

Tourism Destination Management

The aim of this course is to provide students with an understanding of the issues related to the development and management destinations. The course explores the sustainable development and management of destinations, and the interplay of various stakeholders. The course starts with identifying the relationship between the destination and the place and relevant theories, builds on important relevant theories and the destination lifecycle in order to present issues of planning, policy and governance. The course introduces the debate on the use of Destination Management vs Destination Marketing Organizations and, as such, presents some first insights into segmentation, targeting and positioning, as well as the inclusive and resilient nature of marketing, when the latter is properly employed. The course seeks to offer students the opportunity to engage in the practical application of tourism theory and encourages them to adopt a critical approach to analysing a tourist destination.