

**EXTENDING THE DOMAIN OF TOURISM MARKETING**  
**Local residents as resources for tourist experiences and destination**  
**competitiveness**

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**Abstract**

This paper argues for an extended perspective on tourism marketing focusing on local residents as resources. Tourism service marketing researchers have been pre-occupied analyzing host-guest interactions in staged contexts, leaving local-guest interactions most unstudied. The aim of this research is to explore the role of local residents for tourist experiences and destination competitiveness. For this, three objectives are set. First, a destination competitiveness model is developed. Second, suitable measures for the concepts are presented. Third, data for empirical tests will be collected and analyzed.

This study contributes to research on service logic by emphasizing the role of local residents for co-creation of tourist value-in-use. For management, the extended domain of tourism marketing challenge existing destination management strategies and encourage destination managers to have a second look at the mundane life of the local residents out of a service experience perspective. The well-being of the residents and their attitudes towards tourism are assumed critical for positive tourist experiences. For practical implications this gives reason to rethink destination marketing and tourism policies.

**Keywords:** Tourism marketing, tourist experiences, well-being, locals as resources, destination competitiveness