

## Review questions

- 1 Relevance, value proposition and visibility were the three high-level strategic themes identified in the *DMAI Futures Study* (2008). What are the implications of these themes for DMOs?
- 2 What are the 'super trends' identified in the *DMAI Futures Study* and in which ways are these impacting upon destination marketing?
- 3 Which four key roles for DMOs are suggested in the new 'strategic map' developed by DMAI and Karl Albrecht International?
- 4 What is the 15 Cs framework for describing the challenges facing destination marketing as suggested by Fyall and Leask (2006)?
- 5 The PhoCusWright destination marketing study (2009) found that DMOs' Internet marketing efforts were lacking in certain respects. What were the weaknesses that this study found in DMOs' Internet marketing?
- 6 DestiCorp of the UK (2010) in its paper, 'Speculation on the Future of Destination Marketing Organizations', suggested that DMOs need to change their models and mindsets. In what ways should DMOs change in the future according to this source?
- 7 Anna Pollock of DestiCorp says that DMOs need to become 'orchestrators' and 'stage managers' rather than today's destination promoters. What does this mean in terms of how DMOs should work with local tourism sector stakeholders and in how they communicate with potential tourists?
- 8 What are the five global trends identified by Dwyer *et al.* (2009) and what are their future implications for DMOs?
- 9 Ford and Peeper (2008) described five future challenges for DMOs. What were these challenges and how will they affect DMOs? How will DMOs need to change in order to adapt to these challenges?
- 10 Which future trends and potential challenges will destinations and DMOs be facing?
- 11 What are the likely characteristics of the DMO of the future?

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