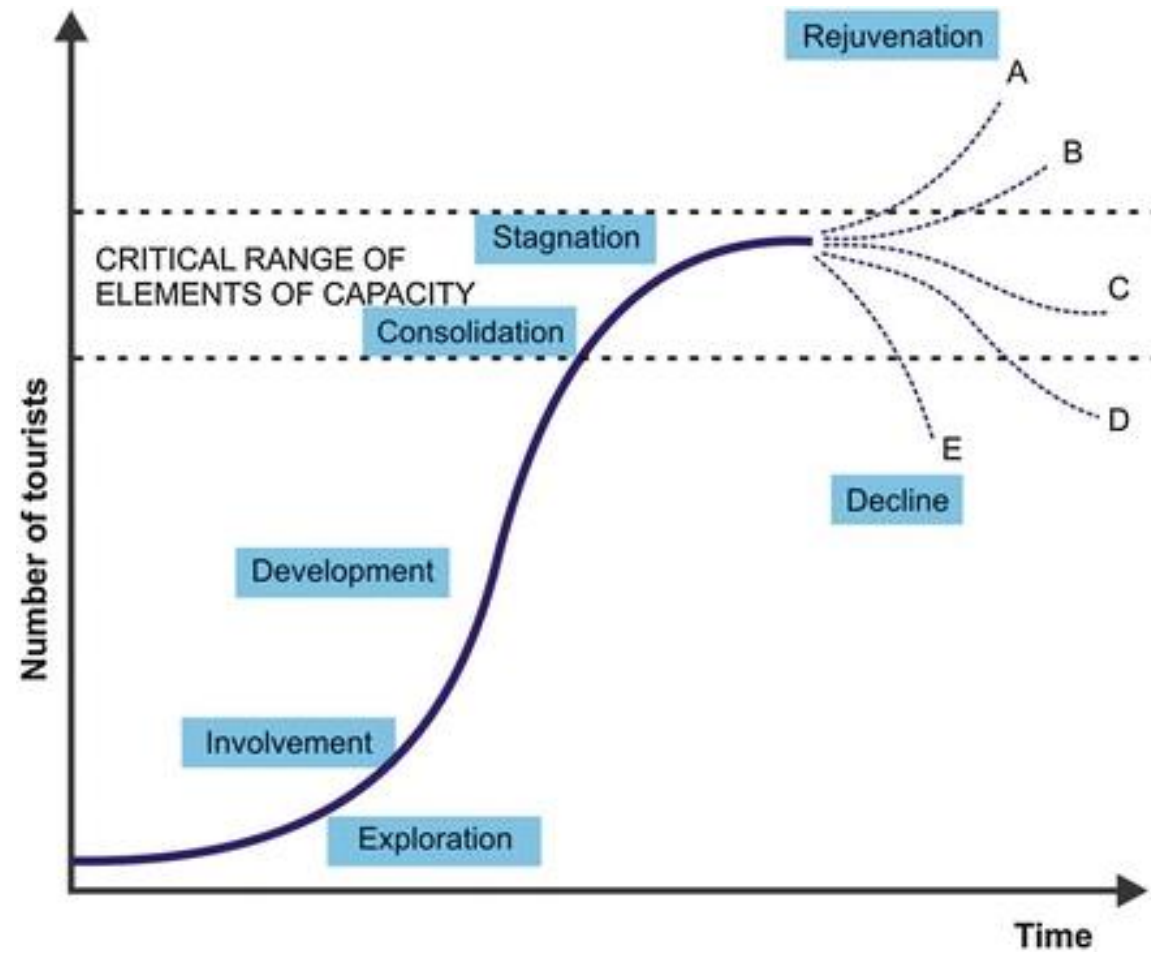


DESTINATION DEVELOPMENT & MANAGEMENT

UNIT -1

DEFINITION

- Destinations are defined as a place to which a person or thing travels to. That being said, it is usually a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit.
- With that definition, any place can be considered a destination, depending on how it's marketed.



DESTINATION LIFECYCLE

- Exploration: The destination beings as a relatively unknown place to visitors. Travelers initially come in small numbers that are restricted by access, facilities, and local knowledge.
- Development: As word spreads about the destination, attractions and amenities are improved and there are more tourists that come to the area.

INVOLVEMENT : As the number of tourists increases, more of the local residents get involved to provide facilities for the tourists, thus resulting in additional income for the providers. While there is still limited interaction between tourists and local residents, the developing tourism industry leads to the provision of basic services, which also benefits the local residents.

REJUVENATION TOWARDS A&B: With increases in technology and infrastructure, there is an increase in the carrying capacity and the destination can hold more travellers.

DECLINE TOWARDS C&D: With increased congestion and unsustainable development at a destination, tourists are less likely to travel to a place that is always full. This congestion also leads to a decrease in resources and an increase in corruption. It is also led by the law of diminishing returns (see below for definition).

DECLINE TOWARDS E: This is usually the result after a disaster, either natural or man made.

STAGNATION: This is when a destination cannot take anymore visitors. It reaches a set carrying capacity that is determined by social and environmental limits. It usually happens pretty rapidly, and that is why it is shown as an exponential curve.

IMPACTS OF TOURISM DEVELOPMENT

The discussion so far points to the fact that community consequences emerging from tourism development embody three major impact categories, namely environmental, social, and economic. The nature and level of complexity of these impact states will change over time as the destination moves from one phase to another on the continuum of destination development.

The following section provides a brief discussion on each state of tourism impact dimensions.

- Economic impact
- Social cultural impact
- Environmental impact

DESTINATION SELECTION PROCESS

DESTINATION

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.

PREPARING THE EVENT PROFILE

Before opening the discussion about possible destinations it is essential to identify and prepare the event profile.

The profile should include the goals and objectives, the attendee profile, available historical data, preferred dates, number of guestrooms, meeting room requirements, outline programme schedule, range of acceptable rates, catering requirements, information about exhibition and other special events or activities.

REQUEST FOR PROPOSALS (RFP)

The event profile makes it possible to prepare a short list of suitable destinations. The next step is to prepare the bid document which is a written document that includes the meeting specifications.

It may also describe the selection procedures and criteria. This process should ideally be handled by Professional Congress Organiser (PCO) on the behalf of the client.

The bid document should then be sent to prospective cities, PCOs, Destination Management Companies (DMCs), Convention and Visitor Bureaus (CVBs) or venue facilities.

RESEARCHING DESTINATIONS

The Destination Research program with input from State Tourism Organisations.

The program provides strategic insights and research to inform policy development, marketing campaigns, product development and to identify best areas for investing resources.

The program is focused on Strategic Research projects.

SITE VISITS

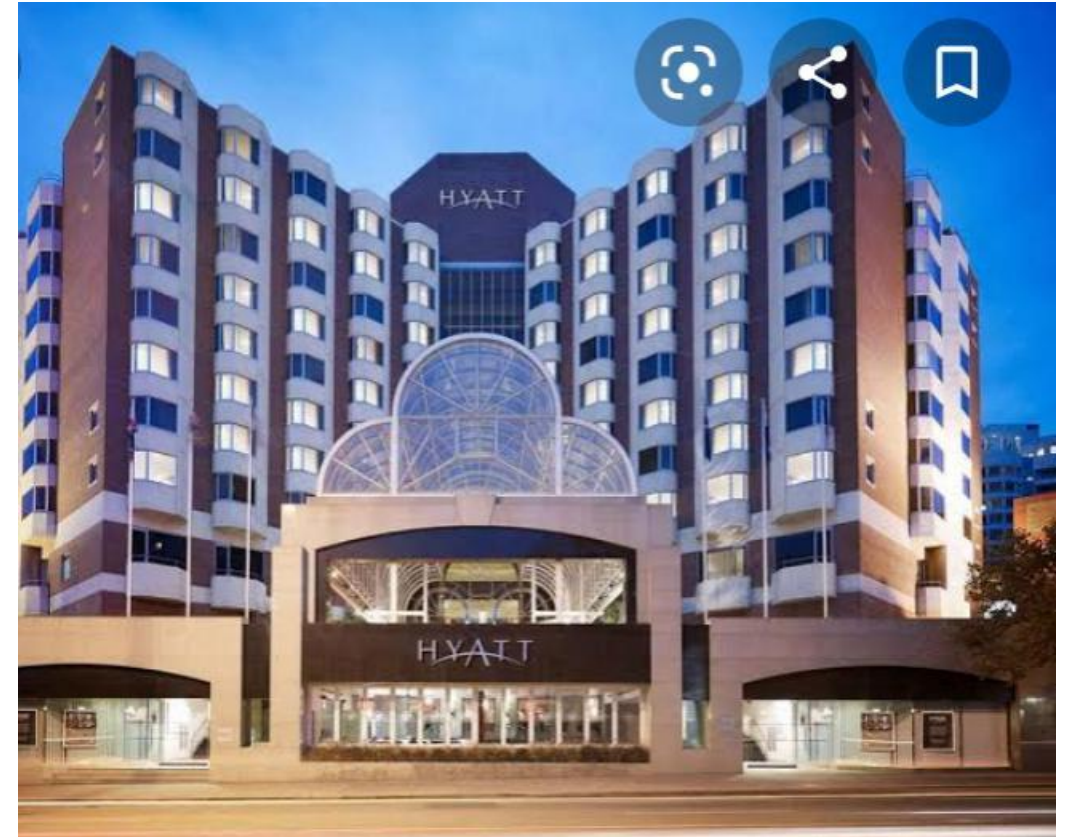
By analysing the RFP responses it will be possible to narrow the selection to a short list of potential destinations. However, before coming to a final decision it is always advisable to conduct a site visit. Site visits are often financially supported by the CVB, PCO and other partners.

CHECK LIST FOR DESTINATION SELECTION

- Accessibility of the destination (by air, by rail, by road)
- Suitable congress venue
- Sufficient hotel room capacity across the category appropriate to the socioeconomic profile of the delegate
- Reputation, flexibility & professionalism of the venue staff and other support personnel

- Reasonable costs including travel & accommodation
- Telecommunication & infrastructure
- Safety & security
- Natural & health risks (earthquakes, epidemics etc)

- Local membership and their interest in assisting with and/or participating in the meeting
- Availability, comfort and cost of ground transportation



- Attendee expectations for meeting venue and support services
- Availability of multilingual staff
- Appeal and Attractiveness of the destination (leisure time activities, cultural attractions etc)



- Cancellation policies and negotiation flexibility
- Foreign exchange rates & seasonal aspects (peak seasons etc)

- Political & economic stability of the destination
- Foreign governments reputation
- Customs regulations
- Visa requirements (free access for everybody)
- Climate at the destination



- Attitude of local residents toward foreign visitors & language barriers
- Time zones
- Concurrent local events or related meetings
- Labour union regulations
- Local holidays
- Recommendations & possible concerns of sponsors

- Environmental friendly destination (green aspects)
- Accessibility for people with disabilities
- Availability of medical facilities

DESTINATION MANAGEMENT SYSTEM

Definition

A DMS provides complete and up-to-date 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.

A Destination management system(DMS) enables you to market your destination with the visitor in mind. Our DMS provides a complete set of tourism management, promotion and fulfilment tools with product, business and visitor databases as its foundation.

DESTINATION MANAGEMENT AND WHY IT'S IMPORTANT

Destination Management (DM) involves the management of all aspects of a destination that contribute to a visitor's experience, including the perspectives, needs and expectations of:

- Visitors
- tourism industry
- wider businesses
- local residents
- central & local government.

FUNCTION

content : information provisions such as search function and listings of tourism facilities, attractions and devices.

promotion : techniques to attract visitors from other channels such as search engine optimisation and advertisements in other websites.

eCommerce : Transaction related features targeting behavioural outcome of visitors.

DESTINATION RESEARCH

- Statistical data collection and analysis
- Onsite surveys using tablets/ kiosk
- Online Post – experience surveys
- Statistical analysis
- Spatial tracking
- Tourism analysis and big data
- Machine learning
- Data mining
- Data visualisation

LEARNING DESTINATION

Destination need to create a soft infrastructure to become learning destination this includes.

- Local knowledge
- Learning and creativity
- Trust
- Network
- Collaboration and cooperation



THANK YOU