

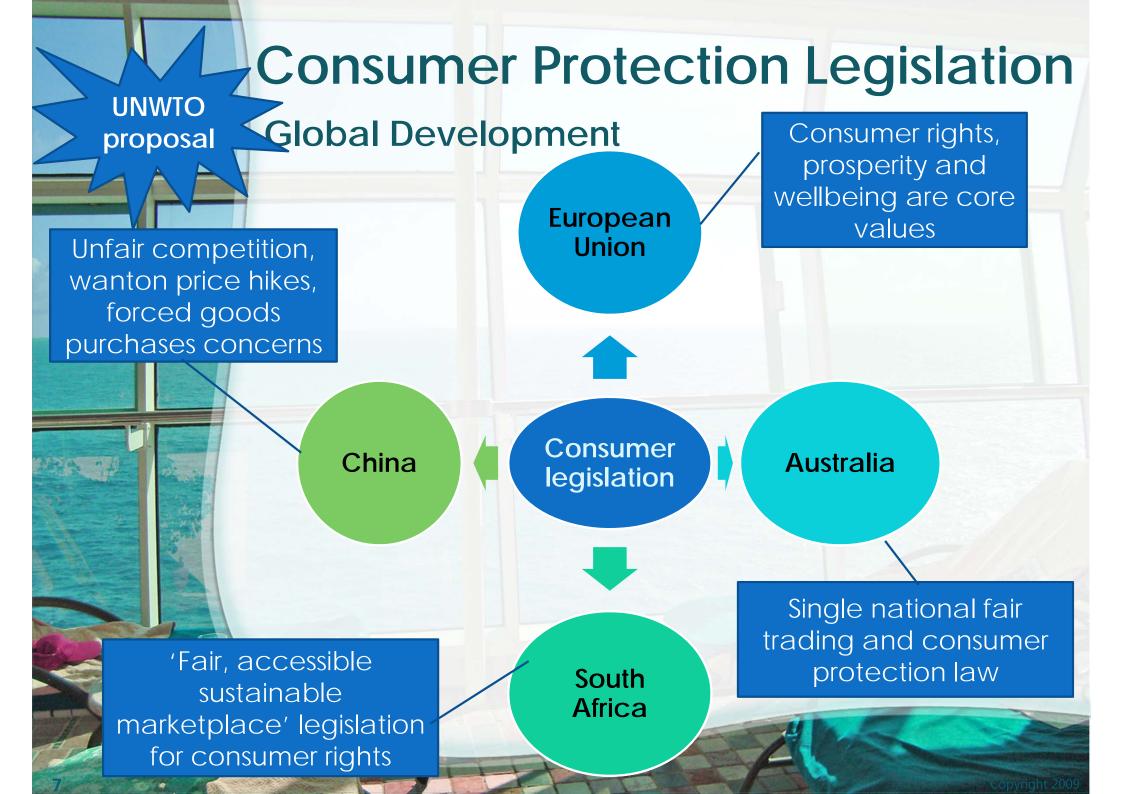








# Market failure vs Consumer Protection Information asymmetries Disproportionate market power Market Limit to consumer benefits **Failure** Reduce gains from competition Includes regulatory and non-government measures Consumer Protect interests and promote **Protection** positive outcomes for consumers Aims to improve consumer wellbeing Can remove or mitigate risk to consumers







# **Destination Competitiveness**

Major grouping of specific determinants



**Destination Management** 



Service Quality



Fair and Equitable Legal System



**Ethical Business Behaviour** 



Safety and Security



**Destination Image** 



## **Destination Competitiveness**

Major grouping of specific determinants



#### **Destination Management**

- effective competition in climate of trust



### **Service Quality**

- appropriately reliable and responsive



# Fair and Equitable Legal System

transparency in policy making



### Ethical Business Behaviour

-fair treatment/ value for money



Safety and Security- reliability of products/ services & financial/physical safety



### **Destination Image**

-customer loyalty and repeat visitation







# Issues and Challenges **Changes in Tourist** Demographics and change consumer Values Characteristics of the evolving tourist Desire to self-differentiate technology Specific needs, demands and expectations

Demographic changes

Safety and information

Service provider disclaimers

disclosure

Influence of technological

- Effect of information
- Challenges re global transactions and redress
- New fraud opportunities
- Legislative response

### Conclusion Consumer legislation a necessary condition for sustainable destination competitiveness Destination managers need to ensure policy development is underpinned by soundly based research on consumers and consumer issues Some challenges for further research: What types of consumer protection mechanisms best complement consumer law? What impact does enhanced consumer protection have on total visitor experience? How aware are visitors to any destination of their consumer rights? Does association between consumer protection and destination competitiveness vary according to a destination's stage of economic development?

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