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Nature and Scope of Destination Marketing in Emerging Economies

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Introduction

Emerging economies, which are also known as emerging markets, are low- or middle-income economies with high economic growth potential. However, they are usually less stable and imperfect with regard to the efficiency and impartiality of their markets due to lapses in their

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institutional frameworks, which are commonly known as institutional voids (Meyer et al. 2016). They are countries that are transitioning from the developing phase to the developed phase. These economies have lots of potentials and have become increasingly important in the global economy in recent years. Emerging economies have also become very important as tourist destinations. Tourism growth over recent years has largely been driven by emerging economies (Kester & Croce, 2011). Emerging tourist destinations are becoming particularly attractive to tourists from the key generating markets in North America and Europe because they have comparative advantages in cultural, ecological and other alternative tourism products. In spite of this, emerging economies are far from achieving their full potentials, as they are confronted with many challenges, which hinder effective destination marketing. Because emerging destinations have to compete with the well-established tourist destinations and battle with the adverse impacts of crises such as the COVID-19 pandemic, emerging destinations have to adopt more innovative and strategic approaches to destination marketing.

For emerging destinations to achieve their full potentials, they must strive to be competitive in the global tourism market. This requires destination marketing organisations (DMOs) in emerging economies to develop and execute a well-thought-out marketing strategy. This introductory chapter tackles the foundational issues of emerging economies, emerging tourist destinations and destination marketing. The chapter focuses on issues such as the definition of concepts of destination marketing, tourist destination and emerging economies; the geographical scope of emerging economies; as well as features of emerging tourist destinations, destination marketing challenges of emerging tourist destinations,

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examines the use of homecoming events for diaspora tourism promotion in emerging economies, using the Year of Return 2019 campaign in Ghana. The impacts of destination branding slogans on tourist arrivals in the Philippines is analysed by Reil G. Cruz and Joy Sheelah B. Era in Chap. 11. This is followed by an evaluation of the opportunities and challenges of the “One Belt One Road” as a globalisation strategy for ASEAN destinations in Chap. 12. The final chapter (Chap. 13) completes the section with an examination of the issue of marketing emerging tourist destinations during crises and pandemics by Ishmael Mensah.

Conclusion

Tourism destinations are becoming competitive as more and more destinations look to tourism as the new economic generator, replacing activities in agriculture, mining and manufacturing (Goeldner & Ritchie, 2006). This is especially the case with emerging economies that have to compete with the well-established destinations in North America, Australia and Europe. The fact is that tourist destinations in emerging economies are confronted with a number of issues, including crises like terrorism, political unrest, natural disasters and epidemics, as well as institutional and structural deficiencies, which tend to affect the image, attractiveness and marketing efforts of DMOs of such destinations. Addressing these challenges calls for a well-coordinated management and marketing strategy. The tourist destination is very dynamic and new issues have emerged in contemporary times, which have implications for destination marketing in emerging economies. These include the emergence of new tourist destinations, destination branding, disintermediation in the distribution system, application of ICT, changes in consumer behaviour and collaboration. This book addresses these issues by explaining the concepts and drawing practical examples from emerging economies. This book aims to highlight the destination marketing challenges, best practices and strategies relevant to emerging economies.