DEREE COLLEGE SYLLABUS FOR:	US CREDITS: 3/0/3

HT 3038 DESTINATION MANAGEMENT AND MARKETING – LEVEL 5

UK CREDITS: 15

(Updated Fall 2021)

PREREQUISITES:	
CATALOG DESCRIPTION:	Recent developments and complexities of destination management and marketing; the role of the various stakeholders involved, including destination management organizations and local authorities.
RATIONALE:	This course provides a comprehensive review of the main issues and concepts related to destination management and marketing. The course theoretically and practically analyzes the role of collaboration between various stakeholders (public/private sector) in destination marketing and management in order to achieve higher competitiveness.
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Critically analyse the impact of key stakeholder groups in the context of tourist destinations 2. Critically discuss the management, marketing and policy roles and functions of destination management organizations 3. Apply relevant theory frameworks and concepts in discussing various destination marketing and management strategies to achieve global competitiveness
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➢ Individual project: A paper, using secondary data, on tourism destination management and marketing that a) will examine the factors affecting popularity and appeal of a specific tourist destination (Greek or international), and b) will propose a marketing campaign for the specific destination. ➢ Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material. ➢ Use of a Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.
ASSESSMENT:	**Summative:**

Summative:	
First Assessment: In-class group presentation (15 minutes, 3-4 students per group)	**40%**
Final Assessment: In-class written examination (Two-hour, closed-book)	**60%**

Formative:	
Discussion of case studies, homework tasks	**0%**

The formative and coursework assessments aim to prepare students for the unseen assessment.
The first assessment tests Learning Outcomes 1 and 2.
The final assessment tests Learning Outcomes 1, 2 and 3.

	The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.
INDICATIVE READING:	**REQUIRED MATERIAL**: • Morrison, AM (2013) *Marketing and Managing Tourism Destinations*. Oxon: Routledge (or latest edition)
	RECOMMENDED READING: BOOKS • Costa, C, Panyik, E and Buhalis, D (eds.)(2013) *Trends in European Tourism Planning and Organisation*. Bristol: Channel View Publications • Gursoy, D, Saayman, M and Sotiriadis, M (2015) *Collaboration in Tourism Businesses and Destinations: a Handbook*. Bingley: Emerald Group Publishing Ltd. • Kolb, B. (2006) *Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists*, Butterworth-Heinemann. • Kozak, M and Baloglu, Seyhmus (2011) *Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge*. Oxon: Routledge • Morgan, N., Pitchard, A. and Pride, R. (2004) *Destination Branding: Creating Unique Destination Proposition*, Butterworth-Heinemann. • Pike, S. (2008) *Destination Marketing: An Integrated Marketing Communication Approach*, Butterworth-Heinemann. • World Tourism Organization (2007) *A Practical Guide to Tourism Destination Management*, Madrid: WTO. ARTICLES • Baker, M. J. and Cameron, E. (2008) "Critical success factors in destination marketing", *Tourism & Hospitality Research*, 8(2), 79-97. • Bornhorst, T, Ritchie, JRB and Sheehan, L (2010) Determinants of Tourism Success for DMOs and Destinations: an Empirical Examination of Stakeholders' Perspectives. *Tourism Management* Vol.31(5), pp.572-589 • Buhalis, D. and Foerste, M. (2015) SoCoMo marketing for travel and tourism: Empowering co-creation of value. *Journal of Destination Marketing & Management*, 4(3), 151-161 • Fyall, A. and Leask, A. (2006) "Destination marketing: Future issues, Strategic challenges", *Tourism & Hospitality Research*, 7(1), 50-63. • García, J. A., Gómez, M. and Molina, A. (2012) A destination-branding model: An empirical analysis based on stakeholders. *Tourism management*, 33(3), 646-661

	• Gopalan, R and Narayan, B (2010) Improving Customer Experience in Tourism: a Framework for Stakeholder Collaboration. *Socio-Economic Planning Sciences* Vol.44(1), pp. 100-112 • Hankinson, G. (2009) *"*Managing destination brands: establishing a theoretical foundation", *Journal of Marketing Management*, 25(1/2), 97-115. • Komppula, R (2014) The Role of Individual Entrepreneurs in the Development of Competitiveness for a Rural Tourism Destination: a Case Study. *Tourism Management* Vol.40(1), pp.361-371 • Neuhofer, B., Buhalis, D., and Ladkin, A. (2014). A typology of technology-enhanced tourism experiences. *International Journal of Tourism Research*, 16(4), 340-350. • Pearce, DG (2015, forthcoming) Destination Management in New Zealand: Structures and Functions. *Journal of Destination Marketing and Management* Vol.4 • Pratt, S., and McCabe, S. Cortes-Jimenez, I. and Blake, A. (2010) "Measuring the Effectiveness of Destination Marketing Campaigns: Comparative Analysis of Conversion Studies", *Journal of Travel Research*, 49(2), 179-190. • Qu, H., Kim, L. H., and Im, H. H. (2011) A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism management*, 32(3), 465-476
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL: N/A** **RECOMMENDED MATERIAL: N/A**
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines
WWW RESOURCES:	www.unwto.org www.ttra.com/publications www.tourportal.gr/ www.tourportal.gr/blog
INDICATIVE CONTENT:	1. Definitions and characteristics of tourist destination types 2. Factors affecting tourist destination competitiveness 3. Stakeholders in tourism destination management 4. Key theory frameworks in stakeholder management 5. Key theory frameworks in tourism development 6. Key theory frameworks in tourist destination marketing 7. The importance of public-private sector collaboration 8. Roles, functions and types of destination management organisations