



SAARTHI • सारथी

करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

डेस्टिनेशन मार्केटिंग मैनेजर

Destination marketing managers brand and promote a city, state or country as a tourist destination using ad campaigns, social media and travel events.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/hosp-7002

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri • ब्लॉक समदड़ी • बालोतरा (Block Samdari • Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी • मास्टर ट्रेनर
Principal, GSSS Jethantri • Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) • रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) • रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

Destination marketing managers brand and promote a city, state or country as a tourist destination using ad campaigns, social media and travel events.

2 At a glance

Minimum qualification	Class 12 in any stream, then graduation in tourism, marketing or business
Work mode	Desk job combined with travel, events and travel shows
Demand	Demand rising fast with digital travel marketing and states competing on branding
Top earning	Above ₹2,00,000 per month at marketing head or CMO level

3 What you need

INTERESTS

- Creating new and creative things
- Working with and for people
- Planning and organising campaigns

ABILITIES

- Creativity to think of new designs and ideas
- Understanding of markets and customer behaviour
- Strong command of words and language

KEY SKILLS

- Digital and social media marketing
- Content and storytelling
- Event and travel show management
- Branding and campaign management
- Market research and data analytics
- Public relations and media handling

- Budget and agency management

4 How to get there

- 1 Complete Class 12 in any stream.
- 2 Graduate in tourism, hospitality management, BBA or mass communication.
- 3 Do an MBA in marketing/tourism; IITM and IIMs are strong options.
- 4 Add certificate courses in digital and social media marketing.
- 5 Start with internships at travel companies or agencies serving tourism boards.
- 6 Grow into a manager role handling destination campaigns with experience.

MAIN EXAMS

- CUET-UG for UG admission
- NCHM JEE for hotel management admission
- CAT/CMAT/MAT for MBA admission

5 Where to study

GOVERNMENT INSTITUTES

- राजस्थान विश्वविद्यालय — Jaipur, Rajasthan (<https://www.uniraj.ac.in/>)
- भारतीय पर्यटन एवं यात्रा प्रबंधन संस्थान (आईआईटीटीएम) — Gwalior, Madhya Pradesh (<https://www.iittm.ac.in/>)
- इंस्टीट्यूट ऑफ होटल मैनेजमेंट — Jaipur, Rajasthan (<https://ihmjaipur.com/>)
- मोहनलाल सुखाड़िया विश्वविद्यालय — Udaipur, Rajasthan (<https://www.mlsu.ac.in/>)
- इंस्टीट्यूट ऑफ होटल मैनेजमेंट — Jodhpur, Rajasthan

PRIVATE INSTITUTES

- एमिटी यूनिवर्सिटी — Jaipur, Rajasthan
- सिम्बायोसिस इंटरनेशनल — Pune, Maharashtra

ONLINE

- इग्नू - पर्यटन अध्ययन कार्यक्रम — Distance learning (<https://www.ignou.ac.in/>)
- स्वयं पोर्टल - निःशुल्क ऑनलाइन कोर्स — Online (<https://swayam.gov.in/>)
- गूगल डिजिटल मार्केटिंग सर्टिफिकेशन — Online

FEES

UG courses cost about ₹50,000-2,00,000 per year; government institutes and online courses cost much less.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- राजस्थान सामाजिक न्याय विभाग छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)
- बडी4स्टडी छात्रवृत्ति पोर्टल (<https://www.buddy4study.com/>)
- विद्या लक्ष्मी शिक्षा ऋण पोर्टल (<https://www.vidyalakshmi.co.in/>)

6 What the work is like

WHERE YOU WORK

State tourism boards, travel companies, airlines, hotel chains, digital agencies and destination representation firms.

WORK CULTURE

Mix of desk and field work; long hours and overtime are common during campaign launches and travel shows, and entrepreneurship is possible.

WHO HIRES

- | | |
|--|-------------------------------------|
| • Rajasthan Department of Tourism and RTDC | • Indian and foreign tourism boards |
| • Travel companies like MakeMyTrip and Yatra | • Hotel chains like Taj and Oberoi |
| • Airlines and cruise companies | • Travel marketing and PR agencies |

DEMAND (2026)

India's booming travel market, campaigns like Wed-in-India, state branding drives and digital promotion keep demand for destination marketing specialists strong in 2026.

7 Career growth

- 1 Marketing executive / junior manager
- 2 Destination marketing manager
- 3 Senior manager / marketing head

- 4 Director of marketing
- 5 Chief marketing officer (CMO)

EARNINGS

Starting	₹25,000-45,000
Mid level	₹60,000-1,20,000
Senior level	₹2,00,000+

Packages are highest for those handling big brands and international tourism board accounts.

8 The good parts · The challenges

The good parts

- Creative, glamorous work full of travel
- Fast growth and high salary potential
- Exposure to tourism, media and branding together

The challenges

- Constant pressure of targets and campaign deadlines
- Impact of market and seasonal fluctuations
- Long hours and heavy travel in early years

9 Real-life journeys

Amitabh Kant

Former tourism secretary, architect of the Incredible India campaign

By crafting Kerala's God's Own Country and then the national Incredible India campaign, Amitabh Kant showed how sharp destination branding can transform a country's tourism.

Indian Masterminds · <https://indianmasterminds.com/feature-stories-on-bureaucrats-changemakers/tales-from-the-legends/meet-amitabh-kant-the-mastermind-of-incredible-india-campaign/>

Lubaina Sheerazi

CEO and co-founder, BRANDit India

Lubaina Sheerazi built BRANDit, a destination marketing firm representing several foreign tourism boards in India, turning destinations into favourites of Indian travellers.

Travel Dine · <https://www.traveldine.com/td-conversations-lubaina-sheerazi-branding-expert-ceo-brandit/>

10 Sources & further reading

1. Rajasthan Career Guidance Portal - Destination Marketing Manager — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%a1%e0%a5%87%e0%a4%b8%e0%a5%8d%e0%a4%9f%e0%a4%bf%e0%a4%a8%e0%a5%87%e0%a4%b6%e0%a4%a8-%e0%a4%ae%e0%a4%be%e0%a4%b0%e0%a5%8d%e0%a4%95%e0%a5%87%e0%a4%9f%e0%a4%bf%e0%a4%82%e0%a4%97-%e0%a4%ae%e0%a5%88/>
2. Department of Tourism, Government of Rajasthan — <https://www.tourism.rajasthan.gov.in/>
3. Indian Institute of Tourism and Travel Management — <https://www.iittm.ac.in/>
4. National Career Service (NCS) — <https://www.ncs.gov.in/>



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