

PROJECT DETAILS

Project Title:

The Role of Destination Management Organizations to Achieve Sustainable Tourism

Project Summary:

Destination management organizations (DMOs) have a key role to play in the governance of tourism destinations, and fostering effective collaboration between stakeholders, which is the core of sustainability of destinations. Therefore, this research aims to investigate the role of DMOs in developing, managing and monitoring tourism development and implementation to facilitate and achieve sustainability in destinations.

Using an exploratory sequential mixed-methods approach, this research will collect qualitative data in study 1 from DMOs and other key stakeholders in destinations to understand the current responsibilities and roles of DMOs and what need to be changed and improved to achieve sustainability in destinations. In second stage (study 2), a questionnaire will be developed based on the results of study 1, and quantitative data will be collected to generalize the results and develop a framework for the required DMOs roles, responsibilities and capabilities to achieve sustainability in destinations. The results of this study can significantly contribute to the body of knowledge and literature of destination management and provide practical implications for the governance and sustainable management of destinations.

Preferred Applicant Skillset:

We are looking for a self-motivated PhD candidate with excellent organization and problem-solving skills, and familiar with the topic. Candidates with strong qualitative and quantitative skills is desired.

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