


Chapter 4

Promoting Destination Marketing Strategies in Authenticity and Nature Tourism

Mariana Taveira Gouveia

Polytechnic University of Cávado and Ave (IPCA), Portugal


Bruno Barbosa Sousa

 <https://orcid.org/0000-0002-8588-2422>

*Polytechnic University of Cávado and Ave (IPCA), Portugal & Applied
Management Research Unit (UNIAG), Portugal & Centro de Investigação,
Desenvolvimento e Inovação em Turismo (CiTUR), Portugal*

*Centro de Investigação, Desenvolvimento e Inovação em Turismo (CiTUR),
Portugal*

Cláudia Ribau

 <https://orcid.org/0000-0003-2796-0354>

Higher Institute of Accounting and Administration, University of Aveiro, Portugal

ABSTRACT

Marketing is a crucial tool for tourist destinations to promote a differentiating strategy and secure a competitive advantage over alternative tourist destinations. Tourism, as a multifaceted activity, brings out different motivations and promotes different individual interests. In this sense, Tabuaço is an area of Portuguese territory strongly characterized by authenticity, nature, gastronomy, wines and unique landscapes. Thus, this chapter aims to present an embryonic view of the role that marketing can play in enhancing tourist destinations and capturing market segments with distinct individual interests. In a preliminary approach, this chapter aims to

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present insights for marketing, for the territory and for territorial management.

INTRODUCTION

Marketing serves as an essential instrument for tourist destinations to implement a distinctive strategy and achieve a competitive edge over alternative locations. The image of a tourist destination is regarded as the primary criterion in selecting a travel destination, as it significantly influences visitor behavior and decision-making. Through this image, consumers seek information and opinions from other tourists. Tourism, being a multifaceted activity, elicits various motivations and caters to diverse individual interests. The choice of a tourist destination is influenced by the destination's image, the information available across different media, and recommendations from other visitors. Consequently, marketing and communication strategies are vital in generating interest among potential visitors. Given that decision-making behavior fluctuates based on the territory's market image, it is crucial to continuously assess whether the projected image aligns with the perceived image to avoid compromising tourism and territorial development. In this context, Tabuaço, a region in Portugal, is distinguished by its authenticity, natural beauty, gastronomy, wines, and unique landscapes. This chapter aims to provide an initial perspective on the role of marketing in enhancing tourist destinations and attracting market segments with varied individual interests. In a preliminary approach, the chapter seeks to offer insights into marketing, territorial management, and the development of the territory.

THEORETICAL BACKGROUND

Understanding the behavior and decision-making process of visitors is crucial to developing marketing strategies that position a tourist destination in a competitive and attractive way. In the age of globalization and hyperconnectivity, where access to information is easy and fast and there are many options to choose from, understanding visitors' motives and preferences has become essential to attraction. Therefore, in order to satisfy consumer needs and desires, it is crucial to understand their buying behavior (Sousa & Simões, 2018). Given the economic impact of tourism on territorial development, the application of communication and marketing techniques and strategies has become fundamental to making a destination appealing to tourists and investors. The analysis of purchasing behavior in the tourism sector makes it possible not only to satisfy the needs and desires of visitors, but also to adapt marketing strategies in order to remain competitive and in line with market trends (Hanlan et al., 2006; Vinerean, 2013). The decision to choose a

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