

Programme: MBA Tourism & Travel Management

MBT5302

DESTINATION PLANNING AND DEVELOPMENT

Course Code	MBT5302	Semester	III
Course Title	Destination Planning and Development		
Credits	3	Type	Core

Course Description

This is a skill-based course that will assist in becoming a destination planning expert.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Learn about the basic concept of Destination and the linkage between tourism
- CO2: Familiarise students about destination planning, its levels, and other related aspects
- CO3: Understand attributes of destination and basic concept and theories of destination image formation
- CO4: Allow students to get analytical and problem-solving skills for destination planning & development
- CO5: Familiarise with the idea of PPP and various institutional support for destination development

Course Structure

The following is a detailed syllabus of Destination Planning and Development:

Module I: Destination Development

Meaning, Types, and Characteristics of Tourism Destination -Destinations and Products- goals for development; Tourism and linkage between destination and development- Destination Management Systems-Destination Planning Guidelines - Destination Selection Process - Values of Tourism.

Module II: Destination Planning Process and Analysis

National and Regional Tourism Planning and Development – Assessment of Tourism Potential- Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Environmental Impact Assessment - Demand and Supply Match - Design and Innovations.

Module III: Destination Image Development

Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image – Product Development and Packaging - Destination Branding and Web -Case Study of Incredible India and God's Own Country

Module IV: Destination Promotion and Publicity

Six 'A's Framework for Tourism Destinations –Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

Module V: Institutional Support

Public Private Partnership (PPP): National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination -Destination Mapping (Practical Assignment).

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Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

References

- Gunn, C. (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Morgan, N., Pritchard, A. & Pride, R. (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
- Butler, R.W. (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- Claire, H.T. & Jones, E.E. (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
- Singh, S., Timothy, D.J. & Dowling, R.S. (2003), Tourism in Destination Communities, CABI Publishing.
- Ritchie, J. B., & Crouch, G. I. (2003). The competitive destination: A sustainable tourism perspective. Cabi.