

Tourism Destination Benchmarking: Evaluation and Selection of the Benchmarking Partners

Luftický Martin, Kind Tomáš

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).

Destination Benchmarking Destination Benchmarking

Zheng Xiang, Iis Tussyadiah



Destination Benchmarking Destination Benchmarking:

Destination Benchmarking M. Kozak, 2004 Develops a specific benchmarking methodology relevant to international tourism destinations This book evaluates different approaches to benchmarking and their application within tourism destinations The book considers organization benchmarking performance evaluation of a particular organization and its departments and destination benchmarking which involves all elements such as transport services airport services accommodation leisure and sport hospitality and local attitudes Destination Benchmarking Metin Kozak, 2004 Benchmarking is an established tool for quality improvement in certain industries e g manufacturing and service but benchmarking in tourism businesses and tourism destinations has not been widely investigated The aim of this book is to evaluate different approaches to benchmarking and their applications within tourism destinations The book considers organization benchmarking performance evaluation of a particular organization and its departments and destination benchmarking which involves all elements such as transport services airport services accommodation leisure and sport hospitality and local attitudes etc The focus is on developing a specific benchmarking methodology that is relevant in the context of international tourism destinations Benchmarking in Tourism and Hospitality Industries Karl W. Wöber, 2002-08-12 offers methodological framework for answering key benchmarking questions only substantial work covering this topic world wide coverage and usage Benchmarking is a buzzword of the last decade that describes a method for comparing different companies by measuring various data performance and goals This book focuses on the methodological aspects of the right selection of benchmarking partners **Managing and Marketing Tourist Destinations** Metin Kozak, Seyhmus Baloglu, 2010-11-01 Destination marketing is more challenging than other goods and services The basis of competitive advantage shifts from tourism resources only destination marketing to a location based or city wide integrated management place marketing In this book tourism scholars Metin Kozak and Seyhmus Baloglu discuss and synthesize theories models techniques and principles for strategic marketing and management of tourist destinations and demonstrate ways in which to further develop the concept of destination competitiveness for application within these destinations The authors highlight the need for managing brand equity tourist experience and information systems as well as involving internal and external stakeholders in strategic planning and implementation This book offers practical information directly related to the tourism industry using the examples of real world cases to bridge marketing theory with practice With its international focus and applications for developing a competitive advantage in today's global marketplace this research will be indispensable to students and scholars of tourism hospitality and leisure and recreation programs as well as practitioners within these industries **Information and Communication Technologies in Tourism 2014** Zheng Xiang, Iis Tussyadiah, 2014-01-08 The papers presented in this volume advance the state of the art research on social media and Web 2.0 electronic tourism marketing website development and evaluation search engine marketing and optimization IT adoption

and diffusion virtual travel communities mobile technologies management information systems in tourism eLearning recommender systems for tourism businesses and destinations and electronic distribution for hospitality and travel products This book covers the most significant topics contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e Tourism Sustainable Tourism Development Anukrati Sharma,2019-08-05 Exploring the importance of destination branding and destination marketing as well as their implications on sustainability in tourism this book approaches the topic through the lens of destination image taking into account the large influence of appearance on tourist attraction With consideration to various stakeholders in sustainable tourism development this book incorporates ideas for new techniques in destination branding and marketing in order to maximize economic impact The book also discusses the rising influence of social media on tourists interest Emphasizing sustainability in tourism development the chapters address a number of important issues such as post disaster tourism marketing culture and heritage tourism eco tourism community based nature tourism community involvement in destination development benchmarking for destination performance evaluation sustainable food practices in tourism and more Each chapter of this book incorporates a quantifiable trend in tourism development including various paradigms and studies that relay different statistics about certain areas of tourism The book makes use of case studies for specific destinations and integrates strategies evidence and analyses to offer a holistic understanding of the myriad factors involved in sustainable tourism development **The Practice of Graduate Research in Hospitality and Tourism** Kaye Sung Chon,2014-06-23 Improve your hospitality and tourism research abilities with this impressive collection of research methods The Practice of Graduate Research in Hospitality and Tourism assists you in gaining insight into different facets of research design conceptual development research methods and conclusions drawn from research in hospitality and tourism As a professional researcher or graduate student in the hospitality and tourism field you will benefit from this collection of chapters that represent examples of research trials conducted by graduate students in hospitality and tourism and are selected on the basis of the originality of the students concepts research methods and interest of the work to graduate students This informative volume will provide you and your students with up to date and effective ideas for researching topics within the field of hospitality The Practice of Graduate Research in Hospitality and Tourism is an excellent supplemental textbook for research methods classes in graduate hospitality and tourism programs The wide variety of chapters will stimulate discussions on research in hospitality and tourism from conceptual secondary data and primary data approaches Some of the research articles you will explore in The Practice of Graduate Research in Hospitality and Tourism are based on different statistical techniques research designs and trends of subjects Topics include selecting service oriented employees based on person organization fit measuring the effectiveness of advertising on the Internet examining factors that affect food expenditures of U S tourists when they are away from home explaining the competitive structure of Japanese

travelers overseas destination plans determining the motivational needs of managers in the on site foodservice segment providing adequate education on HIV and AIDS in the workplace for hospitality managers identifying influential variables of employee turnover in the food and beverage industry The Practice of Graduate Research in Hospitality and Tourism serves as an important forum for initiating research and new ideas internationally The carefully selected chapters of this essential text will provide you and your students with suggestions that will improve research competency as well as hospitality services to patrons

Encyclopedia of Tourism Jafar Jafari, Honggen Xiao, 2025-01-08 This encyclopedia is the most comprehensive and updated source of reference in tourism research and practice It covers both traditional and emerging concepts and terms and is fully international in its scope Some 769 entries by 871 internationally renowned experts from 124 countries provide a definitive access to the knowledge of tourism and its related fields Users will find reliable and up to date definitions and explanations of the key terms of tourism in this reference book Tourism is the largest industry in the world and is the main source of income for many countries With the practical impact of worldwide tourism and the growing number of academic programs and institutions devoted to its education and research this encyclopedia is the epicenter of this emerging and developing discipline Editorial Board Managing Editor Amy Osmond Associate Editors David Airey Nevenka Cavlek Peter U C Dieke Juergen Gnoth Maria Gravari Barbas Tazim Jamal Kumi Kato Francisco Madrid Flores Yoel Mansfeld Scott M Meis Regina Schl ter Noel Scott Honggang Xu Resource Editor Beka Jakeli Assistant Editors S Vida Muse Peter Reim Shun Ye Cartographers Kisandul Kumarasinghe Ashan Manamperi Himanshi Withanage

Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management Erum Shaikh, Kuldeep Singh, 2024-12-06 Drawing on research from around the world this collection of essays explores key challenges solutions and applications of business ethics CSR and corporate governance in the tourism industry

Strategic Innovative Marketing Damianos P. Sakas, Dimitrios K. Nasiopoulos, 2019-05-25 This proceedings volume highlights cutting edge approaches for contemporary issues evolved in strategic marketing and the integration of theory and practice It focuses on strategic research and innovative activities in marketing that can be used in everyday operations The contributions have been divided into eight sections grouping emerging marketing technologies together in a close examination of practices problems and trends The first section examines management challenges which influence societies cultures networks organizations teams and individuals It emphasizes ways business processes foster innovation and facilitate management transitions from dominant structures to more evolutionary developmental paradigms The second section discusses the benefits and guidelines to implementation of green marketing strategies The following section pursues new perspectives of the role of location in marketing and its impact on consumer well being The next section explores the impacts of user generated content UGC on marketing theories and practice which is followed by a section identifying how market based assets can contribute to a sustainable competitive advantage The sixth section covers understanding consumer perception to make marketing decisions

The final sections promote the use of business informatics and modeling in marketing and also the development of integrating information management in ways that change how people use information to engage in knowledge focused activities. The papers from the proceedings of the 6th International Conference on Strategic Innovative Marketing IC SIM 2017 have been written by scientists, researchers, practitioners, and students that demonstrate a special orientation in strategic marketing, all of whom aspire to be ahead of the curve based on the pillars of innovation. This proceedings volume shares their recent contributions to the field and showcases their exchange of insights on strategic issues in the science of innovation marketing.

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