



Total Destination Management

News Release

Baker to Contribute Chapter to Tourism Branding Book.

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Total Destination Management, President, Bill Baker has been invited to contribute a chapter to a book on branding tourism destinations to be published by one of the world's leading publishers of professional and academic information, Elsevier. A division of Elsevier, The Annals of Tourism Research, will publish the book, *Tourism Branding: Communities in Action*.

Baker joins other leading practitioners and academics from many countries in contributing to this publication. The chapter by Bill Baker addresses the important issue of the need for broad community consultation and buy-in for the brand planing process to be successful.

Tourism Branding: Communities in Action treats a traditional marketing subject from multidisciplinary perspectives, with host community occupying the center stage. Built on theoretical foundations with practical applications, this collection features the latest research and insights in branding destinations and tourism businesses. Special attention is given to the role and expectations of main tourism stakeholders, particularly residents, business, and government in the hosting community.

Tourism Branding: Communities in Action will be published in February 2009.

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