

Tourism Destination Management and Branding

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

This course is designed to provide an overview of the essential practices for boosting the global competitiveness of tourism destinations. It begins by examining the duties and responsibilities of governing bodies and Destination Management Organizations (DMOs). Secondly, it highlights the significance of attraction factors and performance standards in the process of creating a unique brand identity for the destination. Lastly, it focuses on practical measures to reduce the negative impacts of mass tourism and enhance the overall visitor experience.

Why Attend

This dynamic course offers a well-rounded education that blends both theoretical and hands-on learning experiences. It follows an interactive teaching approach, incorporating engaging elements such as lectures, real-life case studies, group discussions, and collaborative exercises.

Who Should Attend

Managers, supervisors, and destination administrators who are directly or indirectly involved in the tourism management sector.

— Learning Objectives

- Recognize the significance of efficient destination management strategies and the crucial role of cooperation between the private sector and the public sector
- Utilize various techniques to evaluate destination competitiveness and performance comparison
- Establish a favorable destination image through strategic branding and positioning
- Formulate plans for sustainable management of destinations and attractions
- Implement proven methods to increase visitor satisfaction and trust

Course Outline

DAY
1

Destination management: Scope and structure

- Basic elements of tourist destination
- Pillars of destination management
- Role of Destination Management Organizations (DMOs)
- Public-Private Partnerships (PPPs) in the tourism sector
- Benefits of destination management policies
- Attractiveness of tourist destination

DAY
2

Destination competitiveness

- Factors contributing to competitiveness
- Destination choice and competitiveness
- Destination competitiveness assessment
- Benchmarking destination competitiveness
- Managing benchmarking outcomes

DAY
3

Destination branding

- Branding challenges for tourism destination
- Benefits of an effective branding
- Targeted market identification
- The brand-building process
- Creating a branding identity

DAY
4

Destination management strategies

- Product design
- Product marketing and development
- Carrying capacity determination
- Governance and tourism management stakeholders
- Destination and site operation

DAY
5

Quality control and visitor management strategies

- Visitor management overview
- Mass tourism challenges
- Key perspective of visitor management

- Visitor management actions
- Visitor information management

— Upcoming Classroom Dates

DATE	LOCATION	FEE
19 - 23 October 2026	London - United Kingdom	€2,100
2 - 6 November 2026	Frankfurt - Germany	€1,625
21 - 25 December 2026	Barcelona - Spain	€1,925
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Frankfurt - Germany	€1,625
15 - 19 March 2027	Rome - Italy	€2,125
19 - 23 April 2027	Kuala Lumpur - Malaysia	€1,400
17 - 21 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.