



**JINDAL GLOBAL
BUSINESS SCHOOL**
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



O.P. Jindal Global University
A Private University Promoting Public Service
NAAC Accreditation - 'A' Grade

Jindal Global Business School
Course Outline

Course Title	Destination Marketing
Core or Elective	Elective
Program and Batch	UG+PG Mix Elective
Semester & Academic Year	Fall 2026
Credits	3
Discipline/Area	Marketing
Provide details if this course is a Prerequisite for any course/specialization	No
Name of the Faculty Member/Course Instructor	Prof. Ankur Vohra
Contact Details of the Faculty Member	Ankur.vohra@jgu.edu.in
Contact Details of Support Staff	igbs-co@jgu.edu.in
Faculty Member's Open Office Day/s & Time	Tuesday- Thursday (3:00 PM – 5:00 PM)

Introduction to the Course

Destination marketing is the art and science of promoting places to attract visitors, investments, and talent. It involves crafting compelling stories, creating unforgettable brand experiences, and building strong partnerships across the tourism, hospitality, culture, and government sectors.

This course offers a comprehensive exploration of how destinations are **branded, positioned, and promoted** in a highly competitive global marketplace. You will learn the strategies used by **Destination Marketing Organizations (DMOs)**, tourism boards, and private players to market destinations domestically and internationally.

The course will also discuss the global Tourism Industry, the trends, challenges and opportunities that exist in the Tourism sector. Students will be taught key concepts through real life case studies and current application of key tourism concepts in the real world. Special emphasis will be given to understanding sustainability of Tourism keeping in mind the application of UN Sustainable Development Goals.

Course Learning Objectives

At the end of the course, students should be able to

1. CLO1-Understand what Destination Marketing is and how it has evolved over a period, locally and globally
2. CLO2 Understand key concepts of Marketing & Branding for developing & Managing Tourist Destinations, Tourism Behaviour & Key Economic Impacts of Tourism
3. CLO3 Understand key Marketing Channels & Stakeholders for Developing & Supporting Destination Development and Growth
4. CLO4 Understand key Sustainable & Technology Developments driving growth & innovation for Tourism Sector
5. CLO5 Understanding how countries market themselves globally as favourite places for business & leisure activities

Programme Competency Goals

MBA (BA) Programme Competency Goals (PCGs)		MBA (BA) Programme Learning Objectives (PLOs)
		Students will be able to
1	Technological Agility: Ability to adopt relevant technologies for better business decision making.	1. Understand relevant business technologies 2. Understand future technologies in business domain
2	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	3. Understand the interplay between local and global business issues 4. Demonstrate sensitivity towards ethical issues 5. Demonstrate sensitivity towards social issues 6. Address societal issues
3	Effective communication: Ability to effectively exchange ideas and information	7. Present their ideas with clarity 8. Prepare an organized and logical business document 9. Use technology for effective communication
4	Critical Thinking: Ability to identify,	10. Identify main issues of business problems

	analyze business problems and propose effective solutions	11. Examine information from different sources
		12. Draw inferences from analysis
		13. Evaluate alternatives
		14. Summarize and conclude
5	Leadership: Ability to take initiative, inspire and collaborate with others	15. Take initiative
		16. Contribute effectively in groups
6	Discipline Knowledge: Ability to apply business analytics knowledge to diverse business situations	16. Create analytics model/s to address business problems
		17. Apply analytics model/s to find solutions to address business problems
		18. Draw actionable insights from analytics model/s

PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency (PCGs)	Goals	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:		This learning outcome will be assessed in the following items
PLO 16-17-18	PCG 6		A1, A2

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PCG2- PLO1
A2 Team Presentations	30%	Group	Continuous	PCG5-PLO15,16
A3 Midterm	20%	Individual	Midterm Week	PCG6-PLO17,18 PCG4-PLO10
A4 End term Examination	30%	Individual	Last Teaching Week	PCG6-PLO17,18 PCG4-PLO10
A5 Class Quiz	10%	Individual		PCG4-PLO10

Description of Assessments:

A1- Class Participation- You are expected to actively engage in the class with key concepts being taught by the faculty. The student is expected to do pre-read ups before the class and contribute to the classroom interactions.

A2 - Team Presentation -You are expected to carefully analyse case studies and present your findings in a power-point format. The presentation must carry a thorough problem identification, analysis, and recommendation (probable solution, and action plan).

A3 Midterm- The midterm examination will be of 20 marks of 1.5 hour's duration. This will be a pen and paper invigilated exam held on the JGU campus.

A4 End term examination- The end term examination will be of 30 marks of 1.5 hours duration. This will be invigilated exam held on the JGU campus according to the mode decided by CoE.

Teaching Method

The course will have a judicious mix of lectures, storytelling, experiential exercises, and cases. Here the onus of learning will be with the student, and the instructor will be a facilitator. Instead of learning 'what to do', the cases will also be used as examples of real-world phenomena where issues arise, and good and bad practices are seen. The key to learning this way is to see many examples and situations and learn inductive as well as deductive ways from students' and managers' different experiences.

Textbook:

1. Kotler, P., Bowen, J., & Makens, J. (2021). *Marketing for Hospitality and Tourism*.
2. Morgan, N., Pritchard, A., & Pride, R. (2011). *Destination Brands: Managing Place Reputation*.
3. Pike, S. (2016). *Destination Marketing: Essentials*.
4. Online sources: UNWTO reports, Destination Marketing Organization (DMO) case studies.
5. Competitive Identity by Simon Anholt
6. Branding India by Amitabh Kant
7. Overbooked by Elizabeth Becker
8. Building Strong Brands by David A. Aaker

Session Plan

Session Details	Topics	PLOs Covered
Session 1		
Objective of the session	Introduction to Destination Marketing- Part:1	PLO 16,17
Subtopics to be covered	Tourism, Global Economy, Marketing	
Readings	None	
Case Title & Number	None	
Pedagogy	Constructivist	
Session 2		
Objective of the session	Introduction to Destination Marketing- Part:2	PLO 16,17
Subtopics to be covered	Tourism, Global Economy, Marketing	
Readings	None	
Case Title & Number	None	
Pedagogy	Constructivist	
Session 3		
Objective of the session	Key Elements of Destination Marketing- DMO	PLO 16,17,18
Subtopics to be covered	Marketing, Tourism	
Readings	Kerala God's Own Country Case Study	
Case Title & Number	Branding India – Amitabh Kant	
Pedagogy	Inquiry Based	
Session 4		
Objective of the session	Key Elements of Destination Marketing- DMO	PLO 16,17,18
Subtopics to be covered	Marketing, Tourism	
Readings	Kerala God's Own Country Case Study	
Case Title & Number	Branding India – Amitabh Kant	
Pedagogy	Inquiry Based	
Session 5		
Objective of the session	Understanding different Types of Tourists & their Behavior	PLO 10,11,12
Subtopics to be covered	Tourism	
Readings	Pike, S. (2016). <i>Destination Marketing: Essentials</i> .	
Case Title & Number	NA	
Pedagogy	Inquiry Based	
Session 6		
Objective of the session	Understanding different Types of Tourists & their Behavior	PLO 10,11,12,13,14
Subtopics to be covered	Tourism	

Readings	NA	
Case Title & Number	NA	
Pedagogy	Inquiry Based	
Session 7		
Objective of the session	Brand Market Segmentation and Positioning	PLO 10,11,12,13,14
Subtopics to be covered	NA	
Readings	Case Study: Incredible India Campaign Amitabh Kant	
Case Title & Number	Branding India Book	
Pedagogy	Inquiry based	
Session 8		
Objective of the session	Brand Market Segmentation and Positioning	PLO 10,11,12,13,14
Subtopics to be covered	NA	
Readings	Case Study: Incredible India Campaign Amitabh Kant	
Case Title & Number	Branding India Book	
Pedagogy	Integrative	
Session 9		
Objective of the session	Tourism Marketing & Distribution Channels	PLO 16,17,18
Subtopics to be covered	Market Segmentation, Marketing Communications	
Readings	Marketing for Hospitality & Tourism, Philip Kotler et.al	
Case Title & Number	Book	
Pedagogy	Integrative	
Session 10		
Objective of the session	Tourism Marketing & Distribution Channels	PLO 16,17,18
Subtopics to be covered	Market Segmentation, Marketing Communications	
Readings	Marketing for Hospitality & Tourism, Philip Kotler et.al	
Case Title & Number	Book	
Pedagogy	Integrative	
Session 11		
Objective of the session	Guest Lecture - 1	PLO 11
Subtopics to be covered	Real world practitioner to be invited for a talk	
Readings		
Case Title & Number		
Pedagogy	Experiential	
Session 12		
Objective of the session	Understanding Key Technology Driving Tourism Industry	PLO 16,17,18
Subtopics to be covered	Understanding AI Adoption and other technologies driving tourism	
Subtopics to be covered	Technology, AI	

Readings	UNWTO AI Adoption in Tourism	
Case Title & Number	book	
Pedagogy	Constructivist	
Session 13	Understanding Key Technology Driving Tourism Industry	PLO 16,17,18
Objective of the session	Understanding AI Adoption and other technologies driving tourism	
Subtopics to be covered	Technology, AI	
Readings	UNWTO AI Adoption in Tourism	
Case Title & Number	Book	
Pedagogy	Constructivist	
Session 14	Guest Lecture - 2	PLO 11
Objective of the session	Real world practitioner to be invited for a talk	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Experiential	
Session 15		PLO 10,11,12,13,14
Objective of the session	Online Marketing & Sales	
Subtopics to be covered	Social Media Marketing, influencer marketing	
Readings	Kotler, P., Bowen, J., & Makens, J. (2021). <i>Marketing for Hospitality and Tourism</i>	
Case Title & Number	Book	
Pedagogy		
Session 16		PLO 10,11,12,13,14
Objective of the session	Online Marketing & Sales	
Subtopics to be covered	Social Media Marketing, influencer marketing	
Readings	Kotler, P., Bowen, J., & Makens, J. (2021). <i>Marketing for Hospitality and Tourism</i>	
Case Title & Number	Book	
Pedagogy	Inquiry Based	
Session 17	Content & Influencer Marketing	PLO 10,11,12,13,14
Objective of the session	Learn the new trends in marketing	
Subtopics to be covered	Social media marketing	
Readings	Kotler, P., Bowen, J., & Makens, J. (2021). <i>Marketing for Hospitality and Tourism</i>	
Case Title & Number	Book	
Pedagogy	Inquiry based	

Session 18	Content & Influencer Marketing in Tourism	PLO10,11,12,13, 14
Objective of the session	Learn the new trends in marketing	
Subtopics to be covered	Social media marketing	
Readings	Kotler, P., Bowen, J., & Makens, J. (2021). <i>Marketing for Hospitality and Tourism</i>	
Case Title & Number	Book	
Pedagogy	Inquiry based	
Session 19	Tourism Expos	PLO 16,17,18
Objective of the session	Understanding Tourism Expos & Their Relevance	
Subtopics to be covered	Conferences, Selling, Networking	
Readings	Kotler, P., Bowen, J., & Makens, J. (2021). <i>Marketing for Hospitality and Tourism</i>	
Case Title & Number	Book	
Pedagogy	Inquiry based	
Session 20	Tourism Expos	PLO 16,17,18
Objective of the session	Understanding Tourism Expos & Their Relevance	
Subtopics to be covered	Conferences, Selling, Networking	
Readings	Kotler, P., Bowen, J., & Makens, J. (2021). <i>Marketing for Hospitality and Tourism</i>	
Case Title & Number	Book	
Pedagogy	Inquiry based	
Session 21	Sustainable Tourism – Key Issues	PLO 16,17,18
Objective of the session	Learn about sustainability in tourism	
Subtopics to be covered	Eco Tourism, Overcrowding, Sustainable Tourism, UN SDG	
Readings	Who owns Paradise? Martha Honey	
Case Title & Number	Book	
Pedagogy	Inquiry based	
Session 22	Sustainable Tourism – Key Issues	PLO 16,17,18
Objective of the session	Learn about sustainability in tourism	
Subtopics to be covered	Eco Tourism, Overcrowding, Sustainable Tourism, UN SDG	
Readings	Who owns Paradise? Martha Honey	
Case Title & Number	Book	
Pedagogy	Inquiry Based Learning	
Session 23	Sustainable Tourism – Key Issues	PLO 11,12,13
Objective of the session	Learn about sustainability in tourism	
Subtopics to be covered	Eco Tourism, Overcrowding, Sustainable Tourism, UN SDG	
Readings	Who owns Paradise? Martha Honey	
Case Title & Number	Book	
Pedagogy	Inquiry Based Learning	

Session 24	Sustainable Tourism – Key Issues	PLO 11,12,13
Objective of the session	Learn about sustainability in tourism	
Subtopics to be covered	Eco Tourism, Overcrowding, Sustainable Tourism, UN SDG	
Readings	Who owns Paradise? Martha Honey	
Case Title & Number	Book	
Pedagogy	Inquiry Based Learning	
Session 25	Uniquely Singapore? A case study in destination branding	PLO 11,12,13
Objective of the session	Learn about countries marketing & branding	
Subtopics to be covered	Branding, Marketing, Tourism	
Readings	Case Study	
Case Title & Number	Uniquely Singapore? A case study in destination branding By Joan C. Henderson	
Pedagogy	Inquiry Based Learning	
Session 26	Understanding National Image	PLO 11,12,13
Objective of the session	Learn about branding countries	
Subtopics to be covered	Branding, Marketing, Tourism, Business	
Readings	Competitive Identity, Simon Anohlt	
Case Title & Number	Book	
Pedagogy	Inquiry Based Learning	
Session 27	Crisis Management in Tourism	PLO 11,12,13
Objective of the session	Learn about how crisis arise and are handled in tourism	
Subtopics to be covered	Destination Management, PR, Communications	
Readings	Sri Lanka Tourism: Trials and Tribulations	
Case Title & Number	Reference no. 308-168-1	
Pedagogy	Case Learning	

Session 28	Crisis Management in Tourism	PLO 11,12,13
Objective of the session	Learn about how crisis arise and are handled in tourism	
Subtopics to be covered	Destination Management, PR, Communications	
Readings	Real Life Case Study	
Case Title & Number	NA	
Pedagogy	Experiential Learning	
Session 29	End Term Student Team Presentations	PLO 15,16,10,11
Objective of the session	Student are given graded end term team presentations	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Performance-Based Assessment	
Session 30	End Term Student Presentations	PLO 15,16,10,11
Objective of the session	Student are given graded end term team presentations	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Performance-Based Assessment	

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

Disclaimer: This course outline including assessments, mode, nature and weightage of assessments, sessions, sequence of sessions and/or readings may be revised during the semester if such need arises.