

DESTINATION DEVELOPMENT course syllabus

Objectives of the Course

The main objectives of the course are to broaden students' understanding of modern theoretical concepts of destination governance and to provide a systemic point of view in destination development. Through project team work, class discussions, course readings students will develop competencies in destination development.

Learning Outcomes:

After completion of the course students are expected to be able to:

- 1 analyze a range of complex tourist destination management situations and create high quality solutions including destination product portfolio.
- 2 collect data and identify key factors in destination development, audit and evaluate potential of sustainable development of a tourism destination.
- 3 consult and present well-structured arguments for local, regional and federal organizations related to destination development master plans, strategies and policies.

Course Contents:

UNIT 1 TRENDS IN DESTINATION DEVELOPMENT

An overview of theoretical basis of destination development. Conceptual models related to reasons of destination development. Destination governance. General characteristics of destination development in changing environment on global, national, regional and local levels. Understanding long-term and short-term outcomes of destination development.

UNIT 2 DEVELOPING DESTINATION PRODUCTS

Destination product life cycle. Portfolio of products. The Destination Management Organization (DMO). DMO involvement in product development. General product development strategy models. Principles of destination product development. Development of packages. Event, festival and activity programme development.

UNIT 3 QUALITY MANAGEMENT IN DESTINATION DEVELOPMENT.

The concept of quality in tourism. Quality in tourism as a driver for development. Maximizing visitor satisfaction and problems of evaluation. Needs, wishes and expectations. Systemic approach to quality management in tourism. Quality standards and certification criteria. Destination Quality strategy. Factors that

influence a destination quality strategy. Types of indicators of quality. Framework for developing and implementing a Destination Quality strategy.

UNIT 4 TOURISM DEVELOPMENT MASTER PLANS

Tourism planning process. Destination development planning. Institutional basis of destination development. National tourism planning. Benefits of strategic planning for tourism. “Pro et Contra” clusters approach in tourism development. Implementation of destination development strategy. Funding of destination development. Public Private Partnerships. Benefits of partnerships. Roles and responsibilities of economic agencies in destination development.

UNIT 5 SUSTAINABLE DESTINATION DEVELOPMENT

Introduction to sustainable development: the essence, subject and scope. The principles of sustainability. Sustainability indicators. Policy of sustainability development. Sustainable tourism as a development tool. Situation analysis. Marketing for sustainable tourism. Case –studies.

Learning activities and Teaching Methods:

Lectures, case study analysis and discussions, academic paper discussion, in-class exercises, project team work, student’s presentations, final exam paper.

Assessment Methods:

Learning outcomes (1), (2), (3) assessed by a project team work. Students will work independently and in teams.

Learning outcome (1) assessed by a case study analysis and oral presentations.

Learning outcomes (2), (3) assessed by in-class exercises, academic paper discussion and oral presentations.

Final Exam (60%), presentation (40%)

Recommended Textbooks/Readings:

Authors	Title	Publisher	Year	ISBN
Alastair M. Morrison	Marketing and Managing Tourism Destination	Routledge	2013	978-0-415-67449-8
Jennifer Stange, David Brown,	Tourism destination management.	International Institute for Tourism	2004	0-13-111293-7

Solimar International	Achieving sustainable and competitive results. Online tool kit and resource series.	Studies		
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Mapping of course learning outcomes to the Master's degree learning outcomes

Course title	Degree Learning Outcomes	1	2	3	4	5	6	7	8
Destination development		V		V	V			V	V

Mapping of course assessment methods

Course title	Time Controlled Assessment	Report	Essay	Oral presentation	Case study analysis	Other
Destination development		V		V	V	V