Strategic Tourism and Destination Development Training Course

28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TOU1579_285939

Course Introduction / Overview:

This comprehensive course provides a deep dive into the multifaceted world of strategic tourism planning and destination development. In an increasingly competitive global market, the ability to craft and execute a robust tourism strategy is paramount for sustainable growth and success. This program is meticulously designed to equip participants with the essential knowledge, tools, and frameworks required to transform a location into a thriving, resilient, and attractive tourist destination. Drawing upon foundational principles and contemporary case studies, the curriculum explores the entire lifecycle of destination management, from initial assessment and stakeholder engagement to branding, marketing, and crisis management. We will explore concepts from leading academics like J. R. Brent Ritchie, whose work on destination competitiveness provides a critical lens for our analysis. The course also references key literature such as "Tourism Planning: Policies, Processes and Relationships" by C. Michael Hall, ensuring a theoretically sound yet practical learning experience. BIG BEN Training Center is proud to offer this forward-thinking program that addresses the modern challenges of the tourism industry, including sustainability, digital transformation, and community-based development, preparing professionals to lead with vision and expertise.

Target Audience / This training course is suitable for:

- Tourism Planners and Destination Managers.
- Government Officials in Ministries of Tourism and Culture.
- Hotel and Resort General Managers.
- Tour Operators and Travel Agency Owners.
- Marketing and Communications Professionals in the tourism sector.
- Economic Development Officers.
- Urban and Regional Planners.
- Consultants specializing in the hospitality and tourism industry.
- Investors and Entrepreneurs in tourism projects.
- Representatives from non-governmental organizations focused on heritage and conservation.

Target Sectors and Industries:

- Hospitality and Accommodation.
- Travel and Tour Operations.
- Aviation and Transportation.
- Food and Beverage Services.
- Governmental and Public Sector Tourism Bodies.
- Non-Governmental Organizations (NGOs) in tourism.
- Real Estate and Infrastructure Development.
- Marketing, Advertising, and Public Relations.
- Cultural and Heritage Site Management.
- Event Management and MICE (Meetings, Incentives, Conferences, and Exhibitions).

Target Organizations Departments:

- Strategic Planning and Development.
- Marketing and Sales.
- Operations Management.
- Public Relations and Corporate Communications.
- Economic Development and Investment Promotion.
- Policy and Regulation.
- Community Relations and Stakeholder Engagement.
- Research and Analysis.
- Product Development.
- Sustainability and Corporate Social Responsibility (CSR).

Course Offerings:

By the end of this course, the participants will have able to:

- Conduct a comprehensive situational analysis of a tourism destination.
- Develop a strategic tourism plan with clear goals, objectives, and action items.
- Formulate a compelling destination brand identity and marketing strategy.
- Integrate principles of sustainable and responsible tourism into planning.
- Engage effectively with diverse stakeholders, including local communities and private sector partners.
- Design innovative tourism products and experiences that meet market demand.
- Develop a proactive crisis management and recovery plan for a destination.
- Analyze tourism market trends and consumer behavior to inform strategic decisions.
- Evaluate the economic, social, and environmental impacts of tourism development.
- Leverage digital technologies for smart destination management and promotion.

Course Methodology:

The training methodology for this course is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply the concepts learned to their professional roles. At BIG BEN Training Center, we believe in an active learning approach that moves beyond traditional lectures. The program incorporates a dynamic blend of expert-led presentations, in-depth case study analyses of successful and challenging tourism destinations, and collaborative group workshops. Participants will work in teams on practical exercises, such as developing a mini-strategic plan for a fictional destination, fostering teamwork and problem-solving skills. Interactive discussions and brainstorming sessions are central to the course, encouraging the sharing of diverse perspectives and experiences. Furthermore, the curriculum includes simulation activities that challenge participants to make strategic decisions in realistic scenarios, such as responding to a tourism crisis. Continuous feedback from the instructor and peers is integrated throughout the five days to facilitate a rich and constructive learning environment that bridges theory with real-world application.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Tourism Planning

- Introduction to Tourism Systems and Destination Concepts.
- The Evolution of Tourism Planning and Management.
- Key Theories and Models in Destination Development.
- The Role of a Destination Management Organization (DMO).
- Understanding the Global Tourism Landscape and Key Trends.
- The Political, Economic, and Social Context of Tourism.
- Introduction to Stakeholder Analysis and Engagement.

Unit Two: Destination Analysis and Market Intelligence

- Conducting a Comprehensive Destination Audit (SWOT and PESTLE Analysis).
- Assessing Tourism Resources and Infrastructure.
- Understanding Tourist Motivation and Behavior Patterns.
- Tourism Market Research and Data Analysis Techniques.
- Market Segmentation, Targeting, and Positioning for Destinations.
- Competitive Analysis and Benchmarking against other destinations.
- Forecasting Future Tourism Demand and Trends.

Unit Three: Destination Product Development and Branding

- Creating a Unique Destination Value Proposition.
- Developing Tourism Products and Experiences (Cultural, Eco, Adventure).
- The Role of Infrastructure in Supporting Tourism.
- Principles of Destination Branding and Identity Creation.
- Crafting a Compelling Destination Narrative and Storytelling.
- Managing the Destination's Image and Reputation.
- Integrating Digital and Traditional Marketing Communications.

Unit Four: Sustainable and Responsible Tourism Management

- Principles of Sustainable Tourism Development.
- Balancing Economic Growth with Environmental and Social Integrity.
- Community-Based Tourism and Local Empowerment.
- Managing Visitor Impacts and Carrying Capacity.
- Developing Policies for Responsible Tourism.
- Crisis Management and Resilience Planning for Destinations.
- Case Studies in Sustainable Tourism Practices.

Unit Five: Implementation, Governance, and Future of Tourism

- Developing an Actionable Strategic Tourism Plan.
- Governance Structures and Policy Frameworks for Tourism.
- Securing Funding and Investment for Tourism Projects.
- Monitoring and Evaluating the Performance of a Destination Strategy.
- The Impact of Digital Transformation and Smart Tourism.
- Future Challenges and Opportunities in Destination Management.
- Final Project Presentations and Course Wrap-up.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a destination effectively rebrand itself to attract new markets without alienating its traditional visitor base or compromising its authentic identity?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself through its holistic and forward-thinking approach to destination development, moving beyond conventional tourism marketing to embrace a comprehensive strategic management framework. Unlike programs that focus narrowly on a single aspect, this training integrates critical contemporary themes such as sustainability, community engagement, and digital transformation into every module. The curriculum is built upon a strong academic foundation while emphasizing practical, actionable strategies that can be implemented in the real world. A key differentiator is the significant focus on resilience and crisis management, equipping participants with the vital skills to navigate the uncertainties of the modern global environment. Furthermore, the course fosters a deep understanding of stakeholder dynamics, teaching participants not just what to do, but how to build the consensus and collaboration necessary for successful implementation. It provides a strategic lens for viewing a destination as a complex ecosystem, enabling leaders to make informed decisions that ensure long-term viability and competitiveness, rather than focusing on short-term promotional tactics.