Course Name	: Tourism Destination Management	**Instructor**	Ranea Qaddhat, Ph.D.
Course No.	: 5301223	**Office No.**	: 315
Year	: 2020/2021	**Office Hours**	: Sun, Mon, Tue 1.00- 2.00
			5.00- 6.00
Semester	: 1ˢᵗ Semester	**Email**	: r.qaddahat@ju.edu.jo
Meeting time	: Sun, Mon, Tue, 12.00-13.00		
Classroom No.	: 217		
Teaching Methodology:	: Online		
Electronic Platform(s)	: Microsoft Teams **Moodle** and Messenger		

➕ **Course Description:**

This course focuses on providing knowledge to students about models and theories of destination management, management needs and processes. It provides information about how tourism destinations are developed, and the issues and skills involved in their operation including their management, marketing and integration with the community. It provides students with skills to handle tourists/visitors, host communities, private sector and public sector at tourism destinations – to enable a destination achieve sustainability and enhance tourist visitor satisfaction.

➕ **Course Objectives:**

The main aim of this course is to provide students with:
1. An understanding of the processes involved in tourism destination development.
2. A theoretical framework of destination management and planning issues and strategic approaches.
3. Planning and marketing applications for destination management.

➕ **General Intended Learning Outcomes:**

Upon successful completion of this course, students will be able to:
1. Define the following terms: tourism destination, tourism destination management, tourism destination planning, tourism destination product, destination partnership, stakeholder, and destination governance.
2. Identify and explain the characteristics of a tourism destination and the roles of destination management.
3. Understand the process of research for tourism destination management.
4. Understand the components of the destination product, and explain the Tourism Area Life Cycle model.
5. Understand and discuss the role of partnership in tourism destination management.
6. Discuss and explain the role of ICTs in tourism destination management.

7. Identify and explain the current and future issues affecting tourism destination management.
8. Suggest some of the characteristics of future DMOs.

Required Text
Morrison, A. M. (2013). *Marketing and Managing Tourism Destinations*. New York: Routledge.

Additional Readings:
Supplementary readings may be distributed in class or otherwise made available to you. Students will be responsible for reading all assigned materials prior to class.

Absence Policy
- It is each student's responsibility to plan carefully to arrive on time, arriving late interferes with other students' learning and is not acceptable.
- It is expected that each student will be present on each class day having completed the reading or other assignments. If you do not come or are not prepared, you will not be able to participate effectively and your grade will suffer accordingly.
- University attendance policy is in effect and students are expected arrive before the beginning of class and attend all lectures.
- A student should not absent from more than 15% of the total number of meeting prescribed for the course.
- If the student absented more than 15% of the total number of meeting prescribed for the course without medical or compelling excuse acceptable by the dean, s/he will not be allowed to take the final exam, and her/his grade shall be zero (F). Accordingly, the student must re-take the course if it obligatory.
- In the case of approved excuse, the student is not allowed to absent more than 20% of the total number of meeting prescribed for the course.
- Students are asked to inform the instructor of absences in advance whenever possible.
- In the event of an absence, the student is responsible for all missed material.

Class Policy
- Eating and drinking are not allowed in the classroom.
- Mobiles and other electronic devices that distract students are not allowed in the classroom.
- Recording the classroom or other learning activities without granting permission from the instructor is not allowed.
- Students creating disturbances that interfere with the conduct of the class or the learning of others will be asked to leave.

Grading
- Mid-term exam   30%
- Assignments, Quizzes and Projects   20%
- Final Exam   50%

        - Attendance at exams is required for all students.
Notes: - Unexcused absence will be reported as a failure (F).
        - Make-up exams only will be offered with acceptable excuse.

Course Outline

Week	Date	Topic	Reading	Specific ILOs
1		No Classes		
2		Introduction to the course The concepts of destination management: Defining a tourism destination Destination Management Organizations (DMOs) Roles of DMOs The 10 As of successful destinations Stakeholders in destination management Types DMOs	Ch. 1	- Define tourism destination. - Define tourism destination management. - Identify and explain the roles of destination management. - Categorize the stakeholders in destination management into groups. - Explain the 10 as of successful destination. - Describe the types of destination management organizations at different geographic levels.
3		Tourism Destination Planning: Tourism planning: an overview Tourism planning process for destination management: Policy, Principals, Participants, Process, Plans and communicating about plans Destination Destination Visioning	Ch. 2	- Describe the history and influences on tourism planning for Destinations. - Explain the benefits that come from doing long-term tourism planning. - Detail the desired outcomes from completing a tourism plan for a destination. - Explain the tourism planning process for destination management. - Differentiate between strategic planning and visioning. - Provide a step–by–step explanation of destination visioning
4		Destination Management Research: Contributions of research to destination management Developing a destination management research agenda Fundamentals of destination management research Analysis of existing and potential markets Analysis of destination image Analysis of community attitudes Analysis for product development Analysis of economic impact	Ch. 3	- Explain the contributions that research makes to destination management. - Describe the process for developing a destination management research agenda. - Discuss the fundamental principles of the research needed to support destination management. - Detail the steps and research techniques for analyzing existing

5		Analysis of competitors Destination management research plan		tourist markets. - Explain how a destination conducts a potential market analysis. - Describe the techniques for doing destination image research. - Identify the research process to assess the opinions and attitudes of community residents about tourism. - Explain procedures for completing competitive research. - Prepare a destination research plan.
		Mid-term Exam		
6 7		Destination Product Development: Definition and components of the destination product Destination product life cycle DMO involvement in product development Destination quality Product development strategy models Principles of destination product development Development of physical product Human resources development Development of packages Event, festival and activity program development Interpretation Information provision and information centers Tourism signage The environment and sustainability	Ch. 5	- Define the destination product. - Identify the components of the destination product. - Explain the Tourism Area Life Cycle model and how this impacts product development in a destination. - Describe the continuum of DMO involvement in product development. - Name the types of physical products in a destination and explain how potential development projects should be analyzed. - Pinpoint and discuss the types of strategies and programs that a DMO can develop to enhance human resource development. - Pinpoint the different forms of programing in which a destination can engage and how a DMO can encourage event, festival and activity program development. Describe the role of visitor information centers (VICs). - Discuss the steps that a DMO can take to ensure a sustainable tourism development approach is adopted within the destination.
8		Destination Partnership and Team-building: Definitions of destination partnership and team-building Destination management role contributions of partnerships Partnerships and destination governance Requirements of destination governance Benefits of destination partnerships Destination partners	Ch. 6	- Define the terms destination partnership and team-buildings. - Discuss how partnerships contribute to the accomplishment of the other roles of destination management. - Describe the relationship between destination governance and destination partnerships. - Explain the benefits of destination partnerships. - Discuss the potential partners for DMOs. - Elaborate on how a DMO identifies potential partners.

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9		Identifying destination partner Public-private partnerships in destination management Barriers and challenges for destination partnerships Destination partnership steps Destination team - building		- Explain the concept of public – private partnerships (PPPs) and their advantages. - Pinpoint and explain the barriers and challenges in forming destination partnerships. - Identify the types of partnerships in to which DMO enter. - Describe the ingredients of a successful destination partnership. - Explain how a DMO performs as a destination team–builder
10		Destination Community and Tourism Stakeholder Relations: Community resident relations Tourism sector stakeholder relations Relations with members	Ch. 7	- Explain the importance of community relations to destination management. - Describe the steps that a DMO follows to build and maintain positive relationships with local community residents. - Discuss the activities and initiatives included in a community relations plan. - Define the term stakeholder. - Identify and describe the tourism sector stakeholders in destination. - Elaborate upon the activities that a DMO should use to maintain positive relationships with tourism sector stakeholders. - Explain how DMOs maintain good relations with boards of directors.
		Destination Community and Tourism Stakeholder Relations: Community resident relations Tourism sector stakeholder relations Relations with members		
11		Destination Governance and Leadership Definition of destination governance Dimensions of governance DMO accountability DMO transparency Measuring DMO effectiveness Risk Management Destination Leadership	Ch. 8	- Define the term destination governance and identify the dimensions of governance. - Describe accountability and the actions required of a DMO to demonstrate it is accountable. - Explain the concept of transparency and how this applies to a DMO. - Identify the ways in which DMOs can measure the effectiveness to their operations.

				- Identify and review the types of risk to which DMOs and destinations are exposed and how they should handle risk management. - Identify and explain the major leadership roles of DMOs.
12 13/14		Current and future issues in destination management and marketing The DMA! Futures Study The future of destination marketing Implications of global trends for destination management Managing Destination Marketing Organizations Expected future trends and potential challenges for Destinations and DMOs The DMO of the future	Ch. 16	- Identify and explain the current and future issues affecting destination management and marketing. - Pinpoint expected future trends and potential challenges for destinations and DMOs. - Suggest some of the characteristics of future DMOs
15/16		Final projects		presentation