

Course Title	Destination Management, Branding & Communication		
Term	Fall + Spring semester)		
Inholland Faculty	Creative Business		
Language of instruction	English		
Cycle	Bachelor level		
Inholland Location	Amsterdam/Diemen		
Code Subjects	Code	Subject Title	ECTS
		Group Project	20
		Individual Portfolio	10
Number of ECTS	30		
Content subjects	<p>Nowadays, destinations in the world are busy promoting themselves in various ways. For every destination, it is important that stakeholders (visitors, tourists, business people, companies etc.) have enough relevant knowledge about the destination and, preferably, also a positive image leading towards favorable decisions and behavior. The focus track 'Destination Management, Branding & Communication' will take a closer look at this theme. You will learn how Destination Management Organisations (DMOs) operate towards managing and arranging a destination for sustainable future growth. You will learn about the ways destinations are actively presenting and promoting themselves for a wide variety of target groups. You can imagine that after the pandemic things will change in how destinations promote and manage themselves. More focus on sustainability for example. Or creating more awareness amongst visitors and the growing importance of 'experience'. A dynamic topic to explore!</p> <p>The program will include expert classes, masterclasses, guest lectures and of course some visits to different destination stakeholders. This will serve as an inspiration for your project assignment, because, in a parallel way, you are challenged to work on a suitable design for a problem the assigned international destination is facing. You will work with a real commissioning client as a partner for your project and will present your final design at the end of the semester.</p> <p>You will be part of an international classroom with students from the fields of Tourism and Communication, and of course Exchange students from our International Partners. A good opportunity to get to know new cultures and make friends from all over the world!</p>		
Lecturer(s)	Multiple; contactperson Mr. Robin.Loke@inholland.nl		
Learning outcomes	Core task 1: Initiating and creating new or renewed (sustainable) products and services.		

	<p>Core task 2: Realizing and implementing new or renewed products and services.</p> <p>Core task 3: Marketing (sustainable) tourism products / services based on consumer knowledge and modern communication and distribution techniques.</p> <p>Core task 4: Organizing and managing (changing) organizational processes.</p> <p>Core task 5: Sustainable skills.</p>
<p>Mode of delivery, planned activities and teaching methods</p>	<p>Within a project group you will be doing research for a real international destination, driven by a real problem and have to come up with a real design. The commissioning client, together with your learning coach, will advise you and provide feedback throughout the process.</p> <p>During the program we will be visiting different stakeholders and nearby destinations. Besides that, you will get inspiring expert- and masterclasses from our own lecturers and inspiring guest lectures from our (international) partners. Depending on the COVID-19 situation at that time, the project will include a field trip abroad to an interesting touristic destination. In the past we have worked together with destinations such as Albania, Poland, France and the United Kingdom.</p> <p>This focus track is developed together with the Tourism and Communication program and encompasses in total 30 credits (EC). The group project will be 20 credits and 10 credits will be filled with an individual portfolio, that can include feedback and reflection, organizing (cross cultural) activities and other relevant assignments to the program.</p> <p>Topics that will be focused on during this track are (amongst others) Destination Management, Destination Theory, City Marketing, Branding, Over-tourism, Cross Cultural & Communication Skills. If you want to study in an international environment, working on a real assignment with elements of both Tourism & Communication, than this is the track to focus on!</p>
<p>Prerequisites and co-requisites (if applicable)</p>	<p>Conditions for participation :</p> <ul style="list-style-type: none"> • You are at least a third-year Bachelor student, or an Associate Degree student in the final phase of the study • You are enthusiastic, creative, innovative and can work autonomously • You are passionate to tackle complex challenges together with stakeholders and peers • You choose partly your own educational path supported by a teachers' coaching and within the opportunities of your team • You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action
<p>Testimonials & Photos</p>	<p>" <i>What I loved about this track is that you gain the experience of working with different people from different parts of the world on project that tackles on real</i></p>

life issues and concept creating in where I haven't had the chance to do so in my home country."

Shaun - Bangkok, Thailand

"This track was a really interesting experience, by meeting all the different cultures and languages. If you want to get to know new people, new languages and in the end new friends I would recommend this course."

Madge – Amsterdam, The Netherlands


"I cannot tell you how much I enjoyed my semester! Of course, the time we spent exploring The Netherlands and Amsterdam especially with friends from all over the world was a lot of fun - but also at Inholland University I learned so many things hands-on, I think I would have never learned at my home university".

Susi – Freiberg, Austria

"I was happy to have this opportunity to see, live and learn in the Netherlands and especially with such professional lecturers within this program."

Dominic – Berlin, Germany



	
<p>Assessment methods and criteria</p>	<p>Project 20 EC:</p> <ul style="list-style-type: none"> • The student analyses the (urban city) destination in detail with a special focus on management and promotion. • The student knows which stakeholders are involved related to management and promotion of destinations. • The student uses various qualitative research methods and techniques to collect and analyze the correct data. • The student develops a strategy for promoting a city or area, and/or develops (in co-creation with the relevant stakeholders) a series of activities designed to make a destination attractive to specified target group(s) which ultimately leads to a feasible advice for our partner in the • The students will present preliminary results to our partners/representatives from the cities and destinations and improve the design based on their advice <p>The student will pitch the final result for the same partners/representatives as mentioned above.</p> <p>Individual Portfolio 10 EC</p> <ul style="list-style-type: none"> • The students will keep track of their individual input, participation, attendance and efforts, by sharing documents and presentations during the process. In the portfolio, all materials are collected and presented. Students will have the opportunity to give and receive peer feedback and reflect critically on the process. <p>In addition, the student carries out individual sub-assignments, which are related to program-specific subject and objectives, which are not integrated in the team track.</p>