

# Marketing Innovations for Sustainable Destinations

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## 1 Introduction

**Luisa Andreu, Universitat de València, Spain;**

**Alan Fyall, Bournemouth University;**

**Metin Kozak, Mugla University;**

**Juergen Gnoth, Otago University;**

**Sonja Sibila Lebe, Maribor University**

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## Introduction

The initial idea for this book originated from papers submitted for presentation at the 3rd Advances in Tourism Marketing Conference (ATMC 2009) held in Bournemouth, United Kingdom, between 6-9 September 2009. Under the conference theme of *Marketing Innovations for Sustainable Destinations: Operations, Interactions, Experiences*, the conference set out to build on the success of the two previous Advances in Tourism Marketing conferences; the first hosted in 2005 by Mugla University in Akyaka (Turkey), and the second hosted in 2007 by the Universitat de València (Spain). With more than 70 researchers and practitioners from more than 15 different countries partaking in the first conference in Turkey, and around 160 researchers and representatives of companies and institutions from five continents partaking at the event in Spain, there is little doubt that the Advances in Tourism Marketing conferences have become a significant event in the academic calendar. As a direct result of the first conference held in Turkey, Kozak and Andreu (2006) published the book *Progress in Tourism Marketing* while in 2009, Kozak, Gnoth and Andreu published the book *Advances in Destination Marketing* which came about in direct response to papers presented at the Valenica conference in 2007. As with the previous two books, the editors of this book, with the assistance of many colleagues who willingly gave their time to serve as reviewers for papers submitted to the conference, selected those papers that successfully navigated the reviewing process and those that neatly dovetailed the overriding theme of the conference. In this regard, the papers selected for the chapters in the book were judged to continue the trend of encouraging critical discussion on a number of contemporary themes relating to innovative marketing operations, interactions and experiences and the means by which each contributes to the sustainable development of destinations.

In its broadest sense, the 3rd Advances in Tourism Marketing Conference explicitly set out to explore, analyze, and evaluate the state of the art in tourism marketing from an international perspective and bring together academic researchers, policy makers and practitioners, and provide a forum for the discussion and dissemination of themes related to the tourism system under a marketing approach. Under the theme of Operations, submissions to the conference were invited that challenged existing paradigms and explored critically current conventions and *modus operandi* and the means by which they remained valid in the changing destination marketplace. The combined forces of growing competition, changing patterns of consumption and slowing economic growth in much of the world, suggest that the next decade will provide a challenging environment for marketing practitioners as well as a stimulating research setting for academics to scrutinise operational practice. In particular, the theme invited submissions that explored the marketing system more broadly and the increasing complexity of its networks, interactions and relationships, and underlying theoretical constructs upon

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