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### DESCRIPTION

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The *Journal of Destination Marketing & Management (JDMM)* aims to be the leading international journal for the study of **tourist destinations** by providing a critical understanding of all aspects of their **marketing** and **management**, as they are situated in their particular **policy, planning, economic, geographical** and **historical** contexts.

*JDMM* seeks to develop a robust theoretical understanding of destination marketing and management by harnessing knowledge drawn from the full breadth of disciplinary approaches to the study of destinations. It seeks to foster a critical development of the domain, expand the frontiers of knowledge in the field and provide an international forum for the exchange of ideas.

The objective of *JDMM* is therefore to publish up-to-date, high-quality, original research papers and reviews. As such, the journal aspires to be vibrant, engaging and accessible, yet at the same time integrative and challenging. Those involved in the interdisciplinary approach of marketing and management, economic development and planning, geography, sociology, psychology, anthropology, retailing, policy making and public administration of tourist destinations will find the journal of particular interest.

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