

Course Title	Destination Management
Term	Term 1 & 2
Inholland Faculty	Faculty of Creative Business
Course code	DM1 and DM2
Inholland location	Diemen
Cycle	first cycle / Undergraduate / Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>Destination Management 1 introduces you to the challenges facing tourism destinations and those managing this issue. In your project group your assignment will be to conduct research for a Destination Management Organisation (DMO). This can be local, regional or international (such as The Polish Tourism Board, or Amsterdam Marketing). You will analyse the current tourism situation at the destination, including stakeholders and visitors. During a one week research trip you will collect primary data at the destination. Your finished group project will include recommendations for suitable activities at the destination and a tourism product based on your research data.</p> <p>Previous research destinations have included UNESCO heritage the Netherlands and various city and regional destinations in Poland, France, Spain, UK, Germany and Eastern Europe.</p> <p>During the case exam, you will demonstrate your in-depth knowledge on current issues and theories of Destination Management by applying this knowledge to a current and specific destination management case.</p> <p>Destination Management 2 examines long the development and planning of strategy for tourism destinations. In your project group your assignment will be to conduct research for a Destination Management Organisation (DMO) and to help them develop their tourism strategy in relation to specific target groups and products. This can be a local, regional or international client. After analysing the current tourism situation at the destination, including stakeholders and visitors you will identify long term goals for the destination and ways to achieve these. During a one week research trip you will collect primary data at the destination and meet with key tourism destination stakeholders. Your finished group project will include recommendations for strategy goals and implementation based on your research data.</p>

	<p>During the individual assignment, you will work individually to develop a brand and strategy for a small scale tourism destination of your choice. With your in-depth knowledge of current issues and theories of Destination Branding, and based on primary research data you collect from destination stakeholders, you will apply this knowledge to a develop a suitable approach to branding your small scale tourism destination.</p>
Lecturer(s)	Zac Woolfitt, zac.woolfitt@inholland.nl, +31 610 441 829
Learning outcomes	<p>Destination Management 1:</p> <ul style="list-style-type: none"> • Describe the current and historical activities, roles and functions of a Destination Management Organisation (DMO or equivalent) of a destination including marketing activities • Apply theoretical concepts of urban and cultural tourism to evaluate the competitiveness of a destination • Apply the Ritchie and Crouch model to evaluate the competitiveness and sustainability of a tourism destination. • Create an original and appropriate set of activities/event calendar based on stakeholder needs (including variety of locations/venues/ targeting potential target groups, planned across the year) in relation to existing activities. • Substantiate how a varied set of activities (event calendar) can enhance the competitiveness of a destination (including seasonality). • Indicate a detailed budget for a proposed event calendar. • Evaluate/Create possible technological applications that could be relevant for a destination and Destination Management Organisations. • Identify stakeholders at a destination • Apply marketing models and marketing concepts and tourism theories to analyse a destination • Write a (design based) research proposal • Present findings in English to the relevant parties, in a concise presentation, using appropriate presentation techniques, language and multi-media. • Formulate appropriate research questions that will lead to insight into the relevant issues of their destination. (as outlined in the study guide) • Collect and analyse (primary) data for incoming tourism to a destination • Function and interact successfully and professionally in a diverse project group to complete the project on time • Select and summarise relevant academic articles from peer reviewed tourism journals. • Collect primary data (qualitative, quantitative) such as (interviews, surveys, observation, etc.) at a destination.

Destination Management 2:

- Write and defend a strategic plan in English of an appropriate academic level.
- Formulate SMART strategic goals for a destination and translate these goals into policy to develop tourism in a sustainable manner.
- Conduct an internal and external analysis of a destination
- Identify, categorise and evaluate stakeholders at a destination
- Conceive, design and create a tourism product for a destination
- Define the measures to be taken by a Destination Management Organisation to ensure that any increased tourism activity is managed in a sustainable manner.
- Apply the Ritchie and Crouch model (and other relevant theories) to evaluate the competitiveness and sustainability of a destination.
- Define the term Authenticity and apply it to develop tourism activities at a destination.
- Create a digital mood board to for a destination targeted to a specific product/target group.
- Outline how different (mobile) technologies can enhance the visitor experience at a destination
- Define and develop a promotional message for tourists to contribute to visitor management at the destination in a positive way.
- Explain how mobile (technology) could be used to contribute to visitor management processes at a destination.
- Organise, plan and coordinate a professional final presentation with and for a commissioning client. Present research findings in English and defend the validity of your research in a concise defence, using appropriate academic and professional formalities.
- Formulate appropriate research questions that will lead to insight into the relevant issues of a destination.
- Collect and compile research data on the current state of tourism at a destination including trends
- Design an appropriate approach to visitor management at a destination.
- Research and define different types of tourism products at a destination
- Draw conclusions and make recommendations based on research conducted
- Research existing tourism policy documents for a destination.
- Write a strategic plan for a destination to develop tourism at the destination in a sustainable manner
- Analyse, compare and evaluate destination

<p>Mode of delivery, planned activities and teaching methods</p>	<p>Destination Management 1:</p> <ul style="list-style-type: none"> • Lectures series on: A - Destination Management, B - Destination Theory, C - Research Techniques (design based research) • Series of workshops on: Destination analyses (core resources and attractors), Event calendars and target groups, presentation skills. • Series of 40 supporting on line video lectures, viewed as self study and applied in exercises in class. • 2 x weekly project meetings with your project group • 1 x weekly project meeting with project coach • Research trip (1 week) to collect primary data from destination stakeholders in the Netherlands or at an international destination. • Additional lectures based on the course content <p>Destination Management 2:</p> <ul style="list-style-type: none"> • Lectures series for the project on: Tourism strategy for destinations, Branding and Images in tourism marketing, Sustainable tourism criteria, Niche tourism markets, Authenticity in tourism products, Structures and roles of DMOs. • Lecture series for the individual assignment • Analysing and comparing tourism branding strategies, defining the DNA and character of a tourism destination, engaging tourism stakeholders on tourism branding strategies, brand design (logo, slogan and branding), brand layout and presentation. • Series of 6 supporting on line video lectures, viewed as self-study and applied in exercises in class. • 2 x weekly project meetings with your project group • 1 x weekly project meeting with project coach • Research trip (1 week) to collect primary data from destination stakeholders in the Netherlands or at an international destination. • Additional lectures based on the course content
<p>Prerequisites and co-requisites (if applicable)</p>	<p>Year 3 student, relevant English Language Level – minimum B2</p>
<p>Recommended or required reading and/or</p>	<ul style="list-style-type: none"> • Anholt, S. (2009). Handbook on tourism destination branding. ETC & UNWTO, Madrid. • Bras, K., & Joosten, M. (2009). Writing guide. Diemen: Inholland (internal document, available on Blackboard).

<p>other learning resources/tools</p>	<ul style="list-style-type: none"> • Pike, S. (2017). Destination marketing organisations (DMO). In Cooper, C., Gartner, W., Scott, N. & Volo, S. (Eds.). Sage handbook of Tourism Management. Sage (In press). • Ritchie, J.R.B., & Crouch, G.I. (2003). The competitive destination. Wallingford: CABI Publishing. • Saunders, M., Lewis, P., & Thornhill, A. (2016). Research Methods for Business Students (Seventh Edition) . Harlow: Pearson. (or later version).
<p>Assessment methods and criteria</p>	<p>Destination Management 1:</p> <p>Case exam (open book) based on course readings, workshops and lectures applied to a current destination management tourism case – 7 ECs</p> <p>Project:</p> <ul style="list-style-type: none"> • Research proposal based on literature review, theory and research lectures. • Research report delivered to commissioning client based on primary data collected. • Final (video) presentation. • Design based Research project grade - (combined group grade 50% and individual grade 50%) – 8 ECs <p>Destination Management 2:</p> <p>Individual Assignment: branding a small scale tourism destination. Research report based on primary research data collected from destination stakeholders. Based on readings, workshops and lectures applied to a current destination management– 7 ECs</p> <p>Project:</p> <ul style="list-style-type: none"> • Research proposal based on literature review, theory and research lectures. • Research report delivered to commissioning client based on primary data collected. • Final (video) presentation. • Design based Research project grade - (combined group grade 50% and individual grade 50%) – 8 ECs