

**B-THEM-SP-1 Tourism Management**  
**B-THEM-SP-1.1 Destination Management**

Identification	Workload	Duration	Workload
B-THEM-SP 1.1	150 h	1 semester	56 h synchronous contact time Presence
Level	Credit Points	Frequency of the offer	
Bachelor	6	Every winter/summer semester	0 h synchronous contact time online
Module responsibility	SWS	Teaching language	
Svetlana Harms, MBA	4	English	6 h guided self-study 88 h self-study

### Learning Outcomes/Competences

After successful completion the module, the students are able to

- recognise the destination as a separate competitive unit in tourism,
- apply the individual strategic and operational management tools in the context of destination management and its particularities,
- assess the market dynamics in the field of destination management and can transfer these to current and future trends,
- apply their specialist knowledge in a concrete practical context by dealing with the basic terms and concepts of destination management, especially destination marketing and branding,
- evaluate destination strategies with regard to their economic, ecological and socio-cultural dimensions and critically discuss developments in the destinations as well as
- to apply and evaluate the methods of sustainable destination management

### Teaching Content

1. Introduction to destination management
  - Definition and delimitation of terms
  - Tourism communities
  - Tourist regions
  - Destinations
  - Tourism organisations
2. Supply and demand for services
  - The tourism market
  - Tourism demand
  - Opportunities and threats for destinations

- Changes in consumer behavior
- Demand-related theories (Maslow's pyramid of needs; lifestyle approach according to Sinus Milieus; experience orientation according to Kegelmann)
- The tourist offer in destination

### 3. Basics of the destination

- Destinations as competitive units in tourism
- Location-related theories (theory of central locations according to Christaller; polarization reversal approach by Richardson; destination life cycle model by Butler)
- Changing competitive conditions
- Case studies: City tourism in international comparison, islands as travel destinations; health resorts as destinations

### 4. Organisational and management structures of destinations

- The destination as an enterprise
- Basic tasks and characteristics of managing a destination/ tasks of the destination management organisation (DMO)
- Goals of the management of a destination
- Strategic Destination Management
- Operational Destination Management
- Need for coordination and organisational model
- Internal marketing and involvement of the local population

### 5. Planning a destination

- Need and conditions for destination planning
- Planning process and planning systems
- Tourism concepts and their development and contents
- Case studies: International and national tourism concepts

### 6. Marketing of a destination

- Awareness and image of a destination
- Basics and characteristics of destination marketing
- Marketing concept and marketing strategy
- Use of the marketing instruments
- Use of the communication instruments
- Use of online communication & social media marketing
- Use of moving image/ video
- Use of Virtual & Augmented Reality
- Use of Influencer Marketing
- Trends in destination marketing

## 7. Destination Branding

- Theory of branding a destination
- Planning processes and instruments
- Types and forms: Nation/ Country Branding; Destination Branding, Place Branding; City Branding
- Special challenges: Branding of a new destination (e.g. Abu Dhabi); branding of post-conflict destinations (e.g. Northern Ireland, Serbia); branding for repositioning in crisis regions (e.g. Israel/ Jerusalem); branding as a film destination (e.g. Austria)
- International and national case studies

## 8. Sustainable destination management

- Tasks and fields of action
- Concepts of Carrying Capacity/ Limits of Acceptable Change
- Visitor guidance systems
- Sustainability assessment in destinations
- Examples of sustainable tourism concepts

## 9. Future challenges of destination management

- Further development and planning of tourism organisations
- Digitization
- Demographic change and social change processes (new target groups; addressing young and older target groups)
- Participatory destination management

## Teaching and learning methods

### **Synchronous contact time presence:**

Lectures, exercises, possibly excursions.

### **Synchronous contact time online:**

None.

### **Guided self-study:**

Processing of case studies and exercises as individual or group tasks, compulsory reading of specialist literature.

### **Self-study:**

Self-directed preparation and follow-up of courses, literature study, exam preparation.

## Conditions of Participation

It is recommended to have successfully completed the following modules:

- International Tourism & Travel Management,
- Tourism geography and
- Marketing and market research in tourism.

## **Requirements for the allocation of credit points**

### **Exam**

Students complete this module with a 90-minute written exam.

Prerequisite for the award of credit points is passing the exam with a module grade of at least 4.0.

## **Usability of the module**

This module is part of the focus "Tourism Management". The main focus "Tourism Management" can be selected in various Bachelor's degree programmes of the integrated system of the Department of Business & Media according to § 1 (2) PO BT.

Information about the connection of the module with other modules of the study programme can be found in the Goal-Module-Matrix of the study programme.

## **Value of the module grade for the final grade**

6/180 credit points in Bachelor's degree programmes of the integrated system of the Department of Business & Media according to § 1 (2) PO BT.

6/180 credit points in Bachelor's programmes with an internship semester in the integrated system of the Business & Media faculty according to § 1 (2) PO BT.