

ACRONYMS

ATDC	Assam Tourism Development Corporation
CEO	Chief Executive Officer
GDP	Gross Domestic Product
GOI	Government of India
HPTDC	Himachal Pradesh Tourism Development Corporation
IITF	India International Tourism Fair
ITDC	India Tourism Development Corporation
IUOTO	International Union of Official Travel Organisation
KTDC	Kerala Tourism Development Corporation
MPSTDC	Madhya Pradesh State Tourism Development Corporation
MTDC	Meghalaya Tourism Development Corporation
NEC	North Eastern Council
NTO	National Tourism Organisation
OECD	Organisation of Economic Co-operation and Development
PATA	Pacific Area Travel Association
UNCTAD	United Nations Conference on Trade and Development
SLTPO	State Level Tourism Promotion Organisation
TTF	Travel and Tourism Fair
WTO	World Travel Organisation
WTTC	World Travel & Tourism Council

The first unit is a general introduction of the concepts of destination marketing and the key players. The second unit will focus on the 5 Ps of marketing, which are the key components of a comprehensive marketing plan. The sub-sections under the main headings are listed below

Destination marketing organizations (DMOs) are concerned with the selling of places.

Medical tourism: this has been defined as the practice of travelling across international borders to obtain health care.

Religious tourism: also commonly called "faith tourism", this involves travel for reasons of faith, for pilgrimage, missionary and other related purposes.

Sports tourism: recreational fishing and hunting, sports that require specialized training and equipment: canoeing, climbing, rappelling, etc.

The prospects of the effectiveness of marketing methods to promote tourism destinations could spell a huge difference, if done with careful planning and research. Tourism demand evolved rapidly in the 1990s altering conventional wisdom and changing a whole range of factors influencing tourism planning and management. Attempting to interpret tourism phenomena and forecast the future of international activity is similar to reading the "crystal ball" (Buhalis 1994, p. 70).

Successful promotion strategy in destination tourism marketing through social media; queensland, australia case. Mustafa Boz. DUYGU NAL. Mustafa Boz. DUYGU NAL.

On the other side, Tourism business at all levels is becoming increasingly competitive, due to emergence of new destinations, rapid and affordable modes of transport, new marketing strategies and tools, changing trends etc. Tourism being an extremely competitive industry requires a coordinated management approach, based on a collective vision and strong partnership among stakeholder including governmental bodies and local community. Thus, tourism businesses can succeed with the help of a strong destination marketing organization.