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COURSE NAME:
DESTINATION MANAGEMENT

Assignment Title:
DESTINATION MANAGEMENT: HOW TO ADD VALUE TO YOUR DESTINATION

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1. INTRODUCTION

Destination management involves the practice that is aimed at controlling the economic, socio culture and environment of a tourism territory. The process is carried out by the country's local authority and its stakeholders. The process is essential to the implementation and delivery of quality sustainable tourism.



FIGURE 1: TOURISM STAKEHOLDERS FOR DESTINATION MANAGEMENT

The process involves the coordination of the elements that make up a tourism destination. This includes the attractions, amenities, access, marketing and pricing of the tourism products.

2. Destination product

A destinations product has the following categories that go with it

2.1. The physical product

This include transportation , infrastructure and the attractions.

2.2 The programs

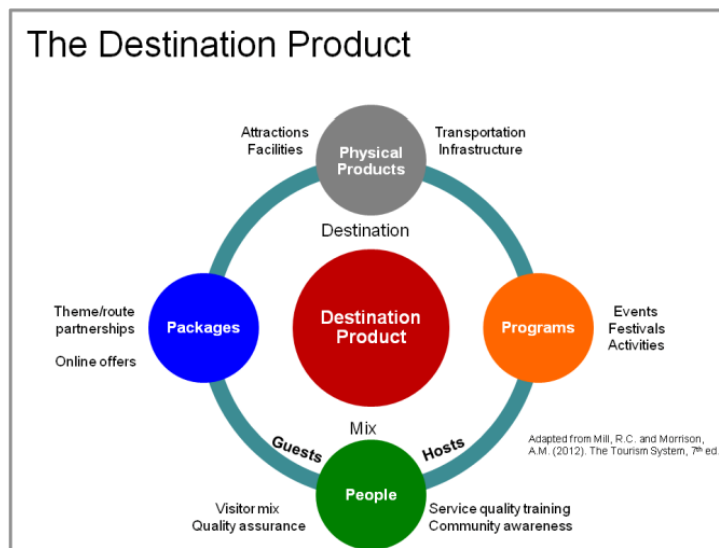
This include events and festivals

2.3The people

The people which are the tourists and all those that are involved in hosting the tourists and activities at the destination.

2.4The package that is offered to the tourists include online offers and Theme /route partnerships working together to offer products to tourists

The table below put this into more perspective.



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FIGURE 2: THE DESTINATION PRODUCT

All these facets, to be well organized, needs a destination plan to be put in place. This is a business plan that explains how to build and manage the economy for tourism at a destination. It would be ideal to draw up a five-year plan and to extrapolate annual plans from this master plan.

3. [Principles of destination management to be followed at a destination](#)

Below is the list of the principles that need to be followed for a destination to have a well-organized destination management plan that adds value:

It is important to include all the stakeholders when putting the destination plan into place.

3.1 [Events planning and management](#)

This includes budgeting, establishing time lines, selecting and reserving the event sites. Acquiring permits, planning for food, coordinating transportation, developing a theme, arranging for activities, selecting speakers and keynote, arranging for equipment and facilities, managing risk and developing a contingency plan in case something goes wrong Destination Branding awareness

3.2 [Tactical marketing, including relationship engagement with others](#)

The right attributes and a superior marketing plan will provide the country with a competitive advantage over its competitors and increase the performance of the tourism industry. For a marketing campaign to be successful it entails that destination marketers come up with a plan in which customer satisfaction is viewed as being the most important factor. (Buted et al., 2014).

Tactical marketing is the implementation of specific techniques that can help a company achieve its marketing goals (Indeed,2021).

Below is a good example as to how tactical marketing can be used.

Positioning strategy	Exclusive	Tactic: Engage creatives to create a visual brand identity that looks, feels & sounds exclusive
Price	One of the highest in the market	Tactic: We never offer discounts, bulk buy, sales, or credit. There is only one competitor more expensive than us.
Product	Handcrafted in the UK, limited number available.	Tactic: Source UK based artisans to work to a design using the same materials and same production standards but allow for natural variance to create uniqueness.
Promotion	Highly personalised	Awareness Tactics for launch: Target group members receive invitation to an exclusive launch at our West End branch, with the option to bring one friend. Theme is around unique and secret so no mass marketing used. New customers can only be referred by current ones to maintain the “exclusive” tag
Place	Highly limited	Tactic: Only available in our London West End branch.
People	Limited number of product sales assistants - “Ambassadors”	Tactic: increase Ambassador team of highly knowledgeable, discreet, appropriately groomed people from 4 to 7.

Source : Oxford College of Marketing

FIGURE 3 : TACTICAL MARKETING

3.3 Visitor transport and access ensures that tourists have transport facilities to and from all tourists’ attractions.

Good tourism infrastructure allows a destination’s attractions to be easily accessed and this allows the destination to tap into the many niches of the tourism sector whilst making it more competitive (Jovanovic and Ilic, 2016).

3.4 Business support and training

Governments are encouraged to support tourism businesses. The corona virus pandemic has further strengthened the argument that tourism businesses need government support. The support comes in the form of training, marketing , development of business plans and funding small and medium tourism businesses (DTI:2003)

3.5 Environmental management and conservation

Kenya is a good example of a country where the principles of conservation have been followed closely in opening eco-lodges. In developing its tourism industry, the government has formulated rules and regulations to guide entrepreneurs on

how they can build lodges and tourists attractions so as to create a sustainable tourism industry in the country (Cheruon *et al.*, 2015).

3.6 Visitor safety and security

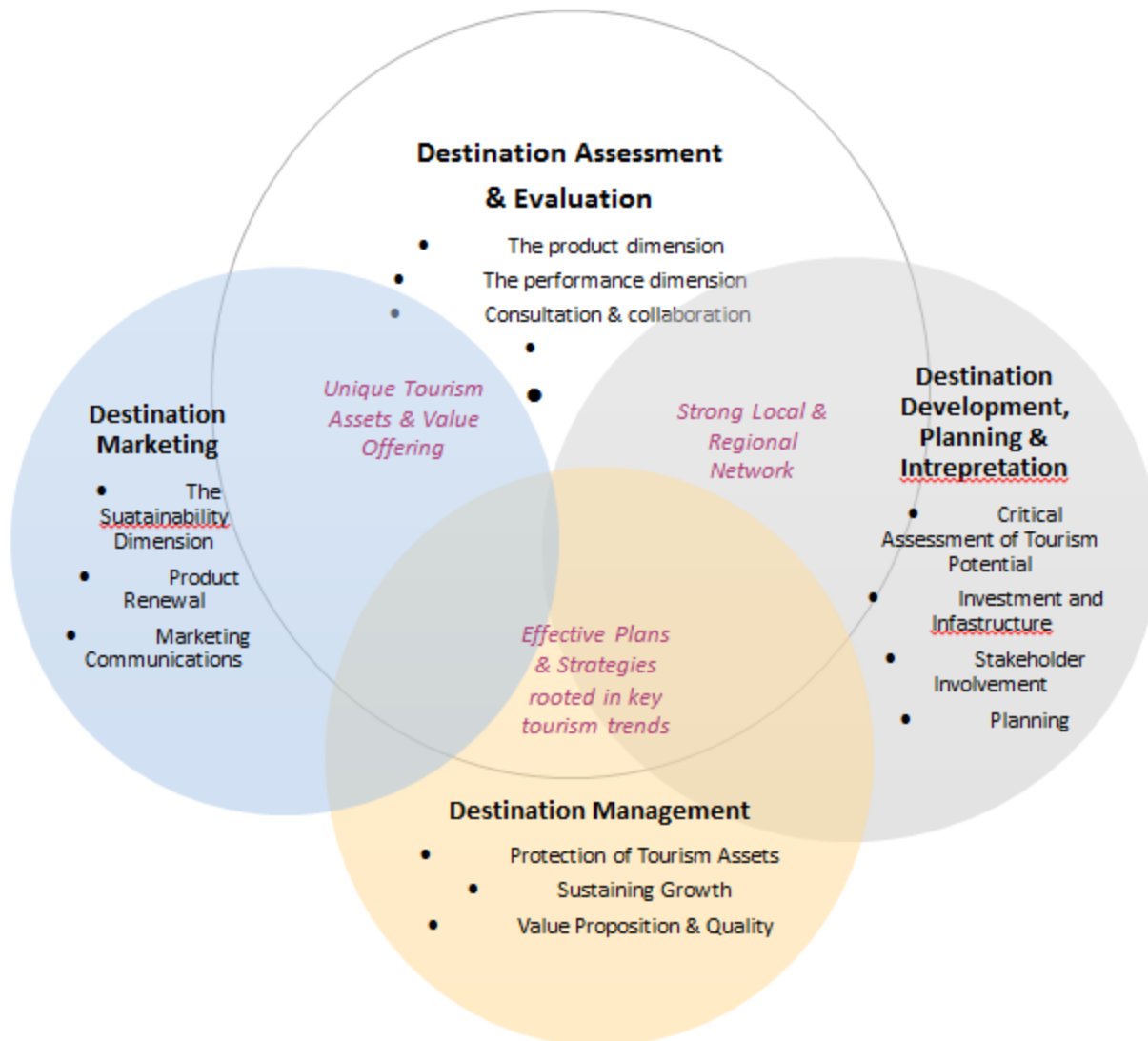
Good security for tourists, political stability, good infrastructure including recreation facilities are cited as a prerequisite for a country's tourism to result in sustainable development. (Comerio and Strozzi, 2018).

3.7 Research and knowledge gathering

It is important for the promoters to thoroughly research the tourism industry and understand the motivating factor for tourists to travel to a particular destination. At the same time, the promoters need to understand tourist behaviour with regard to how they make a decision to travel to a particular destination (Guleria, 2016).

[4. The destination management plan](#)

The whole plan can be summarized as per figure 4 below.



Source : Rikon

FIGURE 4: DESTINATION MANAGEMENT PLAN

4.1 Destination assessment and evaluation

This is where the tourism product is scrutinized thoroughly

4.2 Destination Development, planning and interpretation

Infrastructure development , stakeholder involvement

4.3 Destination Management

figure 4.1 below describes the process involved in the development management planning



FIGURE 4.1: DESTINATION MANAGEMENT PLAN

SOURCE : MIE : NEWZEALAND GOVERNMENT

4.4 Destination Marketing

This is where the whole marketing strategy is devised

CONCLUSION

The destination management plan is the process that deals with the coordinating of the tourism sector by the local government. For the process to be successful, all the stakeholders must be incorporated in the planning. The destination must be assessed to understand where the sector is in terms of assets and performance, the product must then be refined and developed where necessary. At this point the quality of the tourism offering must be defined and implemented. The last phase of the process is implementing the devised marketing plan.

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