8 Internal marketing in the management of tourism destinations

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When reading this chapter, you will engage with these key concepts:

- Stakeholder engagement in destination marketing and management.
- How internal marketing (IM) contributes to destination management.
- Internal marketing as the missing half of tourism marketing.
- Internal marketing matrix to explore communication channels between various stakeholders.
- The collaborative nature of internal marketing in destination management.
- How internal marketing supports tourist satisfaction.
- Role of internal marketing in enhancing resident acceptance and sustainable development.
- Leveraging AI for community engagement and sustainable practices.
- Using internal marketing to craft authentic narratives to enhance visitor experiences.

Introduction

The aim of this chapter is to explore the concept of internal marketing (IM) within the context of tourism destinations, and investigate the impacts of IM on key aspects of destination management, including marketing strategies and destination competitiveness, and organizational performance. The research was motivated by a gap as identified by previous studies (Varrey, 1995; Varrey & Lewis, 1999; Grönroos, 2000; Cooper, 2002, 2007, 2011; Anosike & Ahmed, 2006). The chapter sets the context by introducing main topics that were explored throughout my PhD research. A synthesis of the key contributions made to internal marketing and destination management between 2006 and 2012 is presented, followed by a succinct discussion of challenges and implications arising within a rapidly evolving tourism landscape. The chapter concludes that the digital revolution has significantly affected the global tourism