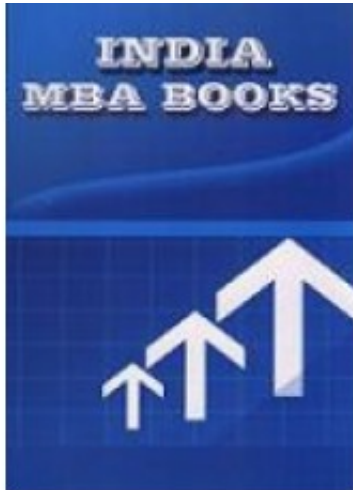


# Destination Planning and Development SOLVED NOTES EBOOK CHAPTERWISE



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## **Short Description**

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## **1. DOWNLOAD EBOOK WITH NOTES CHAPTER WISE**

### **PREVIEW OF CHAPTERS SYLLABUS**

#### **Destination Planning and Development**

##### **Unit - I**

**Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process  
- The Values of Tourism.**

##### **Unit - 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 - Demand and supply match - Design and innovations.**

##### **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 and the web - Case Study of Puducherry as a brand.**

##### **Unit - IV**

**Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.**

##### **Unit - V**

**Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment).**

## **Details**

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