

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

Teaching guide

Area: Advanced Operations

Subject: Destination Management

Period: Semester 8

Lecturers:

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MODULE: INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

AREA: ADVANCED OPERATIONS

SUBJECT: DESTINATION MANAGEMENT

CODE: OB8AOP-III

LANGUAGE: ENGLISH

YEAR: 4

PERIOD: SEMESTER 8

CREDITS: 4 ECTS

1. Subject objectives

Tourism takes place at a destination and that means destinations are a basic unit of analysis for tourism planning systems. Destination management is complex, and needs comprehensive and systematic approaches to planning. Travellers have a variety of available destinations and as such destination marketing organisations are competing in a highly competitive marketplace. This course looks at the macro and micro aspects of destination marketing and management.

To understand the magnitude of this situation, the main objective of this subject is to analyse how different destinations around the world are dealing with problems and issues related to managing different tourist destinations:

- Learn how to focus an analysis depending on the specific tourist destination.
- To locate the destination and its problematic situation using as a source their official websites and Strategic Plans.
- Analyse data from the various tourist activities framed on different ambits and spheres e.g. as the segment, the sector or the region.
- Know actions that have generated and guaranteed the uses on a tourist destination.
- Learn forms of intervention that favour and foster the uses of a tourist resource.
- Learn tools to assess tourism development of a resource or destination.
- Acquire and use knowledge, conceptual and applied, to forecast future tourist scenarios.
- Evaluate critically information from both, a local and a global perspective.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G10 - Orientation towards others/the client: implies the desire to help or serve others/the client, to discover and satisfy their needs.

G13 - Personal development: potentialize other's abilities through ?feedback? and ?coaching?. Implies constant effort to improve learning in others from an appropriate analysis of their needs and the needs of the organization, as well as empowering others to work as a team effectively.

G15 - Leadership: demonstrates the intention of assuming a leadership role of a group or a work team. Implies the desire to guide others which may not be associated to positions of formal authority.

Specific

E03 - Recognize the main tourist operators and the main political administrative structures.

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

E07 - Analyze the impacts generated by tourism.

E12 - Define objectives, strategies and marketing policies.

E16 - Knowledge of the operating procedures of intermediaries.

E17 - Understand the workings of destinations, tourist structures and business sectors on the global level.

3. Content

Session 1: Subject introduction and presentation. Related material: Subject Teaching guide Barcelona Tourism Board website

Session 2: Destination Management Planning. Related material: Introducing the Official Tourism Plan of the Case of Nova Scotia, Canada.

Session 3: Destination Management Planning. Related material: Official Tourism Plan of the Case of Nova Scotia, Canada.

Session 4: Destination Management and Sustainability. Related material: The Polar Tourism by Stonehouse, B. & Snyder, J. (2010) in Channel View Publications, UK & the case of the Zegrahm Expeditions, USA.

Session 5: Destination Management and Sustainability . Related material: The Polar Tourism by

Stonehouse, B. & Snyder, J. (2010) in Channel View Publications, UK & the case of the Zegrahm Expeditions, USA.

Session 6: Destination Marketing Planning and Research. Related material: The case of the Zanzibar, Tanzania.

Session 7: Destination Marketing Planning and Research. Related material: The case of the Zanzibar, Tanzania.

Session 8: Destination Marketing Planning and Research. Related material: Research and analysis of the case of Hawaii and their yearly research

Session 9: Destination Marketing Planning and Research. Related material: The case of Shaoxin in China

Session 10: Midterm Exam. Related material: All material related analysed until this moment

Session 11: Destination Product Development. Related material: Strategic Plans and websites of different destinations as St, Petersburg and Georgia in the USA.

Session 12: Destination Planning and Team-building. Related material: Free case study to detect the stakeholders and their possible team-building actions

Session 13: Destination Community and Stakeholders Relations. Related material: Strategic Plan and websites to analyse the cases of Cincinnati and Melbourne

Session 14: Destination Branding. Related material: Introduction and research of the case of New Zealand.

Session 15: Destination Branding. Related material: Research and analysis the case of New Zealand.

Session 16: Destination Integrated Marketing Communications . Related material: The cases of the Philippines a...

Session 17: The Future of Destination Management and Marketing. Related material: Papers, theories and opinions of different experts

Session 18: The Future of Destination Management and Marketing. Related material: The case of USDM, Austin, Texas.

Session 19: Consumer Behaviour and Market Trends. Related material: Case of Specialty Travel: Welcome to Boomers Bucket List Travel

4. Teaching methodology

Case Studies. Students will be provided with real cases concerning how a destination has faced some problems and how they solved them. So the student can come to their own conclusions and also understand how those destinations can become future models on implementing new technics and innovative actions.

Self-study or Study Groups. Thru their own works and researches groups can come to conclusions by contrasting the analysed information.

Student Presentations (individual or group). For some of the analysis students will be asked to

present their conclusions to the class.

Plenary Lectures. Teacher lectures, indications and presentations. The general methodology during the course will consist on two kind of sessions. The first one will be dedicated to introduce the concepts, theories and the geographical context with its correspondents case study. On the second session students will present their findings and conclusions of the theories application on those tourist destination, establishing a general debate to also come to general conclusions. With all this material, students should elaborate their own group and individual Portfolio.

Readings. This will be a constant practically during all sessions. They will need to read different websites, papers and book chapters.

Working individually or in groups. Students will do some individual works and also some in groups. They will be asked to manage their own abilities within the group to be as efficient as possible.

Guided Tutorials. To do the final research work, students will count with the advice and monitoring of the teacher.

Finding information and preparation and organization of material. During the sessions students will be asked to consult via Internet websites, articles or other on line documents referring to a certain tourist destinations.

5. Assessment activities

Regular examination call

- **Will consist on defining some Destination Management theories adding always an illustration of the real application on a specific tourist destination, using the same methodology as done in class. The major part of the questions of this exam will be taken from all the research and analysis made during the sessions. (Mar, 16/2020)**

Partial exam (Individual - 20%)

Evaluated competences: B01, B02, B04, G13, E04, E07 & E12

- **In groups of four people, students will create a Subject Portfolio containing all the information provide with the slides, descriptions, analysis and works done on different destinations around the World during the course. This document will have the category of "Final Research". It is not only the recompilation of notes and slides but also it is mandatory to do a personal addition to expand the basic ideas and concepts expressed during the sessions. A further structure and more content information will be provided to students during the course. (Apr, 30/2020)**

Academic Work (Group - 25%)

Evaluated competences: B01, B02, B03, B04, B05, G07, G10, G13, E03 & E04

- **Will consist on defining some Destination Management theories adding always an illustration of**

the real application on a specific tourist destination, using the same methodology as done in class. The major part of the questions of this exam will be taken from all the researches and analysis made in class during the whole semester. (May, 04/2020)

Final exam (Individual - 40%)

Evaluated competences: B04, G10, G13, E04, E05, E07, E12, E16 & E17

• An important part of the work to be done by students will be the analysis of Tourist Destinations Strategic Plans, websites and current real cases. With the information found students have to answer the requested questions at the end of every topic, understood this as basis to argument their participation during the sessions. Will be one case study per topic. The information found should be included in the final Portfolio but students will upload on Moodle five on those cases, at their choice, two every month, as will be explained in classe during the introduction session. So this will be mandatory: during the course, students need to submit periodically on Moodle only 5 of those analysis made; 2 during February, 2 during March and 1 in April. Not doing this can carry severe consequences as an important grades reduction as it represent the 10% of the total weight of the subject. The other 5% will come from attendance and participation during the course.

Case analysis (Group - 15%)

Evaluated competences: B01, B03, B05, G07, G13, G15, E04, E05, E07, E16 & E17

All parts of the evaluation will contribute to the final score with the percentage. The only exception is the Final exam. For the partial, the obtained score will contribute with the correspondent weight, as the other activities (the Subject Portfolio and the Case analysis).

The situation of the final exam is the exception: to enter the weighting of the course, which is 40%, the score obtained in the exam has to be as minimum 5 out of 10 and in case that this will be less than 5, then the score obtained will be the grade for the whole subject and it will appears as fail.

Class attendance is mandatory. To access the Final Exam, students need to have a minimum attendance of the 70% of the total sessions.

Resit examination call

• Will consist on defining some Destination Management theories adding always an illustration of the real application on a specific tourist destination, using the same methodology as done in class. The major part of the questions of this exam will be taken from all the researches and analysis made in class during the whole semester. (Jun, 08/2020)

Final exam (Individual - 70%)

Evaluated competences: B04, G10, G13, E04, E05, E07, E12, E16 & E17

• At the retake students will deliver an individual Subject Portfolio containing all the information,

descriptions, analysis and works done on different destinations around the World during the course. This document will have the category of "Final Research". More structure and content information will be provided to students during the course. (Jun, 08/2020)

Academic Work (Individual - 30%)

Evaluated competences: B01, B02, B03, B04, B05, G10, G13, G15, E03 & E04

The final grade will come from both activities, but to get the average the exam needs to be graded with a minimum score of a 5 out of 10. If not, the subject will be graded with the exam score, as fail.

Repeating students without attendance: regular examination call

• At the exam students will deliver an individual Subject Portfolio containing all the information, descriptions, analysis and works done on different destinations around the World during the course. This document will have the category of "Final Research" and will be delivered the same day of the exam, prior to the test. More structure and content information will be provide to students during the course. (May, 04/2020)

Supervised project (Individual - 40%)

Evaluated competences: B01, B02, B03, B04, B05, G10, G13, G15, E03 & E04

• Will consist on defining some Destination Management theories adding always an illustration of the real application on a specific tourist destination, using the same methodology as done in class. The major part of the questions of this exam will be taken from all the researches and analysis made in class during the whole semester. (May, 04/2020)

Final exam (Individual - 60%)

Evaluated competences: B04, G10, G13, E04, E05, E07, E12, E16 & E17

The final grade will come from both activities, but to get the average the exam needs to be graded with a minimum score of a 5 out of 10. If not, the subject will be graded with the exam score, as fail.

Repeating students without attendance: resit examination call

• Will consist on defining some Destination Management theories adding always an illustration of the real application on a specific tourist destination, using the same methodology as done in class. The major part of the questions of this exam will be taken from all the researches and analysis made in class during the whole semester. (Jun, 08/2020)

Final exam (Individual - 70%)

Evaluated competences: B04, G10, G13, E04, E05, E07, E12, E16 & E17

• **At the exam students will deliver an individual Subject Portfolio containing all the information, descriptions, analysis and works done on different destinations around the World during the course. This document will have the category of "Final Research". Will be delivered the same day of the exam, to the teacher, prior to the test. More structure and content information will be provided to students during the course. (Jun, 08/2020)**

Supervised project (Individual - 30%)

Evaluated competences: B01, B02, B03, B04, B05, G07, G10, G13, G15, E03 & E04

The final grade will come from both activities, but to get the average the exam needs to be graded with a minimum score of a 5 out of 10. If not, the subject will be graded with the exam score as fail.

Follow-up meetings

Week 3 (Feb, 10/2020), 11:00

Week 8 (Mar, 16/2020), 11:00

Week 12 (Apr, 20/2020), 11:00

6. Bibliography

Mandatory readings

Morrison, A. (2013). Marketing and Managing Tourism Destinations. Routledge. NYC. See chapters/pages14

Some cases are based on articles. Students will get the correspondent one with time to establish the analysis with enough time.

Analysis of the official webs of Tourist Destinations around the World will be essential to follow the subject.

Recommended readings

Y Wang, A Pizam (Ed.), (2011). Destination Marketing and Management: Theories and Applications. Cabi Publishing. Cambridge, USA. See chapters/pages5

7. Lecturer/s

Dr. Juan Francisco Puertas Montoro (Head lecturer) - xavier.puertas@htsi.url.edu

Contact hour: Monday at 11:00 under request

PhD in Leisure applied to tourism industry at Universidad de Deusto, Bilbao. He has several research articles and publications about leisure and its management in the tourist ambit.

Teaching at different tourism and business schools for more than 20 years and cooperating with

international schools of Holland, France, Argentina, Uruguay, Morocco, Mexico, Saint Marteen, Dominican Republic or Costa Rica, among others.

Award at the Global Conference Cambridge 2011, Massachusetts (Open Course Ware Excellence in Courseware Category). Project created for the Universidad Estatal de Costa Rica (UNED), Escuela de Ciencias Sociales y Humanidades, Cátedra de Turismo Sostenible de San José de Costa Rica.

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8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.