

CORE- VIII

DESTINATION DEVELOPMENT AND MANAGEMENT

SEMESTER- IV

UNIT-2

1. DESTINATION MANAGEMENT COMPANY (DMC) & DESTINATION MANAGEMENT SYSTEM (DMS)
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UNIT-2

DESTINATION MANAGEMENT COMPANY (DMC)

A DMC (Destination management company) offer the following logistic services in their destination; meet and greet, transfers/ transportation, hotel accommodation, restaurants, activities, excursions, conference venues, themed events and gala dinners. Naturally,

A DMC provides local destination knowledge and they act as an extension of your company.

DMCs assist with overcoming any language barriers

A DMC must be someone that you can relate to and trust, whilst they assist you on both a creative and professional level.

They are often able to provide preferential rates based on the buying power that they have with their preferred suppliers



DESTINATION MANAEMENT SYSTEM (DMS)

A **DMS** provides complete and up-to-date **G**information on a particular tourist **destination**. It handles both the pre-trip and post-arrival information, as well as integrates availability and booking service too. It is used for the collection, storage, manipulation, and distribution of tourism information, as well as for the transaction of reservations and other commercial activities.



DESTINATION SELECTION PROCESS

- **Strong leadership** is needed from destination managers and local tourism champions to ensure stakeholder participation and commitment;
- Development of a **comprehensive stakeholder engagement process** and clear definition of stakeholder roles and responsibilities in order to leverage skills and experience and provide focus for planning and management;

- Development of a **shared stakeholder vision** for tourism and destination management in the destination over time to agree a common direction and values for the destination;



Development of strategic planning documents that provide a long-term direction for the destination's development, marketing and management as well as short, medium and long-term actions to achieve the destinations vision.

- **A long-term Strategic Plan** identifying the strategic priorities and direction for the destination including prioritisation of actions and strategies;
- **A Research Plan** that identifies the data and information required by destination managers to make informed planning and strategic decisions;

- A **Risk Management Plan** that outlines a framework and processes for identifying and responding to tourism risks and crises that may impact on a destination;

- A **Strategic Marketing Plan** that identifies the marketing strategies and activities to successfully attract target visitor markets and influence destination and product choice.

- A **Festivals and Events Plan** that identifies opportunities to bring locals and visitors together to celebrate the unique and special features of a destination.



DESTINATION PLANNING GUIDELINES

According to the Achieving Sustainable Local Tourism Management Phase 1 – Practitioners Guide developed by the Sustainable Tourism Cooperative Research Centre, good planning processes are characterised by:

- Clear planning and management processes;
- Reliable information;
- Adaptive management approaches;
- Information management and accessibility;
- Encouraging collaboration;
- Sharing information and experiences;
- Good communication strategies

SUSTAINABLE DESIGN

sustainable design is the intention to reduce or completely eliminate negative environmental impacts through thoughtful designs.