

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230815	SEMESTER	8th
TITLE	TOURISM DESTINATION MANAGEMENT		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	https://exams-sod.the.ihu.gr/		

2. LEARNING OUTCOMES

Learning outcomes	
<p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: identify, recognize and describe the concept of destination management in both theoretical and practical contexts. 2. UNDERSTANDING: distinguish the various structures that exist and which contribute to the effective management of destinations 3. IMPLEMENTATION: examine the management of a destination through the Destination Management Agency (DMO) tool 4. ANALYSIS: plan and develop the role of the various important partners and their contribution to the development of the destination 5. COMPOSITION: explain and propose a solution to the problem both theoretically and practically through local and international examples 6. EVALUATION: be able to evaluate and compare case studies. 	
General Skills	
✓	Search, analysis and synthesis of data and information, using the necessary technologies
✓	Adaptation to new situations
✓	Decision making
✓	Autonomous work
✓	Teamwork

- ✓ Working in an international environment
- ✓ Work in an interdisciplinary environment
- ✓ Production of new research ideas
- ✓ Respect for diversity and multiculturalism
- ✓ Respect for the natural environment

3. COURSE CONTENT

The content of the course deals with the following topics:

1. Definitions. Types of tourist destinations
2. Elements of tourist destination composition. Dickman's (1997) Five A's of a Destination
3. The life cycle of the destination
4. The cycle of tourist travel
5. The design of the destination
6. Destination assessment (SWOT analysis)
7. The Destination Management Agency (DMO)
8. The D.M.O. Activities-Financing-Strategies
9. Branding of the destination
10. Destinations in the COVID-19 environment
- 11." Smart" destinations
- 12 and 13 Case studies

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face	
ICT USE	Use of Information and Communication Technologies (ICT) in Teaching. Namely: <ul style="list-style-type: none"> ✓ PC, POWERPOINT ✓ USE OF PROFESSIONAL EQUIPMENT IN LABORATORY EDUCATION ✓ MULTIMEDIA ✓ INTERNET ✓ E-MAIL 	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Bibliographic Study and Analysis	41
	Presentation of Written Assessment	70
	TOTAL	150
ASSESSMENT	Language of Assessment: Greek Evaluation methods: Short answer and multiple-choice questions. Written paper with a public presentation. Final written examination. Evaluation criteria:	

	<p>Participation in the course. Success in test answers and final exam. Written work and successful presentation based on the following elements:</p> <ol style="list-style-type: none"> A. Title and originality of the theme. B. Summary of the topic. C. Importance of research (topic). D. Definition of the research problem. E. definition of hypotheses and research questions. F. Research design. G. Bibliographic review. H. Bibliography and references. I. successful public presentation with critical analysis of arguments and findings. I. Managing questions from the audience. <p>The criteria are published on the course website.</p>
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5. REFERENCES

-Suggested bibliography:

- ✓ Baggio, R., 2004. The strategic role of knowledge in the management of tourism destinations organizations. Thesis (Tourism Policy and Strategy). UNTWO Themis Foundation. Madrid: University of Catalonia.
- ✓ Beritelli P., Bieger T. and Laesser C., 2007. Destination Governance: Using Corporate Governance Theories as a Foundation for Effective Destination Management. *Journal of Travel Research*, 46 (August), 96-107.
- ✓ Bornhorst, T., Brent Ritchie, J. R., and Sheehan, L., 2010. Determinants of tourism success for DMOs & Destinations: An empirical examination of stakeholders' perspectives. *Tourism Management*, 31 (5), 572-589.
- ✓ Pike, S., 2005. Tourism destination branding complexity. *Journal of Product & Brand Management*, 14 (4), 258-259.
- ✓ Pike, S. and Page, S., J., 2014. Destination Marketing Organizations and destination marketing: A narrative analysis of the literature. *Tourism Management*, 41 (April), 202-227
- ✓ Presenza, A., Sheehan, L., and Ritchie, J. R. B., 2005. Towards a model of the roles and activities of destination management organizations. *Journal of Hospitality, Tourism and Leisure Science*, 3, 1-16.
- ✓ Saarinen, J., 2004. 'Destinations in change': The transformation process of tourism destinations. *Tourist Studies*, 4 (2), 161-179.
- ✓ Stabler, M., J., Sinclair, M. T., and Papatheodorou, A., 2010. *The economics of tourism*. 2nd ed. London: Taylor & Francis.

Related scientific journals

- Journal of Travel Research
- Tourism Management
- Journal of Hospitality, Tourism and Leisure Science
- Annals of Tourism Research
- International Journal of Contemporary Hospitality Management

- Journal of Hospitality and Tourism Research
- Journal of Travel & Tourism Marketing
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of Sustainable Tourism Management