

Course Objectives:

1. To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques
2. To familiarize with the destination branding practices.
3. To introduce advanced analysis and research in the field of destination development.
4. To understand the role of destination management organization in tourism development
5. To study the destination image development process
6. To understand the destination promotion and publicity
7. To understand the institutional support for tourism development

Course Outcomes:

- CO1:** Should be able to guide the stake holders regarding developing a place into a tourist spot in a sustainable way.
- CO2:** Should be able to prioritize local consideration while tourism planning
- CO3:** Learn the stages of destination development process
- CO4:** Learn destination image formation process
- CO5:** Able to promote and publicise the destination strategically
- CO6:** Learn national planning policies for destination development
- CO7:** Should be able to understand the role of urban civic bodies and NGOs

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT - I Concept of Destination Management: Meaning, Types and Characteristics of Tourism Destination – Destination Development, Destination Lifecycle - Destinations and Products – Destination Management Systems – Destination Planning Guidelines - Destination Zone, Planning Model.

UNIT - II Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components - Designing Plan Documents- Techniques, Surveys & Area Characteristics - Stages of Formulation, Environment Impact Assessment (EIA), WTO Guidelines for Planners, Town Planning - Characteristics of Rural Tourism Planning - Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination - Destination Mapping

UNIT - III Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding - Case Study of Karnataka – “One State Many World” brand.

UNIT - IV Destination Promotion and Publicity - Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and One State Many world, Vibrant Gujarat

UNIT - V Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development - Role of urban civic bodies – NGOs and tourism organization in destination development.

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