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Abstract

The purpose of this study is to examine how collaboration can contribute to destination marketing. This is examined by answering the following questions. 1) What factors influence collaborative destination marketing? 2) What are the benefits of collaboration; how can they be achieved? 3) What are the key elements of the target market influencing destination marketing? As background of this study is a decline of foreign tourists in the case destination, Naantali. Germany is used as an example market in the study.

The study is conducted as a qualitative case study. Semi-structured interviews are the main source of data in the study. This study seeks to look at the matter a holistic way, in other words the angles of individual tourism organizations, the city's tourist service, and the city have been included in the study. Altogether five interviews were carried out, four for the stakeholders of Naantali and one for an expert in the German tourism market. Although this study is conducted from the case destination's point of view, it aims to provide good guidelines to any destination marketer and especially to those planning actions in the German tourism market.

Factors influencing collaborative destination marketing are preconditions, motivations, process, and the outcomes of collaboration. Based on the study, the biggest benefits from collaboration are sharing of costs, increasing the product portfolio, enhancing the destination's competitiveness, creating a holistic picture of the destination, and reaching a larger customer base. Key elements of the target market influencing destination marketing are size of the market, potential target groups, holiday preferences, sources of information used by the holidaymakers, factors influencing the choice of destination, and future trends.

Key words	destination marketing, collaboration, Germany
Further information	