
6 Failures and successes in emerging and developed tourism markets

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The objectives of this chapter are to:

- Present innovative and new trends and approaches to researching and practicing tourism;
- Review some of the latest studies on new and emerging tourism forms and tourist segments;
- Emphasize some of the visible negative impacts of excessive tourism movements such as overtourism, vandalism, authenticity lost, etc.
- Sum up the causes for failures that exist in developed and emerging tourism markets;
- Conclude with emphasizing the successes but also pointing out on how to fight and overcome the failures in tourism markets.

Keywords: emerging tourism markets, developed tourism markets, tourism forms, tourist segments, negative impact, successful approaches

Introduction

Tourism represents one of the world's largest economic sectors, accounting for 10.4% of global gross domestic product (GDP) and 10% of employment, in 2018 (World Travel and Tourism Council, 2019). Parallel with the economic growth and development among Asian countries, the rise in outbound travel in these countries is evident. However, as a vivid and

dynamic phenomenon, tourism brings a lot of positive and negative aspects with its development. Positive and interesting trends, as well as innovative and new approaches to researching and practicing tourism can be shown as positive examples, while some of the visible negative feedbacks of excessive tourism movements can be considered as less successful ones. These aspects will be explained in more detail below.

This chapter aims to review some of the latest academic studies that are dealing with the new and emerging forms of tourism or tourist segments, emphasizing more or less successful applications related to these in both developed and emerging markets. Discussion of these studies' results will shed light on some of the contemporary dilemmas and paradoxes that emerged during the years of researching certain forms and markets in tourism, but also on some of the practices that lead to some of the highly negative topics related to tourism, such as overtourism, loss of authenticity, vandalism, etc. The conclusion emphasizes positive examples of new tourism marketing approaches, and some of the implications on how to deal with or prevent potential failures of tourism markets will be discussed.

Successful marketing approaches in contemporary tourism markets

A key element for a tourism market to be considered as a developed and long-term competitive one is an innovative approach to destination management and marketing. Italy has long been the leading Mediterranean, European and global destination. The latest research study refers to it as a country where a place storytelling framework, involving all stakeholders at destinations through a multilevel process, is used as a key for successful regional competitiveness (Bassano et al., 2019). This new framework has been applied in Italian provinces such as Umbria, Avellino, Benevento and Caserta (Bassano et al., 2019). For example, in Umbria, ten influential bloggers are telling the story, in the form of blog, about this Italian province after experiencing it. This was beneficial in efforts to define the place identity for Umbria, especially for the foreign tourists. In this way co-creation is being achieved leading to derivation of stories that were reported on various channels and blogs, while readers are allowed to comment and provide feedback through expressing their views on the opinions of the stories told. What can be concluded from the study by Bassano et al. (2019) is that more structured regions and markets, based on a service system perspective, have chances for the successful use of storytelling, especially digital.

The success of the storytelling method is in the fact that it is an operative tool for constructing a strong and distinctive identity, while using narrations as a communication plan between destination stakeholders. Therefore,

instead of stakeholders operating in isolation, emphasis is on the collaborative synergies established between various nodes in the destination network, which is in accordance with the previous literature in destination governance emphasizing collaboration and shared vision among stakeholders (Çizel, Ajanovic and Çakar, 2016).

Developing and emerging travel markets in the Southeastern Asia are showing success in their marketing efforts to follow the increased interest in Halal tourism. This form of tourism has become an emerging trend in the tourism and hospitality domain, primarily focusing on the development and provision of different tourism products and services to fulfill the distinctive requirements of Muslim tourists (Battour and Ismail, 2016; El-Gohary, 2016). Four popular non-Muslim Asian destinations, China, Japan, South Korea and Thailand, are put forward in the literature as countries that recognized the immense potential of almost 240 million Muslims being in majority or having a considerable number of citizens of this belief in their neighboring countries, such as Malaysia, Brunei, Indonesia, Singapore, Thailand and Philippines.

After analyzing the web sites of these four destinations in order to assess the marketing strategies related to Halal culinary demands, Yousaf and Xiucheng (2018) concluded that the emerging Halal trend is integrated in the destination marketing in Thailand, Japan and Korea. Halal restaurant guidebooks with recommendation, information regarding Halal appraisal and certification, Halal cuisine features etc. are all used as a marketing strategy to articulate the Halal-friendly approach at these destinations. Not only did they analyze the success of Halal tourism related practices in the main South East and Far East markets, but Yousaf and Xiucheng (2018) also proposed a new theoretical framework for Halal culinary tourism, that goes beyond just Halal dietary propositions. This framework, built on the one proposed by Horng and Tsai (2010) for promoting general culinary tourism, is enhanced with the necessary Halal certification and appraisal on government sites and a comprehensive understanding of the teachings of Islam while traveling. However, this does not imply that the local cuisines should give up of their authenticity. Instead they should consider localized versions of Halal cuisine, so that it can still leave space for the Muslim tourists to experiment with a destination's gastronomic culture.

South eastern Asian countries are not only successful in recognizing the necessity for distinctive marketing strategies to attract new customers, but also in combining different tourism forms and segments. In this regard, Malaysia can be shown as a good example. This emerging market tries to use all the possibilities of medical tourism, for which it has immense potential, while also going into deeper specification towards "Halal medical