

Prerequisite status: -	Unit Type: Specialized	The number of units: 2	Name of the lesson: Destination planning and management
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> Seminar <input checked="" type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
Goals: Acquaintance with the basic concepts, process, and strategic-operational components of planning and managing the development of tourism destinations			
Headlines 1- Description of destination planning and management concepts <ul style="list-style-type: none"> - Destination tourism system - Destination management - Destination planning 2- Place consumption and functions of tourism destination <ul style="list-style-type: none"> - The territory of place consumption in the destination development process - Political functions - Social and cultural functions - Economic functions - Scientific and research functions 3- Key topics of the destination tourism system <ul style="list-style-type: none"> - Land use and range capacity - Tourist attractions and products - Key infrastructure and tourism transportation system - Facilities, side and complementary activities (accommodation, shopping, catering, etc.) - Service providers - Quality of life of the local/host community 4- Destination Marketing <ul style="list-style-type: none"> - Demand, segmentation, and marketing mix of tourism - Market analysis of tourism places - Market penetration and tourism promotion strategies 5- Place branding			

- Features and assets of the place brand

- Visualization of place

- Place brand name

6- Institutional system of destination management

- Destination management organization

- Destination planning unit

- Destination governance

- Development of the institutional capacity of the destination

7- Destination planning approaches

8- The process of planning and managing the development of tourist destinations

- Destination sustainable development planning criteria

- The process of planning and organizing stakeholders

- Recognition and analysis of the situation

- Compilation of the spatial development plan of the destination

- Quality management and destination development control

9- Comparative study of global and national experiences of tourism destination planning

- A review of the experiences of the destination planning index on an international scale

- A review of the experiences of the destination planning index on a national-territorial scale

Reference

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