

Tourism Destination Benchmarking: Evaluation and Selection of the Benchmarking Partners

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Abstract

Tourism development has an irreplaceable role in regional policy of almost all countries. This is due to its undeniable benefits for the local population with regards to the economic, social and environmental sphere. Tourist destinations compete for visitors at tourism market and subsequently get into a relatively sharp competitive struggle. The main goal of regional governments and destination management institutions is to succeed in this struggle by increasing the competitiveness of their destination. The quality of strategic planning and final strategies is a key factor of competitiveness. Even though the tourism sector is not the typical field where the benchmarking methods are widely used, such approaches could be successfully applied. The paper focuses on key phases of the benchmarking process which lies in the search for suitable referencing partners. The partners are consequently selected to meet general requirements to ensure the quality of strategies. Following from this, some specific characteristics are developed according to the SMART approach. The paper tests this procedure with an expert evaluation of eight selected regional tourism strategies of regions in the Czech Republic, Slovakia and Great Britain. In this way it validates the selected criteria in the frame of the international environment. Hence, it makes it possible to find strengths and weaknesses of selected strategies and at the same time facilitates the discovery of suitable benchmarking partners.

Key words: benchmarking, evaluation, tourism, strategic planning

1. INTRODUCTION

Tourism still represents one of the largest economic sectors and is widely recognized as an important factor in regional development (Commission of the European Communities, 2010). It contributes by its nature to the stability of regional and local economies, primarily because of its positive multiplier effect, which acts on creating business opportunities in a wide range of activities and significantly influences the development of employment in the region (Sharma, 2004).

Just like any other economic sector, tourism also faces competitive pressures which are rising substantially in today's globalized society (Kozak, 2004). The European Union, national and regional governments therefore develop efforts aimed at increasing competitiveness in tourism. Competitive advantage comes not only from the potential possibilities of external environment, but mainly from internal characteristics, i.e., from unique sources and methods of their use (Johnson, Scholes & Whittington 2008; David, 2009). Comparative advantage of destination is made up of its resources, which Dwyer and Kim (2003) classify into inherited (natural, cultural-historical), human-created and supporting sources (e.g. availability, quality of service, security, basic infrastructure). To achieve a competitive advantage it is essential to use these resources effectively with regard to changing environmental conditions (Crouch, 2010).

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