 21 in-depth interviews with senior DMO executives to allow practitioners to describe in their own words how they conduct their destination marketing activities.

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