



COURSE INFORMATION

Course Title:

TOU504 Destination Management & Marketing

Semester:

Summer 2019

OVERVIEW

Combining theory with practical advice, this course will educate the learner on how destinations, from small towns to entire nations, can enhance their competitiveness. It will provide a framework for understanding the complex and multifaceted nature of the factors that affect destination competitiveness. It also gives guidance on how to create successful destinations, by presenting conceptual models of destination competitiveness that recognize the importance of sustainability for long-term success.

LEARNING OUTCOME

Upon successful completion of this course, students will be able to:

- CLO 1. Describe the history, structure, and current condition of destination marketing and management in the United States.
- CLO 2. Describe the necessary precursors to tourism destination development.
- CLO 3. Describe the importance of alliances and partnerships for various destination management organizations.
- CLO 4. Identify research typically undertaken by destination management organizations.
- CLO 5. Describe the process of branding a destination, and explain how branding relates to theme development and advertising.
- CLO 6. Formulate a destination crisis management plan, and describe the steps in creating such a plan.
- CLO 7. Compare the pros and cons of using various events to boost tourism to destinations.
- CLO 8. Compare needs and expectations of services and products of various tourist segments.
- CLO 9. Develop a destination marketing and management plan and describe the elements and tools included in such a plan.

CLASS HOURS

Class Times and Locations: Monday to Friday, 180 minutes each day, each week there will be a one-hour discussion session.

LEARNING RESOURCES

Suggested textbook:

Morrison, A. (2013). *Marketing and Managing Tourism Destinations*. New York, NY: Routledge. ISBN: 978-0-415-67250-4

Supplementary materials may be utilized during the class.



WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	The concept of destination marketing and management	Chapter 1
	2	Destination planning and marketing planning	Chapter 2 Chapter 3
	3	Destination management research	Chapter 4
	4	Destination product development	Chapter 5
	5	CVB and destination partnerships	Chapter 6
2	1	Destination community and stakeholder relations	Chapter 7
	2	Governance & leadership	Chapter 8
	3	Branding	Chapter 9
	4	Integrated marketing communication and communication technologies	Chapter 10 & 11
	5	Mid-Term Exam	
3	1	Consumer behaviour, segmentation and market trends	Chapter 12
	2	Domestic pleasure and leisure travel markets	Chapter 13
	3	Business travel and business event markets	Chapter 15
	4	Future of destination marketing and management	Chapter 16
	5	Final Exam	

ASSESSMENT

Assessment Task	Percent (%)
Participation and discussion	15%
Chapter review questions	15%
Case studies (2)	15%
Destination development project	15%
Mid-term exam	20%
Final Exam	20%
Total	100

DETAILS ON GRADE COMPONENTS

Class Participation and discussion

Participation in this course is expected. To receive maximum benefit from this course, you are expected to attend all classes, come prepared, and actively participate in the discussion. Late arrival and early departure in class are marks of disrespect, unprofessionalism, and interrupt class. Please be on time. Evaluation of participation will be based on participation in class **discussions and exercises**, completion of reading assignments, review questions, discussion questions, and homework.

Participation grades will be based on **quality** (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and **quantity** (consistency and regularity of performance).



The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.**

Chapter Review Questions

Chapter review questions from the required text will be due at the beginning of each class.

Case Studies

There will be two case studies. Case study provides an opportunity to learn the best practice in destination management. For each case study, student should submit a one-page case write up.

Destination Development Project

Students in group will analyze a region’s tourism development potential. A written report and presentation are due at the end of the semester. The written report should include: overview of the destination, tourism and economic well-being of the destination, natural resources, infrastructures and superstructures, visitor base, branding and current marketing campaign, etc. Students should make recommendations for future market opportunities and product development. More detail will be given in class.

Midterm and final exam:

The format may be true/false, multiple choice, short answer, or problems. In case that you have a legitimate reason for not being able to take an exam during its scheduled time, please inform the instructor as early as possible to make appropriate arrangements.

COURSE GRADING

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage	
A	80-100	
B	70-79	
C	60-69	
D	50-59	
E	0-49	

ACADEMIC INTEGRITY & ACCOMODATION

Classroom Protocol

Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop. Laptops and tablets are permitted in the class for class-related purposes ONLY, and their use will be closely supervised by the instructor. If any student is found to be using a laptop



or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester.

Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. If you miss a class, given the size of this class, it is your responsibility to catch up.

University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with the university's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the program administrator as a next step.

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at the university. You are expected to be honest in all your academic course work. Faculty members are required to report all infractions to the program administrator.

“Using the ideas, data, or language of another without specific or proper acknowledgement” is dishonest. We will not accept work that includes copied and pasted information; all information or ideas included in your assignments must be in your own words. If you use ideas of others, whether they are “experts” writing for websites, friends from class, or other individuals, you must provide proper citations and references in the assignment.

Campus Policy on Disabilities

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please notify the instructor or program administrator as soon as possible, in order to make the appropriate accommodation.

Accommodation to Students' Religious Holidays

It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.