



# Enlightening Tourism.

## A Pathmaking Journal



Universidad  
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## **BOOK REVIEW:**

*Destination Brands: Managing Place Reputation 3<sup>rd</sup> edition*, by Nigel Morgan, Annette Pritchard and Roger Pride (eds.), 2011, Oxford, UK, Butterworth-Heinemann.

ISBN 978-0-08-096930-5, \$34.99 (Paperback),  
370 pp. 58 illustrations.

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This is an ideal textbook for the students learning tourism, marketing and branding. Its first edition was published in 2002. It was one of the first studies which focused on the branding of tourist destination, and which became a bridge between studies on tourist destinations and marketing and branding studies. The second edition published in 2004 was expanded with 17 chapters in total and organised in three parts.

This third edition keeps the three parts which are the same to the second edition: "Part 1 Destination Brand Concepts", "Part 2 Destination Brand Challenges" and "Part 3 Destination Brand Cases", although the title of each part is slightly modified. I think this modification is reasonable as now there is a more consistency in the titles of the three parts, and easier for readers to recognise the main theme of each part. The order of the three parts is also rationale and good for the reader's understanding since the book starts with theoretical issues ("Part 1 Destination Brand Concepts")

and then moves to concrete issues (“Part 2 Destination Brand Challenges” and “Part 3 Destination Brand Cases”). The number of chapters contained in the book has been increased. Newly developed 25 chapters are included: four chapters in Part 1, nine chapters in Part 2 and 12 chapters in Part 3. Like its second edition, each chapter is written by established academics and leading practitioners with a wide variety of background, including Anholt, Kotler and Olins.

Each chapter is easy to follow and understand as each starts with a section for “Introduction” and finishes with that for “Conclusion”. The list of useful websites is also available at the end of Chapters 1, 8, 10, 11, 13, 14, 15, 18, 21, 22, and 25. This would be useful to enhance the reader’s understanding of each issue further. The main text is also supported by a large number of figures and tables with grayscale. The tables are fine; however, some of the figures are difficult to see and/or not good enough for readers to have a clear idea (e.g. Figure 8.1, Figure 10.4, Figure 13.4, Figure 20.2). In my view, at least the figures which present brand logos and posters should have been presented with various colours in order to make them more presentable and reader-friendly.

All of the four chapters in Part 1 are well written and cover the significant basic concepts in destination branding. Chapter 1 is appropriate as an introductory chapter of this book. The concept of “the virtuous circle of creative destination reputation” is suggested (page 11) and I found it is very interesting. This virtuous circle has six elements which will mark out tomorrow’s strong brands presented with a figure – a place’s tone, traditions, tolerance, talent, transformability, and testimonies; and their interrelationships are clearly presented with Figure 1.2 (page 11). Each of the six elements is explained in details and the chapters each element is related to are also signposted on the pages 12-16. This is significant for the book which has a number of chapters which are developed by different authors and are divided into several parts. In my view, Chapter 1 works well to keep the consistency throughout the book.

Like Chapter 1 in Part 1, the consistency is also a key to discuss about the strength of nine chapters in Part 2. In the second edition, there was no consistency in the six chapters included in Part 2, though all of them examine the issues in destination branding challenges. Moreover, the titles of some chapters in Part 2 were somewhat lengthy. The above-mentioned weaknesses are improved in this third edition: now all the titles are simple and clear enough, and keep the consistency (...challenge). Of nine chapters in Part 2, I especially enjoyed reading Chapter 8 “The

authenticity challenges". A wide range of issues which stem from "authenticity" (a vague and controversial concept in tourism and heritage studies) are well discussed through a case study of the Copenhagen brand.

A wide variety of 11 case studies, from West to East, and, from developing to developed countries, are included in Part 3 of this book. Each case study is very insightful. Chapters which inspired me most are those investigate an emerging tourist destination (Chapters 19: Namibia) and a relatively new EU destination (Chapter 21: Slovenia). I am really interested in the brand strategies taken by these countries in the forthcoming several years. It is desirable that case studies from relatively unknown countries as tourist destinations in Far East (e.g. Japan) and South America (e.g. Columbia) are contained in the next edition.