



Destination Management

Extended syllabus

1. Basic characteristics of the learning course

Target learning area	Destination Management
Entry requirements	Knowledge of the basic provisions of the organisation of tourism activities, geography, consumer behaviour, the basics of psychology, types of tourism, the basics of strategic planning
Learning level	3 Referencing of the National Frameworks of Qualifications (NFQ) of the partner countries and to the European Qualifications Framework for Lifelong Learning (EQF)
Method of learning	combined form of study: Lectures, workshops, case study analysis, and discussion, case studies, problem-solving discussions, student presentations, discussions, and analysis of national and regional strategic documents on tourism development.
Length of learning	12 weeks
Finishing of learning	Certificate of completion

Course guarantor: Marina Gunare

Lecturer:

Examiner:



2. Content of the module: Destination Management

1. An introductory tutorial

- 1.1. Course guide
- 1.2. Study organisation

2. Module Study Guide - Chapters 1 - 8

1. An introductory tutorial

- 1.1. Course guide - concept, content and learning objectives

The main objectives of the course are to:

Acquire the basic theoretical knowledge and understanding of tourism destination development; to teach destination development analysis and planning methodology, efficient business models, and strategy building methodology in the context of the destination`s development. Students will acquire the skills needed to develop original programs and auxiliary programs dedicated to destination development strategy and model formation. Students will understand, assess and contextualize destination development stakeholder approaches, cluster formation potentials, and limitations, public-private partnership mechanisms applicability, planning, monitoring, and development forecasts for tourism destinations.

Learning Outcomes:

After completion of the course students are expected to be able to:

LO1	Understand the different perspectives of the definition of a tourist destination.
LO2	Understand the importance and diversity of destination management organizations.
LO3	Analyze a tourist destination by applying key academic concepts that can be used to explain the evolution and development of tourist destinations.
LO4	Identify and explain the role of key stakeholders` cooperation and collaboration, partnerships and networks who are involved in developing tourism in a destination.
LO5	Evaluate current issues that are influencing the development of tourism in a tourist destination.



LO6	Understand the implications of the life-cycle of tourist destinations for its management.
LO7	Create a tourism strategy for the future development of a tourist destination.

Transferable Skills

The course will develop and assess the following transferable skills:

TS1	Communication
TS2	Information literacy
TS3	Using technology
TS4	Teamwork
TS5	Creativity
TS6	Learning how to learn

1.2. Study organization

Exam requirements

The Destination Management course ends with an oral exam.

The prerequisite for its composition is:

- active participation in teaching in individual modules
- studying basic literature and study aids
- fulfilment of correspondence tasks
- completion of the final test

Course participant profile

Specialists with a bachelor's degree in the field of tourism business

Course graduate profile

Destination management specialist with the ability to assess the potential of the destination, identify its resources and potential, build a team, develop a strategy for the development of the destination and implement a development plan for the destination.



Study literature

Basic

1. Morrison A. M. (2019) Marketing and Managing Tourism Destinations, Routledge, Taylor&Francis Group
2. Pike S. (2021) Destination Marketing, Routledge Taylor&Francis Group
3. Ryan Ch. (2020) Advanced Introduction to Tourism Destination Management, Edward Elgar Publishing

Recommended:

1. Kozak N., Kozak M. (2019) Tourist Destination Management: Instruments, Products, and Case Studies , Springer
2. Destination management in developing and emerging countries. Handbook and guidelines for building sustainable destination management organizations. (2019) Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Tutorials

1) At the introductory tutorial at the beginning of the semester, students are introduced, as part of the so-called course guide, to the content of the subject, the time schedule of the teaching of individual thematic areas, the place of the course within the study plan, the required literature, the aim of the lesson and the requirements for the exam. Access to study supports and the method of submitting correspondence tasks in the school's information system are explained here. The method of evaluating correspondence tasks and the deadlines for submitting them are explained to students. The overall organization of teaching is discussed.

2) At the ongoing tutorial (in the middle of the semester), the teacher evaluates the students' work so far. Students must submit solved assignments electronically before the start of the consultation week. The teacher will draw attention to serious deficiencies and, if necessary, explain difficult topics. At the final tutorial at the end of the semester, the teacher evaluates the saved tasks from the previous tutorial and the students' work for the entire semester. It draws attention to the problematic questions of the thematic areas for the exam. A joint consultation will take place as needed. Students are familiar with the exam timetable.



Study guide

In this contact part of the study, a methodological explanation (lecture) of the given thematic unit is carried out. Students are introduced to what they will study from the compulsory literature, what problems await them during self-study and how the teacher will help them in their studies. Much attention is paid to their work with study supports, which replace direct contact with the teacher during exercises. Study aids are prepared for each thematic area (textbook chapter).

From a methodological point of view, the interpretation of the individual chapters is structured in such a way that the following sequence is followed:

- study goals,
- keywords,
- interpretation methodology (introduction to the issue),
- study text (own interpretation of the topic),
- summary of the chapter (explained issues),
- tasks to repeat and practice,
- notification of other study resources.

At the end of the module are listed:

- correct results of tasks that were saved in individual chapters;
- correspondence tasks that the student must send to the teacher.

When studying the Destination Management course, the student uses three information sources:

- methodological interpretation of the teacher, which is based on mandatory and recommended literature;
- contact teaching as part of a tutorial and self-study;
- mandatory and recommended literature, study support and other materials

2. Module Study Guide

The Destination Management module consists of 8 thematic areas. Each is discussed separately, as a chapter:

1. Concept of destination management
2. The role of government and destination partnership
3. Destination community and stakeholders
4. Tourism destination infrastructure and competitiveness development
5. Tourism Product Development
6. Importance and benefits of destination branding and image
7. Tourism destination planning, monitoring, and development forecasts
8. International and local best practices gained in tourism



Chapter 1 – Concept of destination management

Keywords

Destination, tourism destination, destination management, destination marketing, successful destination, destination competitiveness

The goal of the chapter

The main goal of the chapter is to define basic terms such as destinations, destination management, destination marketing and destination management organizations.

The course participant/student should be able to define the key characteristics of a destination, the essence of destination management and marketing. Furthermore, the course participant/student should be able to describe the roles of a destination management organization and distinguish it from a destination management company. Based on examples and case studies, the course participant/student will acquire the skills to recognize and name the 10As of successful tourist destinations.

Sub-chapters with content

1. Defining tourism. Defining a tourism destination. Types of destinations. Characteristics of destination. The destination as a competitive unit Pike S. (2021) P.20-24; 24-26
2. Destination management and marketing. Destination management and marketing organisations. Destination management roles Pike S. (2021) P.26-33; Morrison A. M. (2019) P. 5-11
3. The 10 As of successful destination. Morrison A. M. (2019) P. 20 - 22

Chapter 2 - The role of government and destination partnership

Keywords

Government, governance, government intervention, leadership, development, partnership, coordination



The goal of the chapter

The chapter's primary goal is to describe and explain the role of public bodies (government at all levels from national to local) in tourism development.

The course participant/student should be able to argue and support building and strengthening the public-private- partnership within tourism destinations. Furthermore, the course participant/student has knowledge about the role and importance of destination community. Based on this chapter and the examples from practice, the course participant/ student understands the essential role of DMO in destinations such as leadership, coordination, and governance.

Sub-chapters with content

2.1.	Government in tourism and destination development Morrison A. M. (2019) P. 5-11 Pike S. (2021) P. 77- 97
2.2.	Definition of destination partnership and team building. Destination partners. Public-Private Partnerships (PPPs). Morrison A. M. (2019) P. 214-227
2.3.	Destination leadership, coordination and governance Morrison A. M. (2019) P. 293-304; 310-316

Chapter 3 - Destination community and stakeholders

Keywords

Relationship, networking, community, destination community, stakeholder, types of stakeholders

The goal of the chapter

The main goal of the chapter is to understand the importance of community's role in the process of a tourist destination development.

The course participant/student should be able to recognize all potential stakeholders in the destination, categorize them, and define their role. The course participant/student should be able to use the VICE model to build partnerships and develop networks in the destination. In the case of the involvement of residents and local communities in the development and management of the destination, they know the positive benefits of such cooperation. Examples and tasks are involved in the chapter to support the high level of importance of the topic.



Sub-chapters with content

3.1. Relationship building and networking Morrison A. M. (2019) P.251-262
3.2. Destination community relationship and involvement planning Morrison A. M. (2019) P.251-262
3.3. Stakeholder theory and stakeholders' types Morrison A. M. (2019) P.266-282

Chapter 4 - Tourism destination infrastructure and competitiveness development

Keywords

Infrastructure, destination tourism potential, destination tourism resources, competition, competitiveness, attraction

The goal of the chapter

The development of tourist destinations is built on destination potential and the primary and secondary resources of a place. This chapter aims to explain and clarify which potential can exist within the destination, how the potential and resources are categorized and how we can work with them.

The course participant/student should be able to recognize, categorize and describe the potential of a destination. Furthermore, should be able to select and describe primary and secondary supply within the destination as well as define destination competitiveness.

The course participant/student can apply their new knowledge and skills into the practice under mentoring of the course lecturer.

Sub-chapters with content

4.1. Defining of tourist resources. Primary and secondary tourist resources
4.2. Tourism potential. Tourism potential assessment
4.3. Tourism destination infrastructure. Competitiveness development



Chapter 5 - Tourism Product Development

Keywords

Destination product, life cycle, destination product development, product development model, new product, experience design

The goal of the chapter

Tourism product is the key element of the tourist destination. This chapter aims to define the tourism product and explain the tourism product development process.

The course participant/student should be able to describe the components of the tourism product as well as the steps of product development. Based on the knowledge obtained during studying this course, one should be able to place the destination within the destination life cycle in an appropriate place and describe the phase of the life cycle where the destination is currently placed.

Sub-chapters with content

5.1. Definition and components of destination product. Destination product life cycle Morrison A. M. (2019) P.160-163; 165
5.2. Classification / types of destination products. Principles of destination product development. Morrison A. M. (2019) P. 163 - 165
5.3. New product creation. Product development strategy models. Experience development Morrison A. M. (2019) P. 177 - 182

Chapter 6 – Importance and benefits of destination branding and image

Keywords

Brand, brand identity, brand equity, brand essence, branding, image, positioning, slogan

The goal of the chapter

The main aim of this chapter is to understand the role and importance of destination brand, brand identity, brand positioning, and brand image.



The course participant/student knows the main characteristics of a good destination brand and is able to apply the 5-step approach to destination branding in practice.

Sub-chapters with content

6.1. Brand definition. The importance of brand. Positioning – image –branding approach (PIB) as interconnected concepts. Discussion about the relationship among destination positioning, image and branding Pike S. (2008) P. 218; <u>Morrison</u> A. M. (2019) P. 374-380
6.2. Brand community. Characteristics of a good destination brand. Classic concepts of branding. Brand promise concept. Components of destination image Pike S. (2008) P. 199; <u>Morrison</u> A. M. (2019) P. 373-407
6.3. Steps in destination branding. Critical success factors. Destination brand identity development. Experience concept Pike S. (2008) P. 199; <u>Morrison</u> A. M. (2019) P. 389 - 402

Chapter 7 - Tourism destination planning, monitoring, and development forecasts

Keywords

Planning, monitoring, development program, strategy, plan, marketing development plan, toolkit

The goal of the chapter

The main goal of the chapter is to acquire knowledge about tourism destination planning.

The course participant/student knows how to develop an effective tourism strategy for the destination. Participants understand the need to have a destination strategy as well as a destination marketing strategy. They are able to differentiate between development program, development strategy, management plan, and marketing plan.

The course participant/student is able to argue how important is to have a destination strategy and further he/she is able to negotiate, coordinate and communicate the strategy to the partners, and potential partners across the public and private sectors.

Sub-chapters with content

7.1. Characteristics of tourism planning. Destination marketing plan. Destination strategy
7.2. Targeted tourism development programs.
7.3. Tourism planning toolkits Tourism Funding Toolkit (https://www.mbie.govt.nz/dmsdocument/23238-tourism-funding-toolkit-pdf)



Chapter 8 - International and local best practices gained in tourism

Keywords

Best practice, international environment, local environment

The goal of the chapter

The main aim of this chapter is to give examples such as “best practices” from the international and also local level of destination management.

The course participant/student presents an example of a selected destination management strategy. Participants discuss each example, determine the main differences between strategies at the international and local levels as well as determine limits, weaknesses, and/or gaps in presented strategies.

Sub-chapters with content

8.1. Discussion about different types of destination development strategies
(for example: SOUTH CENTRAL ISLAND DESTINATION DEVELOPMENT STRATEGY)

8.2. Students presentations with their examples of successful destination strategies