



Audit of Tourist Destination

Extended syllabus

1. Basic characteristics of the learning course

Target learning area	Audit of Tourist Destination
Entry requirements	Knowledge of the basic provisions of the organization of tourism activities, geography, consumer behavior, 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.
Lenght of learning	12 weeks
Finishing of learning	Certificate of completion

Course guarantor:

Lecturer:

Examiner:

2. Content of the module: Audit of Tourist Destination

1. An introductory tutorial

- 1.1. Course Guide
- 1.2. Study organisation

2. Module Study Guide - Chapters 1 - 7

1. An introductory tutorial

1.1. Course guide - concept, content and learning objectives

The main objectives of the course:

Destination audit is process of a comprehensive, systematic, and periodic examination of a destination to identify the strengths and weaknesses of the destination and its resources. The main goal of the audit is to constructively promote economy, effectivity and efficient management and contribute to accountability and transparency.

The ability to professionally understand how to assess the sustainability of travel and tourism businesses and destinations requires a skill set that will allow students to understand the extent of the subject matter, its history and its scope, whilst also providing with the knowledge and tools to analyse specific business and destination examples.

Learning Outcomes:

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

LO1	Understand the importance of tourism potential and its identification.-a
LO2	Identify the environment in which the destination marketing management process takes place.
LO3	Analyse the destination planning process and use management methods to develop a destination marketing strategy.
LO4	Understand the 3E model, its application to public finance and its legal anchoring in the public sector within the EU.
LO5	Understand the principles and possibilities of auditing in a tourism destination
LO6	Learn how to use the Tourism Learning Area tool to increase the competitiveness of a destination
LO7	Acquire the necessary knowledge and skills to apply EUROPEAN MODEL AND METHODOLOGY FOR DESTINATION MANAGEMENT AND AUDIT

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 **Audit of Tourist Destination** 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
- fulfillment of correspondence tasks
- completion of the final presentation

Course participant profile

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

Course graduate profile

Specialists in the field of audit of tourist destination, with the ability to assess the potential of the destination, identify its resources and potential, with the possibility of conducting research, understanding of strategic planning in tourism.

Study literature

Basic

1. Kotler, P. (2014): Marketing for Hospitality and Tourism, Prentice Hall International
2. Dwyer, L., Forsyth, P., Dwyer, W. (2010): Tourism Economics and Policy

Recommended:

1. Morrison A. M. (2019): Marketing and Managing Tourism Destinations, Routledge Taylor & Francis Group
2. Kaplan, Norton (2005): The Balanced Scorecard: Measures That Drive Performance, Harvard Business Review (July-August 2005)

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 subject in the study plan of the field, 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 Audit of Tourist Destination 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

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- tasks to repeat and practice,
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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 Audit of Tourist Destination module consists of 7 thematic areas. Each is discussed separately, as a chapter:

1. Identification of destination potential
2. Marketing management system of tourist destination
3. Strategic planning in tourism
4. Performance of destinations and destination management organizations
5. 3E Model
6. Audit of tourist destination
7. Tourism Learning Area

Chapter 1 – Identification of destination potential

Keywords

Potential, supply, demand, motivation to visit a destination, AIDA model

The aim of the chapter

The aim of the chapter is to explain the concept of potential and its influence on supply and demand of a tourist destination. The course participant/student will gain an overview of how the potential of



a destination can be used to create an offer that responds to current trends in demand. The chapter concludes with an explanation of the AIDA model to understand how customers make decisions when purchasing products and services.

Sub-chapters with content

1.1 The importance of potential for supply creation and influencing demand for tourist destination

Becker, Hopfinger and Steinecke (2007, pp. 444-445); Schmude and Namberger (2010, p. 31)

1.2 AIDA Model

CFI Team, 2022

Chapter 2 - Marketing management system in destination tourism

Keywords

Marketing management, destination definition, tourism policy, satellite account

The aim of the chapter

The aim of the chapter is to describe the different ways of defining a tourism destination and to explain the basic principles of the destination marketing management process. The course participant/student will gain knowledge about tourism policy and basic tools for measuring and evaluating the global impacts of tourism on the national economy such as the balance of payments and the satellite account. Based on the knowledge gained from studying this chapter, the course participant/student will be able to define a destination and understand the external and internal environment of that destination in which the marketing management process takes place.

Sub-chapters with content

2.1 Basic terms.

Bieger, 2005; Veber, 2002, p. 17; Seaton and Bennett, 1996, p. 7

2.2 Tourism policy. Bearers of tourism policy. Concepts of tourism policy.

Mundt, 2004; Tittelbachová, 2011

2.3 Marketing management system. Institutions in the marketing management system of destination. Relationships, links and competencies in the marketing management system of destination.

Palatková, 2011

2.4 The economic effects of tourism. Satellite account of tourism

OECD, 2008

2.5 Destination Marketing Management - Connection of Public and Private Sector. Internal system. The superior systems of tourism.

Morrison, Alastair M., 2013

Chapter 3 – Strategic planning in Tourism

Keywords

Strategic planning in tourism, strategic objectives, SWOT, PESTEL, BSC methods

The aim of the chapter

The aim of the chapter is to introduce the participant/student to the function, essence and methods of strategic planning in tourism. In particular, the issues are focused on defining strategic planning in tourism, defining objectives and determining how to achieve them, analyzing and monitoring the external and internal environment of the destination. The course participant/student will gain knowledge of management methods commonly applied in corporate practice (SWOT, PEST-EL, BSC and others).

Based on the study of this chapter, the course participant/student should be able to:

- understand the basics of destination marketing strategy development, the importance of creating goals and visions for strategic planning of a tourism destination
- be familiar with management methods suitable for the development of destination marketing strategy and be able to apply them to a specific destination

Sub-chapters with content

3.1. Principles for developing a strategic plan

Morrison A. M., 2019

3.2. Evaluating the success of strategic planning

Chapter, 1998

3.3. Methods for situational analysis of the potential of the territory (SWOT, PESTEL, BSC)

Kaplan, Norton, 2005

3.4. Marketing strategy of the destination

Morrison A. M. (2019)

Chapter 4 - Performance of destinations and destination management organizations

Keywords

Performance, tourism destination and DMO performance, indicator sets, method for creating indicators

The aim of the chapter

The aim of the chapter is to explain the performance of destination tourism and DMOs. The course participant/student will learn about the sets of indicators that can be used to measure and evaluate a destination. They will acquire the knowledge and skills to select an appropriate set of indicators for practical application to a selected tourism destination. After studying the chapter, the learner will be able to assess whether appropriate indicators have been selected for the marketing strategy of a particular destination. At the same time, the student will be able to propose an optimal set of indicators and professionally defend his/her opinion.

Sub-chapters with content

4.1 What is performance?

Dooren, V., Bouckaert, J., Halligan, H., 2015

4.2. Performance of destinations and DMO

Woodside, A.G., 2019

4.3. Indicators. OECD Indicators. Indicators UNWTO. Indicators ETIS. Indicators for Kantar Marketing Activities.

Methodology of creation of 3E indicators according to Cheng et al.

Kaplan, Norton, 2005; Kantar Info Research Austria, 2019, ETIS, 2016, UNWTO, 2004, Cheng et al. 2009

Chapter 5 - 3E Model

Keywords

3E Principle (Effectiveness, Efficiency, Economy), New Public Management, social effectiveness, performance audit principles, measuring the competitiveness of a tourism destination

The aim of the chapter

The aim of the chapter is to explain the theoretical principles of the 3E model and the principles for its use in the context of performance and management audits. The course participant/student will understand the relevance of the 3E model for public sector decision making in strategic planning and public finance allocation decisions. The student will become familiar with the content of the concepts of New Public Management and societal effectiveness. The course participant/student will understand the basic principles of performance auditing developed by the INTOSAI - Professional Standards Committee. The student will learn in detail about the T&T Index (Travel & Tourism), which is made up of objectively observable indicators. On the basis of the knowledge acquired during the study of the individual chapters, the student will be able to assess which of the established indicators can be used to assess and evaluate the competitiveness of a destination, given the availability of data. The chapter is complemented by a case study 3E model in the Czech legislation.



Sub-chapters with content

5.1 Principles of 3E model

European Court of Auditors, 2015

5.2. Case Study - 3E model in the Czech legislation

5.3. Model 3E and its use in tourism, 3E evaluation framework in legislative context of European Union countries

ECA, 2016, Dwyer, Forsyth, Dwyer, 2010

Chapter 6 Audit of tourist destination

Keywords

Audit - process, product, system, auditor requirements, audit report content

The aim of the chapter

The aim of the chapter is to define audit and its basic three types - process, product and system audit. The course participant/student will be introduced to the objective and purpose of each type of audit. The student will know who can perform an audit and under what conditions. The product audit of a destination and the principles for its processing will be discussed in detail. Using the knowledge and skills acquired during the study of this and the previous chapters, the course participant/student will be able to define the basic terms of reference for the preparation of an audit and audit report for a destination product.

Sub-chapters with content

6.1 Three types of audit

<https://asq.org/quality-resources/auditing>

6.2 Destination product audit, areas for audit findings, basic characteristics of destination product audit, audit report

https://www.researchgate.net/publication/228436175_The_performance_of_a_tourism_destination_Who_manages_the_destination_Who_plays_the_audit_role/figures?lo=1&utm_source=google&utm_medium=organic

Chapter 7 – Tourism Learning Area

Keywords

Tourism Learning Area, Initiator, Stakeholder, Human Resource Training



The aim of the chapter

The aim of the chapter is to introduce the course participants/students to the theoretical basis of the Tourism Learning Area concept. The course participant/student will get information on how TLA works in practice, what steps need to be taken and who can do them. The course will discuss the different stages of the TLA process. The course participant/student will use the acquired knowledge and skills in a practical application to a selected tourism destination.

Sub-chapters with content

7.1 Theoretical basis of the concept of Learning Areas

Ecotrans for DG Enterprise (2006)

7.2 Implementation of TLA

Ecotrans for DG Enterprise (2006)