




The St.Gallen Model for Destination Management

Item Type	Book
Abstract	This book illustrates how man-made boundaries created the practical and academic problems that trouble destination management these days. More importantly, it offers an alternative perspective that allows transcending past boundaries and getting closer to the complexity that characterizes tourism as a social phenomenon. To this end, it introduces the St.Gallen Model for Destination Management (abb. SGDM).
Authors	Beritelli, Pietro ; Reinhold, Stephan ; Laesser, Christian & Bieger, Thomas
Language	English
Keywords	SGDM, The St.Gallen Model for Destination Management, tourism, destination
Subjects	business studies
HSG Classification	contribution to practical use / society
Refereed	No
Date	2015
Publisher	IMP-HSG
Place of Publication	St.Gallen
Page Range	200
ISBN	978-3-9523471-9-5
Depositing User	Margareta Brugger
Date Deposited	13 Jan 2015 09:10
Last Modified	04 Feb 2019 01:22
URI:	https://www.alexandria.unisg.ch/publications/238469

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Citation

Beritelli, Pietro; Reinhold, Stephan; Laesser, Christian & Bieger, Thomas : The St.Gallen Model for Destination Management. St.Gallen : IMP-HSG, 2015, - ISBN 978-3-9523471-9-5.

ASCII Citation

Statistics

<https://www.alexandria.unisg.ch/id/eprint/238469>

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usefulness in countless work-shops and other formats. Three steps pave the road to a new business model: Step 1: Initiation – preparing the journey. Before embarking on the journey towards new business models, it is important to define a starting point and rough direction. Describing the current business model, its value logic, and its interactions with the outside world is a good exercise to get i