Professional Destination Management Practice Training Course

21 – 25 December 2026
Casablanca

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Training Center

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Ref: 1605_218475 **Date:** 21 – 25 December 2026 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Professional Destination Management Practice Training Course is a one-week professional course for destination management professionals, tourism-board staff, destination marketing organization teams, visitor-economy planners, partnership managers, and tourism programme coordinators. Participants build a Destination Management Action Pack connecting governance, stakeholder coordination, destination strategy and action planning, tourism asset and experience development, sustainability controls, visitor and resident interests, delivery partnerships, and performance reporting. Agile Leaders Training Center develops professional destination management capability.

Who Should Attend

- Destination management organization and tourism-board teams
- Destination management company and inbound tourism personnel
- Visitor-economy strategy and destination planning professionals
- Tourism product, experience, partnership, and marketing coordinators
- Sustainability, research, performance, and community-engagement personnel

The course assumes participants already coordinate tourism services, partnerships, programmes, products, or destination plans. It excludes tour-guide licensing, travel-agent qualification, and promotional campaign production.

Departments and Industries

The course supports destination management across public tourism bodies, destination organizations, travel businesses, development agencies, and visitor-economy partnerships.

- Tourism ministries, authorities, boards, and municipal destination teams
- Destination management organizations and destination management companies
- Inbound travel, tour operations, and visitor-service providers
- Hospitality, attractions, events, transport, and cultural organizations
- Economic development, conservation, community, and investment functions

Learning Objectives

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

- Apply destination governance and stakeholder coordination arrangements
- Build a destination strategy and action planning structure
- Assess tourism assets, experiences, visitor needs, and resident interests
- Analyze destination risks, sustainability impacts, and delivery capacity
- Design partnership, product, and visitor-experience controls
- Evaluate destination performance indicators and corrective actions

Course Agenda

Day 1: Destination Governance and Operating Context

- Destination Purpose and Management-System Map
- Destination Organization Role and Responsibility Matrix
- Public, Private, and Community Stakeholder Register
- Destination Policy and Mandate Alignment Checklist
- Governance Decision and Escalation Log

Day 2: Destination Evidence and Strategic Direction

- Tourism Asset, Service, and Experience Inventory
- Visitor Segment and Journey Evidence Sheet
- Resident Interest and Community-Impact Map
- Destination Opportunity, Constraint, and Risk Assessment
- Destination Strategy Outcomes Framework

Day 3: Product, Experience and Partnership Development

- Destination Product and Experience Portfolio Matrix
- Experience Quality and Accessibility Checklist
- Partner Capability and Dependency Assessment
- Distribution, Marketing, and Visitor-Information Interface Map
- Partnership Agreement and Delivery-Control Sheet

Day 4: Sustainability and Performance Management

- Socioeconomic, Cultural, and Environmental Impact Register
- Seasonality, Capacity, and Visitor-Flow Control Matrix
- Destination Sustainability Action Tracker
- Destination Performance Indicator Catalogue
- Monitoring, Reporting, and Corrective-Action Dashboard

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Day 5: Destination Strategy and Action Planning

- Destination Governance and Stakeholder Simulation
- Asset, Experience, and Partnership Portfolio Exercise
- Sustainability Risk and Performance Review Exercise
- Destination Action Plan and Responsibility Schedule
- Destination Management Action Pack Capstone

Practical Exercises

The course uses suggested activities to convert destination-management requirements into coordinated planning and delivery controls.

- Suggested activity: map destination governance, mandates, and stakeholder responsibilities
- Suggested activity: assess assets, visitor journeys, resident interests, and development risks
- Suggested activity: prioritize tourism products, experiences, partnerships, and sustainability actions
- Suggested activity: present a Destination Management Action Pack and performance dashboard

FAQs

Who suits professional destination management training, and what does it assume?

It suits destination organization teams, tourism-board staff, visitor-economy planners, partnership managers, and programme coordinators who already work with tourism services, stakeholders, products, or destination plans.

How does destination management differ from destination marketing?

Destination management coordinates governance, strategy, products, services, infrastructure interfaces, sustainability, resident interests, visitor experience, partnerships, and performance. Destination marketing is one delivery interface within that wider system.

What belongs in a destination strategy and action plan?

A practical plan connects evidence, destination outcomes, assets, risks, stakeholder responsibilities, funded actions, schedules, indicators, reporting routes, and corrective actions.

How are residents and visitors represented in destination decisions?

Teams use consultation evidence, resident and visitor feedback, journey analysis, impact registers, accessibility reviews, stakeholder forums, transparent decisions, and documented response actions.

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How is destination performance monitored?

Destination teams monitor economic value, employment, seasonality, visitor satisfaction, resident sentiment, accessibility, cultural and environmental impacts, delivery progress, partnership performance, and corrective actions.

Conclusion

Participants take back a Destination Management Action Pack. The work product integrates governance, evidence, destination strategy and action planning, assets, experiences, partnerships, sustainability, visitor and resident interests, indicators, and reporting. It supports coordinated decisions and traceable delivery across the visitor economy.