

MODULE DESCRIPTOR

TITLE	Tourism Destination Marketing
SI MODULE CODE	44-6950-00L
CREDITS	20
LEVEL	6
JACS CODE	N830
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Philip Goulding

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

- apply generic marketing knowledge to the marketing of tourist destinations in a competitive market
- explore the marketing implications of the business environment in which destinations operate
- explore possible strategies to tackle marketing challenges faced by destinations
- provide examples of good practice in destination marketing

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Critically review and apply key facts, principles, concepts and theories relating to the marketing of tourist destinations;
2. Critically analyse and evaluate key issues in the business environment of destinations;
3. Demonstrate your understanding of the key analytical skills involved in destination marketing;
4. Engage effectively in problem solving;
5. Critically analyse and evaluate the complexities involved in the marketing of tourist destinations.

INDICATIVE CONTENT

- What makes a tourist destination a unique 'product' to market;
- The main marketing challenges that destinations face;
- The selection of appropriate marketing strategies for destinations;
- Case studies of successful and less successful destination marketing;

- Crisis management strategies for destinations faced with significant incidents or disasters.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

- *keynote lectures* to provide an introduction to the main concepts and techniques involved in destination marketing
- *seminar/tutorial sessions* which will be student-centred and will interactively explore issues related to destination marketing
- *directed exercises and case studies* to help develop understanding of good practice and problem-solving in destination marketing
- *self-study activities*, facilitated by use of a Blackboard web site;
- *assessment* to include a project and an open book examination.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Individual presentation & report	PR/CW	50 %	10 minute presentation + 1,500-2,000 word report	Y
2	End examination	EX	50 %	2 hour paper + reading time	N

Coursework : (constitutes 50% of the module grade). (Semester 2)

Students identify an emerging destination (to be agreed in the seminars) and develop a future communications strategy for it in a 10 minute power point presentation. They also submit a destination audit report of between 1,500 - 2,000 words to inform the presentation.

In the presentation and the audit report students must consider in detail the following;

- the current status of the destination
- the brand image
- key internal and external influences affecting the destination
- the role and structure of the DMO.

FEEDBACK

Students will receive feedback on their performance in the following ways

Feedback is provided on a criteria-based assessment grid which also includes a standard template containing qualitative comments designed to help students understand how and why the mark was derived. The comments provide 'feed-forward' for ways to improve written presentation communication skills and techniques in order to help students in the world of work after leaving university.

Face to face feedback will also be available after the students' presentation task.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

Pike, S (2004) Destination Marketing Organizations, Elsevier, Oxford.

Pike, S (2008) Destination Marketing, Elsevier, Oxford

Supplementary and Alternative Texts

The reading list is indicative, includes the following titles but students are recommended to also search generic services marketing texts:

Buhalis, D and E. Laws (eds). 2001. Tourism distribution channels : practices, issues and transformations. Published London : Continuum.

Burke, J and B. Resnick. 2000 (2nd ed). Marketing and selling the travel product
Published Albany, N.Y. : Delmar.

Fyall, A. and B. Garrod. 2004. Tourism marketing: a collaborative approach. Clevedon. Channel View Publications.

Hall, C.M (ed) 2003. Wine, food and tourism marketing. Published New York : Haworth Hospitality.

Harris, R. 2004. Case studies in tourism marketing. Hospitality Press.

Henner Kay, H. 2003. Selling tourism. Published Clifton Park, N.Y. : Delmar Learning.

Holloway, J.C. 2004 (4th ed) . Marketing for tourism. Published Harlow : Financial Times Prentice Hall.

Hulten, B, Broweus, N and Van Dijk, M (2009) Sensory Marketing, Palgrave. Basingstoke.

Kotler, P., Bowen, J. and Makens, J. (2003) Marketing for Hospitality and Tourism. Third Edition. Prentice Hall, NJ.

Mancini, M. 2003. Connecting with customers : how to sell, service, and market the travel product.
Published Upper Saddle River, N.J. : Prentice Hall.

McDonnell, I. 2003. eTravel and tourism : marketing and management techniques. Oxford: Butterworth-Heinemann

Middleton, V T C and Clarke, J., (2000), Marketing in Travel and Tourism 3rd Edition, Butterworth-Heinemann, Oxford.

Morgan, N., Pritchard, A. and Pride, R. (2002) Destination Branding. Creating the unique destination proposition. Butterworth-Heinemann, Oxford.

Morgan, N and A. Pritchard. 2000. Advertising in tourism and leisure. Oxford : Butterworth-Heinemann.

Morrison, A.M. 2002 (3rd Ed). Hospitality and travel marketing. Albany, NY : Delmar Thomson Learning.

Robinson, M. *et al* 2000. Management, marketing and the political economy of travel and tourism.
Published Sunderland : Centre for Travel and Tourism in association with Business Education Publishers

Usunier, J.C (2000) Marketing across cultures, 3rd ed. Harlow. Financial Times/Prentice Hall.

Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Annals of Tourism Research
Journal of Travel and Tourism Marketing
Journal of Vacation Marketing
Tourism Management
Locum Destination Review
Insights
Journal of Service Marketing
European Journal of Marketing

Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

Students will be expected to access a wide range of DMO sites; marketing analysis reports and communication strategy case studies. Many examples are posted onto the module Blackboard site.

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	Sept 2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	September 2013	May 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

**Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	