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Distribution at the Destination: An underestimated force to improve hospitality services and enhance sustainable development

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Learning goals

This chapter should help readers to understand the issue of distribution in the destination from a hospitality perspective, and to reflect on possible means and techniques to distribute positive impacts and minimise negative impacts on all three sustainability dimensions. After reading this chapter the reader will:

- 1 Be aware of the opportunities and responsibilities of the hospitality providers for distributing at the destination;
- 2 Be able to critical evaluate the challenges and dilemmas hospitality providers might face in regard to spreading visitors;
- 3 Be acquainted with techniques that hospitality providers can use to distribute guests at the destination.

Introduction

Distribution at the destination is in itself a critical topic for hospitality businesses. One might argue straight away that a hospitality company such as a hotel does not distribute at all or in particular not to any parts of destination beyond the facilities of e.g. the hotel itself. In addition, distribution is rather abstract: distribution of goods, of wealth, of risk, of commitment? This chapter is going to mainly focus on the distribution of people, as this is the factor that will positively (or negatively) influence the destination the most, and will also result in a distribution of benefits and reduce/spread negative impacts on all three dimensions of sustainability.