



Integrated Micro-Destination: A Conceptual Framework **

* Fatih ÇOLAKOĞLU ^a , Ahmet KÖROĞLU ^b 

^a Balıkesir University, Burhaniye Faculty of Applied Sciences, Department of International Trade, Balıkesir/Türkiye

^b Balıkesir University, Faculty of Tourism, Department of Tourism Management, Balıkesir/Türkiye

Article History

Received: 13.06.2024

Accepted: 25.09.2024

Keywords

Integrated micro-destination

Destination classification

Micro-destination

Competitiveness

Article Type

Conceptual Article

Abstract

The purpose of this research is to develop a different perspective on the classification of the concept of destination, which is one of the important components of the tourism sector, by introducing the concept of 'integrated micro-destination' and evaluating its importance for the tourism sector, especially concerning destinations. In the study, the concept of destination is first defined, and a new concept is developed from a marketing and competitiveness perspective based on the geographical and size criteria used in destination classifications. The theoretical framework of destination classifications is examined, and it is observed in the literature review that the overall competitiveness of a holistic macro-destination is influenced by the competitiveness within its various micro-destinations. The factors affecting the integrated micro destination concept were evaluated from both the prosody and consumer perspectives.

* Corresponding Author

E-mail: fatih.colakoglu@balikesir.edu.tr (F. Çolakoğlu)

** Bu araştırma Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Turizm İşletmeciliği Anabilim Dalı'nda 'Bütünleşik Mikro Destinasyonların Rekabet Güçleri: Edremit Körfezi Örneği' isimli doktora tez çalışmasından hareketle gerçekleştirilmiştir.

DOI: 10.21325/jotags.2024.1478

INTRODUCTION

When the tourism sector is evaluated from a wide perspective, many tourism businesses such as accommodation, food and beverage, transportation and recreation appear as basic elements that make significant contributions to the development, change and growth of the sector. One of the most important formations that ensure the structural integrity of tourism can be expressed as 'destinations', which are considered important centers of attraction for the start of tourism (Dominguez, et al., 2021: p.2). Since destinations have different qualities, they can be a travel motivation for many people. This situation causes tourism destinations, like all consumer products, to face an increasingly competitive environment. The success of destinations is increasingly defined by their competitiveness compared to other destinations (Dwyer et al., 2000) and therefore how tourism destinations develop, maintain, protect or strengthen their competitiveness in the global marketplace becomes an important element.

Developing technology, social, cultural values and economic order make the competition in the markets increasingly more prevalent today. The tourism sector is undoubtedly affected by this competitive environment (Hassan & Uşaklı, 2013). Just as many things have been changing from past to present, the competitive environment of tourism destinations is also increasing and changing day by day with the increase in competitive markets. Therefore, the concept of competitiveness towards destinations as an expression of competitiveness is also examined as a frequently used concept in the literature. Any destination that does not maintain its competitive edge will have a hard time surviving in the global market. Destination competitiveness is one of the most important influences in the domestic market as well as in the global market. So much so that, while in the past tourism investments were generally made to respond to external demand (Gökdeniz & Dinç, 2004), today domestic tourism is always seen as a lifesaver and savior in times of crisis. At this point, determining the competitiveness of destinations that provide services especially for domestic tourism is important for the development of tourism.

When destinations are evaluated with their competitive power, one of the most important premises for revealing this competitive power is undoubtedly destination classifications. Destination classifications can be made in many ways, as well as according to physical distinctions. Considering that destinations are divided into two groups as micro and macro destinations, places that have a physical border or are generally accepted to exist are defined as micro destinations, and places that include more than one destination area are defined as macro destinations (Kotler et al., 1999: p.648). It is thought that the elements that contribute most to the competitiveness of macro destinations, both internationally and nationally, are the micro destinations they contain. At this point, assuming that each micro destination competitive power contributes to the macro destination separately, it becomes necessary to express the power created by the competition within these micro destinations from a different perspective. While a macro destination can express many things in terms of its own identity, it is considered a subject that should be considered how micro destinations selected as areas of activity strengthen the formation of the main identity by contributing to it in terms of culture, gastronomy and touristic products. From this point of view, there is a need to research the concept of 'Integrated Micro Destination', which is considered as a new concept in tourism literature and can be expressed as 'micro destinations that have similar natural resources, climate, cuisine and cultural elements, are preferred by tourists with a touristic motivation, offer integrated products and services to tourists and local people, are also neighbors and in competition with each other and can create a macro destination with the power arising from their competition with each other'. Therefore, the aim of this research is to develop a different perspective on the

classification of the concept of destination, which is one of the important components of the tourism sector, to reveal the concept of 'integrated micro destination' and to evaluate the importance of this concept for the tourism sector, specifically for destinations.

Theoretical Analysis and Method

The research was carried out with the motivation of introducing a new concept to destination classification from a marketing and competitive perspective. Qualitative research methods were used in the research. In this research, the literature was examined in depth and studies carried out with destination classifications were scanned. At this point, Web of Science, Scopus, Trdizin, Google Scholar, National Thesis Center, Ulakbim databases were used. Therefore, conceptual output was obtained from secondary research data. At this point, it was found that the concept of 'Integrated Micro Destination', which expresses an integrated structure, was not included in the literature. From this point, in this part of the research, a general perspective on tourism and destination concepts was presented based on the literature and destination classifications were evaluated according to physical limitations and expressed as macro and micro destination classifications.

Tourism and Destination Concept

The tourism sector is seen as an important source of economic growth and employment worldwide. In this sector, destinations are of great importance as places where tourists prefer to travel and where tourism activities take place (Buhalis, 2000; Ritchie & Crouch, 2003). Destinations are places that provide visitors with an integrated experience through combinations of touristic activities and products. Destinations, which are recognized as geographical regions, are named as countries, islands and cities, and at the same time, they emerge as a concept open to interpretation regarding visitors' cultural backgrounds, historical perceptions, education levels and previous experiences (Buhalis; 2000: p.97). According to Pike (2008), destinations refer to geographical areas where touristic productivity comes together rather than politically drawn borders. Cooper and Hall (2007: p.112) brought together the definitions of the concept of destination. In this direction, three different approaches were taken for the concept of destination as local place, sense of place and settlement. Local place is a type of approach that explains the concept of destination with the regions where experiences and services are offered, including the social relations and daily lives of people. Sense of place defines different characteristics related to the feelings and thoughts of tourists. The settlement approach is considered more geographically and is explained as a certain limited land mass.

When we look at the Turkish Language Association, the concept of destination is explained as "the place to be reached". In Turkish sources, the concept of "destination" is used in addition to concepts such as "tourism area", "destination", "tourism locale", "tourism station" for touristic regions (Akbulut, 2014). The Ministry of Culture and Tourism defined the concept of tourism destination as countries, regions and cities where tourism is among the basic economic activities (Ministry of Culture and Tourism, 2023). The World Tourism Organization defines tourism destinations as regions containing tourism products where a tourist stays for at least 24 hours and receives services during this period. Tourism destinations refer to complex structures that bring together touristic attractions as well as accommodation, food and beverage, transportation and other touristic services (Buhalis, 2000; Cooper, Fletcher, Gilbert, and Wanhill, 2008). According to another definition, tourism destinations are geographical areas where local people and tourist communities exist (Tinsley & Lynch, 2001).

Destinations are defined as places visited by tourists and where tourism activities take place (Buhalis, 2000; Ritchie & Crouch, 2003). According to a study conducted by Buhalis (2000), destinations refer to integrated structures where accommodation, food and beverage, transportation and other tourist services come together, as well as tourist attractions. However, destinations play an important role among the factors determining tourists' travel preferences (Ritchie & Crouch, 2003; Pearce, 1989). Regions that present the attractions and touristic capabilities of the region to tourists and that provoke a desire to visit for these elements; that obtain a large share of their income from touristic activities and that attract the attention of tourists constitute a destination (Olalı, 1990). Tourism destinations are regions where touristic activities are accessible and prone to growth thanks to public institutions (Tosun & Jenkins, 1996). According to Usta (2008), places where touristic attractions emerge and can be demanded with these features and where all needs can be met during the experience are called tourism destinations. In order for a region to be defined as a tourism destination, first of all, there must be a touristic demand, in addition to this, cultural and historical heritage must be presented, and the local people must have a positive perspective towards tourism activities. A tourism destination is a complex product that emerges from tourism services offered by different tourism enterprises. They are centers of attraction that constantly host tourists through the services they offer (Özdemir, 2008: 19). Destinations that contain many attractions and offer facilities such as accommodation and transportation should be interpreted by considering their income and expenditures (Tinsley & Lynch, 2001: p.372). Therefore, destination regions are considered to be one of the most difficult tourism products to market, apart from being very important for the tourism sector (Özdemir, 2008: p.19).

Over time, some differences have emerged in the perception of the concept of destination. With the changing differences, today's destination does not only mean that a region is known for its touristic features, but also that each region may have its own unique features and that regions where these features do not occur can also be discovered. Therefore, it has been thought that local and foreign tourists can get a bigger share of the tourism pie by attracting their attention not to destinations with richer tourist resources but to regions that can provide services with their own unique characteristics and have a destination image (Çelik & Sandıkçı, 2015: p.45). In light of all this information, it is difficult to talk about a single, accepted definition of the concept of destination. This is because the attractiveness of destinations has variable characteristics. Even if there is no single accepted definition of destinations, there is a need to act with common sense for tourist destinations in matters such as development, management and marketing. In this research, it is emphasized that the concept of destination needs a new perspective by associating it with the fields of marketing and competitiveness.

Destination Classification

In the consumer's mind, the idea that the desires and needs of the destination can be met is directly related to the image of the destination and the destination brand identities (Gonzalez & Falcon, 2003: p.720). This situation makes it inevitable to create a classification for destinations. There are some factors in the emergence and classification of a destination. There are many criteria that create differences due to these economic, social, cultural, political and psychological factors (Kavaratzis & Ashworth, 2005: p.183). These differences may vary from a consumer-based perspective, depending on the needs of local and foreign tourists. Therefore, destinations have various features to meet the demands and needs of both domestic and foreign visitors (Atay, 2003: p.32; Batchelor, 1999: p.183; Boyd & Singh, 2003: p.20; Lundgren, 1982:p.10; Özdemir & Adan, 2014: p.15; Taşkın & Karadamar, 2016: p.3;). These

various features may differ depending on the destination. When national and international literature is examined, the classification of these differences is examined under various headings.

In their study, Faulkner and Tideswell (1997) evaluate destinations in two classifications as Internal and External Dimensions (Locals, Role of the Destination). However, Buhalis (2000) classified six destinations in his study as Urban, Coastal, Mountain, Rural, Authentic and Exotic. Lew and McKercher (2002) included five classifications in their study and named these classifications as Single, Transitional, Exit, Circulating and Central destinations. In another study related to destination classifications, destinations are included in four classifications as Geophysical-Landscape-Aesthetic, Ecological-Biological, Cultural-Historical and Recreational destinations (Stange et al., 2011). In his study, Türkay (2014) collected destinations under seven factors and classified them as City, Summer Resort, Rural Area, Mountain, Protected Area, Underwater and Space destinations. In the study conducted in the same period, Kozak (2014) also grouped destinations under seven factors, but in this study the classification was named as Rest, Culture, Historical, Ethnic, Entertainment, Economic and Political destinations. In his study, Özer (2015) evaluated destinations in terms of their size, location, scope, activity period and attractiveness. However, in the same year, Petroman (2015) grouped destinations under six categories: History and Culture, Human Structure, Business and Conference, Large-Rooted City, Coastal and Rural destinations. In another study, destinations were evaluated under three classifications as Summer, Winter and Four Seasons (Cook et al., 2018). In his study, Tuna (2018) evaluated destinations under five factors and named them as Ethnic, Cultural, Historical, Environmental and Entertainment destinations. In the research conducted in 2019, destinations were evaluated as Classic, Natural, Business and Short Stay by Kılınç (2019), as Structures, Spatial Features, Physical Sizes and Tourism Types by Bayraktaroğlu (2019), as Basic Attraction Elements, Size, Political Borders, Location, Scope, Activity Duration, Priority of Tourists, Tourism Types, Natural or Artificial Development destinations by Güler et al. (2019).

In addition to the fact that destinations are subject to political limitations in order to determine geographical areas, they also include places where tourist activities take place (Pike, 2008: p.24) and that tourists with different profiles experience destinations for different purposes make classification difficult (Buhalis, 2000). In fact, Ritchie and Crouch (2003) examined destinations in their study by taking into account their official and political duties. Destinations are classified in this field as a nation or country, macro regions and groups of countries outside national borders, cities within macro regions, states (localized destinations within the country), cities and towns, national parks and historical attractions. While Ritchie and Crouch (2003) classified destinations by taking into account their official and political duties, Kotler et al. (1999) evaluated destinations according to their physical boundaries. In this classification, which is the specific subject of the research, the authors consider destinations as macro and micro destinations. Places that have physical boundaries or are generally accepted to exist are referred to as micro destinations, while places that include more than one destination area are referred to as macro destinations. This classification may be sufficient to describe a destination, but especially when destinations are evaluated from a competitiveness perspective, classifying many micro destinations with a single political classification will not provide sufficient output. The nature, history, culture, gastronomic richness, local people's attitude, advertising, promotion, security level and similar elements of each micro destination may differ from each other, and this difference may become a complementary element to the whole. Therefore, expressing a destination directly as a macro destination with physical limitations will not provide a sufficient perspective. At this point, a new concept is needed that expresses the whole of the micro destinations that make up the macro destinations.

Macro Destination

The World Tourism Organization (UNWTO, 2023) defines macro destinations as "large tourist areas with high tourist flow". According to this definition, macro destinations appear as a tourism component that has great importance in terms of tourist flow and tourist attraction centers. Macro destinations are becoming an important resource for regional economies through tourism activities and tourist expenditures. For example, Dubai in the United Arab Emirates has made major investments to increase the contribution of the tourism sector to the economy and has become a macro destination (Gulf News, 2021). However, when UNWTO (2021) data is evaluated, Spain, which hosted approximately 83 million international tourists in 2019, ranked second in the world as one of the most popular macro destinations in Europe (UNWTO, World Tourism Barometer, January 2021).

The most important factors that cause tourists to want to visit a macro destination can be considered as the destination's ability to easily create awareness-raising activities. One of the reasons why tourists prefer macro destinations is that they can easily access various activities, accommodation facilities and transportation options in these destinations. These factors increase the attractiveness of macro destinations (Gössling, Scott, & Hall, 2012). Macro destinations also offer significant opportunities for local communities. The number of employees working in the tourism sector and the diversity of businesses affiliated with the sector ensure the growth of the regional economy (Hall & Page, 2009). In terms of sustainability and local economic development, one of the most critical elements is that tourism activities benefit the local people and culture. At this point, it can be said that macro destinations direct tourism activities in cooperation with local communities. Macro destinations offer tourists a wide range of experiences, including beach holidays, cultural tours, nature excursions, water sports, amusement parks and shopping opportunities (Buhalis & Costa, 2009). At this point, it would not be wrong to say that tourist experience is related to the experience at the level of micro destinations that make up the macro destination. The success of macro destinations is also related to tourist satisfaction and experiences. A positive experience by tourists strengthens the reputation of the destination and increases their intention to revisit (Uysal, Perdue, & Sirgy, 2012).

Macro destinations are also important in terms of destination branding. The brand value of a destination is related to creating a positive image in the minds of tourists. For example, Hawaii is a macro destination known for its tropical beauty and luxury vacation opportunities (Pike, 2015). Macro destinations need to be managed sustainably. This includes protecting natural resources, minimizing environmental impacts, and preserving local culture and traditions (Weaver & Lawton, 2014). Macro destinations are promoted through tourism marketing strategies. A good marketing strategy can increase the flow of tourists by enabling the destination to reach target markets. These strategies may include advertising campaigns, digital marketing and collaborations (Keller & Bieger, 2007). Macro destinations also have to cope with crises and events. Crises such as natural disasters, political events or epidemics affecting the tourism sector test the crisis management skills of macro destinations (Faulkner & Russell, 2001). Macro destinations also face competition in the tourism sector. To be successful in a competitive market, destinations must have unique characteristics that differentiate them from their competitors and use marketing strategies effectively (Dwyer, Forsyth, & Rao, 2000). Macro destinations should follow the innovations in the tourism sector and focus on issues such as sustainability, digitalization and tourist experiences. This increases the competitiveness of the destinations and enables them to respond to future tourist demands (Sigala, 2012).

Following the changing trends in the tourism sector and developing innovative products is an important element

(Ritchie & Crouch, 2003). The success of macro destinations in terms of the opportunities they offer to local people and tourists, destination branding, marketing, crisis management and innovation are generally related to the success of the micro destinations they host. At this point, it can be stated that all activities related to macro destinations should be carried out at a more micro level. All marketing and managerial activities carried out for micro destinations can contribute to the macro destination through the common denominator of success of micro destinations. The contribution of each micro destination can create, develop and increase the total macro destination competitiveness.

Micro Destination and Integrated Micro Destination

Micro destinations are specific areas that offer small-scale, unique and original experiences within a touristic region. Although the concept of micro destination was defined by Kotler et al. (1999) while distinguishing destinations according to their political scale, it was evaluated as a separate definition for the first time by Smith et al. (2016). The authors state that micro destinations are part of the tourist area and are special regions that offer unique experiences to tourists. It is also emphasized that micro destinations focus on a limited geographical area and can offer a variety of tourist products and services. Uniqueness, one of the characteristics that define micro destinations, is an important feature that distinguishes micro destinations from other tourist areas. Micro destinations differentiate themselves from other destinations by offering tourists different and unique experiences (Hall, 2013). Authenticity means that micro destinations are designed in harmony with the local culture, natural environment and heritage (Gössling et al., 2012). Micro destinations offer authentic experiences to tourists by emphasizing local characteristics. However, it can be stated that micro destinations are located within a limited scale. Limited scale means that micro destinations focus on a small geographical area and allow tourists to explore intensively. The characteristics of micro destinations are collaboration and cooperation, which means that micro destinations are developed through cooperation between local businesses, civil society organizations and governments (Gössling et al., 2012). This increases the contribution of micro destinations to sustainable tourism development.

Micro destinations attach importance to the protection of natural resources in accordance with the principles of environmental sustainability (Ünüvar, Sezgin, & Kaya, 2017). For example, micro destinations can promote environmentally friendly transportation methods and take measures to protect the local ecosystem. From an economic perspective, micro destinations contribute to local economic development. Supporting local businesses and increasing employment opportunities for local people in the tourism sector are some examples of how micro destinations contribute to economic sustainability (Hall, 2011). From a social perspective, micro destinations encourage the participation of the local community. The active role of local people in the preservation of cultural heritage and the provision of tourist experiences contributes to social sustainability (Sharpley & Telfer, 2015).

Some of the micro destinations can benefit the country's tourism as destinations that are far from each other and have different touristic values. However, some micro destinations can reflect the tourism culture with common social, cultural and natural features as neighbors to each other. At this point, each of these types of micro destinations can create maximum macro destination benefits with different contributions. Therefore, it can be stated that micro destinations should be considered separately and destinations that serve a common denominator and are political border neighbors should be addressed with a different design. From this point of view, it would be a correct approach to express 'destinations that have similar natural resources, climate, cuisine and cultural elements, that are preferred by tourists with a touristic motivation, that offer integrated products and services to tourists and local people, that are

also neighbors and in competition with each other and that can create a macro destination with the power arising from their competition with each other' as integrated micro destinations from the perspective of today's tourism sector.

The concept of integrated micro destination refers to micro destinations that offer small-scale, interrelated and local tourism experiences, in addition to traditional tourist areas. These destinations can offer tourists a rich experience by bringing together cultural, historical, natural and social resources in a particular region. Integrated microdestinations are usually limited in geographic area and focus on unique features and attractions to attract tourists. These destinations may offer special features such as local culture, handicrafts, gastronomy, nature activities, events and other local experiences. For example, a microdestination might be located in a town and offer tourists activities such as attending local produce markets, participating in handicraft workshops, taking nature walks, or attending local festivals. Integrated micro destinations can aim for tourists to have a more personal and in-depth experience by interacting with the local community and experiencing other micro destinations next to each other, rather than just visiting one region. This can support issues such as sustainability in the tourism sector, local economic development and inclusion of local communities. Integrated micro destinations represent an approach that aims to enable tourists to experience local culture, contribute to the local economy and develop a sustainable tourism model.

The perspective on integrated micro destinations can be addressed in two ways. The first of these is the supply-side perspective on integrated micro destinations. At this point, while each destination operates in the field of destination management in line with the guidance of their local governments, the policy makers of these destinations can come together to form a union and manage the supply resources of the integrated micro destination through this union. Another perspective on integrated micro destinations can be developed from a consumer-oriented perspective. When consumers are considered for a destination, tourists' experiences may be determinants for integrated micro destinations. A tourist's satisfaction with his/her experience and his/her purchasing behavior after satisfaction can be considered as the most important factor that will contribute to the development of the life cycle of a destination. So much so that a tourist who is not satisfied will not buy again or recommend. Therefore, the number of tourists that the destinations will host will decrease at this point and the destination may leave the tourism market. This situation will cause all tourist supply sources and investments to occupy idle capacity and the tourism sector will be negatively affected by this situation.

As a result, it can be said that tourism destinations can be classified in the light of all these narratives, of course, with geographical limitations. However, in line with this classification, the tourism sector needs new concepts such as 'Integrated Micro Destination', which are associated with marketing and competitiveness fields, and the development of these concepts.

Conclusion

The success of destinations is undoubtedly possible by highlighting the strengths of the destinations, communicating with the market they have determined through their strengths, and positioning themselves. It would not be wrong to say that destinations that understand their customers' demands and needs better than their competitors are more successful destinations (Gürsoy et al., 2009). However, the importance of healthy ties established with consumers in increasing the economic impact of destinations located in market environments that can be described as a red ocean is increasing day by day (Kırmızıgül et al., 2017). As stated before, the competition between integrated

micro destinations that make up macro destinations will contribute to the success of macro destinations both locally, nationally and internationally, considering both supply-side and consumer-side perspectives. In this study, the need for the concept of 'Integrated Micro Destination' was evaluated from a marketing and competitiveness perspective.

When the integrated micro destination concept is evaluated from both supply-side and consumer-side perspectives, it is affected by many factors, especially in the context of the elements that reveal competitive power. There are many studies that evaluate micro destinations from a supply-side perspective; in the context of human capital (education level, language proficiency, professional skills, innovation and creativity, collaborations and networks in the destination); in the context of information technology factors, technological environment factors, information technologies and technological environment; in the context of cost factors, investment and incentives factors, cost, investment and incentives, and in the context of tourism supply and demand factors, supply and demand conditions (Buhalis & Costa, 2006; Dredge & Jenkins, 2007; Gursoy & Chi, 2016). At this point, when an integrated micro destination is evaluated from a supply perspective, the similarities and differences within all these factors may allow new factors to emerge. For example; the location of a micro destination can be considered as a factor that can affect its competitive power. However, since this factor may be similar for integrated micro destinations that are neighbors, it may not be a competitive element within themselves. Therefore, by associating the location factor with the transportation infrastructure, a new model can be developed that will cover all of the micro destinations, and thus, transportation activities between destinations can be strengthened. This can enable a consumer to experience micro destinations in an integrated manner and to interpret other competitive criteria of another destination. Therefore, the effective use of supply sources in terms of all micro destinations can indicate the need for an integrated structure.

The integrated micro destination concept put forward in the research can also be addressed from a consumer-oriented perspective. The level of satisfaction that consumers obtain from a product will allow them to experience that product again (Bigne et al., 2001; Heung & Gu 2012; Kozak & Rimmington 2000; Kozak 2001; Shi, Prentice, & He 2014; Yoon & Uysal 2005; Zabkar, Brenčić, & Dmitrović 2010). Therefore, creating satisfied tourists is very important for the success of destinations. When micro destinations are evaluated in this context; a tourist's willingness to visit neighboring destinations of a destination can also express the necessity of addressing micro destinations with an integrated structure in the context of the consumer. When the integrated micro destination concept is addressed from a consumer perspective, the consumer's experience process will enable this structure to be revealed more strongly. Pre-experience, during-experience and post-experience tourist perception can be considered as important elements in measuring the competitiveness of integrated micro destinations. Based on the studies in the literature (Bahar & Kozak, 2005; Bezirgan et al., 2017; Crouch, 2007; Dwyer & Kim, 2003; Kozak et al., 2009; Meng, 2006; Omerzell, 2006; Yüksel et al., 2010), pre-experience tourist perception can be evaluated with the factors of advertising and promotion, location and accessibility, during-experience tourist perception can be evaluated with the factors of natural, historical and cultural resources, infrastructure, tourist product range, shopping services, local people's perspective, gastronomic richness, security and crime possibilities, entertainment services, service quality, price and cost suitability, and post-experience tourist perception can be evaluated with the factors of customer satisfaction and post-purchase behavior. With this structure, consumer perception can be measured by creating a model before, during and after the experience. Since this measurement can express an integrated structure, it will also contribute to the competitive power of the potential macro destination.

This research was carried out with the motivation to express that the tourism sector needs a new concept within the framework of marketing and competition understanding, based on destination classification. It is thought that the concept of 'Integrated Micro Destination' put forward in the research will contribute to the literature and this new concept will be the subject of new research. Comparing a destination in an integrated micro destination with a micro destination that provides services in different areas similar to itself will bring about some differences. These differences will reveal the need for the concept more clearly. The concept was put forward from a competitiveness perspective. The literature can be enriched by applying different indicator sets in integrated micro destinations. In new studies, it is important to study topics such as the integrated micro destination competitiveness model and the integrated micro destination competitiveness index in order to ensure the validity and up-to-dateness of the concept.

Declaration

All authors of the article contributed equally to the article process. There is no conflict of interest that the authors should declare.

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