

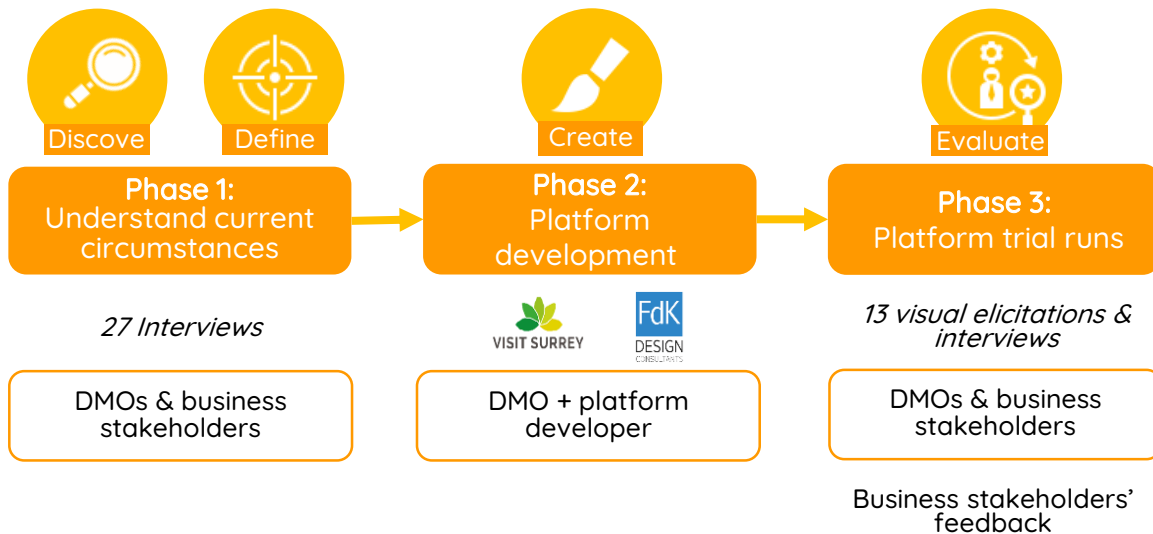
With the growing technological advancement, there is a need for “increased investment in digital technologies as a way of collaborating and working more effectively” within destination management (Llewellyn, 2021, p. 5). Despite this, academic literature concerning digital collaboration in tourism remains almost entirely unmapped.

## 1 RESEARCH AIM

To explore the antecedents of digital collaboration and develop a framework for micro-DMOs (Destination Management Organisation) to enhance effective destination management through digital platforms.

## 2 METHODS

The research adopted a sequential qualitative approach guided with user-centered, design thinking principles.



# FRAMEWORK FOR DIGITAL COLLABORATION IN TOURISM.

#DIGITAL PLATFORMS #DMO #DESIGN THINKING

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## 3 FINDINGS & CONCLUSIONS

