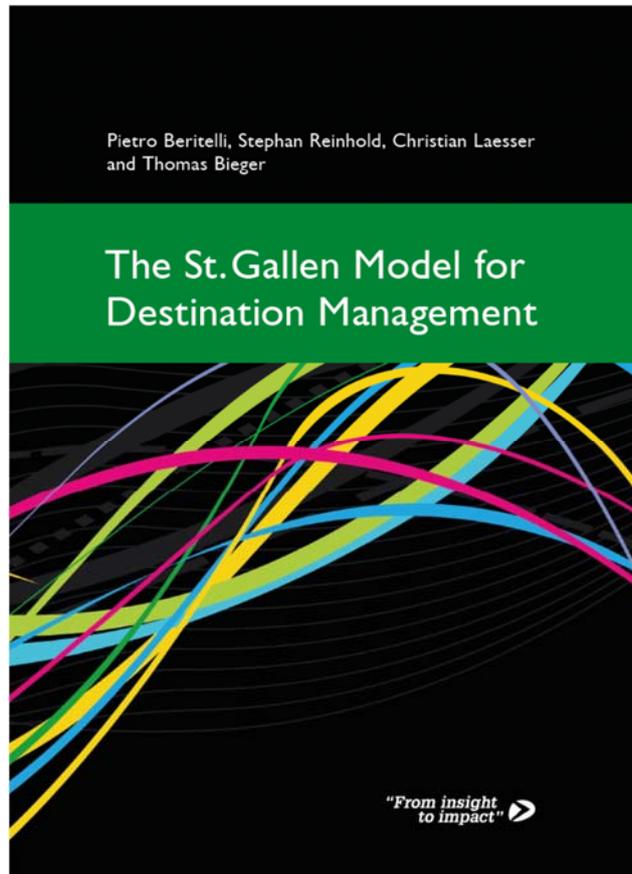


New release

Pietro Beritelli, Stephan Reinhold, Christian Laesser, and Thomas Bieger

The St.Gallen Model for Destination Management



A flow-based perspective

This book illustrates how the boundaries created to manage and market tourist destinations are the root of the practical and academic problems that trouble destination management these days. The **St.Gallen Model for Destination Management (SGDM)** introduces an alternative perspective. Transcending past boundaries starts with something very practical: The observation of how tourists of different kinds move about as flows of visitors. **Strategic visitor flows (SVF)** are the basic unit of analysis and planning of the new model. The SGDM connects these flows to demand and supply networks. Underlying mechanisms explain the social forces that drive tourists' behavior and the interdependencies that determine a viable supply of tourist services in destinations.

Based on research and practical experience

The model builds on **practical experience in more than 30 destinations** and the latest insights from ongoing research on destination management and marketing. Internationally, we observed that a basic understanding of the presence of multiple visitor flows and of the related network mechanism enabled actors (e.g., from hotels, food and lodging, operators of attractions, transportation, tourist organizations, and politicians) to break free of existing preconceptions. The SGDM and its instruments enabled them to rethink tasks, responsibilities, and projects. This ultimately allowed them to make more efficient and effective use of their scarce resources, benefiting both visitors and destination actors. From an academic stance, this book suggests that the SGDM's focus on strategic visitor flows serves as the foundation of a new paradigm in destination management and points to **avenues for further research**.

Target readership

This book targets practitioners, students, and scholars with a concern for the viable long-term development of tourist destinations.

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