

NEW METROPOLITAN PERSPECTIVES 2022

FOCUS SESSIONS - FS

FS-IC03

THE DESTINATION MANAGEMENT ORGANIZATION (DMO) FOR CULTURAL TOURISM

Keywords: Tourist Destination Management; DMO; Cultural Tourism; Optimization; Strategy.

Destination Management Organizations have a key role to play in the Governance of tourism destinations, in managing destination networks and in ensuring good cooperation between stakeholders. Destination management is a broad and holistic management process that includes managing marketing, local accommodations, tours, events, activities, attractions, transportation and more. A destination's competitiveness and attractiveness comes from the use of Effective, Sustainable strategies and is based upon a balance of interests of all stakeholders inside the tourist destination. The DMOs integrate the activities and Cultural Resources in cooperative processes, coordinate destination Marketing effectively and efficiently also.

Hence, there is an important need to examine the interfaces of Sustainability (social, economic and environment) and destination competitiveness components (resources, infrastructures, destination accessibility, information and communications technology (ICT) readiness)

The session aims at instigating a multi-disciplinary debate on DMOs in the COVID-19 era, calling for models and practical experiences of innovations and trends in national and transnational contexts.

CHAIR

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Angela Viglianisi is PhD in Conservation of the Architectural and Environmental Heritage, with the focus on Project and Program Appraisal. Master's degree in Evaluation and Strategic Planning of the City and the Territory with the focus on Destination Management Organization. Member of the LaborEst research lab, her research activities and international publications focus on economic evaluation and estimation applied to plans, programs, projects applied to Metropolitan City.