XCELERATE TRAINING INSTITUTE

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SALES AND MARKETING

Tourism Destination Management and Marketing Training Course

Developing and Promoting Competitive Tourism Destinations

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	CS-103

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 ????? 2027	Live online	Online (live)	€1?200
8 – 12 ?????? 2027	Cairo	Classroom	€3?600
17 – 21 ???? 2027	Casablanca	Classroom	€3?600
12 – 16 ????? 2027	Live online	Online (live)	€1?200
23 – 27 ????? 2027	Dubai	Classroom	€3?800
1 – 5 ?????? 2027	Geneva	Classroom	€4?800

Register or ask a question

Online: x8ti.com/course/tourism-destination-management-and-marketing-trainin…

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Tourism Destination Management and Marketing Training Course

Introduction

Tourism is a strategic growth sector across the Gulf, with new destinations, attractions and giga-projects competing for international and domestic visitors. Successful destinations combine strong product development, visitor experience and marketing.

This course explains destination management and marketing: strategy, stakeholder coordination, product development, visitor experience, branding, digital marketing and performance measurement.

Learning Objectives

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

- Understand destination management principles
- Develop destination strategies and tourism products
- Coordinate public and private stakeholders
- Design memorable visitor experiences
- Brand and market destinations
- Measure destination performance

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse regional destination cases and develop a destination marketing plan.

Benefits for Your Organisation

- Stronger, more competitive destinations
- Increased visitor numbers and spending
- Coordinated stakeholders
- Measurable tourism results

Benefits for You

- Destination management knowledge
- Marketing planning skills
- Insight into Gulf tourism strategies
- Career opportunities in tourism

Who Should Attend

This course is designed for:

- Tourism authority officials
- Destination marketing staff
- Tourism developers and attraction managers
- Hospitality managers
- Tour operators

Course Outline

Day 1: Destination Management

- Tourism trends in the Gulf and globally
- National tourism strategies
- Destination management organisations
- Stakeholder coordination
- Sustainable tourism

Day 2: Product and Experience

- Tourism product development
- Attractions and events
- Visitor journey and experience
- Cultural and heritage tourism
- Accessibility and quality

Day 3: Destination Branding

- Destination brand strategy
- Positioning and storytelling
- Target markets
- Partnerships with airlines and trade
- Brand consistency

Day 4: Digital Marketing

- Digital marketing for destinations
- Social media and influencers
- Content and video
- Online travel platforms
- Campaign planning

Day 5: Performance

- Tourism statistics and indicators
- Visitor research
- Economic impact
- Marketing plan presentation

- Action plan

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Registration Form

Tourism Destination Management and Marketing Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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