Course Title	Destination Marketing
Core or Elective	Elective
Program and Batch	MBA 2, IBM 4
Semester & Academic Year	Fall 2025
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	jgbs-eo@jgu.edu.in
Faculty Member's Open Office Day/s & Time	Monday- Tuesday (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, analyze business problems and propose effective solutions	10. Identify main issues of business problems
		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 Goals (PCGs)	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	20%	Individual		PCG2- PLO1

A2 Team Presentation	20%	Group	Continuous	
A3 Midterm	30%	Individual	Midterm Week	
A4 End term Examination	30%	Individual	Last Teaching Week	

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 hours 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 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	
Subtopics to be covered	Tourism, Global Economy, Marketing	
Readings	None	
Case Title & Number	None	
Pedagogy	Experiential	
Session 2		
Objective of the session	Introduction to Destination Marketing- Part:2	
Subtopics to be covered	Tourism, Global Economy, Marketing	
Readings	None	
Case Title & Number	None	
Pedagogy	Experiential	
Session 3		
Objective of the session	Key Element of Destination Marketing- DMO	
Subtopics to be covered	Marketing	
Readings	Kerala God's Own Country Case Study	
Case Title & Number	Branding India – Amitabh Kant	
Pedagogy		
Session 4		
Objective of the session	Key Element of Destination Marketing- DMO	
Subtopics to be covered	Marketing	
Readings	Kerala God's Own Country Case Study	
Case Title & Number	Branding India – Amitabh Kant	
Pedagogy	Team Presentations	
Session 5		
Objective of the session	Understanding different Types of Tourists & their Behavior	
Subtopics to be covered	Tourism	

Readings	Pike, S. (2016). *Destination Marketing: Essentials.*
Case Title & Number	NA
Pedagogy	Hands on

Session 6		
Objective of the session	Understanding different Types of Tourists & their Behavior	
Subtopics to be covered	Tourism	
Readings	NA	
Case Title & Number	NA	
Pedagogy	Team Presentations	

Session 7		
Objective of the session	Brand Market Segmentation and Positioning	
Subtopics to be covered	NA	
Readings	Case Study: Incredible India Campaign Amitabh Kant	
Case Title & Number	Branding India Book	
Pedagogy	Experiential	

Session 8		
Objective of the session	Brand Market Segmentation and Positioning	
Subtopics to be covered	NA	
Readings	Case Study: Incredible India Campaign Amitabh Kant	
Case Title & Number	Branding India Book	
Pedagogy	Team Presentation	

Session 9		
Objective of the session	Marketing & Distribution Channels	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 10		
Objective of the session	Tourism Marketing & Distribution Channels	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 11	Understanding Key Technology Driving Tourism Industry	
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		

Pedagogy		
Session 12		
Objective of the session	Understanding Key Technology Driving Tourism Industry	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 13		
Objective of the session	Guest Lecture - 1	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 14	Guest Lecture - 2	
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 15		
Objective of the session	Online Marketing & Sales	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 16		
Objective of the session	Online Marketing & Sales	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 17		
Objective of the session	Content & Influencer Marketing	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 18		
Objective of the session	Content & Influencer Marketing in Tourism	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 19		
Objective of the session	Understanding Tourism Expos & Their Relevance	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 20		
Objective of the session	Understanding Tourism Expos & Their Relevance	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 21		
Objective of the session	Sustainable Tourism – Key Issues	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 22		
Objective of the session	Sustainable Tourism – Key Issues	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 23		
Objective of the session	Sustainable Tourism – Key Issues	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		

Session 24		
Objective of the session	Sustainable Tourism – Key Issues	
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 25		
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 26		
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 27		
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 28		
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 29		
Objective of the session		
Subtopics to be covered		
Readings		
Case Title & Number		
Pedagogy		
Session 30		
Objective of the session		

Subtopics to be covered	
Readings	
Case Title & Number	
Pedagogy	

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**