

2018

Perceived Costs and Benefits of Being a Resident in a Tourism Destination Location

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ABSTRACT

Destination marketing is a form of tourism marketing that promotes a region or an event in order to increase the number of visitors. The underlying goal behind the efforts is the prospect of economic gains for the region. Destination marketing organizations such as tourism boards are taking on a more prominent role as they seek to promote a region as a vacation area, or more narrowly, promote a festival or special event.

While new guests to a region can result in increased employment opportunities and generate revenues for businesses, the influx of visitors can also lead to negative consequences. Within a tourism ecosystem there are many stakeholders. This includes the residents of these regions that increasingly find themselves in position where their home area has become a destination for visitors. While some embrace such tourism activity, there are others that view the costs as outweighing the prospective benefits. Using both qualitative and quantitative methods, the study explored tourism destination resident attitudes on a number of critical areas including economic benefits, socio-cultural impact, and ecological concerns.

ABOUT THE AUTHOR

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