

CORE- VIII

DESTINATION DEVELOPMENT AND MANAGEMENT

SEMESTER- IV

UNIT-1

- 1. DESTINATION- DEFINITION, MEANING AND CONCEPTS**
- 2. CHARACTERISTICS OF DESTINATIONS**
- 3. TYPES OF DESTINATIONS**
- 4. DESTINATION AND PRODUCTS**

UNIT-1

DESTINATION



MEANING

The place where someone is going or where something is being sent or taken.

A destination is a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment.

Destinations are the competitive units of incoming tourism.

Destinations are therefore an important part of a tourism product.

CHARACTERISTICS OF DESTINATIONS

- One of the characteristics of tourism destination is that it cannot be touched.
- Tourism products are intangible so after using the product there is no physical proof that one has used it for .

- Inseparability
- Perishable
- No ownership
- Customer participation
- Heterogeneous
- Immovability

TYPES OF DESTINATIONS

- Beach areas
- Natural areas
- Towns and cities
- Winter sport areas
- Areas known for culture and heritage

- Popular sports activities
- World cup in cricket
- World cup in football

- Car and bike riding
- Off road racing
- Skiing
- olympics

DESTINATION AND PRODUCTS

Intangible products of tourism they include-

- A) bookings of accommodations, theatres, at various sites
- B) tourist experience by visiting a destination, eating at a restaurant, or performing an activity

- tourist's memory which is created by storing the details of events and experience on the tour
- transportation of tourists and their luggage from one place to another



Top (Tourism Oriented Products)

These are the products and services created primarily for the tourists and also for the locals. these products need a great share of investments in private sector

The following are-

- Accommodations; for example, taj, ITC hotels
- Transportations-; for example, taxis, luxury buses, boats
- retail travel agents, shopping centres such as malls

- cinema theatres such as pvr
- Restaurants for food and beverages
- tourism information centres
- museums, temples, gardens, theme parks



ROP (RESIDENTS ORIENTED PRODUCTS)

The products and services are created mainly for the local residents staying at a particular tourist destination this category requires investment in public sectors more.

some of them are-

- Hospitals
- Public parks
- Banks atms
- Petrol pumps
- Postal service

