

Course		Specific Topics in Destination Management
Course Number	6014	
Exam Number	6014	
Course Frequency	Summer Semester	
Duration	1 Semester	
Contact Hours per Week	4	
Teaching and Learning Forms	1 SWS Seminar 1 SWS Exercises 2 SWS Project Work / Case Studies	
ECTS Credit Points	5	
Workload	125 hours - Attendance time in courses: 56 hours - Self-study: 69 hours	
Language	English	
Course Responsibility	Dr. Matilde Sophie Groß	
Prerequisites for Participation	None	
Content	Objectives and principles for the strategic management of a destination Co-operative task creation in the destination Destination policy and governance (regulatory framework; stakeholder management and governance structures) Sustainability in destination management (environmental impacts and sustainability principles in destinations; sustainable and resilient development strategies for destinations) Destination development and planning (planning processes for destinations; infrastructure and product development) with the help of city management using the example of the sports tourism and/or MICE market	
Target Competencies	Students have a sound understanding of the various aspects of tourism destination management: - Understand the concepts, theories and practices of destination management - Analyse destination strategies and developments - Ability to apply management principles to real destination scenarios	

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	<ul style="list-style-type: none"> - Developing solutions for challenges in destination management - Ability to assess the sustainability and resilience of destinations <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	The primary form of examination is the written examination.
Basic Literature	<p>Edelheim, Johan R. (2015): Destination Management: Principles and Practices.</p> <p>Epler Wood, Megan (2017): Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions.</p> <p>Evans, Nigel (2012): Strategic Management for Tourism, Hospitality and Events.</p> <p>Morrison, Alistair M. (2019): Marketing and managing tourism destinations. (2. Edition) New York: Routledge</p> <p>Ritchie, Brent W.; Goeldner, Charles R. (2019): Tourism Destination Management: Principles and Practice"</p> <p>Woodside, Arch G.; Martin, Drew (2018): Destination Management and Marketing: Breakthroughs in Research and Practice".</p> <p>Fyall, Alan; Garrod, Brian; Wang, Youcheng (2012): Tourism Destination Marketing: Collaborative Strategies.</p>