

Course Details:

Course Title: Tourism Destination Management
Course Code: THM-301
Program: BS T&HM 2k22

Credit Hours: 3
Pre-requisite: NA
Sections: A

Course Description:

This course introduces the relevance of travel, tourism and tourism activities as major economic drivers in the contemporary global economy. The course provides understanding that both tourism companies and tourist destinations endowed with the best assets (natural and cultural) cannot survive the escalating international competition without good managerial practices. Students are given a wide-ranging overview of tourism destination management and research in the field. A variety of influences on tourism destination development are examined, and efficient strategies for making destinations distinct are explored.

In the first few sessions, students are introduced to the concepts, challenges and opportunities of tourism destination management, and the close relationship between destination management and destination marketing. Approaches for managing and marketing destinations are described with reference to key concepts such as tourism branding, identity, reputation co-creation and e-tourism. The course then, with the aid of many interesting case studies from across Europe and beyond, discusses contemporary theoretical and methodological approaches to destination management, and innovative practices with respect to both urban and rural destinations. The course focuses on key issues such as governance, cooperation, the use of social media, and sustainability.

Course Learning Outcomes:

Upon successful completion of the course, students should be able to:

- CLO 1. *Demonstrate*** an understanding of the various tourism destinations management concepts and models
- CLO 2. *Outline*** the internal and external environment under which sustainable Tourism Destination management is possible
- CLO 3. *Analyze*** Tourism Destination Management situations to make sound decisions
- CLO4. *Explain*** the current practices implemented by Destination Management organizations in Pakistan
- CLO 5.** Write a report that ***Examines*** the current practices of Tourism Destination Management with special emphasis on Pakistan
- CLO 6. *Evaluate the ethical perspective of*** issues which different destinations confront, across Pakistan

Program Goals & Learning Objectives:

Goal 1: Students will acquire knowledge to apply in real world contexts

LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality

LO 1.2: Students will be able to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

Goal 2: Students will work in team settings

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behavior

Goal 3: Students will learn to communicate effectively

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Student will be able to create professional reports

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	✓									Quiz
CLO 2		●								Exams
CLO 3		●								Exams
CLO 4	✓									Assignment 2
CLO 5						●				Assignment 3
CLO 6								●		Quiz

Note: ✓ indicates mapped and assessed CLO, ● indicates mapped but not assessed CLO and X indicates unmapped

Required Course Material:

Students are recommended the following as key resources:

Text Books:

- Morrison, A.M. (2013). “Marketing & Managing Tourism Destinations” 2nd edition. London: Routledge
- Nazmi, K. et al. (2019) “Tourist Destination Management Instruments, Products, and Case Studies”. Switzerland: Springer Publishing

Reference Books:

- Parsa, H.G. et al. (2015). “Advances in Hospitality & Tourism: Sustainability, Social Responsibility and Innovations in Tourism and Hospitality”. Florida, USA: CRC Press, Taylor & Francis Group, Oakville, Canada: Apple Academic Press (AAP)
- Mariani, M.M. et al. (2015). “Tourism Management, Marketing, and Development: Performance, Strategies and Sustainability”. Bournemouth, UK: Palgrave Publishing

Additional Recommended Readings:

- Journal of Hospitality and Tourism
- Journal of Sustainable Tourism
- Journal of Destination Marketing & Management

All reading material will be provided on the LMS prior to the class in advance

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

End Semester Exam	30%
Mid Semester Exam	20%
Quizzes	15%
In-Class Assignments	15%
Class Participation	5%
Final Project	15%

Course Content (Weekly)			
Week	Lecture No. and Topic	Reading Material	Related CLO
1	Orientation		
1	LECTURE 1: Introduction to the Course Syllabus / Assessment/ Overview of tourism destination management planning and marketing	-Jackson, M.; Smith, D. & Inbakaran, R. (2011). “ <i>Qualitative Literature Review and Quantitative Analysis of Tourist Typologies</i> ” Tourism Development Journal 9(1), pp.14-22	CLO 1,2
2	LECTURE 2: Destination Planning ,Tourism branding, identity, destination visioning	Buhalis D., Inversini A. (2014). “ <i>Tourism Branding, Identity, Reputation Co-creation, and Word-of-Mouth in the Age of Social Media</i> ”. In: Mariani M.M., Baggio R., Buhalis D., Longhi C. (eds) Tourism Management, Marketing, and Development. Palgrave Macmillan, New York	CLO 1,2
3	LECTURE 3: Technological innovation in e-tourism	- Baggio R. (2014). “ <i>Technological Innovation in e-Tourism: The Role of Interoperability and Standards</i> ”. In: Mariani M.M., Baggio R., Buhalis D., Longhi C. (eds) Tourism Management, Marketing, and Development. Palgrave Macmillan, New York	CLO 1,3,4

4	LECTURE 4: Collaboration of, destination community , stakeholders relationship and involvement	- Lucia, M.D.& Martini, U. (20120). “ <i>Destination Governance</i> ”. Bridging Tourism Theory and Practice, Vol.4, pp. 265-281	CLO 2,3
5	LECTURE 5: Economic sustainability of destinations, sustainable tourist destination practices	-Freeman, R. & Thomlinson, E. (2014). “ <i>Mountain Bike Tourism and Community Development in British Columbia: Critical Success Factors for the Future</i> ”. Tourism International Review 18(2), pp.922-935	CLO 1,2,3
6	LECTURE 6: Exploring tourism satisfaction and destination loyalty	-Valle, P.O. et al. (2006). “ <i>Tourist Satisfaction and Destination Loyalty Intention: A Structural and Categorical Analysis</i> ”. International Journal of Business Science and Applied Management, Vol 1(1).	CLO 2,3
7	LECTURE 7: Destination leadership, coordination & governance	-Saito, H. & Ruhanen, L. (2017). “ <i>Power in Tourism Stakeholder Collaborations: Power Types and Power Holders</i> ”. Journal of Hospitality and Tourism Management, 31, pp.189-196.	CLO 1,3,4
8	LECTURE 8: Domestic Leisure& VFR leisure markets	-	CLO 1,2,3
9	<u>MID-SEMESTER EXAMS</u>		
10	LECTURE 9: International pleasure & leisure travel markets		CLO 1,2,3
11	LECTURE 10: International & Domestic Travel Models		CLO 2,3
12	LECTURE 11: Business Travel & Business Event Marketing	-	CLO 2,3,5
13	LECTURE 12: Turnaround strategies in destination marketing organizations	Fairley, J. (2014). “ <i>Turnaround Strategies in Destination Marketing Organizations</i> ”. DOI: 10.1007/978-3-030-16981-7_13	CLO 3,5
14	LECTURE 13 Competitiveness factor analysis of an operating tourism destination	Dwyer, L. et al. (2004). “ <i>Attributes of Destination Competitiveness: A Factor Analysis</i> ”. Tourism Analysis, Vol. 9.	CLO 3,5
15	LECTURE 14: : Strategic approaches to managing risk and	Bindi, V. (2016). “ <i>Destination Governance and a Strategic Approach to Crisis Management in</i>	CLO 2,4,5

	crisis at tourism destinations	<i>Tourism</i> ". Journal of Investment and Management. Vol. 5, No. 1, 2016, pp. 1-5. DOI: 10.11648/j.jim.20160501.11	
16	LECTURE 15: The future of Destination management & marketing	The Bucharest Academy of Economic Studies, Romania Tourism's changing face: new age tourism versus old tourism Pp 245-249	CLO 2,3,4,5
17		BUFFER WEEK	
18	<u>END SEMESTER EXAM</u>		

Details of Assessments:

In Class Assignment 1 (5%)

Students will be divided into random groups and they will be asked to develop the SOPs for different functions of Hospitality to create value addition for the guests.

Once the SOPs are ready, students will be asked to conduct the role play as per the SOPs, half of the students will be assigned as guests and half of the students will act as staff members.

In Class Assignment 2 (5%)

What role can Destination Management Organizations such as PTDC or NTCB's play in the Economic Revival of Pakistan through the practices they adopt? Identify the measures they need to take to introduce digitalization in their processes.

- Students are required to prepare the presentations.
- The students will be divided into groups.
- Groups will present their case in the class
- The students will be required to support their findings with adequate examples, facts and figures
- A short conclusion is required that includes the students' views in regard to their findings.

In Class Assignment 3 (5%)

Students will be asked to select any local destination of their choice; they will conduct this assignment in a group of five students. The assignment is to prepare a 60 second attractive destination advertisement. Students are advised to act in the advertisement.

Final Project (15%)

Destination System Design and competitiveness.

In this final project, students will choose a local or regional destination of their choice, students will be required to design a system of destination and to attract tourists to gain competitive edge in the market.

System design involves decisions that relate to system capacity, the geographic location of facilities, arrangement of departments and placement of equipment within physical structures, product and service planning, and acquisition of equipment. These decisions usually, but not always, require long-term commitments. System operation involves management of personnel, inventory planning and control, scheduling, project management, and quality assurance.

Deliverables: A detailed system of destination document covering operation management and competitiveness. (2500 words). Students should submit their report in the form of a hard copy (MS Word Doc file) as well as a soft copy

Presentation of the Project (10 minutes for each group)

This will be a group project – five students in each group

Project Concept Submission	10 Marks
Report of the Project	15 Marks
Presentation of the Project	5 Marks
Total	30 Marks

AoL Assessment:

In the course, AOL 1.1 will be assessed through one of the **Quizzes** in the class, students will be assessed on the understanding various tourism destinations management concepts and models.