

Project: Guide to Destination Management

Client: World Tourism Organization (UNWTO)

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Team: Mike Fabricius, Roger Carter, Davina Stanford, Gaëlle Connolly, Lorna Easton, Mady Keup, Gui Lohmann, David MacIntyre, Sarah Osborne, Richard Smith, Peter Varlow

The UNWTO Guide to Destination Management is intended as a single, authoritative reference handbook that addresses management frameworks, tools, practical guidelines and case study references concerning the full spectrum of activities involved in integrated destination management. Destination Management Organisations at national, provincial, district and local level, other public and private sector persons and institutions involved in the governance and management of DMOs and in the management of tourism, as well as scholars and students in Destination Management should find this publication a useful reference.