

MODULE DESCRIPTOR

MODULE TITLE	Tourist Destination Management and Marketing		
Module Code	19-7T02-00S		
Level	7		
Credit Points	15		
Indicative Assessment Components & Percentage Weightings	Coursework 100%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern:
YES	NO	YES	None

1 MODULE AIMS

These are the aims of the module are to:

1. examine approaches to the management and marketing of tourist destinations around the world in terms of objectives sought and techniques used
2. evaluate the complex range of societal factors that affect the management of tourist destinations
3. examine the processes that can ensure the development of sustainable destinations.
4. analyse and evaluate the marketing strategies of different types of destination

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. apply a range of approaches used in destination management and marketing;
2. identify how destination management and policy relates to public policy objectives and sustainability;
3. evaluate approaches to destination management that endeavour to involve all stakeholders;
4. use destination case studies and destination data to critically analyse the practical application of destination management and marketing concepts and techniques;

5. evaluate the approaches to destination management and marketing in relation to the different objectives of various types of destinations; and
6. Identify how destination management and marketing adapts to meet changes in the business environment.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module is taught using lectures, interactive exercises, workshops and seminars to examine approaches to tourism destination management and marketing. The sessions consist of the use of different approaches including case studies, hypothetical exercises and role plays in addition to lectures and discussion-based seminars

Students use a range of material to enhance their learning including journal articles, text books, destination websites, travel media and destination statistics.

The assessment involves two pieces of coursework. The first assignment is the creation of a destination marketing strategy for a destination chosen by the student. The tutor has to approve the choice of destination to ensure equity and to make sure the chosen destination is suitable. The second assignment is an essay in which the student chooses one of five statements to discuss. This involves collecting evidence and producing a balanced argument.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Practical	PR	100%	20 minutes	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- Definitions and typologies of Destinations
- Stakeholders in Tourist destinations
- Destination marketing and public policy objectives
- Case studies of management and marketing in different types of destinations
- Destination branding and image
- Destination management and sustainability
- Crisis Management in Destinations
- Quality and tourist satisfaction in destinations
- The future of destination management and marketing

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**

- Module Handbook
- Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No.
	1

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review