

Destination Management, Branding & Communication

Course guide 2026-2027

Semester	Fall (semester 1)
Inholland location(s)	Amsterdam
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30



Subjects

Subject title	ECTS	Course code
Destination Management, Branding & Communication Portfolio	30	4325DBCI1Z

Content subjects

These days, it is essential for destinations to manage and promote themselves in the right way to the right target group. It is important that stakeholders - including visitors, tourists and companies - have enough relevant knowledge of - and a positive association with a destination. This helps ensure favourable decisions and (tourist) behaviour. During this module you will learn how destinations are actively managing, presenting and promoting themselves to a wide variety of target groups.

Beyond destination marketing and branding, you will learn how Destination Management Organisations (DMOs) manage and arrange their destination for local stakeholders and tourists. How do you keep all parties involved satisfied? Which role does sustainability play nowadays? A dynamic and relevant topic to explore!

During the project you will be challenged to develop a Marketing Communication plan to attract specific target group(s) to a destination. For this you will follow the design-based research guidelines and conduct research at the destination itself during a field trip. Each semester we strive to work with a new destination and real commissioning clients, who you and your team will present your findings to.

You will be part of an international classroom with both Dutch and international Tourism Management and Communication students, as well as exchange students from our international partners. A great opportunity to get to know new cultures and make friends from all over the world in this international and multidisciplinary setting!

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. 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!

Learning outcomes

- Initiating and creating new or renewed (sustainable) products and services
- Realizing and implementing new or renewed products and services
- Marketing (sustainable) tourism products / services based on consumer knowledge and modern communication and distribution techniques
- Organizing and managing (changing) organizational processes
- Courage: I carry my own communication vision that allows me to be heard and seen.
- Empathy: I put myself in others' shoes, come to insights and formulate principles for cooperation in a professional context on that basis
- Reflective ability: From a critical stance, I reflect on my professional role, cooperation and my professional activities

Mode of delivery, planned activities and teaching methods

Group project

As mentioned, you will be conducting research, leading to a Destination Management & MarCom plan for a real commissioning client in a city abroad. This research is driven by a real problem, and you must come up with a real solution/product. During the semester your learning coach will advise you and provide you with feedback. You will present the results in a pitch. And who knows, maybe it will eventually be executed/implemented by the destination.

Individual portfolio (working on learning outcomes)

Besides working on the group assignment, you will also compile your own individual portfolio. You will write reflections on certain elements of the program and your own personal development. The learning outcomes are leading. You will work with individual learning goals, which you set yourself, and that could for instance be linked to cross cultural & communication skills, personal leadership or research capabilities.

You will work in class and work groups, and we will go on a field trip.

Prerequisites and co-requisites

- You are enthusiastic, creative, innovative and can work autonomously
- You are passionate to tackle complex challenges together with stakeholders and peers
- You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action.

Recommended or required reading and/or other learning resources/tools

The list of recommended literature is being published at the start of the course and is updated to be state-of-the art and actual.

Assessment methods and criteria

- Papers and presentations
- Individual and groupwork

Additional costs

Field trip locations from previous semesters include destinations in Germany, Belgium, Poland, Albania and Bosnia, just to name a few. Keep in mind that costs for this field trip are at your personal expense. The costs for each individual student will be approximately €500,- to €700,-

Lecturer(s)

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