MERCURY

Destination Planning and Development

15 – 19 November 2026
Istanbul (Turkey)

Dubai - UAE: +971 4 450 5697
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Ref: 15718_322174 **Date:** 15 – 19 November 2026 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction:

Destination planning and development are integral components of the travel and tourism sector, pivotal in how locales allure, accommodate, and engage tourists. This Destination Planning and Development training course inclusive strategy enhances a destination's appeal, optimizes its supporting infrastructure, and safeguards sustainable advancement.

Effective tourism destination planning amalgamates market analysis, the cooperation of stakeholders, and forward-thinking design to forge memorable travel adventures. This Destination Planning and Development course embodies the tourism destination planning process and delves into contemporary and prospective trends. It aspires to elevate a spot as a competitive and inviting option for voyagers while conserving its cultural and environmental essence.

Creating sustainable and successful tourism destinations requires careful planning and strategic development. This Destination Planning and Development training involves understanding the definition of destination planning and adhering to guidelines prioritizing the traveler experience and local community well-being. It also means implementing a destination development plan that outlines short-term and long-term goals for enhancing the location's appeal.

What is a destination development strategy? It is a blueprint for destination growth that harmonizes economic objectives with cultural and environmental sustainability. Stakeholders can foster a thriving, resilient tourism economy by adopting a destination development strategy. In this Destination Planning and Development course, participants will explore the nuances of destination planning and how it intersects with destination development to cultivate vibrant tourist destinations that deliver exceptional value and unforgettable experiences for visitors.

Targeted Groups:

- Tourism and Hospitality Professionals.
- Destination Marketing Organizations.
- Local Government Officials.
- Urban and Regional Planners.
- Real Estate Developers.
- Community Stakeholders.
- Tourism Consultants.
- Travel and Tour Operators.
- Environmental and Cultural Preservationists.

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Course Objectives:

At the end of this Destination Planning and Development course, participants will:

- Grasp the foundational elements and principles of destination planning in tourism.
- Investigate market movements and tourist demographics to sculpt strategies.
- Forge sustainable practices for tourism and support frameworks.
- Engineer effective means for stakeholder interaction and cooperative tactics.
- Apply best-case practices in the preparation of infrastructure and amenities.
- Formulate extensive promotional and brand strategies for tourism spots.
- Evaluate tourism's repercussions on regional communities and biospheres.
- Direct initiatives from ideation to real-life execution.

Targeted Competencies:

By the end of this Destination Planning and Development training, participants competencies will:

- Strategic Planning and Development.
- Market Analysis and Research.
- Infrastructure Design and Management.
- Stakeholder Engagement and Collaboration.
- Sustainable Tourism Practices.
- Cultural and Environmental Preservation.
- Project Management and Implementation.
- Marketing and Branding Strategies.
- Risk Assessment and Management.

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Course Content:

Unit 1: Introduction to Destination Planning and Development:

- Definition and significance of destination planning.
- Exploring essential aspects of destination development.
- The critical role of market study in planning.
- Discussing trends and obstructions in the tourism domain.
- Analyses of triumphant examples in destination planning.

Unit 2: Market Analysis and Research:

- Techniques for executing market analysis.
- Recognizing target audiences and their inclinations.
- Evaluating peer destinations and their tactics.
- Employing data examination for informed resolutions.
- Development of market segmentation and product placement policies.

Unit 3: Sustainable Tourism Practices:

- Fundamentals of sustainable tourism destination planning and development.
- Tackling strategies for environmental impact reduction.
- Appreciation for cultural and historical preservation.
- Best procedures for the management of natural resources.
- Assessing the advantages of green initiatives.

Unit 4: Infrastructure and Facility Planning:

- Creative design of infrastructure suitable for tourism spots.
- Preparations for transportation, housing, and facilities.
- Incorporating technology into infrastructure evolution.
- Contemplating accessibility and fairness in planning.
- Evaluating the fiscal influence of infrastructure spending.

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Unit 5: Marketing and Branding Strategies:

- Construction of a complete destination marketing approach.
- Creating branding strategies that emphasize distinct attributes.
- Skilled use of online marketing and social platforms.
- Campaign conceptualization and product publicity.
- Scrutinizing and deciphering marketing success metrics.