Strategic Destination Marketing and Management Training Course



14 - 18 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #TOU6215_73443

Course Introduction / Overview:

In a globalized and highly competitive tourism landscape, a destination's ability to attract visitors and thrive economically depends on its capacity to strategically market and manage its unique offerings. This requires a holistic approach that goes beyond traditional advertising to encompass the entire visitor experience, from planning to post-trip engagement. This is the central premises of the Strategic Destination Marketing and Management Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals who want to master the art and science of shaping a destination's image and ensuring its long-term success. Drawing on seminal academic works such as "Marketing and Managing Tourism Destinations" by Alastair M. Morrison, a leading scholar in the field, the course explores critical areas including destination branding, stakeholder collaboration, and crisis management. Participants will learn how to conduct in-depth market research, segment their audience, and create a compelling brand narrative that resonates with travelers. The curriculum addresses the complexities of a multi-stakeholder environment, from government agencies to local businesses, and the need for a unified vision. By focusing on both the theoretical framework and practical application, BIG BEN Training Center ensures participants are equipped to not only promote their destination but also to manage it in a way that is sustainable and resilient.

Target Audience / This training course is suitable for:

- Destination marketing organization (DMO) staff.
- Government officials in tourism ministries.
- Hotel and resort marketing managers.
- Urban and regional planners.
- Public relations and communications managers.
- Event and conference coordinators.

Target Sectors and Industries:

- Tourism boards and destination management organizations.
- Hospitality and accommodation.
- Travel agencies and tour operators.
- Government and public administration.
- Events management.
- Cultural and heritage sites.

Target Organizations Departments:

- Marketing.
- Communications.
- Business Development.
- Strategic Planning.
- Public Relations.
- Visitor Services.

Course Offerings:

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

- Develop a strategic marketing plan for a tourism destination.
- Master destination branding and positioning techniques.
- Implement effective stakeholder collaboration strategies.
- Utilize market research to identify target segments and trends.
- Create compelling content and narratives for destination promotion.
- Manage a destination's reputation and handle a crisis.
- Measure the impact and return on investment of marketing campaigns.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of successful destination marketing campaigns from around the world to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex situations such as developing a new tourism product or presenting a strategic plan to local stakeholders. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as brand identity, audience segmentation, and crisis preparedness, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated destination marketing and management strategies.

Course Agenda (Course Units):

Unit One: Foundations of Destination Marketing

- The role of destination marketing organizations (DMOs).
- Understanding the destination as a product.
- The destination management vs. marketing debate.
- Key elements of a destination's brand identity.
- Analyzing the tourism market and consumer behavior.
- The importance of a multi-stakeholder approach.
- Current trends and challenges in destination marketing.

Unit Two: Destination Branding and Positioning

- Developing a unique value proposition.
- Crafting a compelling destination narrative.
- The role of storytelling in destination marketing.
- Designing a visual identity for a brand.
- Positioning a destination in the global market.
- Co-branding and partnerships.
- Case studies in successful destination branding.

Unit Three: Strategic Planning and Market Segmentation

- Conducting a comprehensive SWOT analysis for a destination.
- Identifying and prioritizing target visitor segments.
- Developing a long-term strategic marketing plan.
- Allocating resources and setting realistic goals.
- Measuring and analyzing campaign performance.
- The role of market research in decision-making.
- Creating an integrated marketing communication plan.

Unit Four: Digital and Content Strategies

- Leveraging digital channels for destination promotion.
- Utilizing social media to build a community.
- Developing a content strategy for different platforms.
- The importance of user-generated content.
- Managing online reviews and reputation.
- Search engine marketing and online advertising.
- Data analytics for digital campaigns.

Unit Five: Stakeholder Collaboration and Crisis Management

- Building effective partnerships with local businesses.
- Engaging and securing buy-in from the community.
- The role of government and public policy.
- Developing a crisis communication plan.
- Managing reputation during a crisis.
- Post-crisis recovery strategies.
- Final project: a comprehensive strategic plan for a specific destination.

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:

In an increasingly fragmented and competitive global marketplace, how can a destination ensure it maintains a unique and authentic brand identity while also catering to the diverse and ever-changing desires of its visitors?

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

This course provides a distinct and specialized focus on the strategic integration of destination marketing and management, recognizing that a truly successful destination must be both a compelling brand and a well-managed place. Unlike programs that only focus on one aspect, this training course bridges the gap between high-level brand building and the practical challenges of on-the-ground management. The curriculum is distinguished by its emphasis on a collaborative, multi-stakeholder approach, providing participants with the tools to unify diverse interests from local businesses to government agencies under a single, cohesive vision. It goes beyond tactical promotional tips to provide a holistic framework for creating a resilient and sustainable tourism ecosystem. By combining academic principles with practical, industry-specific case studies, BIG BEN Training Center ensures that participants are equipped to not only attract visitors but to also foster a destination that is prosperous and authentic for years to come.