

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
University of Rajshahi
MBA Program (1 & 2 Year)

Course Code	:	THM 6024
Course Title	:	Tourism Destination Management
Course Instructor	:	Sazu Sardar
Address	:	Lecturer, Department of Tourism and Hospitality Management, University of Rajshahi.
Mobile No	:	+8801737259759

Rationale of the Course

The UN World Tourism Organization (UNWTO) identified local tourism destinations as the fundamental unit of analysis in tourism as it is the location where tourism occurs. This subject examines the role of Destination Management Organizations (DMO) in tourism development and promotion. It focuses on providing knowledge to students about models and theories of destination management, management needs and marketing of a destination. Special emphasis will be placed on the role of DMO as brand manager, with the requirements to adopt a strategic marketing, product development and market management approach to ensure destinations sound health. In addition, the ethical, social, economic and environmental issues related with Destination Management will be covered.

Objective/Learning Outcomes:

Class	Topics To Be Discussed
1.	Introduction, Definition and Elements of a Tourist Destination, Critical Points to Define Destination.
2.	Definition of Destination Management, Destination Management Organization (DMO), How Does Destination Management Work?, Destination Marketing, Stakeholders of a Destination, Process of Destination Management.
3.	Why Does the Destination Have to be “Managed”?, Advantages of Managing a Destination, Advantages of Managing a Destination.
4.	The Situation Analysis, Elements of the Situation Analysis, Scanning the macro environment, Evaluating existing and potential tourism resources, Assessing market trends and performance, Assessing related and supportive industries, Assessing the Destination’s Competitiveness, SWOT Analysis.
5.	Identifying Competitors and Tracking the Competitive Environment, Who Are Your Competitors? Finding Competitor Intelligence, Benchmarking Against Competitors, Watching the Competitive Environment, Setting a Vision, Goals, Objectives and Core Strategies, Turning Visions and Goals Into Actions.

6.	Positioning and Branding the Destination, Competitive Positioning of Destination, Unique Selling Propositions (USP) and Unique Emotional Propositions (UEP), Positioning Implications for Destination Management.
7.	Destination Branding, The Strategic Role of the Destination Brand, Branding Challenges, Benefits of Effective Destination Branding, Key Factors for Success, Brand Building Process, Developing the Brand Identity, Designing the Brand Architecture.
8.	Midterm Examination
9.	Marketing the Destination, Current Market Trends, Market Segmentation: The Basis of the Marketing Strategy- Segmentation Tools, Targeting, The Marketing Mix, Planning the Promotions Strategy, Designing the Promotional Programme, The Promotional Mix,
10.	Destination Promotion and Distribution for Leisure Tourism and Business Tourism, Consumer Advertising, Personal Selling, Special Promotions, Promoting Events, Public Relations and Communication, Promotional Materials, The Traditional Travel Distribution System, The Emerging Distribution Net, Destination Ambassadors, Synergistic Relationships.
11.	Developing Destination Products, Product Strategies, Implications for Product Strategy, Managing and Extending the Destination Product Life Cycle, Process for Developing a Product Portfolio, New Product Development Process. Promoting Tourism SMME Development, Support Areas for Tourism, Some Ideas for Special SMME Support Initiatives,
12.	Women's Employment and Participation in Tourism, Tourism Management of Natural, Cultural and Indigenous Heritage, What is Heritage?, Why Manage a Heritage Site?, Process of Managing a Heritage Site, Managing Visitor Behaviour.
13.	Ensuring the Quality of the Visitors' Experience, Lookers and Bookers, Workforce Development, Considerations for Training and Skills, Workforce Annual Training Plan Cycle, Working with the Community, Communicating with the Community, Maximizing a Community Partnership.
14.	Getting to the Destination, Developing Air Routes, Airports and Immigration Services, Getting Around the Destination, Public Transport and Taxi Systems, The Role of Visitor Information Centres, Considerations for Visitor Information Centres of the Future.
15.	Destination E-Business and Information Management, The Market and Technological Context, Information and Knowledge Management, E-Business- External Dimensions, Internal Dimensions, Benefits of E-Business, E-Marketing and CRM, Benefits of E-Marketing.
16.	Presentation

Communication with Course Instructor

You should feel free to see me outside of class if you have confusion about any of the material covered in class or if you would like to know more about a particular topic. I will be glad to suggest additional readings or to discuss any other issues with you. You can e-mail me to set up an appointment at sazu.thm18@gmail.com.

Course Materials

The course materials are available in department website.

Web: <http://www.ru.ac.bd/thm/> and http://103.79.117.242/ru_profile/public/teacher/26007259/profile

Text Books	:	1. UNWTO publications- A Practical Guide to Tourism Destination Management, ISBN; 978-92-844-1243-3, World Tourism Organization, 28020 Madrid, Spain. 2. Steven Pike, Destination Marketing An Integrated Marketing Communication Approach, Elsevier Inc., ISBN: 978-0-7506-8649-5.
Reference Book	:	Jennifer Stange, David Brown and Solimar International- Tourism Destination Management Achieving Sustainable and Competitive Results, USAID.

Students Assessment Details:

Marks Distribution

1.	Class Attendance	10%
2.	Presentation/Case Analysis	10%
3.	Term Paper	10%
4.	Midterm Examination	20%
5.	Final Examination	50%

Class Participation: 10% marks will come from class participation. Classes will be interactive. At various times, I will ask you to comment on intercultural issues, challenges and analyze cases. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

Presentation: Most of the times THM executives will have to deal with guests or tourists. So as a future executive, THM students should be skilled in handling guests and tourist's through proper conversation and motivation. The presentation or presentation on case study will make students efficient to deal with guests and tourists effectively. 10% marks of this course will come from presentation.

Term Paper: Students have to submit a term paper related to this course in the last class (Class no 16) Weighted 10 marks of the total marks. The course instructor will provide the term paper topic on or before class no 08.

Midterm Examination: 20% of your grade will come from midterm examination. The exam will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

Final Exam: 50% of your grade will come from the final exam and duration is 3 hours.

Industry Interactions: Students have to attend in 4 sessions of industry interactions for gaining practical knowledge about Destination Management.