

DESTINATION MANAGEMENT MODELS

Synthesis and evaluation

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This article systematically reviews and evaluates different models of destination management and identifies research priorities based on this analysis. In terms of their supposedly significant features, the ways in which the relations between these are articulated and the model is configured, four classes of models can be identified: general models or systems; process models; functions models and organizational models. A synthesis of the characteristics of these models shows that although certain commonalities appear researchers have not yet reached a consensus on the factors to be included or on the articulation of the relationships between these. No model is complete; each one has its strengths and weaknesses. The inclusion of each of the factors needs to be justified, their relative significance determined and the links between them elaborated more fully. Much work remains to be done to take account of the dynamic nature of destination management and to incorporate this key aspect in the models. To strengthen them and to test their validity, the models must be used to guide empirical studies of destination management.

KEY WORDS: *destination management, models, systems, processes, functions, organizations.*